

The Berliner | Digital

www.the-berliner.com



A wide and diverse set of advertising options

Our marketing team will work with you to create the perfect digital strategy for engagement with the The Berliner community – your message gets noticed.

Reach | as of 30.01.2024

Website*	The Berliner.com	299.627
Newsletter	1 × per week	14.217
Facebook	The Berliner	40.883
Instagram	The Berliner_mag	54.900
Twitter	The Berlinermag	26.400

Key figures

Output devices	66 % mobile / 32 % desktop / 2 % tablet
Users	158.140
Gender	52 % f / 48 % m
Age	18-44 = 70 %; which 25-34 = 34 %

* Page views per month | Source: Google Analytics 01/2024

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Formats and prices

Website

Format	Size	Price
Superbanner (Desktop)	728 × 90 px, max. 200 KB	15 € / CPM
Skyscraper (Desktop)	120 × 600 px, max. 200 KB	15 € / CPM
Medium Rectangle (Desktop/Mobile)	300 × 250 px, max. 200 KB	20 € / CPM
Halfpage Ad (Desktop/Mobile)	300 × 600 px, max. 250 KB	30 € / CPM
Billboard (Desktop)	970 × 250 px, max. 250 KB	50 € / CPM

CPM: thousand-contact price

Native Ad

Teaser + advertorial	Image format: 1.500 × 1000 px (max. 3) Text: 3000 characters; one link	1.250 € / week each additional week 600 €
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Number of characters incl. spaces; price on delivery of final content. On request and for an additional fee, we can design your post.

Newsletter

Banner	Image format: 660 × 220 px, max. 200 KB; gif, jpg or png	390 €
Banner – Giveaway	Image format: 296 × 220 px; Text: 300 characters; one Link ein Giveaway (2× 2 tickets/books/drinks/etc.)	250 €
Sponsor	Image format: 296 × 328 px; Text: 500 characters; one Link	400 €

Number of characters incl. spaces; Newsletter publication: Thursdays

Social Media

Facebook (Feed-Post)	Image format: 1.500 × 1.000 px (max. 10); Text: max. 300 characters; one Link	420 €
Instagram (Feed-Post)	Image format: 1.080 × 1.080 px or 1.080 × 1.350 px (max. 10); Text: max. 300 characters; max. 6 hash- tags; one Link	390 €
Twitter	Image format: 1.024 × 512 px; Text: max. 280 charac- ters	300 €

charactersanzahl inkl. Leerzeichen

Facebook & Instagram special formats

Would you like a reel or a story? Contact us – we will be happy to advise you: digital-ads@tip-berlin.de	on request
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Targeting- and Boost-Budget on request: digital-ads@tip-berlin.de

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Technical information

Data transmission

Via Dropbox, WeTransfer or
E-mail: digital-ads@tip-berlin.de

your data: Platform_start_date_customer_name_format
e.g.: Exberliner-Instagram_21-05-2023_Max-
Mustermann_1080x1080_01.jpg

File formats

Images: gif, jpg, png

Preparation of the data

The advertising department must receive a written order for each data transfer. When transferring data, please let us know whether you are doing so via Dropbox, WeTransfer or e-mail.

Guidelines & delivery dates

Website advertising formats must be delivered in accordance with the guidelines of the OVK in the BVDW.

The file must be accompanied by an info file stating the platform for which the ad is intended, customer name, file name, ad size, contact person with telephone, fax, e-mail and, if applicable, mobile phone number and the start date.

Website delivery date: 3 working days before campaign launch. Delivery date for material for native ads, newsletters and social media: 5 working days before the start of the campaign.

Data naming

In order to ensure better allocation, we ask you to state the booked platform, start date, your name and the format of the delivered image material when delivering

Creation of advertising material

We are happy to edit and design the advertising material for a fee. Dates and costs on request.

Contact

Tip Berlin Media Group GmbH

Müllerstr. 12
13353 Berlin

Media Consulting Print & Digital

Tel. 030 233 269 - 600
Fax 030 233 269 - 899
E-mail » anzeigen@tip-berlin.de

Media Consulting Digital

E-mail » digital-ads@tip-berlin.de

Publishing details

Terms and conditions

To find our General Terms and #
Conditions of Payment and Business
which define the processing of orders,
please follow:
www.tipberlinmediagroup.de/agb

Terms of payment

All prices for advertisement are in
Euro excl. VAT. Payable within 10
days after receipt of invoice without
deduction. We grant a 2% discount for
direct debit.

Bank details

IBAN DE24 1001 0010 0572 8341 05
BIC PBNKDEFF | Postbank
Amtsgericht Charlottenburg;
HRB 150855 B;
VAT ID no.: DE290376398