

# MEDIA DATA PRICE LIST

AUDIENCE TARGETING	AdBundle, Mobile Medium Rectangle	Halfpage Ad	Billboard	Pre- & Mid Roll	Mobile Content Ad 6:1/4:1	Mobile Content Ad 2:1	Mobile Interstitial
<b>SOCIODEMOGRAPHY</b> Age   Gender   HHI	30 €	65 €	80 €	95 €	25 €	30 €	80 €
<b>GEOGRAPHY</b> Postcode   Cities   Federal States   Region   Population Density							
<b>LIVING WORLDS, LIFESTYLE &amp; HOBBIES</b> Family   Mothers   Toddler & Baby   Car   Pets   and much more	40 €	75 €	90 €	105 €	35 €	40 €	90 €
<b>GENERAL SHOPPING BEHAVIOUR</b>							
<b>Online shopper</b> Active Online Buyers   Multiple Online Buyers							
<b>Price sensitivity</b> Premium buyers   Price-conscious buyers							
<b>Payment method</b> Invoice   Credit Card   Paypal   Prepayment   and much more							
<b>Ø Shopping Cart Value &amp; Total Order Value</b> Value of Shopping Cart or Total Order >=< Total X €							
<b>Devices used</b> PC   Tablet   Smartphone	45 €	80 €	95 €	110 €	40 €	45 €	95 €
<b>PRODUCT INTEREST &amp; BUYING AGENT &amp; PURCHASES</b>							
<b>Category Fashion</b> Clothing   Shoes   Watches & Jewellery   and much more							
<b>Lifestyle Category</b> Games & Toys   Sports & Leisure   Household   and much more							
<b>Category Housing</b> Kitchens   Bedrooms   Home Textiles   House & Garden   and much more							
<b>Seasonal Targeting</b> Halloween   Christmas   New Year   Carnival   and much more							
<b>BRAND INTEREST &amp; BUYING AGENT</b>	45 €	80 €	95 €	110 €	40 €	45 €	95 €
Samsung   Apple   Nike   s.Oliver   Bosch   and much more							
<b>CUSTOM SEGMENTS &amp; WEATHER TARGETING</b>	45 €	80 €	95 €	110 €	40 €	45 €	95 €
<b>PERSONALS</b> Best Ager   Urban Trend Shoppers   Modern Mums   and much more							