Kostenübersicht Media-Planung





Kampagne
Casinotheater 2019

Laufzeit

01.06.2019 - 05.01.2020

Version

Datum

18.06.2020

Mediagattung	Kosten in CHF	in %
Online	128'203.59	96.26
Total Mediakosten	128'203.59	96.26

Total inkl. MWST	143'437.79	107.70
Total ohne MWST	133'182.72	100.00
Total Servicekosten	4'979.13	3.74
Media-Honorar	4'871.74	3.66
Technische Kosten	107.39	0.08
Bewirtschaftung	0.00	0.00
Planung & Setup	0.00	0.00
Agentur-Services	Kosten in CHF	in %
Total Mediakosten	128'203.59	96.26

Bemerkungen		





Media-Planung



Datum

Kampagne

Casinotheater 2019

Laufzeit

01.06.2019 - 29.12.2019

Version

V 1.10 08.06.2020

						MEDIA		TEN DI A	MUNO								EINIO	ATZZEITOAL		DDEDDUO	VEDTEIL LINE						
				WEDDE	TKD		UND KOS			TKD	KOSTEN	KW 22	KW 22	KW 24	KW 25	KW 26		ATZZEITRAU					K/W 22	KW 24	KW 25	KW 26	KW 27
PLATZIERUNG	DETAILS	SPRACH	E FORMAT	WERBE- DRUCK	TKP BRUT	KOSTEN BRUT	RABATT IN %	NET	BK IN %	NET-NET	KOSTEN NET-NET	KW 22 (27.05)	(03.06)	KW 24 (10.06)	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)
Erstfinanzierer - Display																											
Comparis(34)	Hypothekenvergleich	D-CH	Promobox	30'000		6'000.00	10.00	5'400	5.00	171.00	5'130.00	967	967	967	967	967	967	967	967	967	967	967	967	967	967	967	967
Comparis(35)	Hypothekenvergleich, WG 43	D-CH	Halfpage 300x600	38'960	80.00	3'116.80	10.00	2'805	5.00	68.40	2'664.86	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256
Admeira Wirtschaftsnetz(36)	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	160'000	85.00	13'600.00	30.00	9'520	5.00	56.53	9'044.00	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161
Homegate(37)	Kaufabsicht Targeting, WG 43	D-CH	Halfpage 300x600	68'000	55.00	3'740.00	15.00	3'179	5.00	44.41	3'020.05	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193
Total Erstfinanzierer - Display				296'960	89.09	26'456.80	65.00	20'904	20.00	66.87	19'858.91	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577
Erstfinanzierer - Mobile																											
Aymo Livetargeting(38)	(20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43	D-CH	Mobile Rectangle 300x250	125'000	57.00	7'125.00	10.00	6'413	5.00	48.74	6'091.88	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032
Admeira Wirtschaftsnetz(39)	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Mobile Rectangle 300x250	200'000	70.00	14'000.00	30.00	9'800	5.00	46.55	9'310.00	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451
NZZ Finance Alliance(40)	(NZZ / CNN Money / Finews etc.), WG 43	D-CH	Mobile Rectangle 300x250	210'000	55.00	11'550.00	15.00	9'818	5.00	44.41	9'326.63	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774
Tamedia Full Reach(41)	Mortgage Seekers und Real Estate Buyers Targeting, WG 43	D-CH	Mobile Rectangle 300x250	221'000	40.00	8'840.00	15.00	7'514	5.00	32.30	7'138.30	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129
Total Erstfinanzierer - Mobile				756'000	54.91	41'515.00	70.00	33'544	20.00	42.15	31'866.80	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386
Erstfinanzierer - Social Media																											
LinkedIn(42)	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
Facebook(43)	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
Facebook(44)	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
Total Erstfinanzierer - Social Media				0	0.00	9'800.00	0.00	9'800	0.00	0.00	9'800.00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hypo 55 Plus - Display																											
Admeira Wirtschaftsnetz(45)	(Cash / Handelszeitung / Bilanz / finanzen.ch), Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	171'740	99.00	17'002.26	30.00	11'902	5.00	65.84	11'306.50	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540
Scout 24 Netzwerk(46)	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	125'000	70.00	8'750.00	10.00	7'875	5.00	59.85	7'481.25	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032
Tamedia Full Reach(47)	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	54'617	40.00	2'184.68	15.00	1'857	5.00	32.30	1'764.13	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761
Business Alliance(48)	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	87'900	77.50	6'812.25	15.00	5'790	5.00	62.58	5'500.89	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835
Total Hypo 55 Plus - Display				439'257	79.11	34'749.19	70.00	27'424	20.00	59.31	26'052.77	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168
Hypo 55 Plus - Branded Content																											
NZZ RoS(49)	monatl. Fixplatzierung, Alterstargeting 55+, WG 43	D-CH	Teaser & Splashsite	350'000	32.00	11'200.00	15.00	9'520	5.00	25.84	9'044.00	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290
Cash.ch(50)	Fixplatzierung 2 Wochen, WG 43	D-CH	Teaser & Splashsite	300'000		14'400.00	30.00	10'080	5.00	31.92	9'576.00	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677
Total Hypo 55 Plus - Branded Content				650'000	39.38	25'600.00	45.00	19'600	10.00	28.65	18'620.00	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967
Erstfinanzierer & Hypo 55 Plus - Performance																											
Audienzz Business Click(51)	Cost per Click CHF 3.00, WG 43	D-CH	Bild-Text	2'223		6'669.00		6'669	10.00	2'700.00	6'002.10	71	71	71	71	71	71	71	71	71	71	71	71	71	71	71	71

Tamedia Full Reach(52)	Cost per Click CHF 2.00, WG 43	D-CH	Bild-Text	3'335		6'670.00		6'670	10.00	1'800.00	6'003.00	107	107	107	107	107	107	107	107	107	107	107	107	107	107	107	107
Total Erstfinanzierer & Hypo 55 Plus - Performance				5'558	2'399.9	96 13'339.00	0.00	13'339	20.00	2'159.97	7 12'005.10	178	178	178	178	178	178	178	178	178	178	178	178	178	178	178	178
Erstfinanzierer & Hypo 55 Plus - SEA																											
Google AdWords(53)	Umgestetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00	tbd															
Total Erstfinanzierer & Hypo 55 Plus - SEA				0	0.0	00 10'000.00	0.00	10'000	0.00	0.00	10'000.00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Media				2'147'775	75.:	18 161'459.99	250.00	134'611	90.00	59.69	9 128'203.59	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276

Total	2'147'775	100.00	128'204	100.00
D-CH	2'147'775	100.00	128'204	100.00
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %

Total Media- & Servicekosten exkl. MwSt.	100.00 %	CHF 133'182.72
Total Servicekosten exkl. MwSt.	3.74 %	CHF 4979.13
Media-Honorar	97.84 %	CHF 4871.74
Technische Kosten	2.16 %	CHF 107.39
Bewirtschaftung	0.00 %	CHF 0
Planung & Setup	0.00 %	CHF 0





Media-Planung



Kampagne

Casinotheater 2019

Laufzeit

01.06.2019 - 29.12.2019

Version

Datum

V 1.10 08.06.2020

						MEDIA-	UND KOS	STEN PLA	NUNG								EIN	SATZZEITRA	AUM UND W	ERBEDRU	CKVERTEILL	JNG					
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET	KW 38 (16.09)	KW 39 (23.09)	KW 40 (30.09)	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)	KW 50 (09.12)	KW 51 (16.12)	KW 52 (23.12)	KW 01 (30.12)
Erstfinanzierer - Display																											
Comparis(34)	Hypothekenvergleich	D-CH	Promobox	30'000		6'000.00	10.00	5'400	5.00	171.00	5'130.00	967	967	967	967	967	967	967	967	967	967	967	967	967	967	967	
Comparis(35)	Hypothekenvergleich, WG 43	D-CH	Halfpage 300x600	38'960	80.00	3'116.80	10.00	2'805	5.00	68.40	2'664.86	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	1'256	
Admeira Wirtschaftsnetz(36)	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	160'000	85.00	13'600.00	30.00	9'520	5.00	56.53	9'044.00	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	5'161	Nachlieferung bei Unterlieferung
Homegate(37)	Kaufabsicht Targeting, WG 43	D-CH	Halfpage 300x600	68'000	55.00	3'740.00	15.00	3'179	5.00	44.41	3'020.05	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	2'193	
Total Erstfinanzierer - Display				296'960	89.09	26'456.80	65.00	20'904	20.00	66.87	19'858.91	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	9'577	
Erstfinanzierer - Mobile																											
Aymo Livetargeting(38)	(20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43	D-CH	Mobile Rectangle 300x250	125'000	57.00	7'125.00	10.00	6'413	5.00	48.74	6'091.88	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	
Admeira Wirtschaftsnetz(39)	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Mobile Rectangle 300x250	200'000	70.00	14'000.00	30.00	9'800	5.00	46.55	9'310.00	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	6'451	Nachlieferung bei
NZZ Finance Alliance(40)	(NZZ / CNN Money / Finews etc.), WG 43	D-CH	Mobile Rectangle 300x250	210'000	55.00	11'550.00	15.00	9'818	5.00	44.41	9'326.63	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	6'774	Unterlieferung
Tamedia Full Reach(41)	Mortgage Seekers und Real Estate Buyers Targeting, WG 43		Mobile Rectangle 300x250	221'000	40.00	8'840.00	15.00	7'514	5.00	32.30	7'138.30	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	7'129	
Total Erstfinanzierer - Mobile				756'000	54.91	41'515.00	70.00	33'544	20.00	42.15	31'866.80	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	24'386	
Erstfinanzierer - Social Media	a																										
LinkedIn(42)	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd															
Facebook(43)	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00	tbd	Nachlieferung bei Unterlieferung														
Facebook(44)	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	tbd															
Total Erstfinanzierer - Social Media				0	0.00	9'800.00	0.00	9'800	0.00	0.00	9'800.00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Hypo 55 Plus - Display																											
Admeira Wirtschaftsnetz(45)	(Cash / Handelszeitung / Bilanz / finanzen.ch), Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	171'740	99.00	17'002.26	30.00	11'902	5.00	65.84	11'306.50	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	5'540	
Scout 24 Netzwerk(46)	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	125'000	70.00	8'750.00	10.00	7'875	5.00	59.85	7'481.25	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	4'032	NI l-1' - C l '
Tamedia Full Reach(47)	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	54'617	40.00	2'184.68	15.00	1'857	5.00	32.30	1'764.13	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	1'761	Nachlieferung bei Unterlieferung
Business Alliance(48)	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	87'900	77.50	6'812.25	15.00	5'790	5.00	62.58	5'500.89	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	2'835	
Total Hypo 55 Plus - Display				439'257	79.11	34'749.19	70.00	27'424	20.00	59.31	26'052.77	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	14'168	
Hypo 55 Plus - Branded Content																											
NZZ RoS(49)	monatl. Fixplatzierung, Alterstargeting 55+, WG 43	D-CH	Teaser & Splashsite	350'000	32.00	11'200.00	15.00	9'520	5.00	25.84	9'044.00	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	11'290	Nachlieferunghei
Cash.ch(50)	Fixplatzierung 2 Wochen, WG 43	D-CH	Teaser & Splashsite	300'000		14'400.00	30.00	10'080	5.00	31.92	9'576.00	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	9'677	Unterlieferung
Total Hypo 55 Plus - Branded Content				650'000	39.38	25'600.00	45.00	19'600	10.00	28.65	18'620.00	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	20'967	
Erstfinanzierer & Hypo 55 Plus - Performance																											
Audienzz Business Click(51)	Cost per Click CHF 3.00, WG 43	D-CH	Bild-Text	2'223		6'669.00		6'669	10.00	2'700.00	6'002.10	71	71	71	71	71	71	71	71	71	71	71	71	71	71		Nachlieferung bei

						I																		
Tamedia Full Reach(52)	Cost per Click CHF 2.00, WG 43 D-CH	Bild-Text	3'335	6'670	.00		6'670	10.00	1'800.00 6'003.00	107	107	107	107	107	107	107	107	107	107	107	107	107	107	107
Total Erstfinanzierer & Hypo 55 Plus - Performance			5'558	2'399.96 13'339	.00	0.00	13'339	20.00	2'159.97 12'005.10	178	178	178	178	178	178	178	178	178	178	178	178	178	178	178
Erstfinanzierer & Hypo 55 Plus - SEA																								
Google AdWords(53)	Umgestetzt durch Webrepublic D-CH	Bild-Text		10'000	.00		10'000		10'000.00	tbd	tbd Nachlie Unter													
Total Erstfinanzierer & Hypo 55 Plus - SEA			0	0.00 10'000	.00	0.00	10'000	0.00	0.00 10'000.00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Media			2'147'775	75.18 161'459	.99 2:	250.00 1	.34'611	90.00	59.69 128'203.59	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276	69'276

SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %
D-CH	2'147'775	100.00	128'204	100.00
Total	2'147'775	100.00	128'204	100.00

Total Media- & Servicekosten exkl. MwSt.	100.00 %	CHF 133'182.72
Total Servicekosten exkl. MwSt.	3.74 %	CHF 4979.13
Media-Honorar	97.84 %	CHF 4871.74
Technische Kosten	2.16 %	CHF 107.39
Bewirtschaftung	0.00 %	CHF 0
Planung & Setup	0.00 %	CHF 0

