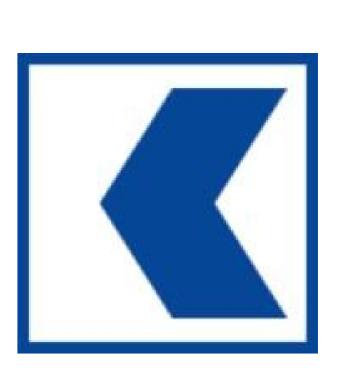
KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne Finanzberatung 2019 Laufzeit
18.11.2019 - 29.12.2019

Version / Datum V 0.10 / 02.12.2019

| Mediagattung | Kosten in CHF | in % |
|---------------------|---------------|--------|
| Online | 170'502.00 | 100.00 |
| Total Mediakosten | 170'502.00 | 97.40 |
| Agentur-Services | Kosten in CHF | in % |
| Planung & Setup | 2'450.00 | 53.85 |
| Bewirtschaftung | 2'100.00 | 46.15 |
| Technische Kosten | 0.00 | 0.00 |
| Media-Honorar | 0.00 | 0.00 |
| Total Servicekosten | 4'550.00 | 2.60 |
| Total ohne MWST | 175'052.00 | 100.00 |
| Total inkl. MWST | 188'531.00 | 107.70 |

Bemerkungen



MEDIA-PLANUNG: ONLINE



Kampagne Finanzberatung 2019

Laufzeit 18.11.2019 - 29.12.2019

EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG

Version / Datum V 0.10 / 02.12.2019

| | | | | | | | | STEN PLA | | , | | EINSATZZEITKAUW UND WERBEDRUCKVERTEILUNG | | | | | |
|--|--|------------|---|-----------------|-----------------|---------------|----------------|---------------------|---------|---------------------|---------------|--|------------------|------------------|------------------|------------------|-------------------------------------|
| PLATZIERUNG | DETAILS | SPRACHE | FORMAT | WERBE- DRUCK | TKP BRUT CHF | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | TKP NET- NET CHF | KOSTEN CHF | KW 47 (18.11) | KW 48 (25.11) | KW 49 (02.12) | KW 50 (09.12) | KW 51 (16.12) | KW 52 (23.12) |
| Display - TKP | | | | | | | | | | | | | | | | | |
| NZZ Business (Finanzen, Wirtschaft, International & Schweiz)(74) | Alterstargeting 45 - 65 & WG 43 | D-CH | Halfpage 300x600 | 230'000 | 95.00 | 21'850.00 | 15.00 | 18'573 | 5.00 | 76.71 | 17'643.88 | 57'500 | 57'500 | | 57'500 | 57'500 | |
| Admeira Digital Network (Cash, Beobachter, Bilanz, Handelszeitung, Finanzen, Local & Search)(77) | Alterstargeting 45 - 64 & WG 43 | D-CH | Halfpage 300x600 & Wideboard 994x250 | 1'061'765 | 34.00 | 36'100.01 | 30.00 | 25'270 | 5.00 | 22.61 | 24'006.51 | 265'442 | 265'441 | | 265'441 | 265'441 | Nachlieferung bei Unterlieferung |
| Bluewin.ch(78) | Alterstargeting 45 - 64 & WG 43 | D-CH | Wideboard XL 994x500 | 400'000 | 74.00 | 29'600.00 | 30.00 | 20'720 | 5.00 | 49.21 | 19'684.00 | 100'000 | 100'000 | | 100'000 | 100'000 | |
| ZRZ_Front (Zürcher Regionalzeitungen - Der Landbote, Zürcher Unterländer & Zürichsee Zeitung)(79) | | D-CH | Halfpage 300x600 & Wideboard 994x250 | 60'000 | 64.00 | 3'840.00 | 15.00 | 3'264 | 5.00 | 51.68 | 3'100.80 | 15'000 | 15'000 | | 15'000 | 15'000 | |
| Tamedia Full Reach (Tagesanzeiger, FUW, 20 Minuten & Der Bund)(80) | Contextual-Targeting auf Finanzvorsorge-Themen & WG 43 | D-CH | Halfpage 300x600 & Wideboard 994x250 | 150'000 | 40.00 | 6'000.00 | 15.00 | 5'100 | 5.00 | 32.30 | 4'845.00 | 37'500 | 37'500 | | 37'500 | 37'500 | |
| Total Display - TKP | | | | 1'901'765 | 51.21 | 97'390.01 | 105.00 | 72'927 | 25.00 | 36.43 | 69'280.18 | 475'442 | 475'441 | 0 | 475'441 | 475'441 | |
| Display - CPC | | | | | | | | | | | | | | | | | |
| Audienzz Business Click(75) | WG 43, 2000 Klicks à CHF | 3 D-CH | Bild-Text | | | 6'000.00 | | 6'000 | 5.00 | | 5'700.00 | folgt | folgt | folgt | folgt | folgt | |
| Admeira CPC Paket (Bluewin & Blick)(81) | 2000 Klicks à CHF 3 | D-CH | Bild-Text | | | 6'000.00 | | 6'000 | 5.00 | | 5'700.00 | folgt | folgt | folgt | folgt | folgt | Nachlieferung bei Unterlieferung |
| Tamedia Full Reach (Tagesanzeiger, FUW, 20 Minuten & Der Bund)(82) | WG 43, 3000 Klicks à CHF | 2 D-CH | Bild-Text | | | 6'000.00 | | 6'000 | 5.00 | | 5'700.00 | folgt | folgt | folgt | folgt | folgt | |
| Total Display - CPC | | | | 0 | 0.00 | 18'000.00 | 0.00 | 18'000 | 15.00 | 0.00 | 17'100.00 | 0 | 0 | 0 | 0 | 0 | |
| Mobile | | | | | | | | | | | | | | | | | |
| NZZ Business (Finanzen, Wirtschaft, International & Schweiz)(76) | Alterstargeting 45 - 65 & WG 43 | D-CH | Poster Ad 320x460 | 200'000 | 75.00 | 15'000.00 | 15.00 | 12'750 | 5.00 | 60.56 | 12'112.50 | 50'000 | 50'000 | | 50'000 | 50'000 | |
| Admeira Digital Network (Cash, Beobachter, Bilanz, Handelszeitung, Finanzen, Local & Search, Blick)(83) | Alterstargeting 45 - 64 & WG 43 | D-CH | Poster Ad Premium 320x480 | 393'259 | 42.00 | 16'516.88 | 30.00 | 11'562 | 5.00 | 27.93 | 10'983.72 | 98'315 | 98'315 | | 98'315 | 98'314 | |
| Admeira Digital Network (Cash, Beobachter, Bilanz, Handelszeitung, Finanzen, Local & Search, Blick)(84) | Alterstargeting 45 - 64 & WG 43 | D-CH | PreRoll | 200'000 | 42.00 | 8'400.00 | 30.00 | 5'880 | 5.00 | 27.93 | 5'586.00 | 40'000 | 40'000 | 40'000 | 40'000 | 40'000 | |
| Bluewin.ch(85) | Alterstargeting 45 - 64 & WG 43 | D-CH | Poster Ad Premium 320x480 | 100'000 | 47.00 | 4'700.00 | 30.00 | 3'290 | 5.00 | 31.26 | 3'125.50 | 25'000 | 25'000 | | 25'000 | 25'000 | Nachlieferung bei |
| Bluewin.ch(86) | Alterstargeting 45 - 64 & WG 43 | D-CH | PreRoll | 50'000 | 57.00 | 2'850.00 | 30.00 | 1'995 | 5.00 | 37.91 | 1'895.25 | 12'500 | 12'500 | | 12'500 | 12'500 | Unterlieferung |
| 20 Minuten(87) | WG 43 | D-CH | PreRoll | 232'198 | 80.00 | 18'575.84 | 15.00 | 15'789 | 5.00 | 64.60 | 14'999.99 | 58'050 | 58'050 | | 58'050 | 58'048 | |
| Tamedia Full Reach (Tagesanzeiger, FUW, 20 Minuten & Der Bund)(88) | Contextual-Targeting auf Finanzvorsorge Themen & WG 43 | D-CH | Mobile Rectangle 300x250 | 38'000 | 58.00 | 2'204.00 | 15.00 | 1'873 | 5.00 | 46.84 | 1'779.73 | 9'500 | 9'500 | | 9'500 | 9'500 | |
| Geo Located Livetargeting(89) | gemäss Standortliste | D-CH | Mobile Rectangle 300x250 | 300'000 | 57.00 | 17'100.00 | 10.00 | 15'390 | 5.00 | 48.74 | 14'620.50 | 75'000 | 75'000 | | 75'000 | 75'000 | |
| Geo Located Retargeting(90) | gemäss Standortliste Livetargeting | D-CH | Mobile Rectangle 300x250 | 332'000 | 67.00 | 22'244.00 | 10.00 | 20'020 | 5.00 | 57.29 | 19'018.62 | 83'000 | 83'000 | | 83'000 | 83'000 | |
| Total Mobile | | | | 1'845'457 | 58.30 | 107'590.72 | 185.00 | 88'549 | 45.00 | 45.58 | 84'121.81 | 451'365 | 451'365 | 40'000 | 451'365 | 451'362 | |
| Total Media | | | | 3'747'222 | 59.51 | 222'980.73 | 290.00 | 179'476 | 85.00 | 45.50 | 170'502.00 | 926'807 | 926'806 | 40'000 | 926'806 | 926'803 | |
| | | | | | | | Planung & Set | up | | 2'450.00 | 53.85 % | | | | | | |
| SPRACHE WERBEDE | RUCK ANTEIL IN % | KOSTEN N/N | ANTEIL IN % | | | | Bewirtschaftu | | | 2'100.00 | 46.15 % | | | | | | |
| D-CH 3'747'222 | 100.00 | 170'502 | 100.00 | _ | | | Technische Ko | osten | (| 0.00 | 0.00 % | | | | | | |
| F-CH 0 | 0.00 | 0 | 0.00 | _ | | | Media-Honora | r | (| 0.00 | 0.00 % | | | | | | |
| I-CH 0 | 0.00 | 0 | 0.00 | | | | Total Kosten A | Agentur Service | 2: | 4'550.00 | 2.60 % | I | | | | | |

Total Kosten Agentur Service:

Total Kosten Agentur Service:

MEDIA- UND KOSTEN PLANUNG