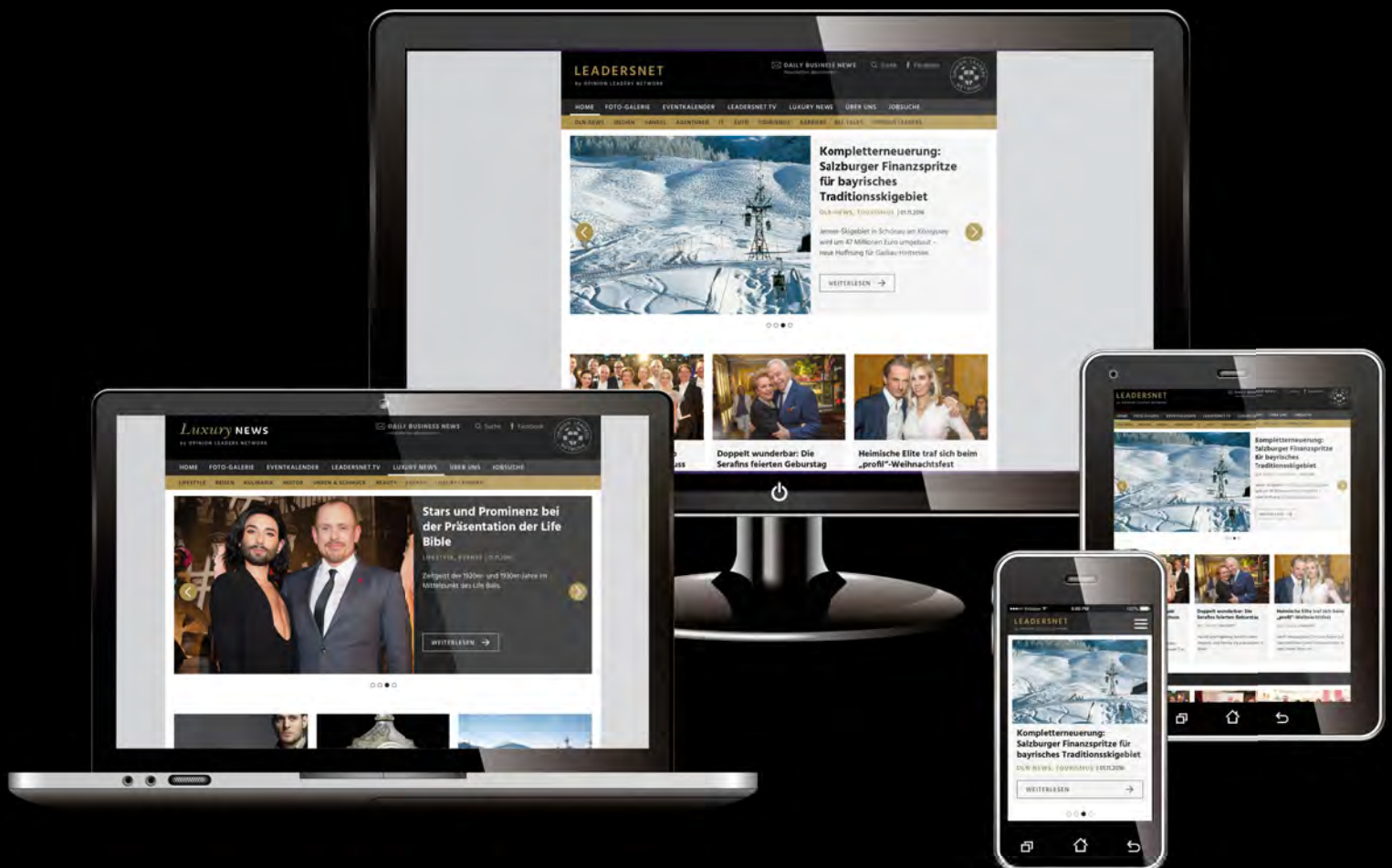


LEADERSNET

by OPINION LEADERS NETWORK

MEDIAKIT





COVERAGE:

LEADERSNET is austria's biggest Business Infotainment Portal. With 2 million visits per month and up to 100.000 unique clients.

OPINION LEADERS:

90 percent of our readers/followers work in leading positions, with 50 percent of them in top-management. We provide austria's top leaders in business with a daily dose of relevant news, on our webpage as well as via our daily business newsletter that is sent out to over 33.500 subscribers five times a week.

LEADERSNET WEBSITE

average visits per month

110.000	definitive visits
420.000	total visits
2,5 m.	visits
00:03:56	mins on average

Source: Google Analytics

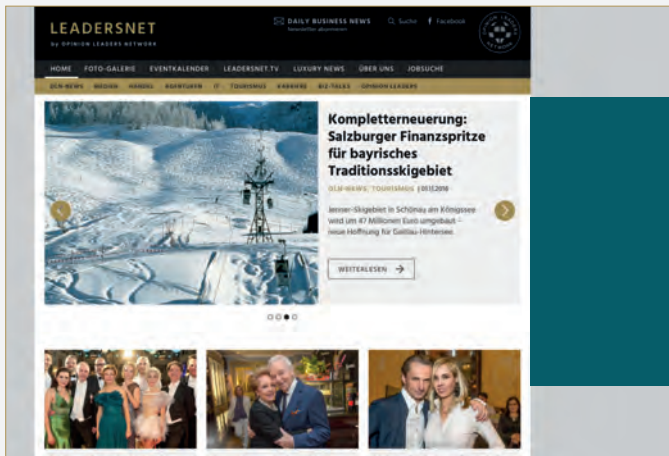
DAILY BUSINESS NEWS

publication: 5 times a week (Mo – Fr)

33.500	subscribers*
37,8%	average read range

* all data as of Jan. 2020

Display ads will be optimized on all devices.

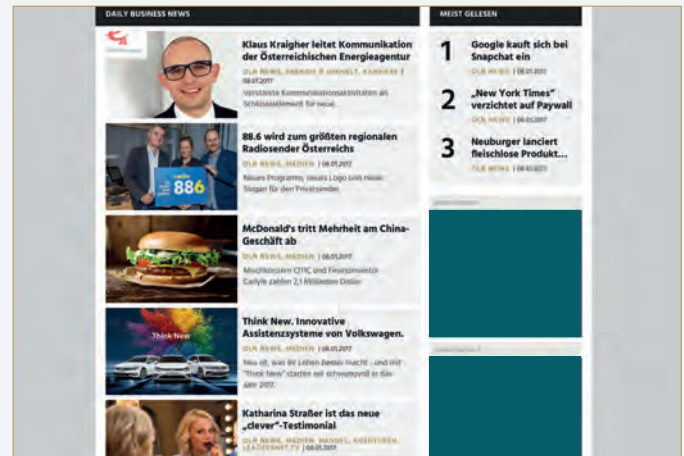


HALFPAGE AD

(also available to be distributed as mobile PARALLAX)

Dimensions: 300x600px
File format: gif, jpeg, html5
File size: 100kb max.

CPM: € 70,- ROS

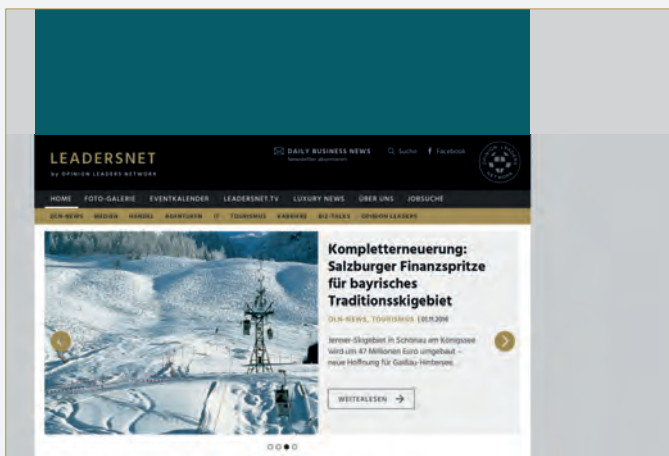


MEDIUM RECTANGLE

(Also available as PARALLAX mobil)

Dimensions: 300x250px
File format: gif, jpeg, html5
File size: 100kb max.

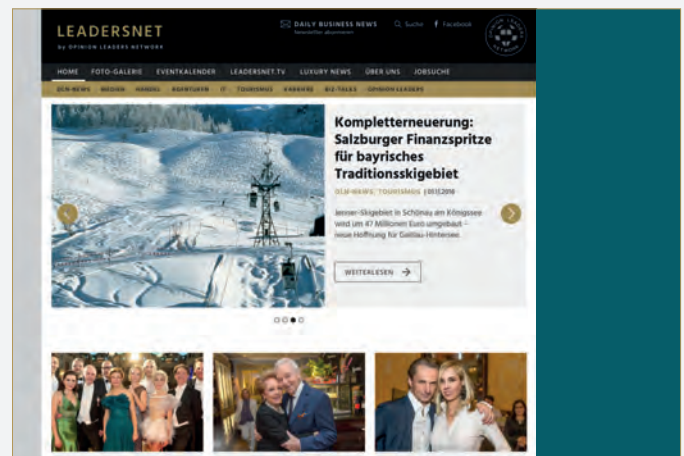
CPM: € 55,- ROS



BILLBOARD

Dimensions: 950x250px
File format: gif, jpeg, html5
File size: 100kb max.

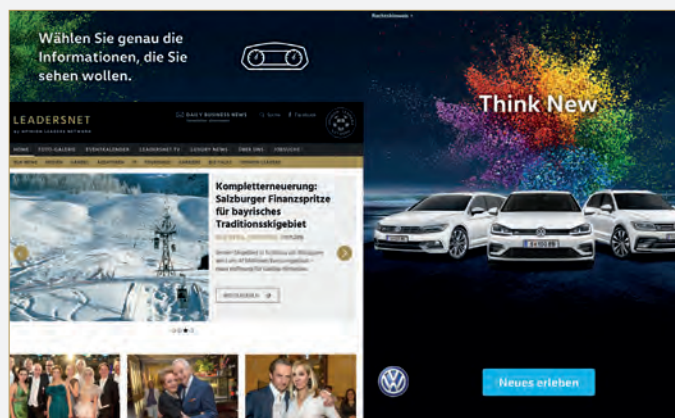
CPM: € 70,- ROS



SITEBAR

Dimensions: free
(depending on available browser-size)
File format: html5
File size: 100kb max.

CPM: € 70,- ROS



Referenzbeispiel: Volkswagen 2017

SITEBRANDING

We adjust the landing pages and the subpages of leadersnet.at to your needs and the design of your campaign and/or brand.

Format: Billboard + Sitebar (L-Ad possible) + Medium Rectangle + backgroundcolour or background image

Fixed placement: € 5.000,- per day

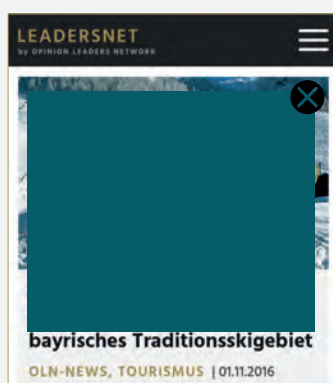


PHOTO GALLERY PRESENTER

Picture Branding – your premium ad in our highly popular photo galleries.

Dimensions: 940x75px
File format: jpeg, png
File size: 100kb max.

Bookings possible for single galleries or more. Prices upon request!



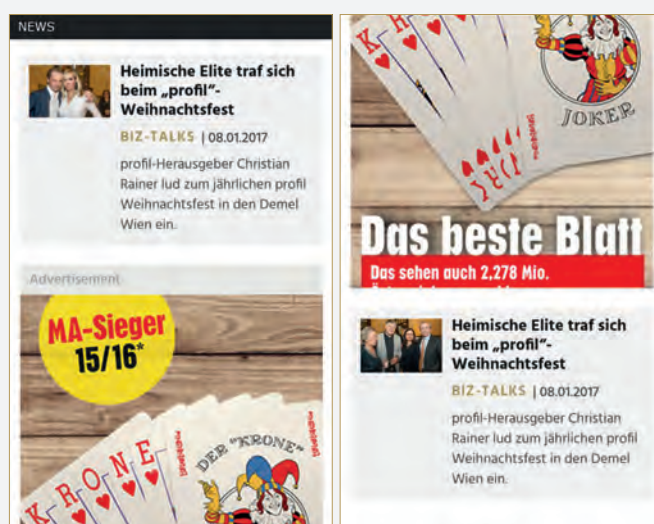
MOBILE INTERSTITIAL*

Your premium ad space for mobile devices!

Dimensions: 300 x 250px*
File format: gif (anim), jpeg, html5
File size: 100kb max.

CPM: € 200,-

* For this type of advertising we will agree on a frequency cap. Prices for a fixed placement at FC2 per day.

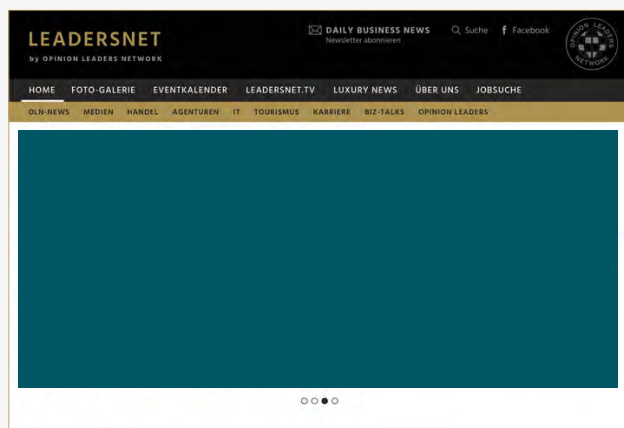


PARALLAX*

Dimensions: 300x600px*
File format: gif (anim), jpeg, html5
File size: 100kb max.

CPM: € 70,-

* Will only be displayed on mobilen devices such as tablets & smartphones.



ADVERTORIAL

Created by our graphics department

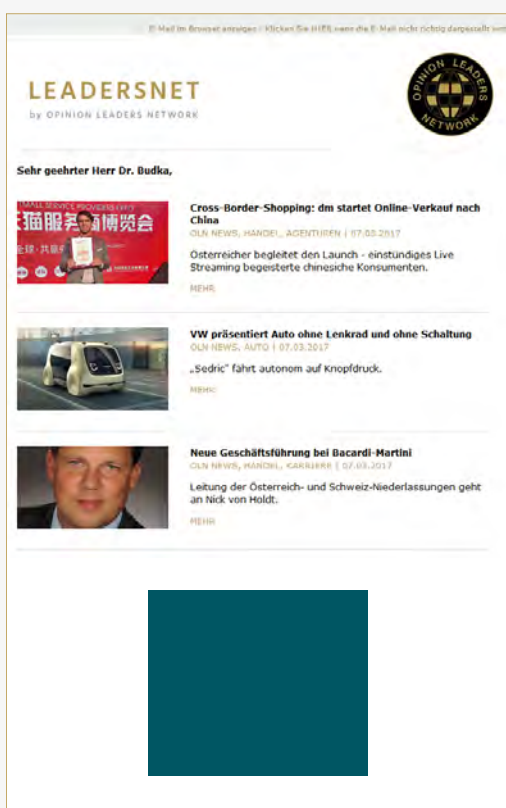
Headline: 70 characters max.
Teaser: 150 characters max.
Text: 2000 characters max.
Dimensions of main image: 748x396px

(inclusion of additional images and video-content is possible)

Fixed placement: € 3.000,-

The advertorial will be placed on our landing page for one day* – the teaser will be mailed automatically (once) with our Daily Business News.

* Optional: fixed placement on our landing page for one week costs an additional: € 3.000,-



DAILY BUSINESS NEWS DISPLAY AD - MEDIUM RECTANGLE

Publication: 5 times a week (Mo - Fr)
33.500 subscribers*
Advertorials will be placed in the slot after the 3rd article
Dimensions: 300x250px
File format: jpeg
File size: 100kb max.

€ 4.000,- per week

* all data as of Jan. 2020



Reference example: WKW - Wiener Versicherungsmakler, 2015

LEADERSNET .tv

by OPINION LEADERS NETWORK

PRE ROLL

up to 30 seconds

Up to 30 seconds of classic commercial spots, attention guaranteed!

With a PreRoll Ad your message is placed directly before our editorial video-content. As soon as the user clicks on the requested content, your video ad will start on auto-play.

File Format: mov, mp4

Video Dimensions: HD - 1920 x 1080px oder 1280 x 720px

Aspect ratio: 16:9

Fixed placement: € 2.500,- per week



EVENT VIDEO

approximately 3 minutes

About 3 minutes of exclusive and professional video content and reportings for your event!

Services include a camera team and a host on location (2 hours max.) , post-production and one correction loop. Video branding in your own corporate design is possible upon request.

The videoclip will be delivered royalty-free for use at your convenience which includes publication on our portal leadersnet.at in our leadersnet.tv section as well as in combination with an editorial article and a placement and mailing in our daily business news

Event video service package all-inclusive: € 4.000,-

Custom-made video production, imagevideos, TV-ads, 360-degree-video content, live-streaming and more possible on request! Professional equipment available (drones, etc.)

Luxury NEWS

by OPINION LEADERS NETWORK

Luxury News is Austria's portal for all things luxury: premium brands, designers, real estate, fashion, watches and high-end travel and products can be found here. With a clear focus on the end customer, our luxury news are represented with one exclusive story in our Daily Business News and mailed out once per month in a special luxury newsletter which is sent directly to our target group: our subscribers with an above-average-income.

Our editorial focus lies on lifestyle, travel, culinary matters, automotive, high-end jewelry & watches as well as beauty.

www.luxurynews.at

EDITORIAL PR / ADVERTORIAL

Created by our graphics department.

The advertorial is placed prominently on the luxury news landing page the teaser will be sent out automatically in our special monthly luxury newsletter.

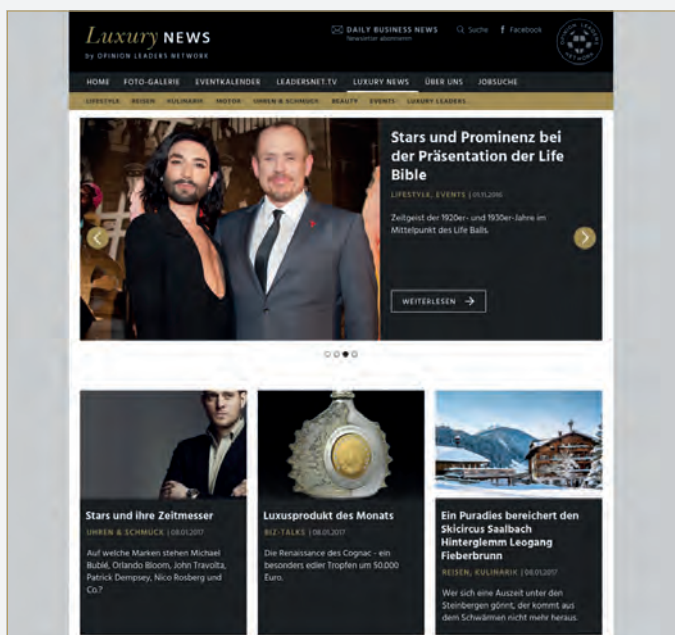
Fixed placement: € 2.000,-

DISPLAY AD – MEDIUM RECTANGLE LUXURY NEWSLETTER

Dimensions: 300x250px (exclusive advertising space)
File format: jpeg
File size: 100kb max.
Mailing: monthly

€ 1.000,- per mailing

We gladly provide additional types of advertising on request!



BILLBOARD

Dimensions: 950x250px
File format: gif, jpeg, html5
File size: 100kb max.

Fixed placement: € 3.000,- per month

SITEBAR

Dimensions: free (depending on available browser-size)
File format: gif, jpeg, html5
File size: 100kb max.

Fixed placement: € 3.000,- per month

CONTENT AD

Dimensions: 300x250px
File format: gif, jpeg, html5
File size: 100kb max.

Fixed placement: € 2.000,- per month



Opinion Leaders Network is Austrias biggest business network and offers 360-degree communication solutions for companies and premium brands.

LEADERSNET

by OPINION LEADERS NETWORK

Leadersnet is Austrias biggest business portal, providing the latest news in business and corporate, to be found on our homepage as well as in our newsletter, the „Daily Business News“, which is mailed to our subscribers 5 times a week from Monday to Friday (on workdays).

CONTACT FOR BUSINESS INQUIRIES:

Phone: +43 (0)1 8900 885 – 0

Email: sales@leadersnet.at

DELIVERY OF ADVERTISING MATERIAL:

at least 3 days before publication

TERMS OF PAYMENT:

All prices are valid from 01/01/2020 (excluding VAT) until recall and/or tariff changes. All General Terms of Conditions of Sale, including limitations of our liability, apply to all products and services sold and can be found here: www.leadersnet.at/agb.

We gladly provide additional types of advertising on request.

MEDIA OWNER:

Opinion Leaders Network GmbH
Laimgrubengasse 2
1060 Wien/Vienna
Austria
Phone.: +43 (0)1 8900 885 – 0
Fax: +43 (0)1 8900 885 – 400
Email: office@leadersnet.at
www.leadersnet.at