

FACES*



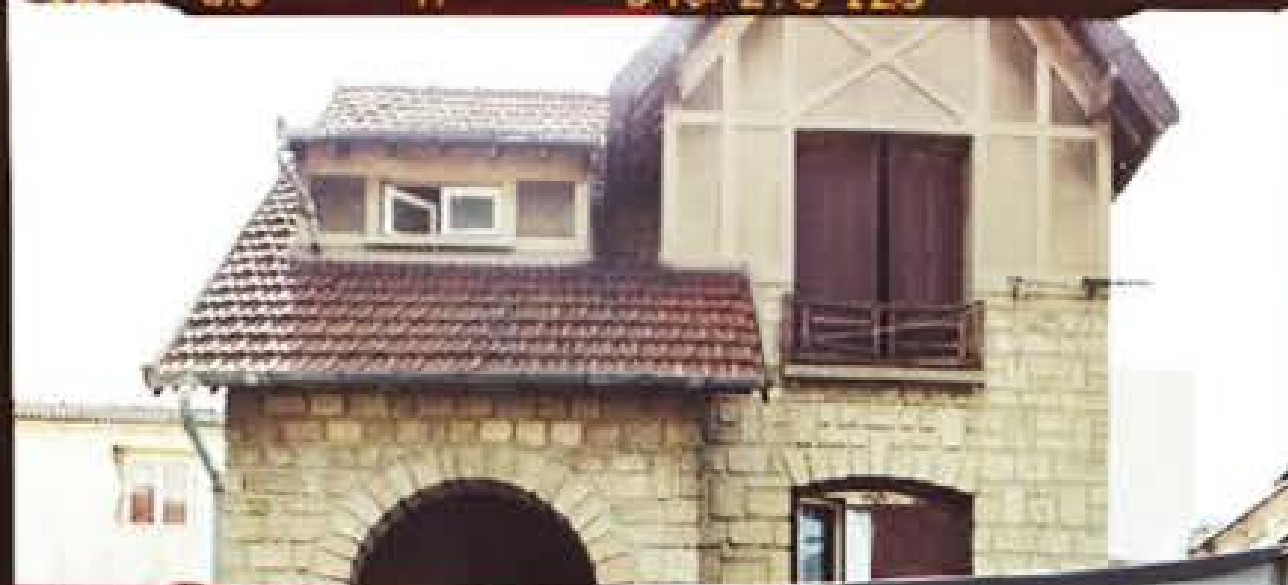
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**MEDIA KIT
DIGITAL
2023**



01

DISPLAY ADS FORMATS CPM'S

Formats:

Desktop Wideboard (994x250)

Desktop Videohead (994x663)

Halfpage Ad sticky (300x600)

mobile Wideboard (320x160)

mobile Videohad (320x213)

Price:

CPM 80,-

CPM 100,-

CPM 90,-

CPM 80,-

CPM 100,-

Other formats on request

File format: GIF, JPG, PNG

Third party tag/redirect (in https)

HTML5:

Delivery via third party tag/redirect: Your ad server's specifications will apply.

Physical delivery: Package all assets in a ZIP file.

Videos will be converted by us into an HTML5 formatted ad. Cost: 500,-

Delivery: At least 3 days before campaign launch

02

NATIVE DIGITAL MAILING INSTAGRAM

Organic formats

Online Advertorial

Stand Alone Newsletter

Instagram Story (2 slides)

Facebook post

Price:

3'000,-

2'000,-

1'500,-

2'000,-

Boosted formats

boosted online advertorial
(see separate presentation)

Price:

1.80 per view (min. 5'000 views) or
8,- per proven interested user

Instagram dark post

Instagram dark Story

4'000,- per 100k guaranteed views*.

4,000,- per 100k guaranteed impressions*.

*The target group defined by the client must be at least 2 million people.

03

BOOSTED ADVERTORIAL

According to a Nielson study, a prior recommendation from a reputable online magazine can increase purchase decisions by up to 68%.

We create an article on a topic related to your products or services from the perspective of a credible lifestyle magazine.

The article is then promoted by our professional partner agencies across multiple platforms. In this way, people are addressed and made aware of the article.

FACES, as a "neutral", competent lifestyle magazine, is more likely to be clicked on by interested parties in this information phase than a direct link to a provider. This allows you to acquire new customers at an early stage in the decision-making process.

Pricing models:

Traffic: 1.80 per view

Engagement: 8,- per proven interested user (spent at least 8 seconds actively on the article)

For more information, please see our separate presentation.

04

PACKAGES

INSTAGRAM BOOST

We stage your brand in the right environment with an editorial-style story on our Instagram channel. Supplemented by an additional story and a dark post advertising campaign, you will achieve maximum reach.

Services:

Instagram organic story (2 slides), including production

Instagram Dark Story (100k impressions guaranteed)

Instagram Dark Post (100k impressions guaranteed)

Total media value: 12'550,-

Package price: 7'500,-

NATIVE DIGITAL PACKAGE

An online advertorial serves as the basis to which all social media activities are linked.

Services:

Online advertorial, incl. production

Organic Instagram Story (2 slides), incl. production

Instagram dark post (100k impressions guaranteed)

Facebook organic post

Total media value: 14'500,-

Package price: 8'900,-



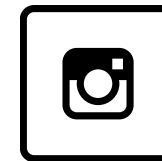
CHANNELS



FACEBOOK

www.facebook.com/faces

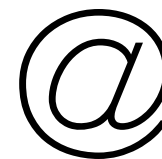
Follower: 61'500*



INSTAGRAM

[@facesmag](https://www.instagram.com/facesmag)

Follower: 47'700*



DIGITAL MAILING

Our weekly newsletter is
sent to over 7,700*
registered users.



WEBSITE

Visits per month: 150k*
Reach: 120k*
Page impressions: 300k*
Organic reach per
article: approx. 2'500

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GET IN TOUCH WITH US

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FACES

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