

# MEDIA KIT >>>

## 2024H2

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# REAL TECH FOR REAL PEOPLE.

At nextpit, our claim “real tech for real people” perfectly encapsulates our journalistic approach. We are dedicated to delivering authentic, relatable, and transparent content that resonates with everyday tech users. By focusing on real experiences and honest reviews, we ensure that our readers can make informed decisions and get the most out of their gadgets. Our goal is to provide reliable insights that help people navigate the ever-evolving digital landscape.

Visits<sup>1,2</sup> . . . . . 2 m  
Unique User<sup>1,2</sup> . . . . . 1.5 m  
Page Views<sup>1,2</sup> . . . . . 2.3 m

1) monthly; average from 2024H1;  
Source: Google Analytics  
2) DE, EN (.com) and FR combined

# OUR MISSION.

“Real people sharing their real experiences to make real decisions so people know what to expect from a product and get the best from their gadgets.”

This mission drives everything we do at nextpit. We believe in the power of community and authentic experiences to guide digital life decisions. Our editors are real users who share their honest opinions and fair assessments, making it easier for our audience to choose the right products. By staying true to our values of reliability, honesty, and transparency, we help our readers understand what to expect from their tech, ensuring they get the best value and performance from their devices.

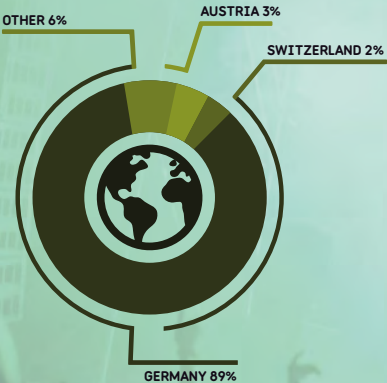
  
12,000<sup>2</sup>

  
354,600<sup>2</sup>

  
114,600<sup>2</sup>

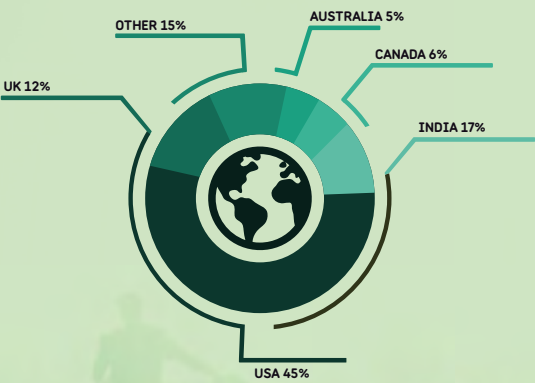
  
38,900<sup>2</sup>

  
7,600<sup>2</sup>



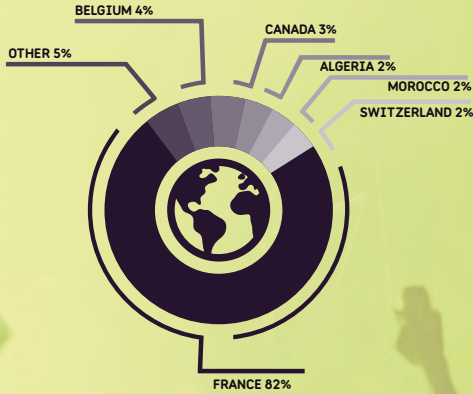
18 - 44  
49 %

73 %  
♂ ↔ ♀  
27 %



18 - 44  
50 %

72 %  
♂ ↔ ♀  
28 %

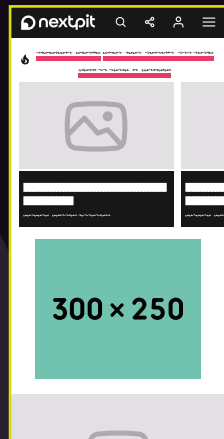


18 - 44  
52 %

70 %  
♂ ↔ ♀  
30 %

# MOBILE FORMATS.

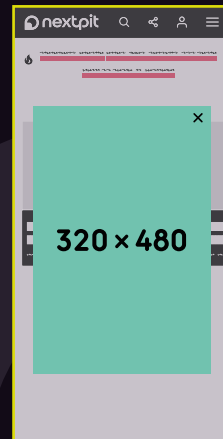
5



## CONTENT AD

Medium banner ad in landscape format on up to 9 positions in the content area

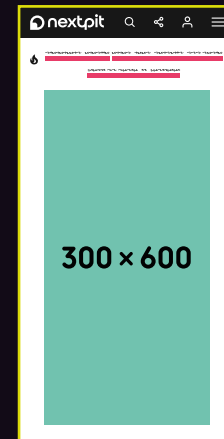
300x250 200 kB



## INTERSTITIAL

Large banner ad in portrait format lies in front of the content

320x480 200 kB



## HALF-PAGE AD

Very large banner ad in portrait format on up to 9 positions in the content area

300x600 200 kB

### LEGEND.

⊠ . . . . . Dimensions max.

📄 . . . . . File size max.

CPM from € 30

CPM from € 55

CPM from € 45



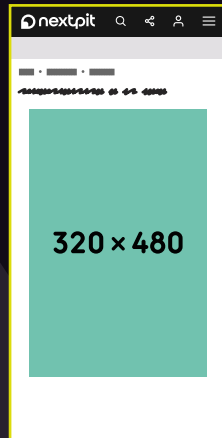


## MOBILE STICKY AD

Small banner ad in landscape format fixed at the bottom of the page

320x50 + 320x100 200 kB

CPM from € 25

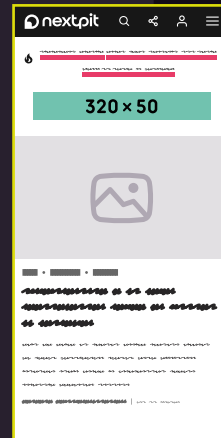


## INLINE INTERSTITIAL

Large banner ad in portrait format on up to 9 positions in the content area

320x480 200 kB

CPM from € 45



## MOBILE LEADERBOARD

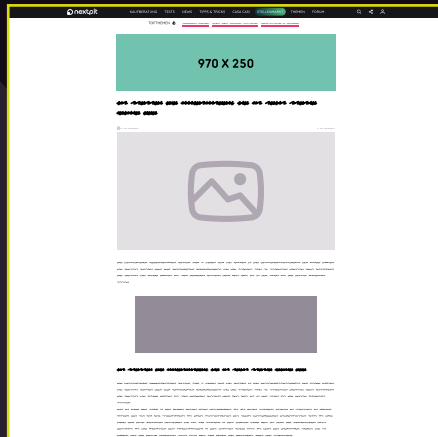
Small banner ad in landscape format

320x50 200 kB

CPM from € 25

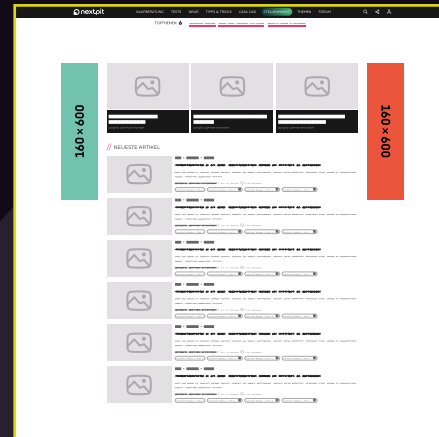
# DESKTOP FORMATS.

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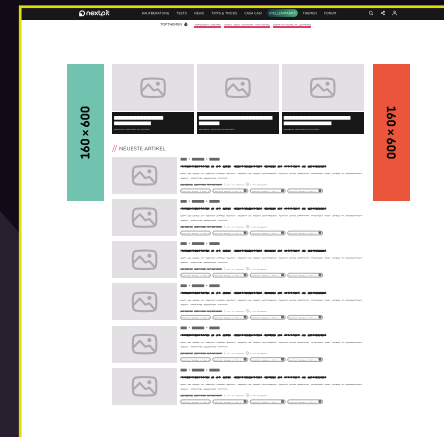
**BILLBOARD (TOP) /  
SUPERBANNER**  
Large banner ad in landscape format

970x250 200 kB



**SKYSCRAPER (RIGHT)**  
Large banner ad in portrait format

160x600 200 kB



**SKYSCRAPER (LEFT)**  
Large banner ad in portrait format  
on 4 positions

160x600 200 kB

## LEGEND.

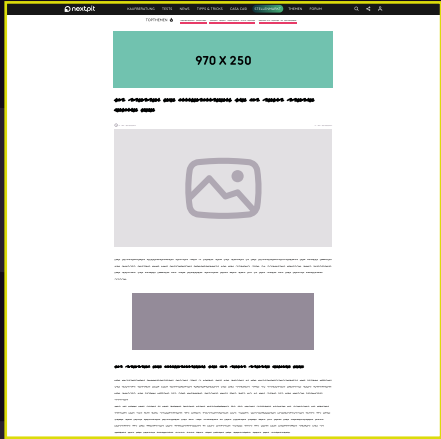
⊠ . . . . . Dimensions max.

📎 . . . . . File size max.

CPM from € 55

CPM from € 30

CPM from € 25

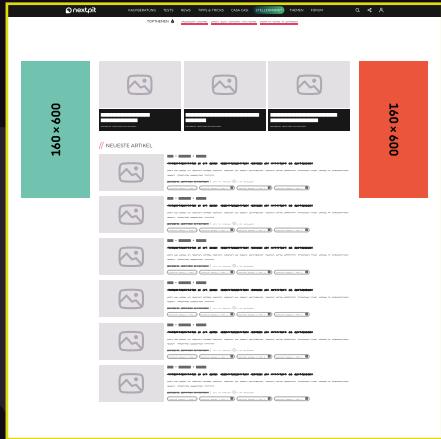


## BILLBOARD (CONTENT)

Large banner ad in landscape format in the content area

800×250 + 970×250  
200 kB

CPM from € 55

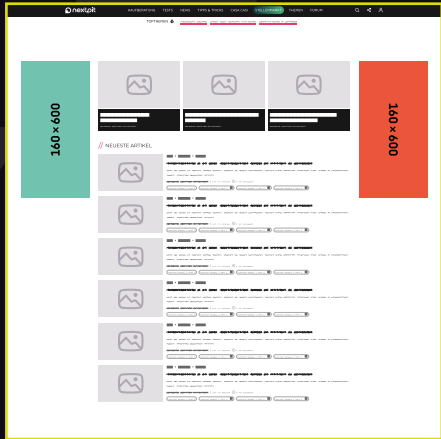


## HALF-PAGE AD (RIGHT)

Large banner ad in portrait format, top right

300×600 200 kB

CPM from € 55

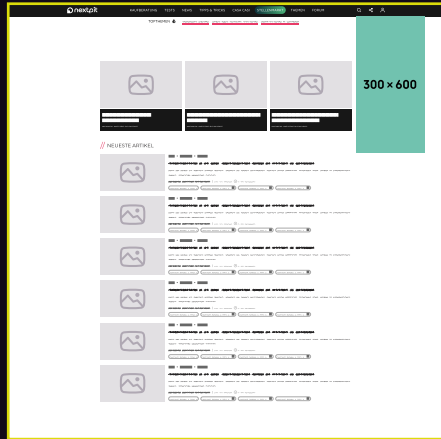


## HALF-PAGE AD (LEFT)

Large banner ad in portrait format, on the left on 4 positions

300×600 200 kB

CPM from € 55



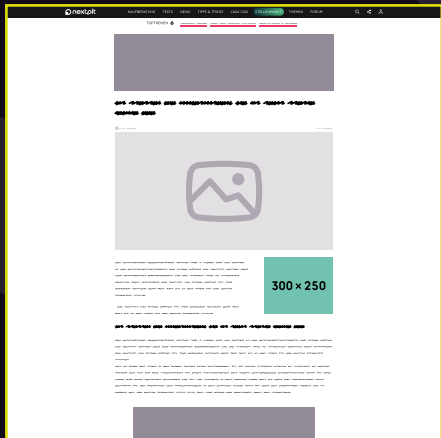
## DYNAMIC SITEBAR

Large, flexible banner ad in portrait format (like half-page ad) on the right-hand edge of the page

300×600 200 kB

CPM from € 55



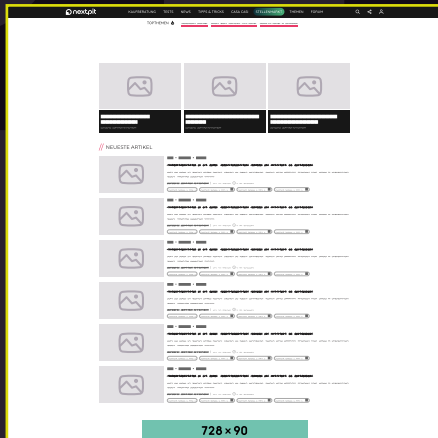


## CONTENT AD

Medium banner ad in landscape format on up to 4 positions in the content area

✂ 300×250 📄 200 kB

CPM from € 30

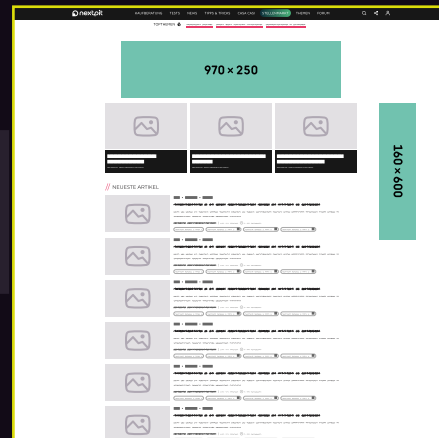


## CATFISHER

Medium banner ad in landscape format fixed at the bottom of the page

✂ 728×90 📄 200 kB

CPM from € 25

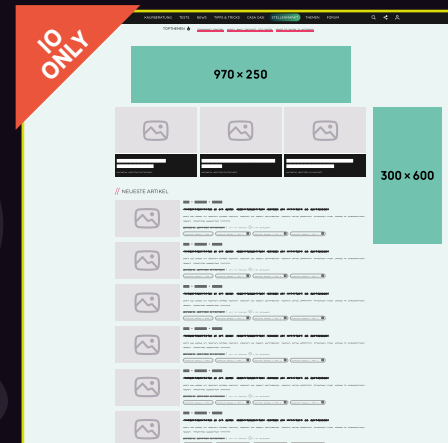


## DESKTOP BUNDLE

Consisting of content ad, skyscraper and superbanner

✂ 300×250 + 160×600 + 970×90  
📄 200 kB + 200 kB + 200 kB

CPM from € 20



## HOMEPAGE TAKEOVER

Consisting of half-page ad, billboard and header branding plus page background

✂ 300×600 + 970×250  
📄 200 kB + 200 kB

Fixed price **ON REQUEST**



## WALLPAPER

Consisting of skyscraper and  
superbanner plus page background

✂ 160×600 + 728×90  
📏 200 kB + 200 kB

## FIREPLACE

Large banner ads and page  
background surround the content  
area

✂ 1100×90 + 160×600 + 160×600  
📏 200 kB + 200 kB + 200 kB

CPM from € 55

CPM from € 65

## PROGRAMMATIC ADVERTISING.

## WHERE TO FIND US.

### Network:

beebuzz media GmbH

ID: 1051321

**Ad Server:** Google Ad Manager 360

### Demand Partners:

Xandr, Ströer, Rubicon, Index Exchange,  
Azerion, Adagio, Yieldlab, SoD, YOC  
GumGum, ...

**AppNexus Seat ID:** 3702

### Deal Type:

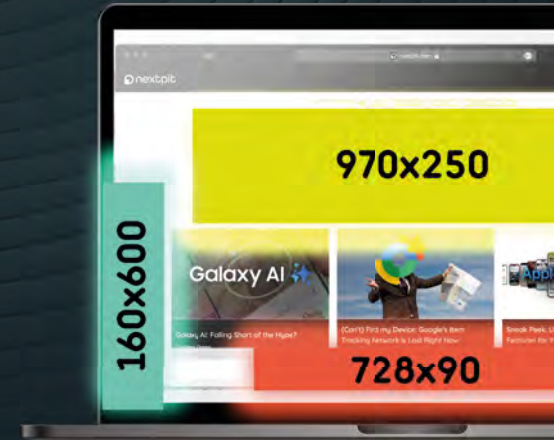
Preferred & Guaranteed

### Targeting:

Region, Topic areas  
and on request

## WE BUILD TRUST.

- Brand-safety strategy
- Full URL transparency
- No User-generated content
- No reporting on wars or conflicts



LET US TELL  
YOUR STORY.


Your brand, your product—we tell your story. Our editorial content solutions highlight every key performance indicator you focus on.

Our solutions scale from small sponsored articles via product tests through our readers to sophisticated content specials with several articles, perfectly tailored to your needs. Some of your advantages when advertising on nextpit:

- Close communication
- Custom-fit agreements
- Highly credible editorial content
- Long-term viewability and tracking

SPONSORED ARTICLE BUNDLE  
SMALL + LARGE.

Sponsored Article Bundle: choose our standard product available in two different categories: small and large, that always come with Browser Push.

SPA S Bundle	SPA L Bundle
You provide us with information and imagery on your product. Our experienced editorial team showcases it carefully.	
Browser Push included 	
up to 700 words	up to 1,500 words
1 header image + 1 content image	Several images/Gallery
1 feedback loop	2 feedback loops
Each additional feedback loop: € 100.00	
€ 849.00	€ 1,129.00

**We recommend:** Talk to us about our customised add-ons.

YOU WANT MORE?  
SPEED AHEAD.

Push your campaign and raise your marketing success with our content add-ons.

## PRICE LIST CONTENT ADD-ONS.

Product	Scope	Price
Top News Placement	SPA will be placed on the main page on all 3 domains	€ 199.00 per unit
Newsletter	Placement inside our email newsletter with ≈ 12,000 subscribers	from € 199.00 per unit
Update Bundle	Keep your content campaign fresh with updates from our editorial team	€ 690.00 per unit
Facebook Bundle	Always includes story + post – all languages (Recommended for performance)	€ 299.00 per unit
Adaptation	per domain/article	€ 299.00 per unit
Native Teaser	Medium banner (300×250), designed by us	from € 7.50 CPM

## PRODUCT REVIEW.

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## YOUR PRODUCT IN FOCUS.

If you would like to convince our readers, that your product keeps what it promises, nextpit gives you the opportunity of professionally reviewing your product by an editor through all it's paces.



## AS INNOVATIVE AS YOUR PRODUCT. THIS IS WHAT YOU GET.

### *Fixed Components*

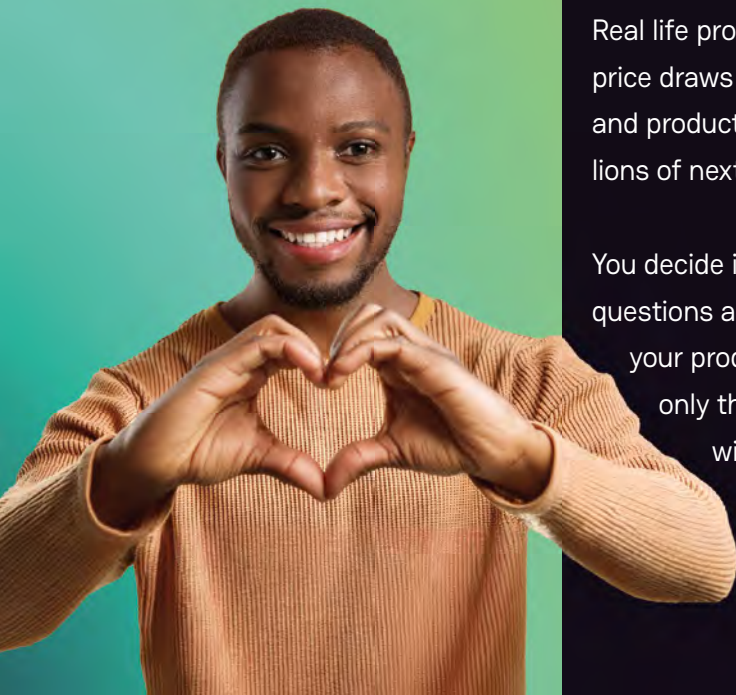
- One SPA L Bundle as review article
- Professional product check by one of our editors

### *Optional Components*

- Accompanying display campaign
- Additional content add-ons

Feel free to contact us for more information about our product review—as unique as your product. Customized by our sales experts.





## YOUR PRODUCT. OUR USERS.

Some of your products surely deserve a more active handling. There's nothing more authentic than stories of real users that live-tested your product.

Real life product tests by our users or price draws make sure that your brand and products stick to the mind of millions of nextpit visitors.

You decide if our users have to answer questions about your product or test your product at home—but that's the only thing you have to do. We deal with everything else.

## COMMUNITY REVIEW OR PRICE DRAW?

### *Product Test*

Readers test your product at home and the nextpit editorial team summarises the results of the readers' test in a SPA L

#### Community Review S

#### Community Review L

Always included: conception, 1–2 repubs, support by the editorial office, announcement article as SPA S Bundle and test results as SPA L Bundle

up to 3 readers

4–5 readers

€ 5990.00

€ 7990.00

### *Social Media Price Draw*

- Use nextpit's social media coverage to introduce your product/brand
- Winning the draw can be connected to answering questions concerning your product/brand (optional)

Further prices on request.

## WE'RE HERE TO HELP.

nextpit is your reliable and competent partner for all forms of digital advertising. From content marketing to IO or programmatic campaigns up to individual marketing concepts that fulfill all your needs.

We love to develop unique marketing concepts beginning with a first brainstorming and ending with a finalized campaign. Everything that's in between? Don't worry. Of course, we handle that, too.

Whatever you wish for, our experts are on your side.



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Head of Sales & Cooperations

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**Johanna Schmidt**

Sales & Cooperations Manager

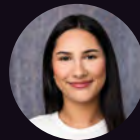
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