

Advertising Media

> Target Audience/
Channel

> Portals

> Online Trade Fairs

> Newsletter

> Submission and
Technical Data

> Publisher Information

Online
Portals

< Return to Overview

Haufe-Channel

Deutsche Version

The Channel consists of the following
Haufe portals:

- ✘ www.haufe.de/personal
- ✘ www.haufe.de/immobilien
- ✘ www.haufe.de/steuern
- ✘ www.haufe.de/finance
- ✘ www.haufe.de/controllerwissen
- ✘ www.haufe.de/oeffentlicher-dienst
- ✘ www.haufe.de/recht
- ✘ www.haufe.de/arbeitschutz
- ✘ www.haufe.de/sozialversicherung

Performance
Control

Redirect

- ✘ Third-party ad serving possible

Quality assurance

- ✘ Optimized monitoring of campaigns
- ✘ Transparent reporting

Target Audience







Business decision-makers, executives

Performance Data

Page impressions	1.518.000 per month
Sessions	459.000 per month
Newsletter subscriptions	194.300

Advertising Formats and Rates

Prices valid to 31.12.2011. All prices are quoted excluding VAT.

Advertising media	Pixel (WxH)	KB gif	KB Flash	Haufe-Rotation
Bigsize/ Leaderboard	 728 x 90	20	30	TKP 65 €
ContentAD*	 300 x 250	20	30	TKP 80 €
Skyscraper	 max. 200 x 600	20	30	TKP 65 €
TandemAD	 Variable	max. 50	max. 50	TKP 80 €
Hockey Stick	 Variable	max. 50	max. 50	TKP 80 €
Wallpaper	 Variable	max. 50	max. 50	TKP 100 €

- ✘ Special advertising formats possible on request
- ✘ The following formats are available: animated gif/jpg, html/rich media
- ✘ Contact price per 1,000 impressions (CPM) = price for loading 1,000 ad impressions

* Homepage available on request

Conditions

Terms of payment

Net 10 days after receipt of invoice

Agency commission

15% for bookings via agencies

Submission of advertising material

Submit 7 business days prior to date of publication to onlinewerbung@haufe.de

Volume discount

available on request

Targeting

Targeting Options

- ✘ Regional
- ✘ Operating system
- ✘ Temporary
- ✘ Provider
- ✘ Browser

Contact Persons

Director of Sales
Online

Silke Brühl

☎ 0931/27 91 555

☎ 0931/27 91 477

✉ E-Mail

Key Account Manager

Dominik Castillo

☎ 0931/27 91 751

☎ 0931/27 91 477

✉ E-Mail

David Zenetti

☎ 0931/27 91 752

☎ 0931/27 91 477

✉ E-Mail

Tobias Schmid

☎ 0931/27 91 753

☎ 0931/27 91 477

✉ E-Mail

Haufe-Lexware GmbH & Co. KG

Niederlassung Würzburg; Unternehmensbereich Media Sales

Im Kreuz 9; 97076 Würzburg

Tel. 0931 2791-400; Fax +49 931 2791-477

onlinewerbung@haufe.de

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