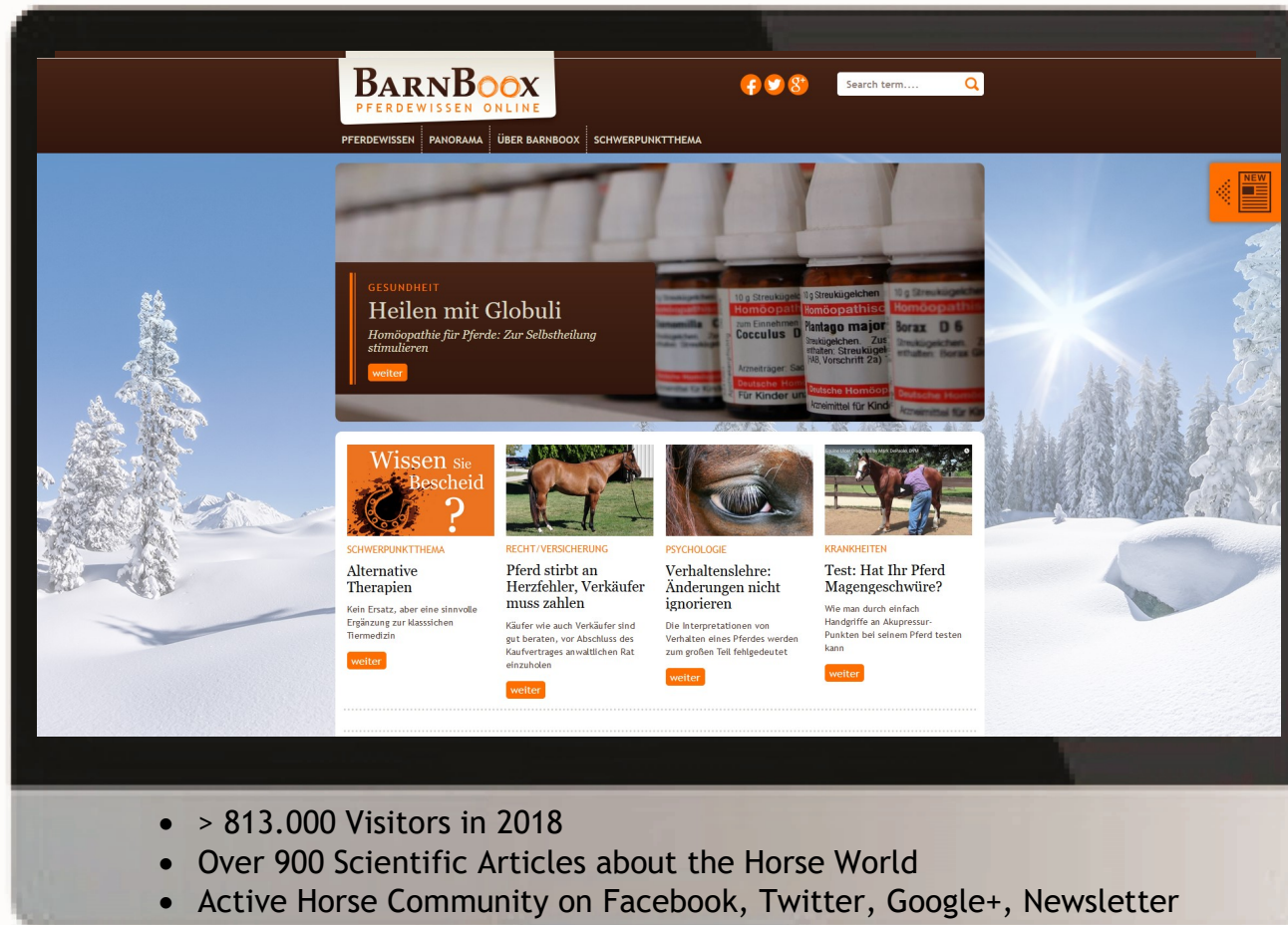


One of Germany's Largest Content Marketing Platform for the Horse Business



- > 813.000 Visitors in 2018
- Over 900 Scientific Articles about the Horse World
- Active Horse Community on Facebook, Twitter, Google+, Newsletter

Media Data
Online Advertisement



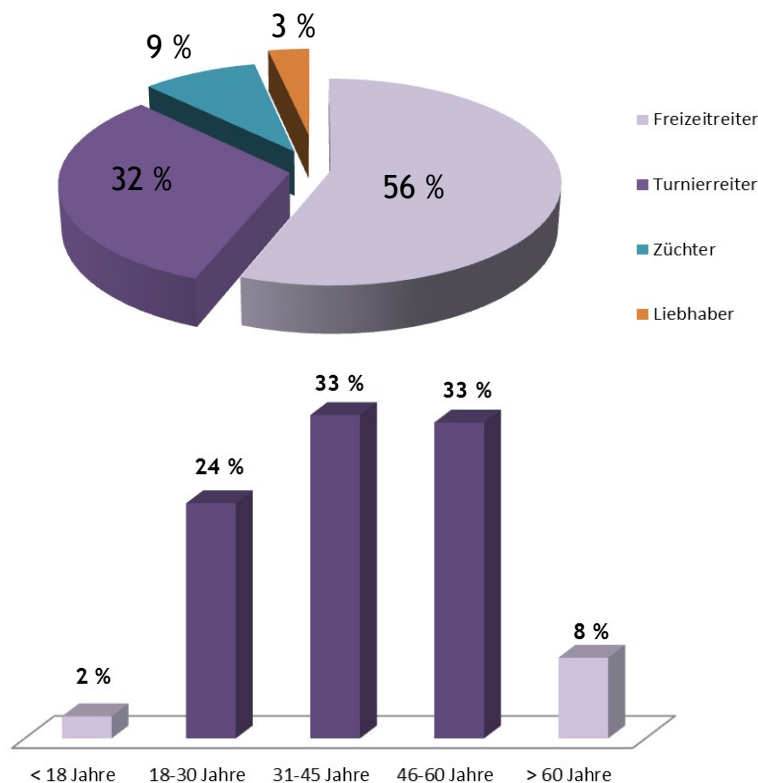
Charakteristic and Target

BARNBOOX - Horse Knowledge Online

Use content marketing as a method to add value to your target audience and increase customers satisfaction.

Our online horse platform, articulated by interesting articles written to a high journalistic level, drives attention to your company and your products. Whether it comes to issues such as health, entertainment, equipment, rider, training, breeding or breed varieties, our knowledge database guarantees access to potential customers.

BARNBOOX - Your Direct Connection to Riders and Horse Lovers.



Visitors Equipment Usage

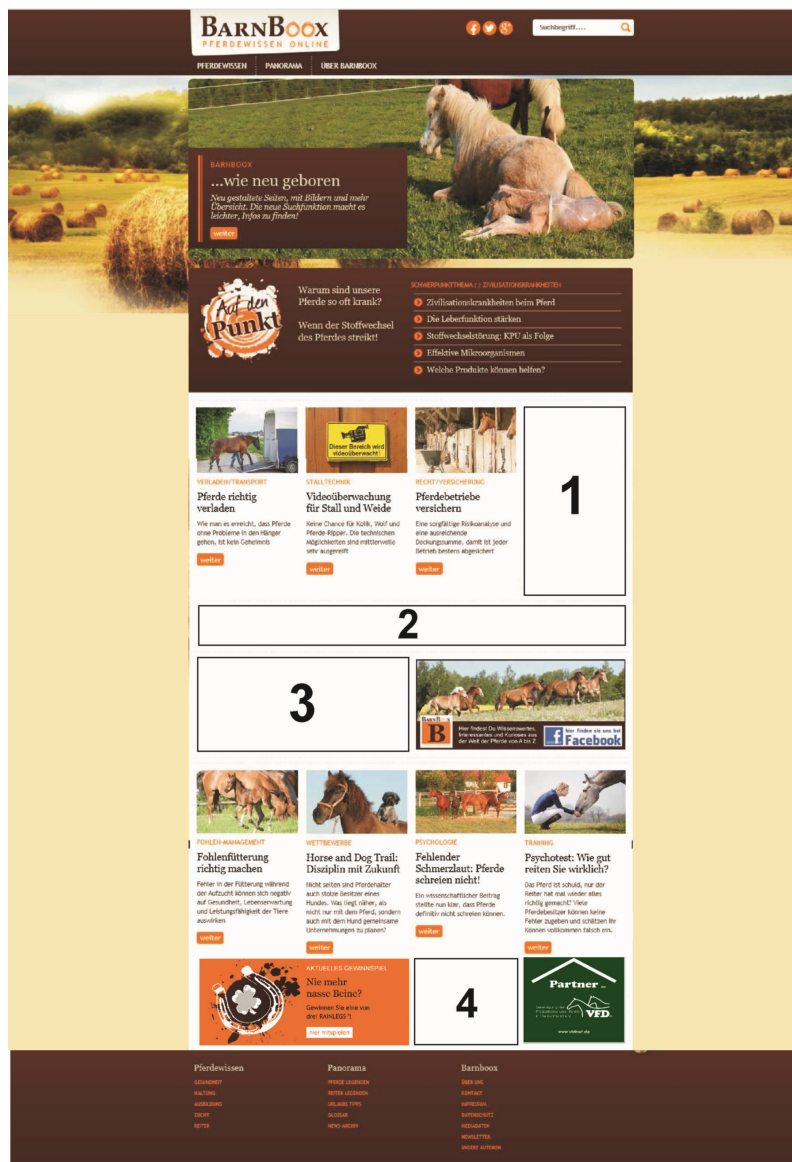
- Desktop Computer 28,07 %
- Tablet 10,63 %
- Mobile 61,3 %



Service Overview - Banner Homepage

Website Relaunch

Now More Possibilities for
Your Marketing!



Modern content marketing means to us, amongst other things, online banner advertising targeted in the editorial environment. Complete flexibility in selection of size and placement. **We are happy to help.**

1 PR-Teaser

You provide a product description (1000 to 1500 characters) with a picture. Barnboox publish it under Panorama/Produktneuheiten and link it to your website; Duration 12 months; In addition, one-month teaser on the Barnboox Homepage

380 €

2 Wide Banner

950 x 80 px

360 € / Month *

3 Action Space

e.g. Video, 466 x 200 px

Price on request *

4 Square Banner

225 x 200 px

280 € / Month *

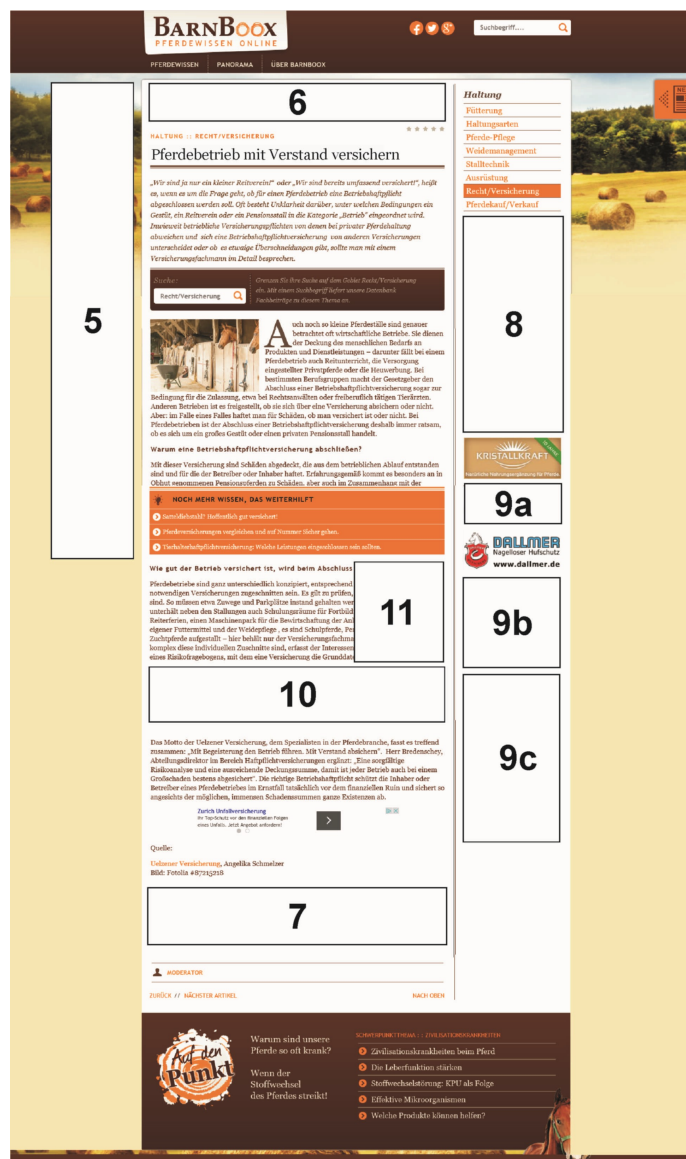
* Running time Discount:
6 Months 5 %
9 Months 10 %
12 Months 15 %

*Numbers Discount:
5 Banner 5 %
10 Banner 15 %
20 Banner 25 %

*Minimum term 3 months



Service Overview - Banner Sub Pages



On the subpages, you can choose between banners that will appear in all professional articles or only in one or more articles of interest for your products. If you only interested in a category such as equine-health or horse-keeping, we can give special offers. **Please talk to us.**

5 Skyscraper

Price on request

6 Wide Banner

above Headline 680 x 85 px

400 € / Month *

7 Wide Banner

under copy 680 x 120 px

320 € / Month *

8 Multi Alternating Banner

Top on Side Bar, max. 225 x 500 px

590 € / Month *

9a Side-Banner small

225 x 160 px

160 € / Month *

9b Side-Banner middle

225 x 320 px

200 € / Month *

9c Side-Banner big

225 x 500 px

230 € / Month *

10 Wide-Banner in article

680 x 120 px

180 € / Month*

11 Square-Banner in article

225 x 200 px

160 € / Month*



Service Overview - Content Marketing

As one of Germany's largest content marketing platform for horse people is Barnboox a perfect partner for your marketing communications. Our horse knowledge articles creates the perfect editorial environment for your advertising. Content marketing is not only advertising banners for us. Together with you, we would like to develop long-term, individual concepts, tailored to your needs. **Please talk to us!**

PARTNER OFFERS

Scientific Article Exclusively

Creation including hyperlinks and PR-Teaser on front page (article term 1 year)

720 €

Facebook-Campaign

Individual Social Media Campaign and PR-post on fan page, reach of target group of riders
Guaranteed mostly over 30.000

Price from **500 €**

E.g. Raffle

Draw of your products via Facebook; including statistical evaluation

Price from **400 €**

Main Topic Promotion (Theme from the fields of health, attitude and equipment)

Integrating your products in our main actions with technical articles, PR or sponsorship

Price on request

Newsletter (10.000 Edition)

Your product as PR- or advertising banner including hyperlinks

640 €

Content Marketing Premium

We design integrated marketing concepts for your offers with a communication base of 70,000 website visitors a month and all other available media platforms. Our Advent Calendar 2016 with 188.000 App users and over 650.000 page views during the festive season is just one example. Actions in the area "Holiday with a horse" or "More Riding Safety" are in preparation.

Talk to us about your goals and we develop free basic ideas for implementation.



Online Advertisement

Insertion time

3-12 months

Prices

All prices plus 19 % VAT

File Format

GIF files (interlaced or animated)
or jpeg files to max.150 KB

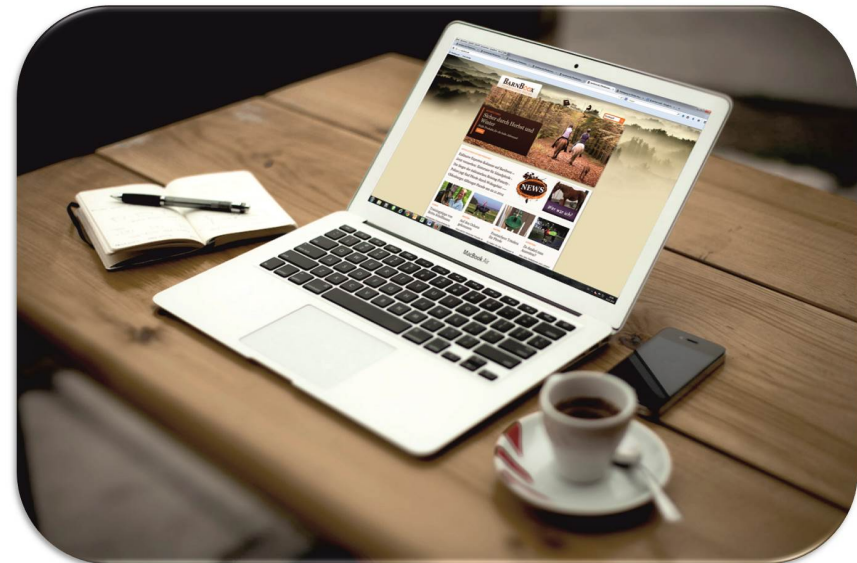
Resolution: 72 dpi

File Delivery

Per email: info@barnboox.de
At least 3 days before publication

Your contact:

Technical Coordination Dominik Ley



Wir Care for You!

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