

Portfolio Profil: nachtausgabe.de

nachtausgabe.de - the nightlife network! With 100,000 events, nachtausgabe.de is one of the biggest nightlife directories in Germany. The interactive web 2.0 community went online in 1999! The latest news on locations and events are published daily by scenesters and event organisers. The community of nachtausgabe is an appealing target group: average age 22.6 years, keen interest in lifestyle and high style factor. High spending power coupled with brand and trend consciousness.

Facts

- 1.2 m. PageImpressions per month
- 150,000 Visits per month
- 127,000 Unique User per month

Status: June
2010



Target group

- 52% male / 48% female

Age

- 72% are aged between 18 and 24
- 22% are aged between 25 and 29
- 4% are aged between 30 and 39
- 2% are aged between 39 years and older

Status: June 2010

Conditions

Medium	Format	Price
Fullsize Banner	468x60 Pixel	15 Euro + VAT
Bigsize Banner	728x90 Pixel	35 Euro + VAT
Double Bigsize Banner	728x180 Pixel	40 Euro + VAT
Skyscraper	120x600 Pixel	30 Euro + VAT
ContentAD	300x250 Pixel	45 Euro + VAT
Expandable Bigsize Banner	728x90 auf max. 728x450 px	40 Euro + VAT
Expandable Skyscraper	120x600 auf max. 360-600x600 px	35 Euro + VAT
Expandable ContentAD	300x250 auf max. 400x400 px	50 Euro + VAT
TandemAD		75 Euro + VAT
Layer / DHTML	200x300 bis 800x600 Pixel	70 Euro + VAT
Wallpaper	728x90 plus 120-160x600 Pixel	65 Euro + VAT
PopUnder	200x300 bis 800x600 Pixel	50 Euro + VAT
MaxiAD	425x600 bis 640x480 Pixel (variabel)	55 Euro + VAT
HalfpageAD	300x600 Pixel	40 Euro + VAT
Wideskyscraper	140-200x600 Pixel	30 Euro + VAT
Wideskyscraper	140-200x600 Pixel	35 Euro + VAT
Billboard	800x300 Pixel	65 Euro + VAT
PushdownAD	800x90 auf bis zu 800x300 Pixel	90 Euro + VAT