

Portfolio Profil: oktoberfest.de

Oktoberfest.de - the most comprehensive website for information on the Oktoberfest in Munich! Oktoberfest.de is the most comprehensive and most successful website for anything relating to the world-renowned Oktoberfest in Munich. Visitors to the world's biggest public festival use Oktoberfest.de as a first port of call for information about the Oktoberfest. Its international fame and strong regional presence make Oktoberfest.de an ideal advertising environment for your brand

Facts

- 27 m. PageImpressions per month
- 3,6 m. Visits per month
- 2,7 m. Unique User per month

Status: June 2010



Target group

- 56% male / 44% female

Age

- 10% are aged between 14 and 19
- 27% are aged between 20 and 29
- 24% are aged between 30 and 39
- 19% are aged between 40 and 49
- 20% are aged 50 years and older!

Monthly household net income



- 13% have less than 1.000 EUR available
- 54% have 1.000 up to 3.000 EUR available
- 34% have 3.000 EUR and more available

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 |
| 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 |
| ContentAD | 300x250 Pixel | 45 Euro + VAT |
| Wideskyscraper | 140-200x600 Pixel | 30 Euro + VAT |
| Wideskyscraper | 140-200x600 Pixel | 35 Euro + VAT |