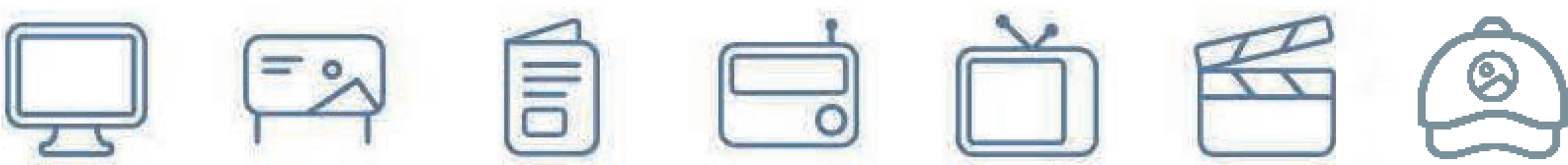


Kostenübersicht Media-Planung



Kampagne
Casinotheater 2019

Laufzeit
03.04.2019 - 05.01.2020

Version
erg

Datum
28.05.2020

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

| Agentur-Services | Kosten in CHF | in % |
|---------------------|---------------|------|
| Planung & Setup | 0.00 | 0.00 |
| Bewirtschaftung | 0.00 | 0.00 |
| Technische Kosten | 107.39 | 0.08 |
| Media-Honorar | 4'871.74 | 3.66 |
| Total Servicekosten | 4'979.13 | 3.74 |

| | | |
|------------------|------------|--------|
| Total ohne MWST | 133'182.72 | 100.00 |
| Total inkl. MWST | 143'437.79 | 107.70 |

| Bemerkungen |
|-------------|
| |

| | | | | MEDIA- UND KOSTEN PLANUNG | | | | | | | |
|--|---|---------|--------------------------------------|---------------------------|----------|-------------|-------------|------------|---------|-------------|----------------|
| PLATZIERUNG | DETAILS | SPRACHE | FORMAT | WERBE-DRUCK | TKP BRUT | KOSTEN BRUT | RABATT IN % | KOSTEN NET | BK IN % | TKP NET-NET | KOSTEN NET-NET |
| Erstfinanzierer - Display | | | | | | | | | | | |
| Comparis(34) | Hypothekenvergleich | D-CH | Promobox | 30'000 | | 6'000.00 | 10.00 | 5'400 | 5.00 | 171.00 | 5'130.00 |
| 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 |
| 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 |
| 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 |
| Total Erstfinanzierer - Display | | | | 296'960 | 89.09 | 26'456.80 | 65.00 | 20'904 | 20.00 | 66.87 | 19'858.9 |
| 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 |
| 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 |
| 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 |
| 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 |
| Total Erstfinanzierer - Mobile | | | | 756'000 | 54.91 | 41'515.00 | 70.00 | 33'544 | 20.00 | 42.15 | 31'866.80 |
| Erstfinanzierer - Social Media | | | | | | | | | | | |
| LinkedIn(42) | Sponsored Content | D-CH | Paid Post | | | 6'000.00 | | 6'000 | | | 6'000.00 |
| Facebook(43) | Paid | D-CH | Paid Post (Carousel Ad) | | | 3'000.00 | | 3'000 | | | 3'000.00 |
| Facebook(44) | Owned - 2 Posts | D-CH | Promoted Post | | | 800.00 | | 800 | | | 800.00 |
| Total Erstfinanzierer - Social Media | | | | 0 | 0.00 | 9'800.00 | 0.00 | 9'800 | 0.00 | 0.00 | 9'800.00 |
| 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 |
| 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 |
| 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 |
| 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 |
| Total Hypo 55 Plus - Display | | | | 439'257 | 79.11 | 34'749.19 | 70.00 | 27'424 | 20.00 | 59.31 | 26'052.77 |
| 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 |
| 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 |
| Total Hypo 55 Plus - Branded Content | | | | 650'000 | 39.38 | 25'600.00 | 45.00 | 19'600 | 10.00 | 28.65 | 18'620.00 |
| 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 |
| 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 |
| 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 |
| Erstfinanzierer & Hypo 55 Plus - SEA | | | | | | | | | | | |
| Google AdWords(53) | Umgesetzt durch Webrepublic | D-CH | Bild-Text | | | 10'000.00 | | 10'000 | | | 10'000.00 |
| Total Erstfinanzierer & Hypo 55 Plus - SEA | | | | 0 | 0.00 | 10'000.00 | 0.00 | 10'000 | 0.00 | 0.00 | 10'000.00 |
| Total Media | | | | | | | | | | | |
| | | | | 2'147'775 | 75.18 | 161'459.99 | 250.00 | 134'611 | 90.00 | 59.69 | 128'203.59 |

| EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG | | | | | | | | | | | | | | | |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| KW 14 (01.04) | KW 15 (08.04) | KW 16 (15.04) | KW 17 (22.04) | KW 18 (29.04) | KW 19 (06.05) | KW 20 (13.05) | KW 21 (20.05) | KW 22 (27.05) | KW 23 (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) |
| | | | | | | | | | | | | | | | |
| 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 |
| 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 |
| 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 |
| 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 |
| 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 |
| | | | | | | | | | | | | | | | |
| 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 |
| 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 |
| 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 |
| 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 |
| 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 |
| | | | | | | | | | | | | | | | |
| tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd |
| tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd |
| tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | | | | | | | | | | | | | | |
| 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 |
| 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 |
| 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 |
| 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 |
| 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 |
| | | | | | | | | | | | | | | | |
| 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 |
| 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 |
| 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 |
| | | | | | | | | | | | | | | | |
| 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 |
| 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 |
| | | | | | | | | | | | | | | | |
| tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | | | | | | | | | | | | | | |
| 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 |

| 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 |

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



| | | | | MEDIA- UND KOSTEN PLANUNG | | | | | | | |
|--|---|---------|--------------------------------------|---------------------------|----------|-------------|-------------|------------|---------|-------------|----------------|
| PLATZIERUNG | DETAILS | SPRACHE | FORMAT | WERBE-DRUCK | TKP BRUT | KOSTEN BRUT | RABATT IN % | KOSTEN NET | BK IN % | TKP NET-NET | KOSTEN NET-NET |
| Erstfinanzierer - Display | | | | | | | | | | | |
| Comparis(34) | Hypotheckenvergleich | D-CH | Promobox | 30'000 | | 6'000.00 | 10.00 | 5'400 | 5.00 | 171.00 | 5'130.00 |
| Comparis(35) | Hypotheckenvergleich, WG 43 | D-CH | Halfpage 300x600 | 38'960 | 80.00 | 3'116.80 | 10.00 | 2'805 | 5.00 | 68.40 | 2'664.86 |
| 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 |
| Honegate(37) | Kaufabsicht Targeting, WG 43 | D-CH | Halfpage 300x600 | 68'000 | 55.00 | 3'740.00 | 15.00 | 3'179 | 5.00 | 44.41 | 3'020.00 |
| Total Erstfinanzierer - Display | | | | 296'960 | 89.09 | 26'456.80 | 65.00 | 20'904 | 20.00 | 66.87 | 19'858.91 |
| 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 |
| 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 |
| 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 |
| 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 |
| Total Erstfinanzierer - Mobile | | | | 756'000 | 54.91 | 41'515.00 | 70.00 | 33'544 | 20.00 | 42.15 | 31'866.80 |
| Erstfinanzierer - Social Media | | | | | | | | | | | |
| LinkedIn(42) | Sponsored Content | D-CH | Paid Post | | | 6'000.00 | | 6'000 | | | 6'000.00 |
| Facebook(43) | Paid | D-CH | Paid Post (Carousel Ad) | | | 3'000.00 | | 3'000 | | | 3'000.00 |
| Facebook(44) | Owned - 2 Posts | D-CH | Promoted Post | | | 800.00 | | 800 | | | 800.00 |
| Total Erstfinanzierer - Social Media | | | | 0 | 0.00 | 9'800.00 | 0.00 | 9'800 | 0.00 | 0.00 | 9'800.00 |
| 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 |
| 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 |
| 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 |
| 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 |
| Total Hypo 55 Plus - Display | | | | 439'257 | 79.11 | 34'749.19 | 70.00 | 27'424 | 20.00 | 59.31 | 26'052.70 |
| 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 |
| 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 |
| Total Hypo 55 Plus - Branded Content | | | | 650'000 | 39.38 | 25'600.00 | 45.00 | 19'600 | 10.00 | 28.65 | 18'620.00 |
| 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 |
| 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 |
| 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 |
| Erstfinanzierer & Hypo 55 Plus - SEA | | | | | | | | | | | |
| Google AdWords(53) | Umgesetzt durch Webrepublic | D-CH | Bild-Text | | | 10'000.00 | | 10'000 | | | 10'000.00 |
| Total Erstfinanzierer & Hypo 55 Plus - SEA | | | | 0 | 0.00 | 10'000.00 | 0.00 | 10'000 | 0.00 | 0.00 | 10'000.00 |

| EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG | | | | | | | | | | | | | | | |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| 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) | KW 41 (07.10) | KW 42 (14.10) | KW 43 (21.10) | KW 44 (28.10) | KW 45 (04.11) |
| | | | | | | | | | | | | | | | |
| 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 | 769 |
| 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 | 998 |
| 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 | 4'102 |
| 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 | 1'743 |
| 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 | 7612 |
| | | | | | | | | | | | | | | | |
| 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 |
| 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 | 5'128 |
| 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 | 5'384 |
| 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 | 5'666 |
| 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 | 19'383 |
| | | | | | | | | | | | | | | | |
| tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd |
| tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd |
| tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | | | | | | | | | | | | | | |
| 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 | 4'403 |
| 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 | 3'205 |
| 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 | 1'400 |
| 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 | 2'253 |
| 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 | 11'261 |
| | | | | | | | | | | | | | | | |
| 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 | 8'974 |
| 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 | 7'692 |
| 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 | 16'666 |
| | | | | | | | | | | | | | | | |
| 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 | 57 |
| 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 | 142 |
| | | | | | | | | | | | | | | | |
| tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd | tbd |
| 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 | 128'203.59 |
|-------------|-----------|-------|------------|--------|---------|-------|-------|------------|

| | | | | | | | | | | | | | | | | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 | 55'064 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|

| 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 |

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

| | | | | MEDIA- UND KOSTEN PLANUNG | | | | | | | |
|--|---|---------|--------------------------------------|---------------------------|----------|-------------|-------------|------------|---------|-------------|----------------|
| PLATZIERUNG | DETAILS | SPRACHE | FORMAT | WERBE-DRUCK | TKP BRUT | KOSTEN BRUT | RABATT IN % | KOSTEN NET | BK IN % | TKP NET-NET | KOSTEN NET-NET |
| Erstfinanzierer - Display | | | | | | | | | | | |
| Comparis(34) | Hypotheckenvergleich | D-CH | Promobox | 30'000 | | 6'000.00 | 10.00 | 5'400 | 5.00 | 171.00 | 5'130.00 |
| Comparis(35) | Hypotheckenvergleich, WG 43 | D-CH | Halfpage 300x600 | 38'960 | 80.00 | 3'116.80 | 10.00 | 2'805 | 5.00 | 68.40 | 2'664.86 |
| 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 |
| Honegate(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 |
| Total Erstfinanzierer - Display | | | | 296'960 | 89.09 | 26'456.80 | 65.00 | 20'904 | 20.00 | 66.87 | 19'858.9 |
| 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 |
| 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 |
| 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 |
| 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 |
| Total Erstfinanzierer - Mobile | | | | 756'000 | 54.91 | 41'515.00 | 70.00 | 33'544 | 20.00 | 42.15 | 31'866.80 |
| Erstfinanzierer - Social Media | | | | | | | | | | | |
| LinkedIn(42) | Sponsored Content | D-CH | Paid Post | | | 6'000.00 | | 6'000 | | | 6'000.00 |
| Facebook(43) | Paid | D-CH | Paid Post (Carousel Ad) | | | 3'000.00 | | 3'000 | | | 3'000.00 |
| Facebook(44) | Owned - 2 Posts | D-CH | Promoted Post | | | 800.00 | | 800 | | | 800.00 |
| Total Erstfinanzierer - Social Media | | | | 0 | 0.00 | 9'800.00 | 0.00 | 9'800 | 0.00 | 0.00 | 9'800.00 |
| 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 |
| 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 |
| 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 |
| 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 |
| Total Hypo 55 Plus - Display | | | | 439'257 | 79.11 | 34'749.19 | 70.00 | 27'424 | 20.00 | 59.31 | 26'052.77 |
| 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 |
| 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 |
| Total Hypo 55 Plus - Branded Content | | | | 650'000 | 39.38 | 25'600.00 | 45.00 | 19'600 | 10.00 | 28.65 | 18'620.00 |
| 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 |
| 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 |
| 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 |
| Erstfinanzierer & Hypo 55 Plus - SEA | | | | | | | | | | | |
| Google AdWords(53) | Umgesetzt durch Webrepublic | D-CH | Bild-Text | | | 10'000.00 | | 10'000 | | | 10'000.00 |
| Total Erstfinanzierer & Hypo 55 Plus - SEA | | | | 0 | 0.00 | 10'000.00 | 0.00 | 10'000 | 0.00 | 0.00 | 10'000.00 |
| Total Media | | | | | | | | | | | |
| | | | | 2'147'775 | 75.18 | 161'459.99 | 250.00 | 134'611 | 90.00 | 59.69 | 128'203.59 |

[illegible]

| 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 |

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