

The Berliner | Digital

www.the-berliner.com

The screenshot shows the top navigation bar of the website with categories: BERLIN | ART | MUSIC & CLUBS | FILM | STAGE | BOOKS | FOOD | POLITICS | NEWS | SHOP. Below this is a newsletter sign-up banner with the text 'SIGN UP FOR OUR NEWSLETTER' and 'Berlin events, freebies, food & news'. A form field for 'E-mail address' and a 'SUBSCRIBE' button are present. The main content area features a large article titled 'Concrete jungle: How street artist Dared brightens up Berlin' with a sub-headline 'Walking around Berlin, you've likely spotted one of Dared's signature animal characters pasted up somewhere.' To the right, there is a 'GET THE MAG' section with a 'NEW ISSUE' banner and a 'POPULAR' section listing several articles.

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 10/2024

Website*	The Berliner.com	311.045
Newsletter	1 × per week	15.246
Facebook	The Berliner	41.091
Instagram	The Berliner_mag	72.747
Twitter	The Berlinermag	26.165

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

The Berliner | Digital

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 €
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
--	------------

Targeting- and Boost-Budget on request: digital-ads@tip-berlin.de

The Berliner | Digital

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