KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne
Family with Kids_Welle 2

Laufzeit 17.06.2019 - 08.12.2019 **Version / Datum Versio123 / 16.10.2019**

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	A- UND KO	STEN PLAI	NUNG		
PLATZIERUNG		DET	AILS		SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF
Display														
FamilyChannel_IA Netwerkbuchung Info)(214)	ASH zertifizierte (Sitelist gemäss sepa		argeting CH_FC 2/UL	J/W	D-CH	Skyscraper 160x600	600'000	29.00	17'400.00	60.00	6'960	5.00	11.02	6'612.0
TANGO_Tamedia	a & Goldbach Netzwei	rk(219) Fam	ilien Targeting FC 2/U	JU/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	8'265.00
Mobile														
Admeira Digital N	letwork(215)	Fam	ilien TargetingFC 2	2/UU/W	D-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)		Repo	ost-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-Med	dia	·					150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Live-Targeting														
(217)					D-CH	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
									_	Planung & Se				43.75 %
SPRACHE D-CH	WERBEDRUCK 1'150'000	ANTEIL IN % 88.46	KOSTEN N/N 19'969	ANTEIL IN % 64.60					_	Bewirtschaftu Tachnischa K				23.86 %
D-CH F-CH	150'000	11.54	1'653	11.02					_	Technische K Media-Honora			00.63	27.84 % 4.55 %
I-CH	0	0.00	0	0.00					_		Agentur Service			44.87 %
Total	1'300'000	100%	21'622	75.62							Agentur Service			100.00 %

						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)
)	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	6'522
	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				DET	ΓAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF
Display															
FamilyChannel_I	IASH zertifizierte Netw	erkbuchung (Siteli	st gemäss separate	r Info)(214) IP T	argeting 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_Tamedi	ia & Goldbach Netzwe	rk(219)		Fam	nilien Targeting FC 2/UU/W	F-CH	Skyscraper 160x600	150'000	29.00	4'350.00	60.00	1'740	5.00	11.02	1'653.00
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)			Fam	nilien TargetingFC 2/UU/W	D-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	oost-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-Med	dia							150'000	40.00	6'000.00	15.00	5'100	5.00	32.30	4'845.00
Live-Targeting															
(217)						D-CH	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
										Pla	nung & Setup		7'7	00.00	43.75 %
SPRACHE	WERBEDRUCK		KOSTEN N/N	ANTEIL IN %							virtschaftung		4'2	00.00	23.86 %
D-CH	1'150'000	88.46	19'969	64.60							hnische Kos	ten			27.84 %
F-CH	150'000	11.54	1'653	11.02							dia-Honorar		800		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 %

NG	ERTEILUI	DRUCKV	WERBE	AUM UND	TZZEITR	EINSA		
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)
	26'087	26'087	26'087	26'087	26'087	26'087	26'087	26'087
Nachlieferung bei Unterlieferun	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
Nachlieferung bei Unterlieferun	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
Nachlieferung bei Unterlieferun	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
Nachlieferung bei Unterlieferun	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

