



|                               |  |         |  | MEDIA- UND KOSTEN PLANUNG |          |             |             |            |         |             |                | EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG |               |               |               |
|-------------------------------|--|---------|--|---------------------------|----------|-------------|-------------|------------|---------|-------------|----------------|--|---------------|---------------|---------------|
| PLATZIERUNG                   | DETAILS  | SPRACHE | FORMAT                                     | WERBE-DRUCK               | TKP BRUT | KOSTEN BRUT | RABATT IN % | KOSTEN NET | BK IN % | TKP NET-NET | KOSTEN NET-NET | KW 27 (29.06)                            | KW 28 (06.07) | KW 29 (13.07) | KW 30 (20.07) |
| Display                       |  |         |  |                           |          |             |             |            |         |             |                |  |               |               |               |
| 20 Minuten_Front(601)         | Targeting WG 43, FC 1x/UU/Week   | D-CH    | Videohead 994x250                          | 140'000                   | 75.00    | 10'500.00   | 15.00       | 8'925      | 5.00    | 60.56       | 8'478.75       | 35'000                                   | 35'000        | 35'000        | 35'000        |
| 20 Minuten(604)               | Targeting WG 43, FC 1x/UU/Week   | D-CH    | PreRoll                                    | 60'000                    | 80.00    | 4'800.00    | 15.00       | 4'080      | 5.00    | 64.60       | 3'876.00       | 15'000                                   | 15'000        | 15'000        | 15'000        |
| Admeira Digital Network(605)  | (Local, Bluewin, Search, Beobachter, SI, Handelszeitung), Targeting WG 43, FC 1x/UU/3Days            | D-CH    | PreRoll                                    | 70'000                    | 67.00    | 4'690.00    | 30.00       | 3'283      | 5.00    | 44.56       | 3'118.85       | 17'500                                   | 17'500        | 17'500        | 17'500        |
| Tagesanzeiger(607)            | News & Editorial, Targeting WG 43, FC 1x/UU/2Days  | D-CH    | Videohead 994x250                          | 87'000                    | 77.50    | 6'742.50    | 15.00       | 5'731      | 5.00    | 62.58       | 5'444.57       | 21'750                                   | 21'750        | 21'750        | 21'750        |
| Bluewin(606)                  | Targeting 30+, Targeting WG 43, FC 1x/UU/3Days   | D-CH    | Videohead 994x250                          | 100'000                   | 94.00    | 9'400.00    | 30.00       | 6'580      | 5.00    | 62.51       | 6'251.00       | 25'000                                   | 25'000        | 25'000        | 25'000        |
| NZZ(608)                      | NZZ Package, Targeting WG 43, FC 1x/UU/2Days   | D-CH    | Inread & PreRoll (50/50)                   | 50'000                    | 75.00    | 3'750.00    | 40.00       | 2'250      |         | 45.00       | 2'250.00       | 12'500                                   | 12'500        | 12'500        | 12'500        |
| NZZ(673)                      | NZZ Package, Targeting WG 43, FC 1x/UU/2Days   | D-CH    | Inread & PreRoll (50/50)                   | 50'000                    | 75.00    | 3'750.00    | 40.00       | 2'250      |         | 45.00       | 2'250.00       | 12'500                                   | 12'500        | 12'500        | 12'500        |
| NZZ(678)                      | NZZ Package, Targeting WG 43, FC 1x/UU/2Days   | D-CH    | Inread & PreRoll (50/50)                   | 50'000                    | 75.00    | 3'750.00    | 40.00       | 2'250      |         | 45.00       | 2'250.00       | 12'500                                   | 12'500        | 12'500        | 12'500        |
| NZZ(674)                      | NZZ Package, Targeting WG 43, FC 1x/UU/2Days   | D-CH    | Inread & PreRoll (50/50)                   | 50'000                    | 75.00    | 3'750.00    | 40.00       | 2'250      |         | 45.00       | 2'250.00       | 12'500                                   | 12'500        | 12'500        | 12'500        |
| Total Display                 |  |         |  | 657'000                   | 77.83    | 51'132.50   | 265.00      | 37'599     | 25.00   | 55.05       | 36'169.17      | 164'250                                  | 164'250       | 164'250       | 164'250       |
| Mobile                        |  |         |  |                           |          |             |             |            |         |             |                |  |               |               |               |
| 20 Minuten(602)               | Targeting WG 43, FC 1x/UU/3Days  | D-CH    | Mobile PreRoll                             | 100'000                   | 80.00    | 8'000.00    | 15.00       | 6'800      | 5.00    | 64.60       | 6'460.00       | 25'000                                   | 25'000        | 25'000        | 25'000        |
| 20 Minuten(675)               | Targeting WG 43, FC 1x/UU/3Days  | D-CH    | Mobile PreRoll                             | 100'000                   | 80.00    | 8'000.00    | 15.00       | 6'800      | 5.00    | 64.60       | 6'460.00       | 25'000                                   | 25'000        | 25'000        | 25'000        |
| 20 Minuten_Front(610)         | Targeting WG 43, FC 1x/UU/1Day   | D-CH    | Mobile Rectangle 300x250 ~Video Ad Premium | 50'000                    | 60.00    | 3'000.00    | 15.00       | 2'550      | 5.00    | 48.45       | 2'422.50       | 12'500                                   | 12'500        | 12'500        | 12'500        |
| Geolocated Livetargeting(609) | (20min, Watson, Tagesanzeiger, Bund, BZ, ZSZ, Landbote, Beobachter, Cash, Finanzen, FuW, NZZ uvm.)   | D-CH    | Mobile Rectangle 300x250 ~Video Ad         | 200'000                   | 57.00    | 11'400.00   | 10.00       | 10'260     | 5.00    | 48.74       | 9'747.00       | 50'000                                   | 50'000        | 50'000        | 50'000        |
| Admeira Digital Network(611)  | (Local, Bluewin, Search, Beobachter, SI) exkl. Finanztitel, Targeting WG 43, FC 1x/UU/Week           | D-CH    | Mobile Rectangle 300x250 ~Video Ad         | 220'000                   | 27.00    | 5'940.00    | 30.00       | 4'158      | 5.00    | 17.96       | 3'950.10       | 55'000                                   | 55'000        | 55'000        | 55'000        |
| Admeira Digital Network(676)  | (Local, Bluewin, Search, Beobachter, SI) exkl. Finanztitel, Targeting WG 43, FC 1x/UU/Week           | D-CH    | Mobile Rectangle 300x250 ~Video Ad         | 220'000                   | 27.00    | 5'940.00    | 30.00       | 4'158      | 5.00    | 17.96       | 3'950.10       | 55'000                                   | 55'000        | 55'000        | 55'000        |
| Admeira Digital Network(614)  | (Local, Bluewin, Search, Beobachter, SI) exkl. Finanztitel, Targeting WG 43, FC 1x/UU/Day            | D-CH    | Mobile PreRoll                             | 100'000                   | 67.00    | 6'700.00    | 30.00       | 4'690      | 5.00    | 44.56       | 4'455.50       | 25'000                                   | 25'000        | 25'000        | 25'000        |
| TX Network(615)               | (Tagesanzeiger, BaZ, BZ, Bund, Thunertagblatt uvm.) exkl. Finanztitel, Targeting WG 43, FC 1x/UU/Day | D-CH    | Mobile Rectangle 300x250 ~Video Ad         | 1'329'810                 | 35.00    | 46'543.35   | 60.00       | 18'617     |         | 14.00       | 18'617.34      | 332'452                                  | 332'452       | 332'452       | 332'452       |
| Tagesanzeiger(616)            | Targeting WG 43, FC 1x/UU/Day  | D-CH    | Mobile PreRoll                             | 79'000                    | 90.00    | 7'110.00    | 15.00       | 6'044      | 5.00    | 72.68       | 5'741.33       | 19'750                                   | 19'750        | 19'750        | 19'750        |
| Total Mobile                  |  |         |  | 2'398'810                 | 42.79    | 102'633.35  | 220.00      | 64'077     | 40.00   | 25.76       | 61'803.87      | 599'702                                  | 599'702       | 599'702       | 599'702       |
| Social-Media                  |  |         |  |                           |          |             |             |            |         |             |                |  |               |               |               |
| Facebook(603)                 | Kampagnensujet   | D-CH    | Facebook Paid Post                         |                           |          | 3'000.00    |             | 3'000      |         |             | 3'000.00       | tbd                                      | tbd           | tbd           | tbd           |

|                    |                  |      |                                  |           |       |            |        |         |       |       |            |
|--------------------|------------------|------|----------------------------------|-----------|-------|------------|--------|---------|-------|-------|------------|
| Facebook(617)      | Kampagnensujet   | D-CH | Facebook Promoted Post           |           |       | 1'000.00   |        | 1'000   |       |       | 1'000.00   |
| Facebook(677)      | Kampagnensujet   | D-CH | Facebook Promoted Post           |           |       | 1'000.00   |        | 1'000   |       |       | 1'000.00   |
| Facebook(618)      | Plüschtieraktion | D-CH | Facebook Promoted Post           |           |       | 500.00     |        | 500     |       |       | 500.00     |
| Instagram(619)     | Kampagnensujet   | D-CH | Instagram Paid Post *Story Video |           |       | 1'000.00   |        | 1'000   |       |       | 1'000.00   |
| Instagram(620)     | Kampagnensujet   | D-CH | Instagram Promoted Post          |           |       | 1'000.00   |        | 1'000   |       |       | 1'000.00   |
| Instagram(621)     | Plüschtieraktion | D-CH | Instagram Promoted Post          |           |       | 500.00     |        | 500     |       |       | 500.00     |
| Total Social-Media |                  |      |                                  | 0         | 0.00  | 8'000.00   | 0.00   | 8'000   | 0.00  | 0.00  | 8'000.00   |
|                    |                  |      |                                  |           |       |            |        |         |       |       |            |
| Total Media        |                  |      |                                  | 3'055'810 | 52.94 | 161'765.85 | 485.00 | 109'676 | 65.00 | 34.68 | 105'973.03 |

|         |         |         |         |
|---------|---------|---------|---------|
| td      | td      |         | td      |
| td      | td      | td      | td      |
| td      | td      | td      | td      |
| td      | td      | td      | td      |
| td      | td      | td      | td      |
| td      | td      | td      | td      |
| td      | td      | td      | td      |
| 0       | 0       | 0       | 0       |
| 763'952 | 763'952 | 763'952 | 763'952 |

| SPRACHE | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % |
|---------|------------|-------------|------------|-------------|
| D-CH    | 3'055'810  | 100.00      | 105'973    | 100.00      |
| Total   | 3'055'810  | 100.00      | 105'973    | 100.00      |

|                                |         |             |
|--------------------------------|---------|-------------|
| Planung & Setup                | 18.68 % | CHF 1750    |
| Bewirtschaftung                | 14.94 % | CHF 1400    |
| Technische Kosten              | 26.80 % | CHF 2511.09 |
| Media-Honorar                  | 39.58 % | CHF 3709.06 |
| Total Servicekosten exkl. MWST | 3.15 %  | CHF 9370.15 |