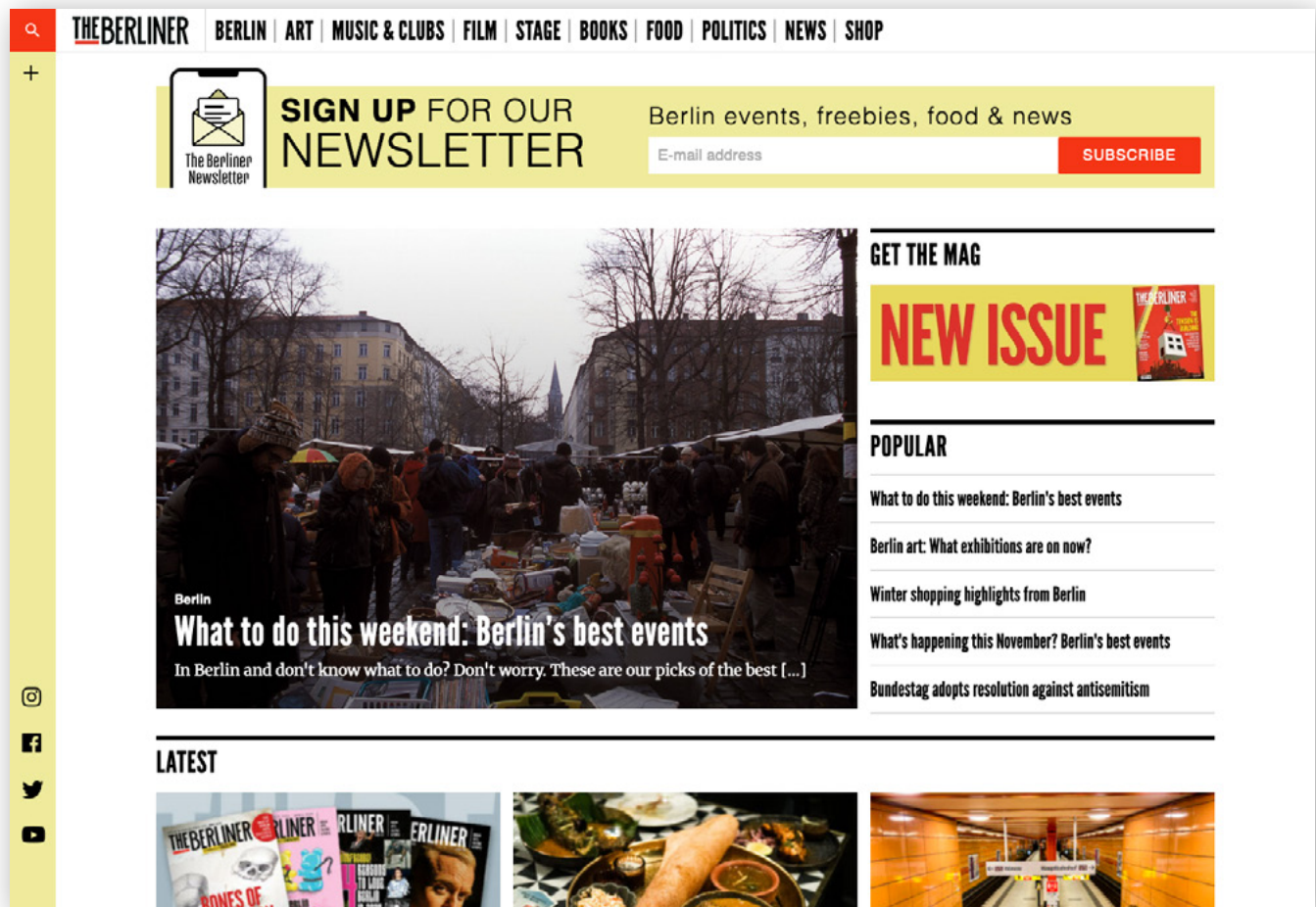


# The Berliner | Digital

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.

### Reichweiten | Stand 12/2024

<b>Website*</b>	the-berliner.com	230 thou.
<b>Newsletter</b>	1x per week	15 thou.
<b>Facebook</b>	The Berliner	41 thou.
<b>Instagram</b>	theberlinermag	75 thou.

### Key figures

<b>Output devices</b>	66 % mobile / 32 % desktop / 2 % tablet
<b>Users</b>	140 thou.
<b>Gender</b>	52 % f / 48 % m
<b>Age</b>	18-44 = 70 %; which 25-34 = 34 %

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

Subject to change. The latest binding version of this price list can be found at >> [www.tipberlinmediagroup.de/mediadaten](http://www.tipberlinmediagroup.de/mediadaten)

# 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	490 €
Banner – Giveaway	Image format: 296 × 220 px; Text: 300 characters; one Link ein Giveaway (2 × 2 tickets/books/drinks/etc.)	290 €
Sponsor	Image format: 296 × 328 px; Text: 500 characters; one Link	490 €
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	390 €
Instagram (Feed-Post)	Image format: 1.080 × 1.080 px or 1.080 × 1.350 px (max. 10); Text: max. 300 characters; max. 6 hashtags; one Link	590 €
Instagram (Story)	Image format: 1.080 × 1.920 px Texts already integrated in the image, one slide, one link	590 €
TikTok / Reel	Customised conception, production and implementation	on request
Number of characters incl. spaces;		

Additional formats, special formats, targeting and boost budgets are available upon request. Interested in a reel or story in an editorial design? Contact us – we're happy to advise you: » [anzeigen@tip-berlin.de](mailto:anzeigen@tip-berlin.de)

# The Berliner | Digital

## Technical information

### Data transmission

Via Dropbox, WeTransfer or  
E-mail: [digital-ads@tip-berlin.de](mailto:digital-ads@tip-berlin.de)

### File formats

Images: gif, jpg, png

### Guidelines & delivery dates

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

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

your data: Platform\_start\_date\_customer\_name\_format  
e.g.: TheBerliner-Instagram\_21-05-2025\_Max-Mustermann\_1080x1080\_01.jpg

### 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.

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.

### Creation of advertising material

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

## Contact Media Consulting

### Tip Berlin Media Group GmbH

Müllerstr. 12  
13353 Berlin

**Tel.** 030 233 269 - 600

**Fax** 030 233 269 - 899

**Email** >> [anzeigen@tip-berlin.de](mailto:anzeigen@tip-berlin.de)

## Publishing details

### Terms and conditions

Our general terms and conditions of payment and business apply to the processing of orders:  
[www.tipberlinmediagroup.de/agb](http://www.tipberlinmediagroup.de/agb)

### Payment terms

All prices are stated in € per ad, plus VAT. Payment is due 10 days after receipt of the invoice without any deductions. A 2% discount is offered for payments via direct debit.

### Bank details

IBAN DE24 1001 0010 0572 8341 05  
BIC PBNKDEFF | Postbank  
District court of Charlottenburg (Amtsgericht); HRB 150855 B;  
VAT ID: DE290376398