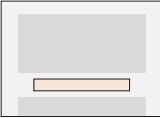

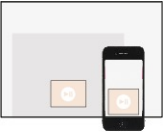
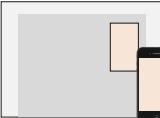
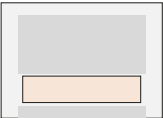
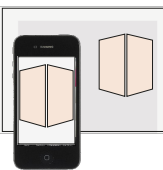

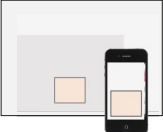
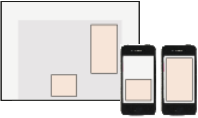


CLASSIC DISPLAY

| | | | | | | | | | | | |
|--|-------------------------------|---|------|--|-------------------|---|------|---|------------------|---|------|
|  | Leaderboard | 728 x 90 px Desktop ROS TKP | 30.- |  | Skyscraper | 160 x 600px Desktop ROS TKP | 30.- |  | Outstream | 16:9 min. 1.280 x 720 px max. 1.920 x 1.080 px TKP 10-25 sec | 50.- |
|  | Halfpage Ad | 300 x 600 px Desktop/Mobil ROS TKP | 50.- |  | Billboard | 970 x 250 px Desktop ROS TKP | 50.- |  | Cube Ad | 300 x 600 px Desktop/Mobile TKP | 50.- |
|  | Newsletter Integration | <ul style="list-style-type: none"> • 30.000 Subscriptions • Weekly dispatch • Implementation: MPU (300 x 250 px) or Content-Teaser (Image/Text Combination) TKP 70.- / Price 2,100.- | |  | MPU | 300 x 250 px Desktop/Mobile ROS TKP | 30.- | | | | |

| | | | |
|---|--------------------------------|--|---------|
|  | Home Page-Reach-Package | The advertising format in a class of its own: Fixed advertising formats and an individual background color allow the carpediem.life homepage to appear in your layout for one week. This allows you to achieve maximum attention for your advertising message. | 9,900.- |
| | | <ul style="list-style-type: none"> • Billboard and Halfpage Ad / MPU • Background color (Background image upon request) | |
| | | Running time: 1 week for fixed placement of advertising material by agreement and coloring Total running time: 4 weeks | |
| | | Guaranteed services RBMH Network DACH: 200,000 Ad Impressions within 4 weeks | |

CONTENT & SOCIAL MEDIA FORMATS



Advertorial

You supply the text and image material and we design your advertorial in the look and feel of the website. Video integration is also possible as an option.

Running time: 1 month+

Guaranteed services DACH:

- 1,000 Ad Impressions via Content Teaser
- 10,000 Social-Media-Impressions

1,450.–
Design costs included



Native Story

You define the communication message and we present you with an you an implementation idea. The concept and implementation come from the editorial team. This ensures that your contribution fits perfectly into the editorial coverage.

- SEO optimized article with a target value of 500 page views
- Social media activation

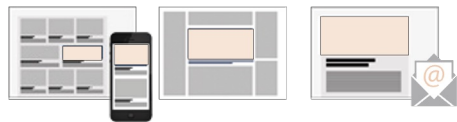
Running time: 1 month+

Guaranteed services DACH:

- 1,000 Ad Impressions via Content Teaser
- 10,000 Social-Media-Impressions

Price upon request

PRIZE GAME



The online prize game on carpediem.life

- You choose the prize.
- Prepared and placed in the form of an advertorial
- (product presentation & direct link)

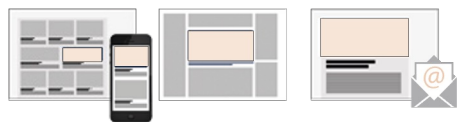
Running time: 1 month+

Services:

- Promotion of the post with a content teaser
- Social-Media-Aktivation (Facebook-Posting)
- 1x Integration of the article teaser in the newsletter

1,450.–
Design costs included

SUMMER-LOTTERY



Provides the ideal environment to focus on selected products relating to the four editorial pillars - nutrition, exercise, relaxation and awareness - and to advertise them to specific target groups.

- 1x prize game on carpediem.life/10-days-11-prizes
- 1x Facebook-Feed-Posting
- 1x Facebook-Story
- 1x Instagram-Feed-Posting (Ad)
- 1x Instagram-Story

Running time: July 2024

Guaranteed reach per Prize game:

- 10,000 Social-Media-Impressions

3,450.–
incl. design costs