KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne

Family with Kids_Welle 2

Laufzeit

17.06.2019 - 08.12.2019

Version / Datum
Version 1.5 / Variante Medium /

25.10.2019

Mediagattung	Kosten in CHF	in %
Online	21'622.00	100.00
Total	21'622.00	55.13
Agentur-Services	Kosten in CHF	in %
Planung & Setup	7'700.00	43.75
Bewirtschaftung	4'200.00	23.86
Technische Kosten	4'900.00	27.84
Media-Honorar	800.63	4.55
Total	17'600.63	44.87
Total ohne MWST	39'222.63	100.00
Total inkl. MWST	42'242.77	107.70

Bemerkungen



MEDIA-PLANUNG: ONLINE



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								MEDIA- UND KOSTEN PLANUNG										
PLATZIERUNG		DETAILS			SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOS CHF				
Display																		
FamilyChannel_IASH zertifize Netwerkbuchung (Sitelist ger Info)(214)		IP Targeting CH_FC 2/U	U/W		D-CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6'0				
TANGO_Tamedia & Goldba	ch Netzwerk(219)	Familien Targeting FC 2/	/UU/W		F-CH	Skyscraper 160x600	150'000	29.00	4'350.00	60.00	1'740	5.00	11.02	1'				
Total Display							750'000	29.00	21'750.00	120.00	8'700	10.00	11.02	8'				
Mobile																		
Admeira Digital Network(21	5)	Familien TargetingFC	2/UU/W		D-CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'				
Total Mobile							400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'				
Social-Media																		
Facebook(216)		Repost-Ads			D-CH	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4				
Total Social-Media							150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4				
Live-Targeting																		
(217)					D-CH	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00					
Total Live-Targeting							0	0.00	0.00	0.00	0	0.00	0.00					
Total Media							1'300'000	31.19	40'550.00	165.00	22'760	20.00	16.63	21				
									_	Planung & Se				43.75				
SPRACHE WERBE D-CH 1'150'00	DRUCK ANTEIL 00 88.46	IN % KOSTEN N/N 19'969	ANTEIL IN % 64.60						_	Bewirtschaftu Tachnischa K				23.8				
F-CH 150'000		1'653	11.02						_	Technische K Media-Honora				27.8 4.55				
I-CH 0	0.00	0	0.00						_		" Agentur Service:			44.8				
Total 1'300'00		21'622	75.62							Total Kosten			9'222.63	100.				

						EINSATZ	ZZEITRAU	JM UND W	ERBEDR	UCKVERT	EILUNG					
	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)
0	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
0	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	6'522
)	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	6'522
)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	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	55'798	55'798



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											MEDIA	- UND KC	STEN PLAI	NUNG		
PLATZIERUNG				DE	TAILS	SP	RACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF
Display																
FamilyChannel_l/	ASH zertifizierte Netw	verkbuchung (Sitelis	st gemäss separater	Info)(214)	Targeting CH_FC 2/UU/W	D-C	CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6'612.00
TANGO_Tamedia	a & Goldbach Netzwe	erk(219)		Fan	milien Targeting FC 2/UU/W	F-C	СН	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 N	Network(215)			Fan	milien TargetingFC 2/UU/W	D-0	CH	Skyscraper 160x600	400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.00
Total Mobile				'					400'000	32.00	12'800.00	30.00	8'960	5.00	21.28	8'512.00
Social-Media																
Facebook(216)				Rep	post-Ads	D-C	СН	Skyscraper 160x600	150'000	0.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Total Social-Med	dia						,		150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Live-Targeting																
(217)						D-0	СН	Skyscraper 160x600	0	0.00	0.00	0.00	0	0.00	0.00	0.00
Total Live-Targe	eting								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
											Plai	nung & Setup		7'7	00.00	43.75 %
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %							Bev	virtschaftung		4'2	00.00	23.86 %
D-CH	1'150'000	88.46	19'969	64.60							Tec	hnische Kost	en	4'9	00.00	27.84 %
F-CH	150'000	11.54	1'653	11.02							Med	dia-Honorar		800	0.63	4.55 %
I-CH	0	0.00	0	0.00									entur Service:			44.87 %
Total	1'300'000	100%	21'622	75.62							Tota	al Kosten Age	entur Service:	39'	222.63	100.00 %

	EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG												
KW 41 (07.10)	KW 42 (14.10)	KW 43 (21.10)	KW 44 (28.10)	KW 45 (04.11)	KW 46 (11.11)	KW 47 (18.11)	KW 48 (25.11)	KW 49 (02.12)					
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	Nachlieferung bei Unterlieferung					
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	Nachlieferung bei Unterlieferung					
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	Nachlieferung bei Unterlieferung					
6'522	6'522	6'522	6'522	6'522	6'522	6'522	6'522						
0	0	0	0	0	0	0	0	Nachlieferung bei Unterlieferung					
0	0	0	0	0	0	0	0						
55'798	55'798	55'798	55'798	55'798	55'798	55'798	55'798						

