


















# Format Overview – Programmatic 2023

Format	Device	Sizes	Private Auction		Programmatic Guaranteed	
			Floor Price	Floor Price Luxury	Fix Price	Fix Price Luxury
AdBundle	 Multiscreen	120x600, 160x600, 728x90, 300x250				
Halfpage Ad	 Multiscreen	300x600				
Billboard	 Desktop	970x250, 800x250				
Sitebar	 Desktop	300x600				
Native Ads	 Mobile	300x250, 728x90, 320x100, 300x600				
Mobile Understitial / Interscroller	 Mobile	1000x1 (320x480)				
Mobile Medium Rectangle	 Mobile	300x250				
Mobile Content Ad 2:1	 Mobile	300x150			CPMs upon request	
Mobile Content Ad 4:1	 Mobile	300x75, 320x75				
Mobile Content Ad 6:1	 Mobile	300x50, 320x50				
Pre-Roll	 Multiscreen	Video				
Outstream	 Multiscreen	Video				
Video Network (Glomex) Pre-Roll / Mid-Roll	 Multiscreen	Video				
Video Network (Glomex) Outstream	 Multiscreen	Video				
Superhero	 Multiscreen	1000x450, 728x50, 320x450				

\* Nur auf Elle.de, Esquire.de, Freundin.de, Harpersbazaar.de, Instyle.de, Sportsillustrated.de, Playboy.de verfügbar.

# Targeting Overview – Programmatic 2023

1st Party		
Options	Description	eCPM*
<b>Contextual</b>	<ul style="list-style-type: none"> <li>IAB Taxonomy 2.2</li> <li>Custom Keywords (e.g. Sustainability)</li> </ul>	Price upon request
<b>Contextual ID Based</b>	User ID based segments that are based on contextual categories and keywords	Price upon request
<b>Technical</b>	Website-Segment, Browser, Geo, Device, Day-Parting, Viewability	free
<b>Interest</b>	Mapping of >150 interests through semantic analysis of the user's reading behaviour	Price upon request
<b>Customized</b>	Creation of client specific segments	Price upon request
<b>(Soon)</b>		
Socio-demographic		
Cookieless Interest		
Purchase Intend		

Other Targeting Possibilities		
Data Provider	Options	eCPM*
	<ul style="list-style-type: none"> <li>Socio-demographic</li> <li>Purchase Intend</li> <li>Persona</li> </ul>	Price upon request
	<ul style="list-style-type: none"> <li>Interest</li> <li>Custom Audiences</li> <li>Etc.</li> </ul>	