KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne
Family with Kids_Welle 2

Laufzeit 17.06.2019 - 08.12.2019

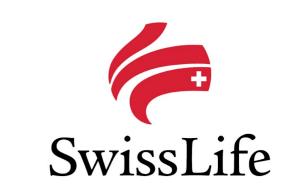
Datum 24.10.2019

Mediagattung	Version	Kosten in CHF	in %
Online	V 1.1 / 14.10.2019	21'622.00	100.00
Total		21'622.00	54.14
Agentur-Services		Kosten in CHF	in %
Planung & Setup		7'700.00	42.05
Bewirtschaftung		4'200.00	22.93
Technische Kosten		4'965.00	27.11
Media-Honorar		1'448.66	7.91
Total		18'313.66	45.86
Total ohne MWST		39'935.66	100.00
Total inkl. MWST		43'010.71	107.70

Bemerkungen



MEDIA-PLANUNG: ONLINE



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							MEDI	A- UND KC	STEN PLAI	NUNG		
PLATZIERUNG	D	ETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF
Display												
FamilyChannel_IASH zertifizierte Netwerkbud (Sitelist gemäss sepa Info)	chung	P Targeting CH_FC 2/UU/V	V D-CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6'612.0
TANGO_Tamedia & Goldbach Netzwerk		amilien Targeting FC /UU/W	F-CH	Skyscraper 160x600	150'000	29.00	4'350.00	60.00	1'740	5.00	11.02	1'653.0
Total Display					750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'265.0
Mobile												
Admeira Digital Networ		amilien TargetingFC	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.0
Total Mobile	·		'		400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.0
Social-Media												
Facebook	R	Repost-Ads	D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4'845.0
Total Social-Media					150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.0
Live-Targeting												
			D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.0
Total Live-Targeting	,				0	0.00	0.00	0.00	0	0.00	0.00	0.0
Total Media					1'300'000	31.19	40'550.00	165.00	22'760	20.00	16.63	21'622.0
								Planung & Se	etup	7	7'700.00	42.05 %
SPRACHE WE	ERBEDRUC	CK ANTEIL IN %	KOSTEN N/N	ANTEIL IN %				Bewirtschaftu	ıng		l'200.00	22.93 %
D-CH 1'1	50'000	88.46	19'969	64.60	_			Technische K	Costen		4'965.00 2	
F-CH 150	0'000	11.54	1'653	11.02				Media-Honora	ar	1	'448.66	7.91 %
I-CH 0		0.00	0	0.00	_			Total Kosten	Agentur Service	2 :	8'313.66	45.86 %
Total 1'3	300'000	100%	21'622	75.62				Total Kosten	Agentur Service	e: 3	89'935.66	100.00 %

					EIN	NSATZZEITR	AUM UND W	/ERBEDRUC	KVERTEILU	NG					
KW 25 (17.06)	KW 26 (24.06)	KW 27 (01.07)	KW 28 (08.07)	KW 29 (15.07)	KW 30 (22.07)	KW 31 (29.07)	KW 32 (05.08)	KW 33 (12.08)	KW 34 (19.08)	KW 35 (26.08)	KW 36 (02.09)	KW 37 (09.09)	KW 38 (16.09)	KW 39 (23.09)	KW 40 (30.09)
26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609
16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667
16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'52
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'52
O	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
O	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
55'79	8 55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'79



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							MEDIA	A- UND KO	STEN PLA	NUNG			
PLATZIERUNG	D	ETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF	
Display													
FamilyChannel_IASH zertifizierte Netwerkbud (Sitelist gemäss sepai Info)	chung	P Targeting CH_FC 2/UU/W	D-CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6'612.00	
TANGO_Tamedia & Goldbach Netzwerk		amilien Targeting FC /UU/W	F-CH	Skyscraper 160x600	150'000	29.00	4'350.00	60.00	1'740	5.00	11.02	1'653.00	
Total Display					750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'265.00	
Mobile													
Admeira Digital Networ		amilien TargetingFC /UU/W	D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.00	
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Social-Media													
Facebook	R	epost-Ads	D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00	
Total Social-Media					150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00	
Live-Targeting													
			D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.00	
Total Live-Targeting					0	0.00	0.00	0.00	0	0.00	0.00	0.00	
Total Media					1'300'000	31.19	40'550.00	165.00	22'760	20.00	16.63	21'622.00	
							_	Planung & Se			7'700.00	42.05 %	
	ERBEDRUC		OSTEN N/N	ANTEIL IN %			_	Bewirtschaftu				22.93 %	
	50'000		'969 *52	64.60	-		_	Technische K			4'965.00 27.11 %		
	0'000		353	11.02	_		_	Media-Honora			1'448.66	7.91 %	
I-CH 0	001000	0.00 0	1000	0.00					Agentur Service		18'313.66	45.86 %	
Total 1'3	00'000	100% 21	'622	75.62				Total Kosten	Agentur Service	e: 3	39'935.66	100.00	

		TEILUNG	DRUCKVER	JND WERBE	ZEITKAUW C	LINGAIZ		
KW 49 (02.12)	KW 48 (25.11)	KW 47 (18.11)	KW 46 (11.11)	KW 45 (04.11)	KW 44 (28.10)	KW 43 (21.10)	KW 42 (14.10)	KW 41 (07.10)
Nachlieferu bei	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087
- Unterlieferu	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
	32'609	32'609	32'609	32'609	32'609	32'609	32'609	32'609
Nachlieferu bei Unterlieferu	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667
	16'667	16'667	16'667	16'667	16'667	16'667	16'667	16'667
Nachlieferu bei Unterlieferu	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
	6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522
Nachlieferu bei Unterlieferu	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
8	55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798

