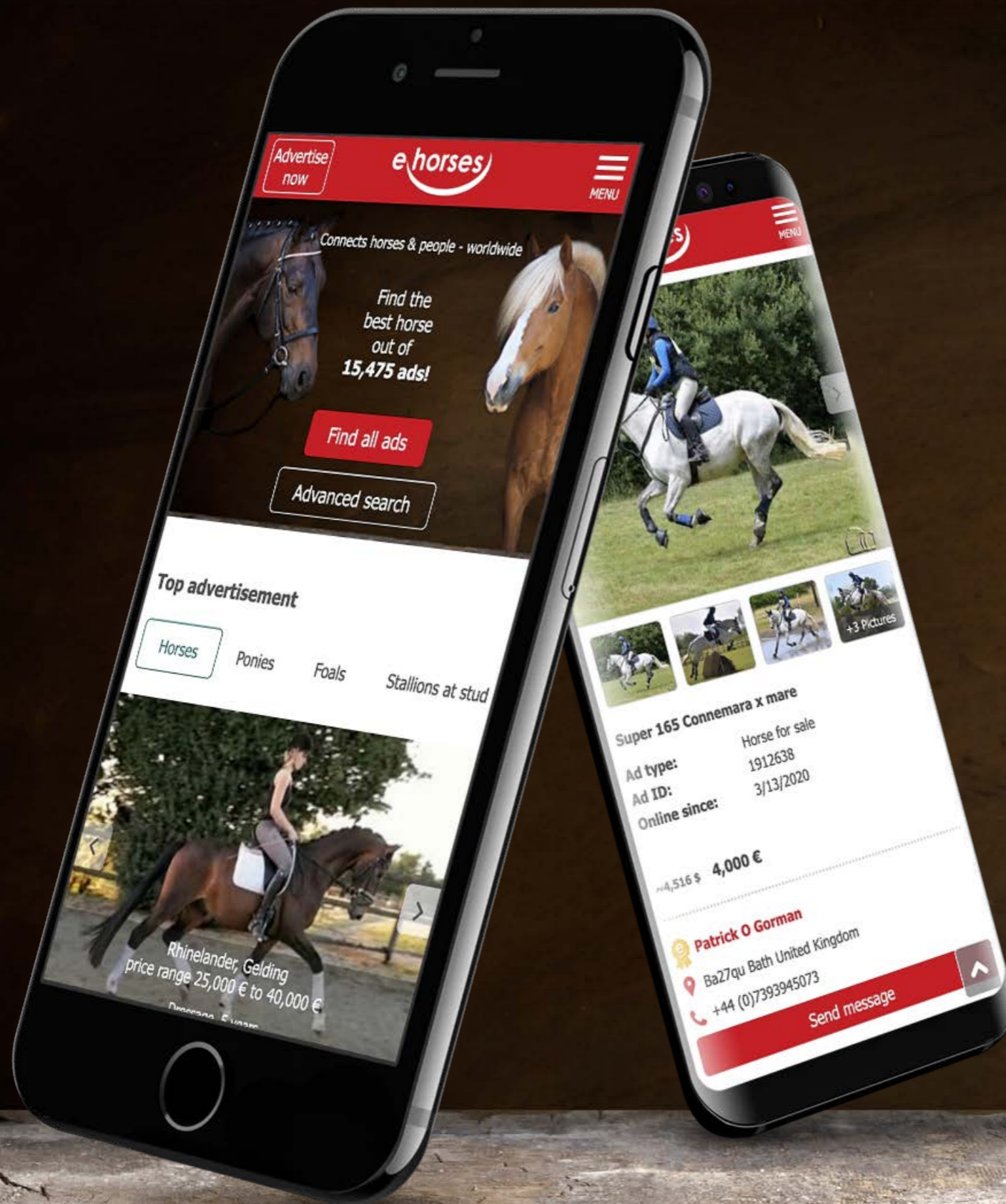# Mediakit 2020

Your online expert for equestrian target groups

↗

status 01/2020

Facts and Figures

e horses

16 Mio. +
page impressions per month

800 Mio. € +
annual trading volume in total

2,7 Mio. +
visits per month

80%
mobile access

810.000 +
unique visitors per month

171.000 +
newsletter subscribers

70.000 +
ads in 2019

97.000 +
Instagram followers

every 3rd horse sold
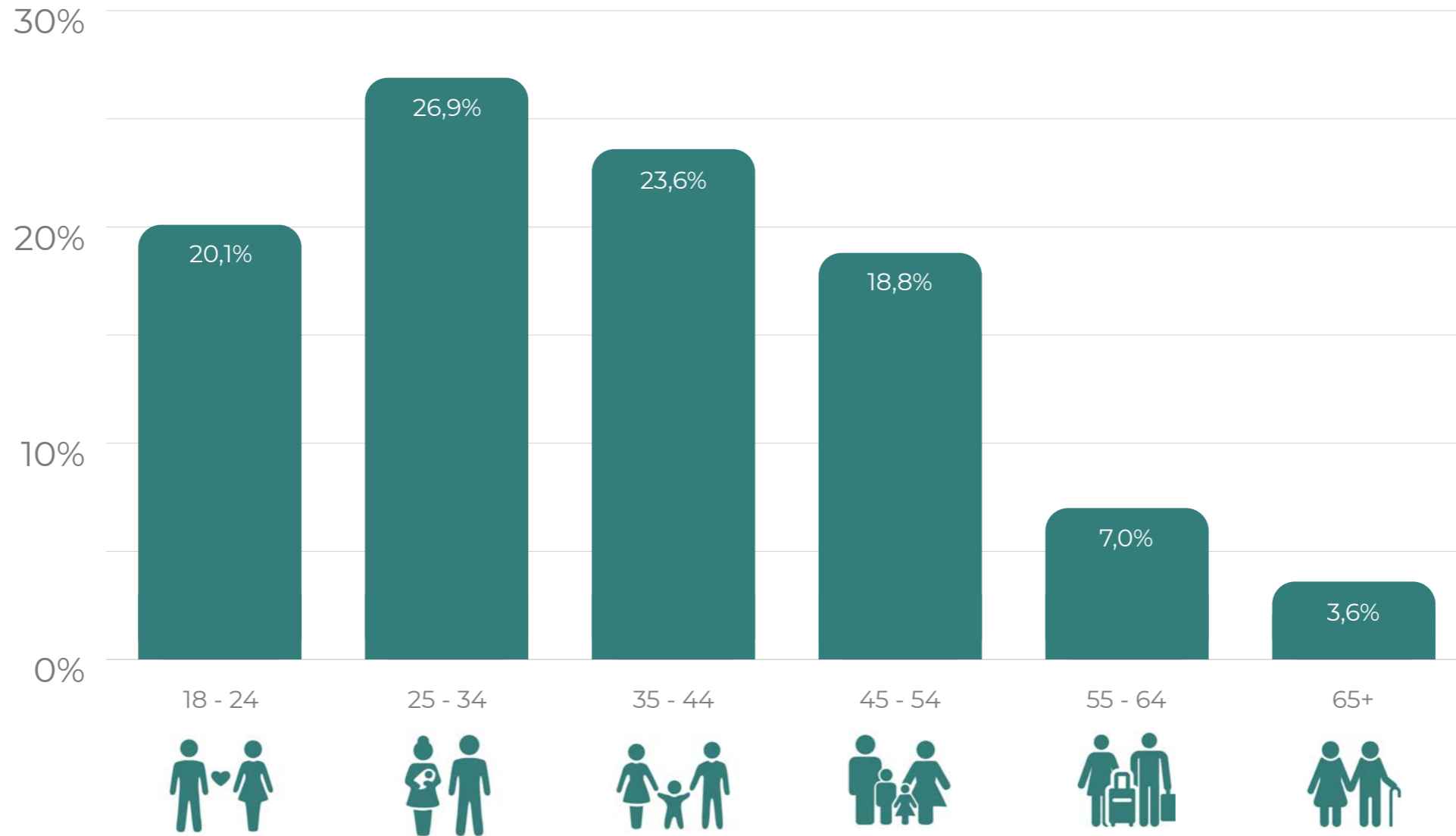sells for more than € 10.000

145.000 +
facebook fans (DE & COM)

every 20 minutes
a horse is sold via ehorses

86.000 +
subscribers for push-notifications

status 02/2020

User Structure

30%

of website traffic from international users

1. United States
2. Austria
3. Netherlands
4. Poland
5. Spain
6. France
7. Switzerland
8. United Kingdom
9. Belgium
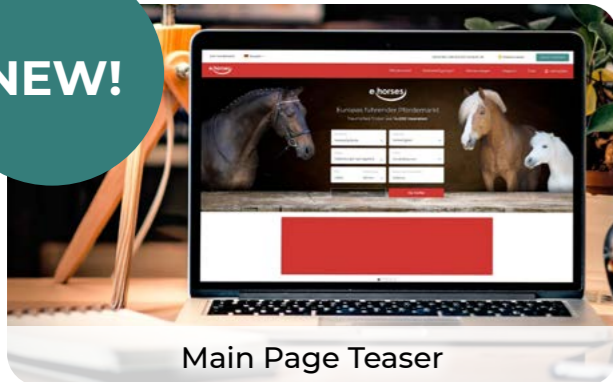10. Italy

79%

of all users are female

Crossmedia

E-Mail + Push
Advertising

Desktop
Advertising

Magazine

your
customer

Mobile
Advertising

Special
Advertising

Social Media
Campaigns

Video
Advertising

Display Advertising - Desktop

NEW!

Main Page Teaser

Halfpage Ad

Skyscraper

Billboard

XXL-Leaderboard

Medium Rectangle

Kira's **Tip**

Video Advertising

Wallpaper

Kira's **Tip**

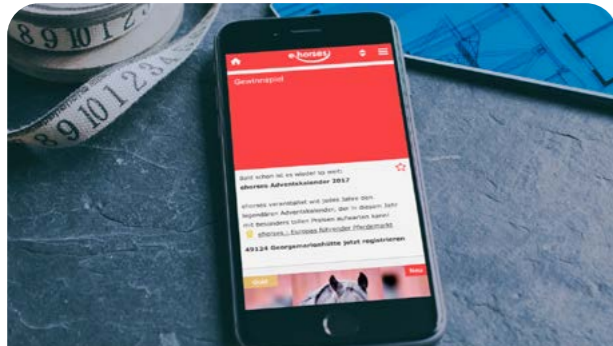Gallery

Native Ad

Fireplace

Cube

Understitial Ad

9:26 minutes
average desktop stay

Display Advertising - Mobile

Mobile Native Ad

NEW! Mobile Video Ad
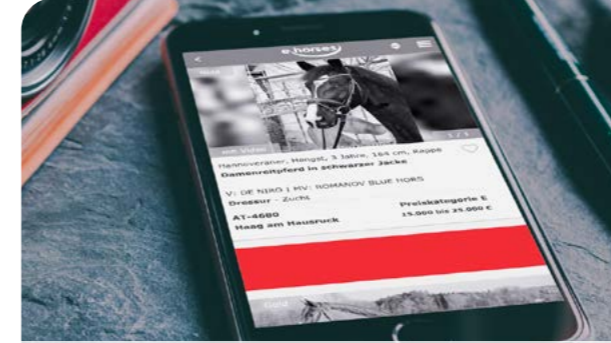
Kira's **Tip** Mobile Interstitial Ad

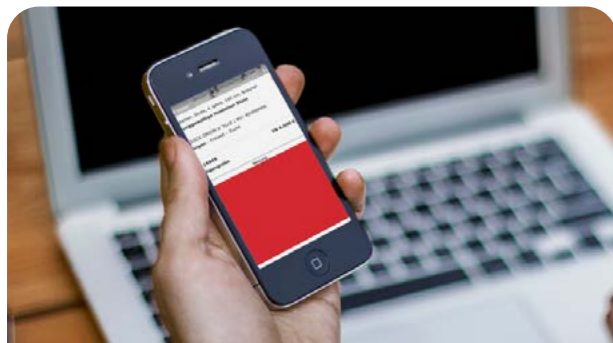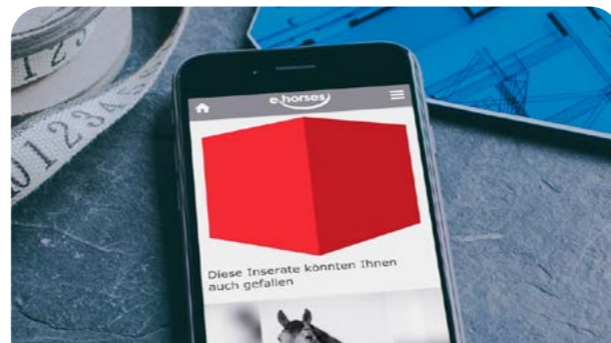**NEW!** Main Page Teaser

Mobile Medium Rectangle

Mobile Leaderboard

Mobile Understitial Ad

Mobile Cube

Kira's **Tip** Mobile Gallery

80% mobile accesses

6:06 minutes
average mobile stay

Do you know your target group?

You know which horse and which discipline your target group is interested in? You know your regional catchment area? Then you can make use of different and detailed target-ing possibilities on ehorses! Targeting - this means to show target-group-oriented ads. According to your individual criteria, your target group is in the focus.

We set up your individual targeting concerning discipline, race, price or regional settings.

Search criteria

Targeted approach of ehorses users concerning to their search behaviour

Regional Targeting

Ads will be shown matching to criteria as country, federal state or ZIP code.

Targeting Mix

Combination of search criteria targeting and regional targeting

Your advantages

↗ efficiency gain in terms of costs and performance

↗ avoid scattering loss

↗ increase your advertising impact and advertising acceptance due to a higher relevance

Branding Day Premium
incl. After Game Mailing + Reporting

519.865

490.550

325.743

263.659

185.882

| 2015 | 2016 | 2017 | 2018 | 2019 |
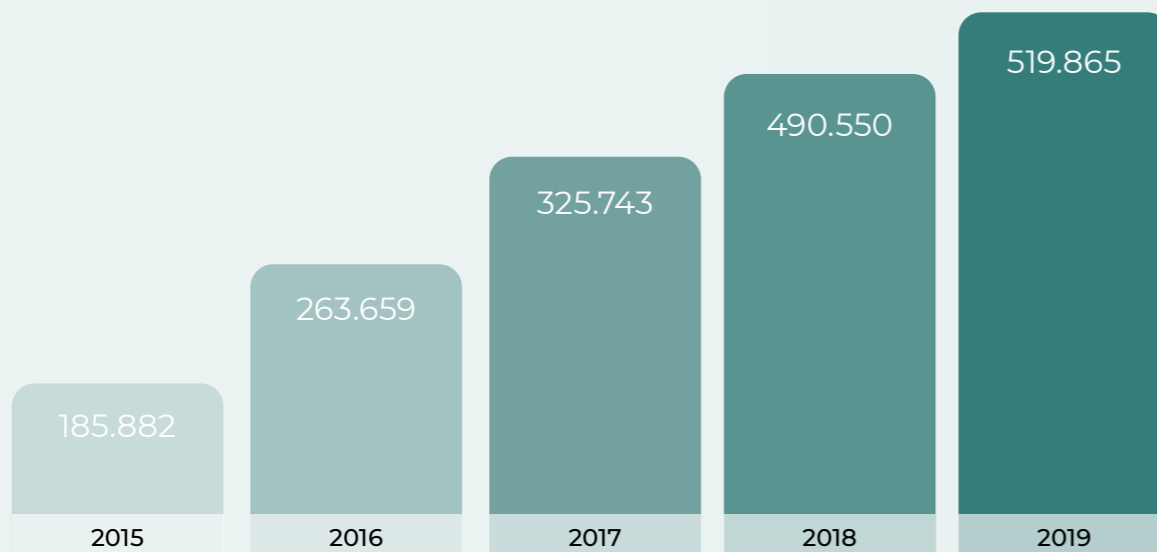
page views on ehorses.de/adventskalender

↗ your logo

↗ your products

↗ your quiz question

↗ your links

↗ your personal after game mailing

↗ get a reporting afterwards

participants:
Ø **10.000** per day
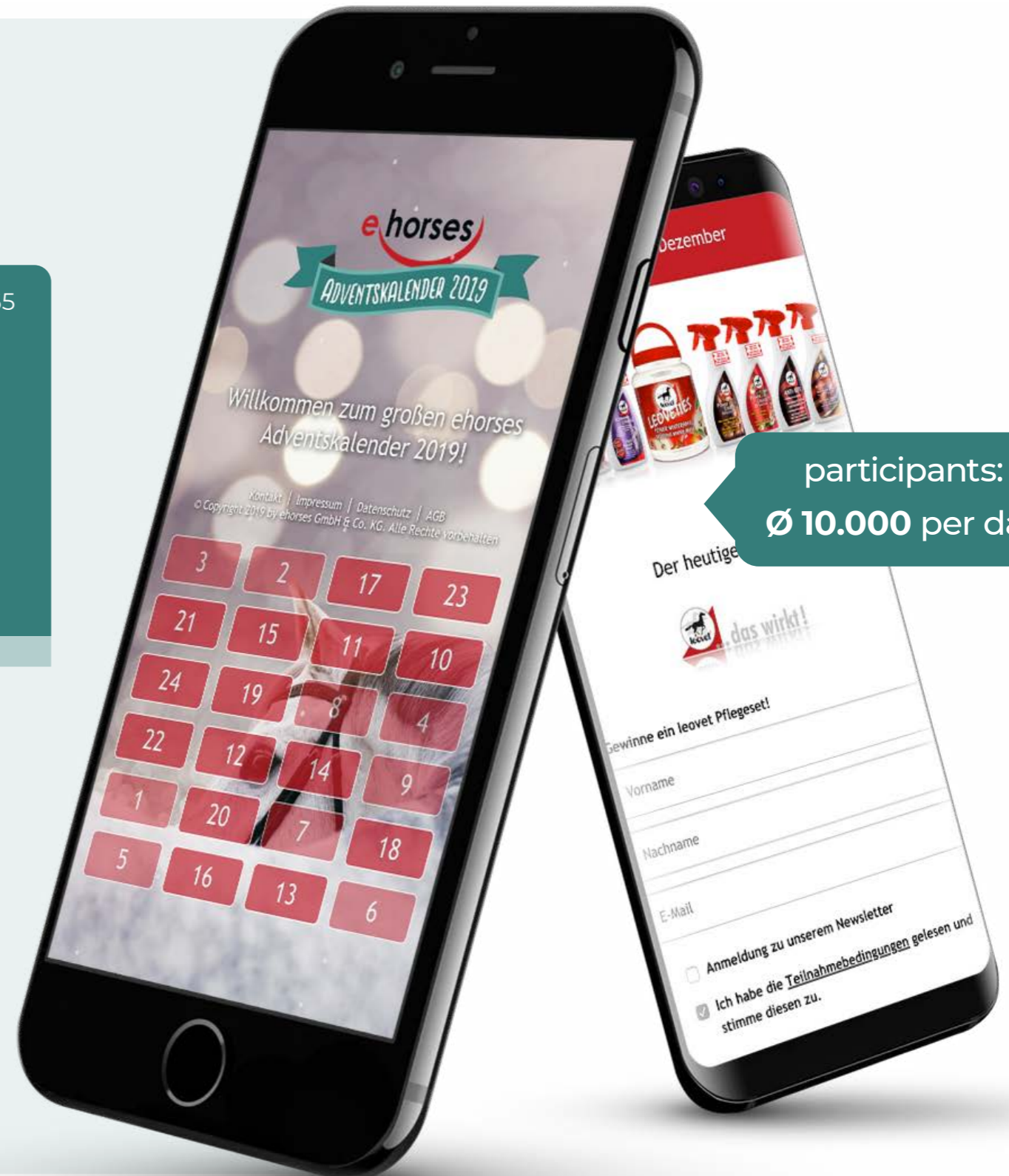
All-Inclusive Offer

+ **Advent Calendar**

+ **Easter Egg Hunt**

+ **Holiday Week**

Our offer:

€ 1.900,- instead of € 2.700,-

325.581
page views

223.653
page views

Competitions

Make your product the main prize!

↗ Your individual competition on our exclusive competition landingpage

↗ Daily promotion for your competition on our social media accounts (Facebook + Instagram)

↗ Promotion for your competition in our ehorses newsletter and with ehorses push notifications

↗ Reporting included

↗ Possibility to send an individual after game mailing

↗ Duration: 5-7 days (individual agreements are possible)

participants:
Ø 2.000
average reach:
Ø 50.000

Product Tests

Phase 1
Application phase | Duration: 1 week

ehorses user apply for the product test

incl. banner advertising, Social Media & newsletter marketing

Phase 2
Selection of testers

You receive the list of all participants and select the testers.

They will be informed by ehorses.

Phase 3
Feedback

incl. Search Engine Optimization (SEO) for Google

All tester feedbacks will be published in the ehorses magazine.

incl. banner advertising, Social Media & newsletter marketing

average reach:
ø 80.000
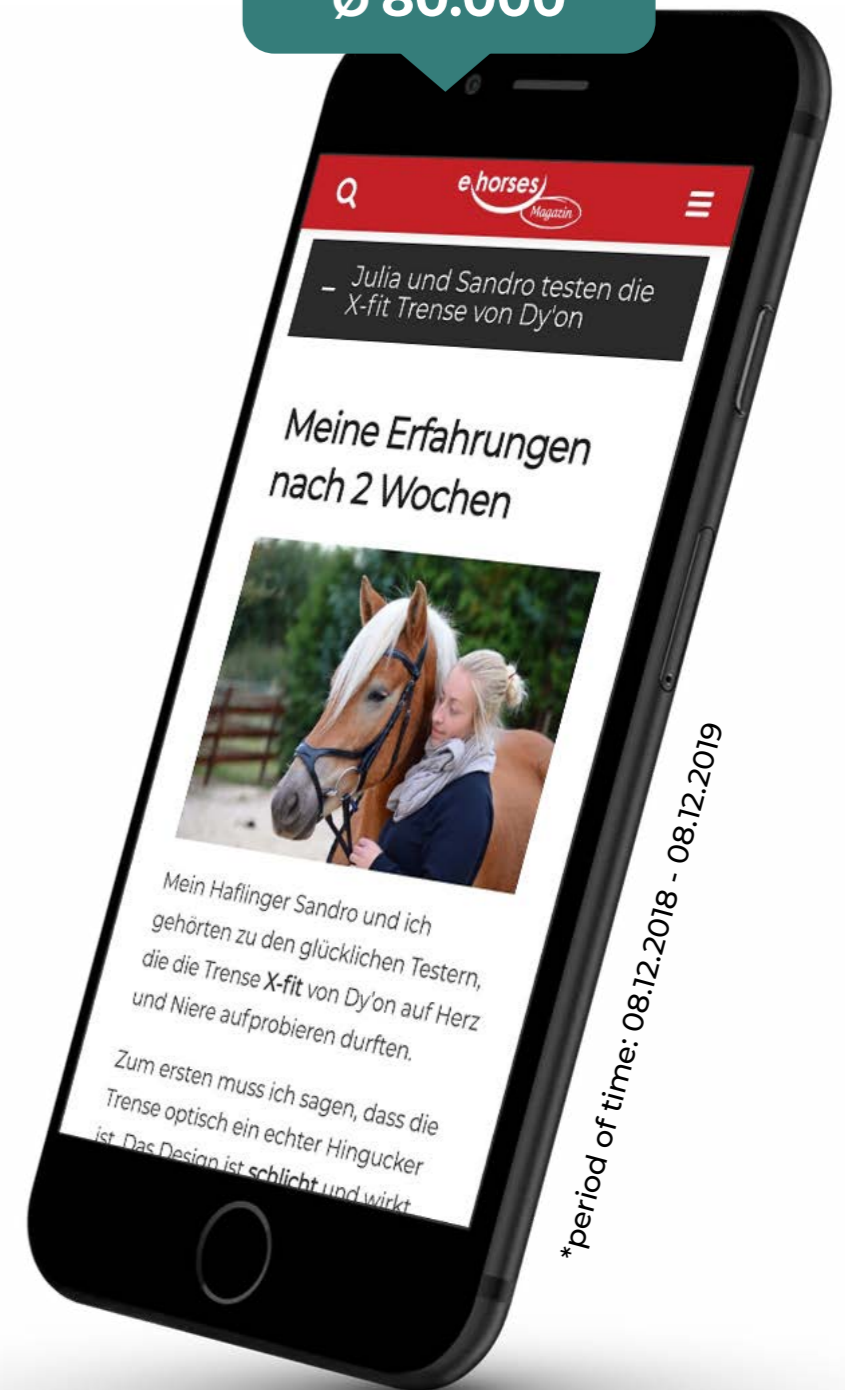
*period of time: 08.12.2018 - 08.12.2019

Julia und Sandro testen die X-fit Trense von Dy'on

Meine Erfahrungen nach 2 Wochen

Mein Haflinger Sandro und ich gehörten zu den glücklichen Testern, die die Trense **X-fit** von Dy'on auf Herz und Niere aufprobieren durften.

Zum ersten muss ich sagen, dass die Trense optisch ein echter Hingucker ist. Das Design ist **schlicht** und wirkt

Content Marketing

Identification with your brand and improvement of brand awareness

Bring potential customers in touch with your brand - even before buying

- ↗ incl. links to your website
- ↗ incl. promotion on all Social Media Accounts
- ↗ incl. promotion in the weekly ehorses newsletter
- ↗ incl. individual product slider
- ↗ Duration: 12 months
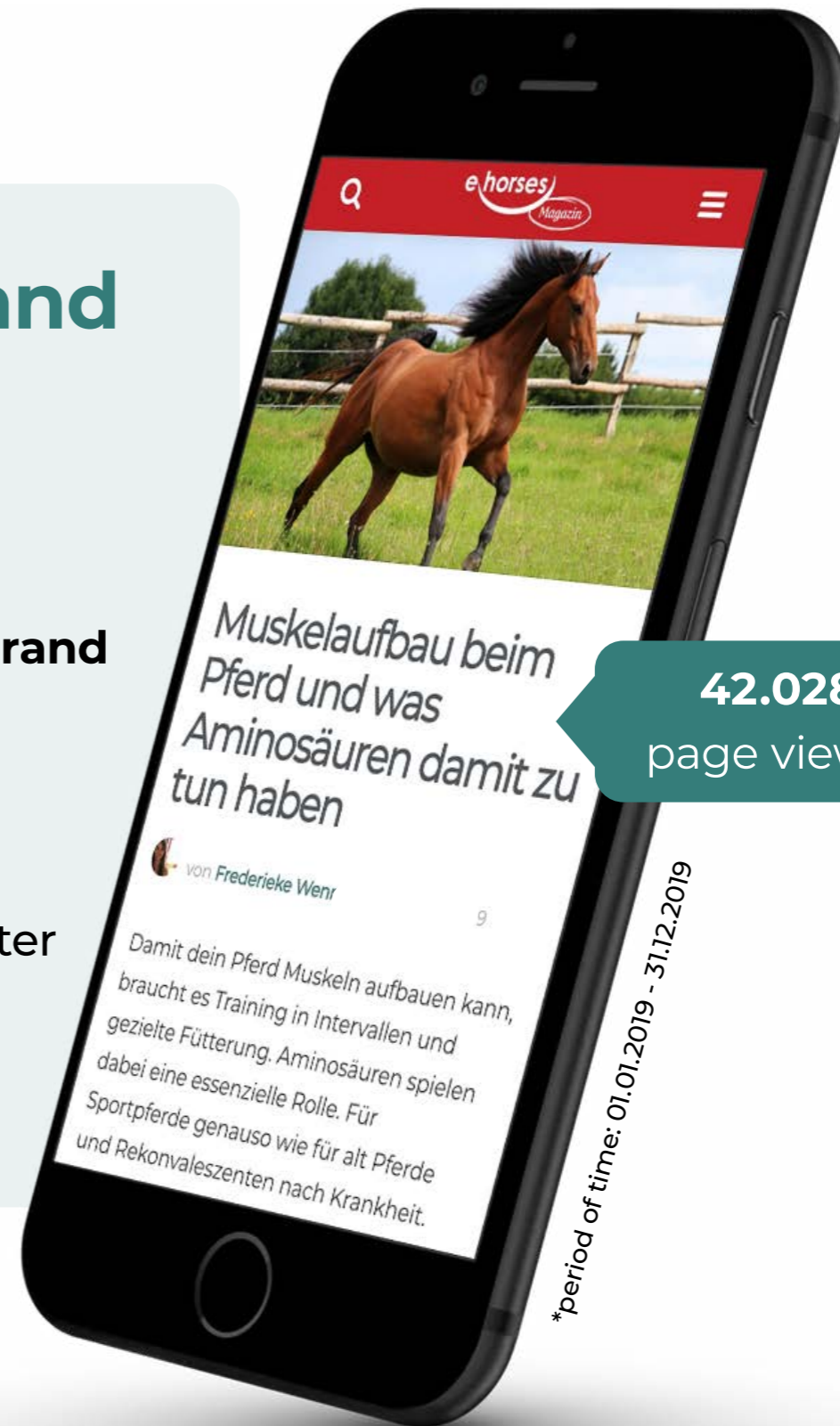
42.028
page views*

*period of time: 01.01.2019 - 31.12.2019

Muskelaufbau beim Pferd und was Aminosäuren damit zu tun haben

von Frederieke Wenr

Damit dein Pferd Muskeln aufbauen kann, braucht es Training in Intervallen und gezielte Fütterung. Aminosäuren spielen dabei eine essenzielle Rolle. Für Sportpferde genauso wie für alt Pferde und Rekonvaleszenten nach Krankheit.

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Social Media - Facebook

reach: ⌀ 12.000

reach: ⌀ 15.000

Tip

Link Post
1200 x 628 Pixel
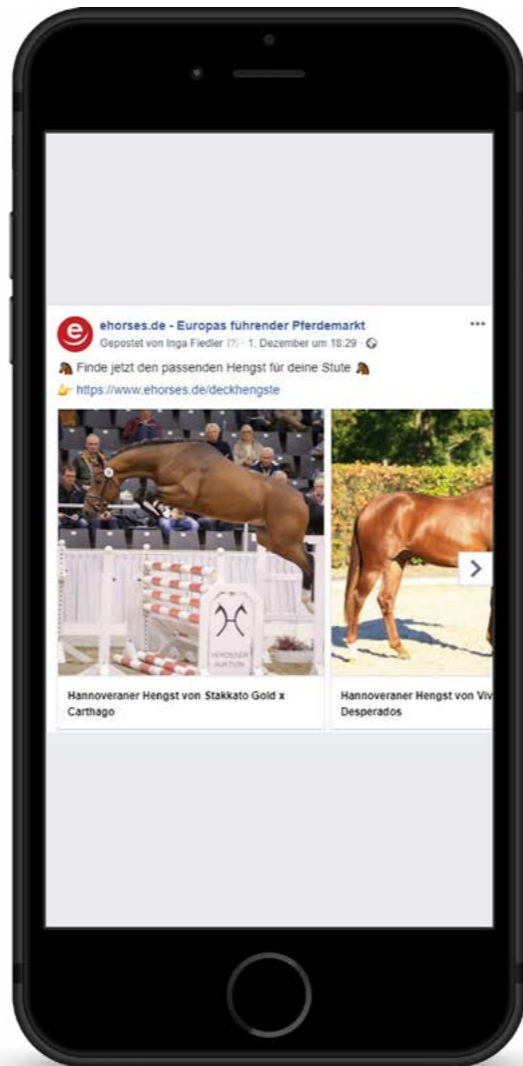
Carousel
800 x 800 Pixel
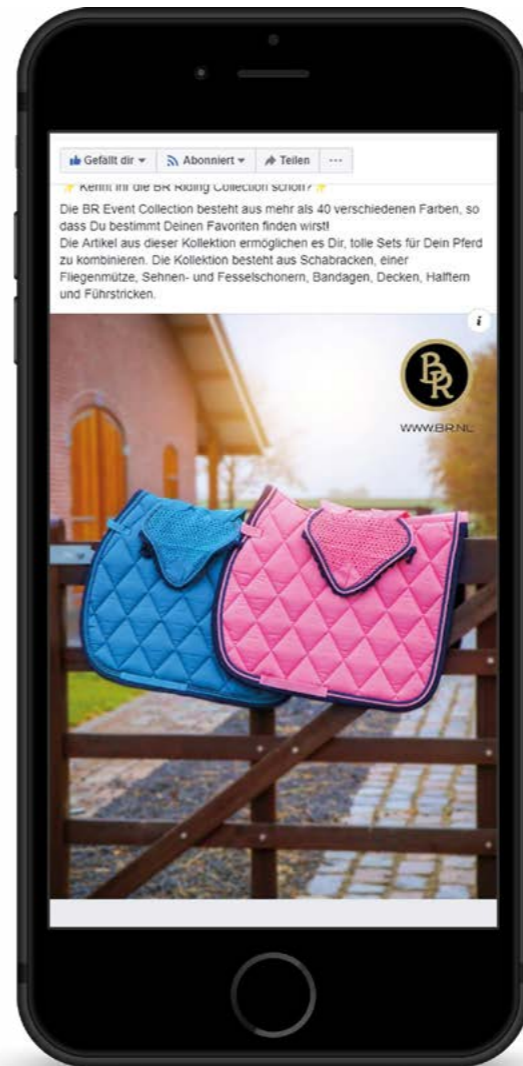
XXL-Post
672 x 960 Pixel

Video Post

Social Media - Instagram

reach:
Ø 12.537

reach:
Ø 15.244

open questions:
Ø 300 answers
closed questions:
Ø 2.500 answers

likes:
3.981
comments:
2.044

Story

More than 500 million people use Instagram stories every day and spend on average 28 minutes on this plattform.
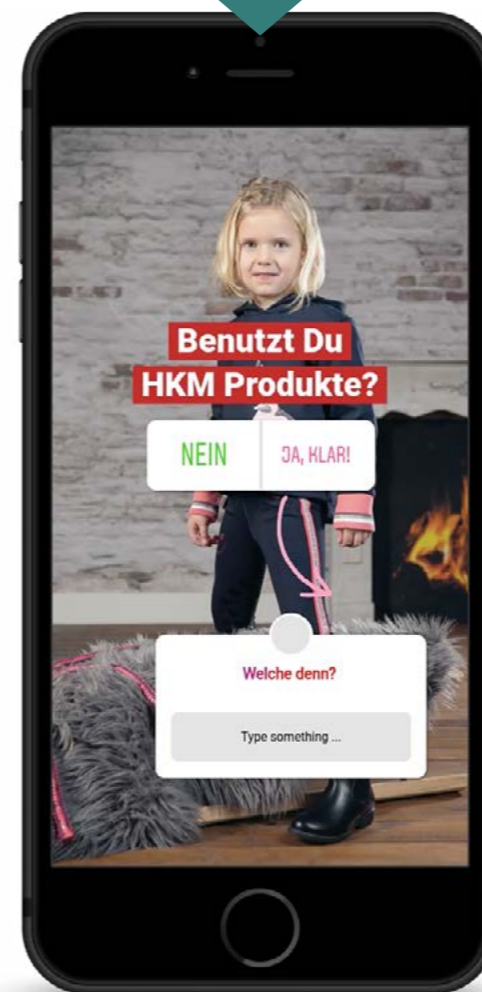
(source: squarelovin.com)

Takeover

More than 500 million people use Instagram stories every day and spend on average 28 minutes on this plattform.

Survey

Ask your questions to the ehorses community! Perfect as campaign start.

Social Media Give Away

Generate new fans or interaction on Instagram

Price List

All shown prices are excluding german VAT of 19%

Form of Advertising	price	Form of Advertising	price	Form of Advertising	price
1. Display Advertising*		**2. Mobile Advertising***		**4. Special Advertising**	
1.1 Main Page Teaser	28,- €	2.1 Mobile Native Ad	20,- €	4.1 Advent Calendar	1.000,- €
1.2 Halfpage Ad	25,- €	2.2 Mobile Video Ad	40,- €	4.2 Competition	850,- €
1.3 Skyscraper	15,- €	2.3 Mobile Interstitial Ad	35,- €	4.3 Product Test	starting at 2.000,- € Individual coordination for numbers of testers and testing periods
1.4 Billboard	30,- €	2.4 Mobile Main Page Teaser	35,- €	4.4 Content Marketing	1.750,- €
1.5 XXL-Leaderboard	10,- €	2.5 Mobile Medium Rectangle	15,- €	4.4.1 Incl. Text creation	2.500,- €
1.6 Medium Rectangle	10,- €	2.6 Mobile Leaderboard	15,- €	**5. Social Media**	
1.7 Video Advertising	40,- €	2.7 Mobile Understitial Ad	20,- €	5.1 facebook Post	250,- €
1.8 Wallpaper	35,- €	2.8 Mobile Cube	15,- €	5.2 Instagram Story	250,- €
1.9 Gallery	30,- €	2.9 Mobile Gallery	30,- €	5.3 Instagram Takeover	1.000,- €
1.10 Native Ad	20,- €	**3. E-Mail Advertising***		5.4 Instagram Survey	500,- €
1.11 Fireplace	40,- €	3.1 Standalone Newsletter	15,- €	5.5 Social Media Give-Away	500,- €
1.12 Cube	15,- €	3.2 Integr. Newsletter - topic theme	10,- €		
1.13 Understitial Ad	20,- €	3.3 Integr. Newsletter	5,- €		

* Accounting on TKP / CPM booking.

Contact

We look forward to receiving your request!

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