

mediaset

The brands of TV im Web GmbH have a total reach of over 40 million readers per year, i.e. every minute 41 readers / visitors on 74 pages of the predominantly German-speaking population have contact with our media!¹ In our media we only tell the stories of our own travels : 100% self-experienced, 100% on site, 100% travel.

We report out of passion, because we cannot help it.

And we don't want it any other way.

For what we do, we give our heart and soul.

We turn facts into feelings.

Information is only information until we can feel it. We tell facts as human stories.

We're not everywhere.

Good journalism has no fear of contact. Because where we are, we are in the middle.

And people listen to that.

These are our latest formats:

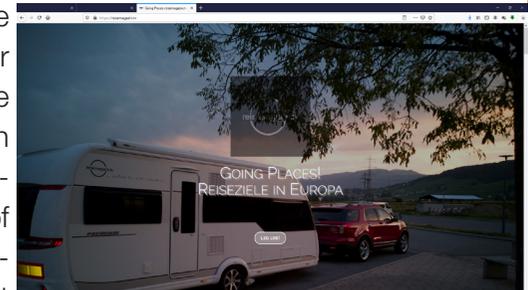


Anything else?

Based on the empirically collected functionalities of social media, push news, search engines, etc., we have developed our own public relations for our media and continuously adapt them to the changes.

We make this know-how available to our partners and clients to support their online marketing activities. With recommendations in our communication channels the purchase probability is most likely.

What exactly determines the purchase probability for a particular product? For this purpose, we have investigated the interrelationships between information channels and the change in reader behaviour in our media: It is only a matter of reaching readers who trust the brief description in our „advertisements“ (short messages via various news channels and social networks), just as they trust the truth content of the articles in our media.



Advertising affinity, media image, advertising recall, or evaluation, and the likelihood of a product being bought cannot be sustainably generated in the multitude of advertising communications in traditional or online media.

According to its own information, a well-known German daily newspaper has 8.62 million readers and ~ 1.5 million copies sold.

By comparison¹ (in 2019), our magazines had 40.1 million readers, who read 97.4 million pages.

media data

| | | | |
|--------------|------------------|-------------------|-------------------|
| Traffic | 2017: 5.3 Mio Mb | 2018: 12.6 Mio Mb | 2019: 13.1 Mio Mb |
| Reader | 2017: 40.1 Mio | 2018: 38.6 Mio | 2019: 40.1 Mio |
| read pages | 2017: 78.25 Mio | 2019: 86.9 Mio | 2019: 97.4 Mio |
| FB-“Friends“ | 1.128 | Twitter Followers | 3.416 |

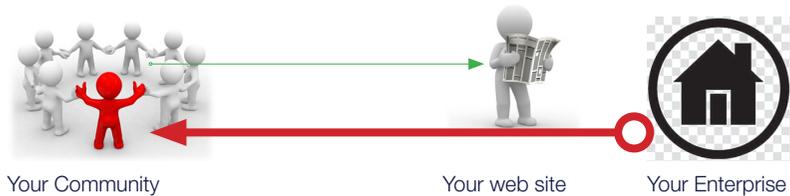
media

reisemagazin.tv | travel-magazine.tv | mag-voyages.tv
 stadtlandfluss-reisen.de | guck-mal-online.de

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¹ Quelle: Webspacer-Analyse

The following diagram shows the environment within which the marketer operates in the web.



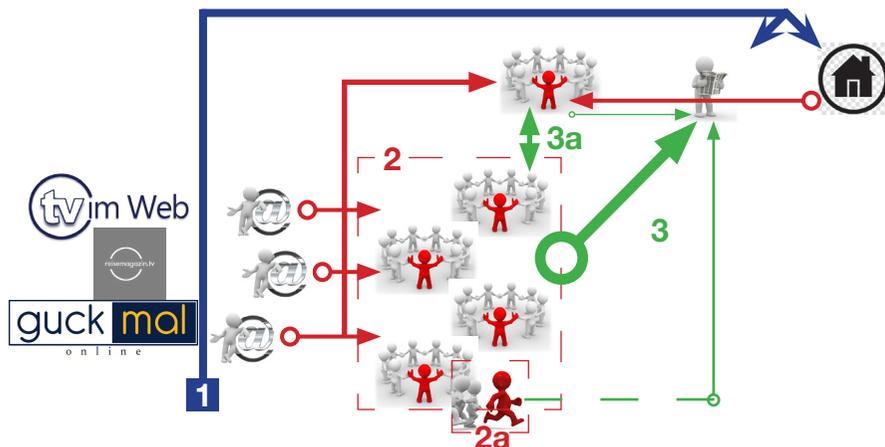
With a great deal of effort, you can reach only your subscribers, whose number you have to build up and maintain. A conversion to sales cannot really be influenced by you. Furthermore, you only reach those subscribers who you already „know“.

To generate visitors to your website out of this volume takes a long time and is in the per mille range.

Our cascading communication models therefore support and increase your online marketing activities and bring you new potential guests or customers.

Your online marketing is trapped in a bubble from which we guide you through our networks and communication channels.

- **Level #1** : Regular positive messages about you in our circles and networks. - Landing pages are inside our media and on your website.
- **Level #2** : In addition to Level #1, we will create an editorial story (word, photo) about your house/enterprise.
- **Level #3** : In addition to Level #2, we will create an editorial story (film, video) about your house/enterprise.
- **Level #2 and #3** stories will be published in our magazines at the appropriate place. The recommended secondary use of the film/video contribution is possible.



- 1 In our magazines there are entries (Level #2) or contributions (Level #3) will be about your house, your product and your unique selling points, which correspond to your publications.
- 2 Our communities, into which news is continuously posted from an interactive private account.
- 2a Public communication channel, where also users who are not connected to us can be reached.
- 3 Our news also connect to your website.
- 3a The communities also interact with each other.

With these measures you will achieve a bigger «resonance floor», stronger awareness and - besides - more traffic on your website, which will also make you more interesting in search engines. This way you leave your «communication bubble».

| Non-binding price list; all prices in € excluding VAT. | | |
|---|--|--------------------------------|
| Note: All prices mentioned here can be changed at any time and without further notice. | | |
| # | Product | Price |
| L.1 | One-off costs: Create and set up message (max. 280 characters) | ger. 15,06/pc. |
| | | en. + ger. 9,04/pc. |
| | | fr. + en. + ger. 9,04/pc. |
| | Condition and organize delivered photo | 24,10/pc. |
| | Variable costs: Send message in 1-3 networks/communication channels | ger. 6.83/pc. |
| | | en. + ger. 5,46/pc. |
| fr. + en. + ger. 5,46/pc. | | |
| L.2 | One-off costs: Create stories (DeskTop research), program page, condition photos | reisemagazin.tv 451,79/pc. |
| | | + travel-magazine.tv 90,36/pc. |
| | | ... + mag-voyages.tv 90,36/pc. |
| | Variable costs: Send message in 1-3 networks/communication channels | ger. 6.83/pc. |
| | | en. + ger. 5,46/pc. |
| | | fr. + en. + ger. 5,46/pc. |
| L.3 | One-off costs I: Create stories (On-site research and production) | -free- |

Secondary use of cinematographic works (Level #3) :

What do we provide?

- The scope of supply includes ...
- ... a HTML5-compatible data package that is suitable to be implemented on any modern internet platform and to be interpreted correctly by any modern browser for desktop and mobile devices and to play the films properly.
- ... as well as a high-resolution mp4 file in HDTV resolution, which can be played on large screens by TV sets or computers.
- The film works handed over by us are free of encumbrances for you from the rights of third parties.
- What rights are acquired together with the files?
- With the payment of the usage fee, which is due once, you acquire the right to publish the film work on your websites without any time or geographical restrictions. (HTML5-compatible data package)
 - The right to upload the files to video platforms such as Dailymotion or YouTube, as well as to social networks (FB, Twitter, etc.), is not acquired.
- With the payment of the usage fee, which is due once, one also acquires the right to perform the film work publicly at face-to-face events for an unlimited period of time.
- The transfer to third parties (e.g. TV stations or other media) requires our express consent, the editing of the film (shortening, changing, etc.) or the removal of still images is expressly prohibited and also requires our consent.

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|---|---|--|--------------|--|---------------|--------------|
| Note: All prices mentioned here can be changed at any time and without further notice. | | | | | | |
| # | Product | | | | | |
| L.3 | One-off costs II: Non-exclusive secondary use of our formats | Format: | 60 | highlight | travel | style |
| | | ~ Net Runtime | 01:00 | 01:30 | 04:00-05:30 | 04:00-05:30 |
| | incl. reisemagazin.tv Branding | 2.535,71/pc. | 3.107,14/pc. | 5.264,29/pc. | 5.264,29/pc. | |
| | excl. reisemagazin.tv Branding | 3.178,57/pc. | 3.464,29/pc. | 6.785,71/pc. | 6.785,71/pc. | |
| | (+) incl. travel-magazine.tv Branding | 2.107,14/pc. | 2.250,00/pc. | 2.821,43/pc. | 2.821,43/pc. | |
| | (+) excl. travel-magazine.tv Branding | 2.392,86/pc. | 2.535,71/pc. | 3.107,50/pc. | 3.107,50/pc. | |
| | (++) incl. mag-voyages.tv Branding | 2.107,14/pc. | 2.250,00/pc. | 2.821,43/pc. | 2.821,43/pc. | |
| | (++) excl. mag-voyages.tv Branding | 2.392,86/pc. | 2.535,71/pc. | 3.107,50/pc. | 3.107,50/pc. | |
| | One-off costs Create and set up message (max. 280 characters) | ger. | 15,06/pc. | 15,06/pc. | 15,06/pc. | 15,06/pc. |
| | | en. + ger. | 9,04/pc. | 9,04/pc. | 9,04/pc. | 9,04/pc. |
| | | fr. + en. + ger. | 9,04/pc. | 9,04/pc. | 9,04/pc. | 9,04/pc. |
| | Variable costs: Send message in 1-3 networks/communication channels during initial 12 months following first message... | weekly 14 messages each language | 0,19/pc. | 0,19/pc. | 0,19/pc. | 0,19/pc. |
| ... thereafter | | | | | | |
| ger. | | 6.83/pc. | 6.83/pc. | 6.83/pc. | 6.83/pc. | |
| en. + ger. | | 5,46/pc. | 5,46/pc. | 5,46/pc. | 5,46/pc. | |
| | fr. + en. + ger. | 5,46/pc. | 5,46/pc. | 5,46/pc. | 5,46/pc. | |
| Deductions | | | | | | |
| Frequency / duration 36 months | | Frequency / duration 24 months | | Frequency / duration 12 months | | |
| 6 x per week | 5 % | 6 x per week | 2.5 % | 6 x per week | - | |
| 8 x per week | 10 % | 8 x per week | 7.5 % | 8 x per week | 5 % | |
| 12 x per week | 15 % | 12 x per week | 12.5 % | 12 x per week | 10 % | |