

ONLINE
MOBILE
SOCIAL MEDIA
NEWSLETTER

MEDIAKIT 2017

01.05.2017





NEWSLETTER

12.000 subscribers
2x weekly



SPARTACUSWORLD.COM

100.000 Unique Users/ Month



M-MAENNER.DE

150.000 Unique Users/ Month



FACEBOOK

180.000 Followers



SPARTACUS APP

190.000 Users world wide

MÄNNER ONLINE

Germany's largest gay magazine with its website offers an ideal platform for topics concerning gay lifestyle, politics, culture, fashion and health. With the placement of your banner you can reach a trend-conscious and financially strong target group.

The site www.m-maenner.de provides current news and contributions which have a high level of interest in the gay community. In the various departments the online editorial create contributions that are reflected in the social networks with increasing popularity and at peak times shared up to several thousand times on Facebook. MÄNNER online sees itself as a communication platform for the reader enabling the online editorial staff to respond rapidly to current trends. MÄNNER has gay online community in sight and shapes it with commitment.

The website is also optimized for mobile devices. Rectangles and leaderboards will also be displayed as "in text" banners in the articles, creating even more attention and improve the click rate.

NAME	SIZE	CPM €
1. Rectangle	300 x 250 px	25 €
Skyscraper	300 x 600 px	35 €
2. Rectangle	300 x 250 px	20 €
Leaderboard	970 x 90 px	20 €

Details:

650.000

150.000

Format:

Min. volume:

Delivery:

Page Impr. / Month

Unique Users/ Month

jpg, anim. gif and HTML5 max. 50 KB

300 €

2 days prior to campaign

The image shows a screenshot of the 'Männer' website with several ad placements highlighted in red boxes. At the top is a large red 'Slider' (1048 x 600 px). Below it are two columns of article thumbnails. On the right side, there are three red boxes: a '1. Rectangle' (300 x 250 px), a 'Skyscraper' (300 x 600 px), and a '2. Rectangle' (300 x 250 px). At the bottom of the page is a red 'Leaderboard' (970 x 90 px). The website content includes headlines like 'DEINE STERNE IM OKTOBER', 'SCHWASTERN IM HERBST', 'SO MUSS URGALBI...', 'VATIKAN DOLLFARBE BEREITEN', 'DROOGAR SCHAUT BEWACHEN...', and 'DANIEL WALD ALS...'. The 'Männer' logo is visible in the top right corner of the website screenshot.

Männer

MÄNNER ONLINE

Special advertising form "slider":

This placement is perceived by the user as an editorial contribution and allows presentations of a product, special promotions, raffle or services. It is called „advertorial“ and includes the presentation of the main motive on the home page (without text) as well as the linked article with an indication of a secondary URL or the possibility to contact the advertiser. The billing is at a flat rate for one or more weeks (visibility on the home page).

NAME	SIZE	DURATION	FLAT €
Slider	1048 x 600 px	1 week*	200 €
Slider	1048 x 600 px	4 weeks*	500 €

*In rotation with max. 3 other advertising contributions

Details:

Format: jpg, max. 200 KB

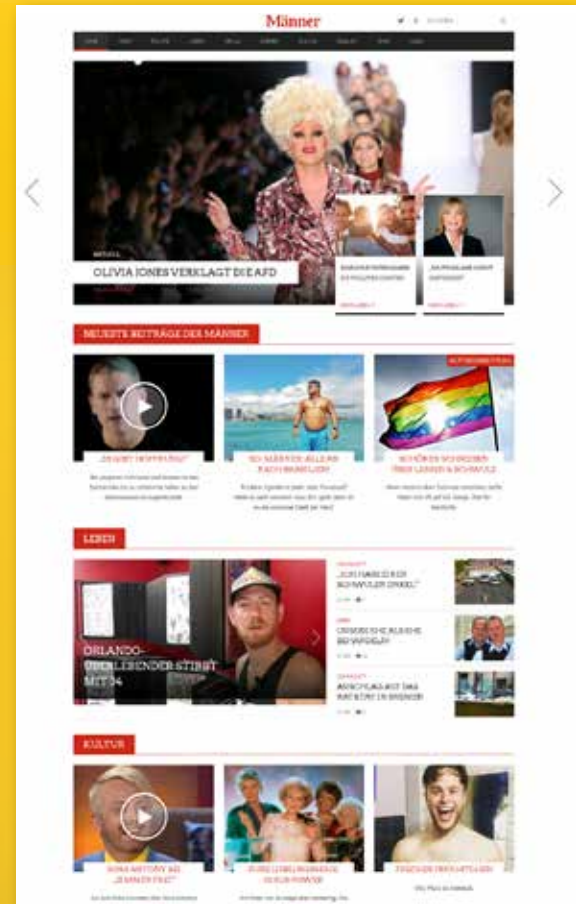
SEO Artikel (to optimize the ranking of websites on search engines worldwide):

These articles will be placed on the website by our online editorial team for unlimited time and contain do-follow links to the advertisers page.

They will be marked with „Autorenbeitrag“ and therefore not be identified by the users as advertisements. Images and illustrations serve as eye-catchers and provide additional information or emotion.

ADVERTISEMENT	ANZAHL	DURATION	IMAGES	FLATRATE
SEO article	max 1.000 words	unlimited	max 3 1048 x 600 px	500 €
SEO article	more than 1.000 words	unlimited	max 5 1048 x 600 px	750 €

* please provide photocredits (global online use) for your images. If you cannot supply your own pictures, we can provide you with images from our database for only € 50 per photo incl. royalties and research.



Männer

All illustrations are schematic and can differ in reality.

SPARTACUSWORLD.COM

The website www.spartacusworld.com is known in the community as a source of information and inspiration around the topic of travel. No matter whether a user wants information about a destination or suggestions of new destinations - he will find it all here! The site is showing over 24.000 entries from the SPARTACUS directory - such as bars, clubs, hotels, saunas and events! The search engine with filter options and interactive maps helps the user to find all requested information within seconds, making SPARTACUSWORLD the biggest and most comprehensive gay travel website worldwide.. Advertisers reach with a banner campaign on this site an international customer segment that is actively involved in travel planning.

NAME	SIZE	CPM €
Top Banner	510 x 85 px	25 €
Rectangle	255 x 370 px	30 €
Bottom Banner	960 x 120 px	20 €

Details:

400.000
100.000

Min. volume:

Delivery:

Format:

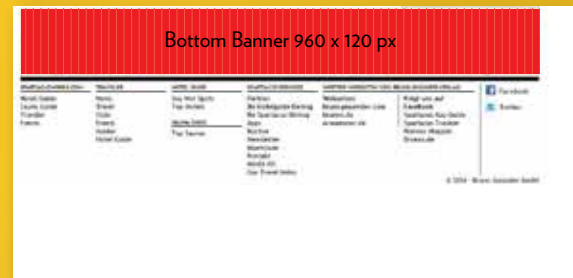
Page Impr. / Month → world, hotelguide, Saunapride
Unique Users/ Month
300 €
2 days prior to campaign
jpg, anim. gif oder HTML5 max 100 KB



Top Banner 510 x 85 px



Rectangle
255 x 370 px



Bottom Banner 960 x 120 px

spartacus

SPARTACUS APPS iPhone + Android

The Spartacus apps are the market leader in this segment and currently have a range of more than 190,000 users worldwide. The apps are available on the Appstore for iPhone and iPad, as well as in the Google play store for all Android devices. Here advertisers have two forms of advertising that allow you to reach the app user directly:

1) Mobile Content Banner will appear in the list view of the search result - regardless of whether the user is there on the spot and uses the „Around Me“ function or he is at home and wants to inform himself about the scene at a selected location. This banner is interactive and either points to an entry in the app (e.g. bar, club, hotel etc.) – which works even if the user is offline. Alternatively the online user will be directed to a stored URL link, where he finds more information. These banners can be on urban, regional and country level as well as worldwide.

Content Ad	1 MONTH	12 MONTHS
City	100 €	600 €
5 cities or states or districts	200 €	1.600 €
Country	400 €	3.000 €
Worldwide	800 €	6.000 €

2) Pop-Up, with an illustration and info text that tells the user when starting the app about events or actions. Visible a maximum of twice a day per end device and is therefore not intrusive. The pop-up links the user to a URL. It can be used on city level to promote a local event or at the country and worldwide level for national and international campaigns.

12 MONTHS	1 MONTH	12 MONTHS
City	100 €	500 €
5 cities or states or districts	300 €	1.200 €
Country	500 €	1.800 €
Worldwide	800 €	3.000 €

Formats:

Content Ad mobile 640 x 100 px jpg max. 20 KB

Pop-Up Banner 540 x 300 px jpg max. 50 KB

Linked to App listing (offline) or to external website (online)



190.000 User worldwide



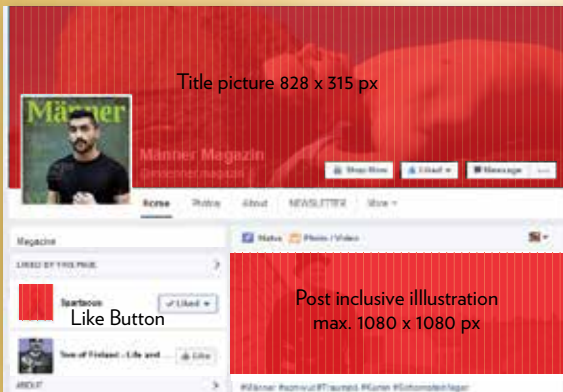
SOCIAL MEDIA

SOCIAL MEDIA CHANNELS:

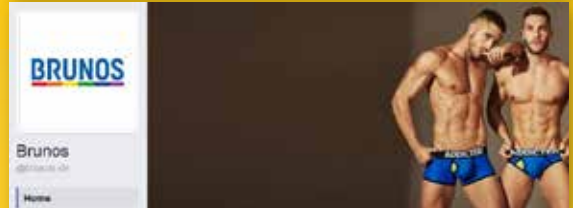
MÄNNER, SPARTACUS TRAVELER, SPARTACUS, BRUNOS BRUNO GMÜNDER have far-reaching social media channels on Facebook and Twitter for many years. We may use your campaigns on sponsored posts, editorial contributions and additional options in an attractive community.

Ranges

Spartacus: 120.000 Users worldwide
Männer Magazine: 32.000 Users Germany
Brunos: 12.000 Users Germany
Bruno Gmünder: 17.000 Users Germany



PER POSTING	(+ Sponsoring budget) inclusive 1x illustration + 100 character text + URL	200 €
SPECIAL PLACEMENTS	MÄNNER, BRUNOS, BRUNO GMÜNDER	SPARTACUS
Title picture with text (100 character + URL) 828 x 315 px	250 € / Week	500 € / Week
Like button	400 € / Month	600 € / Month



All illustrations are schematic and can differ in reality.

BRUNOS NEWSLETTER

The BRUNOS newsletter goes out twice a week (Wednesdays and Fridays) to over 12,000 registered users in Germany, Austria and Switzerland. It contains current special offers and information about the assortment of goods available via Brunos mail order. In this environment we can present your campaign with a short editorial and banners to a target group which is ready to spend money for their lifestyle.

NAME	SIZE	FLAT €
Brunos Newsletter Fri.	600 x 300 px	500 €
Brunos Newsletter Wed.	600 x 300 px	300 €
Wed. + Fri. range 12.000 subscribers		



BRUNOS

CONTACT:

You can find more information about our publications and our program. Please contact the following department:

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