Mediakit 2020

Your online expert for equestrian target groups

www.ehorses.com

status 01/2020
## Facts and Figures

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 Mio. +</td>
<td>page impressions per month</td>
</tr>
<tr>
<td>800 Mio. € +</td>
<td>annual trading volume in total</td>
</tr>
<tr>
<td>2.7 Mio. +</td>
<td>visits per month</td>
</tr>
<tr>
<td>80%</td>
<td>mobile access</td>
</tr>
<tr>
<td>810.000 +</td>
<td>unique visitors per month</td>
</tr>
<tr>
<td>171.000 +</td>
<td>newsletter subscribers</td>
</tr>
<tr>
<td>70.000 +</td>
<td>ads in 2019</td>
</tr>
<tr>
<td>97.000 +</td>
<td>Instagram followers</td>
</tr>
<tr>
<td>every 3rd horse sold</td>
<td>sells for more than € 10.000</td>
</tr>
<tr>
<td>145.000 +</td>
<td>facebook fans (DE &amp; COM)</td>
</tr>
<tr>
<td>every 20 minutes</td>
<td>a horse is sold via ehorses</td>
</tr>
<tr>
<td>86.000 +</td>
<td>subscribers for push-notifications</td>
</tr>
</tbody>
</table>

(status 02/2020)
User Structure

30% of website traffic from international users

79% of all users are female

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

- Magazine
- E-Mail + Push Advertising
- Desktop Advertising
- Mobile Advertising
- Special Advertising
- Social Media Campaigns
- Video Advertising

your customer
Display Advertising - Desktop

NEW!

Main Page Teaser
Halfpage Ad
Skyscraper
Billboard
XXL-Leaderboard
Medium Rectangle
Video Advertising

Wallpaper
Gallery
Native Ad

Fireplace
Cube
Understitial Ad

Kira's Tip

9:26 minutes average desktop stay
Display Advertising - Mobile

NEW!

Mobile Native Ad

NEW!

Mobile Video Ad

Kira's Tip

Mobile Interstitial Ad

80% mobile accesses

NEW!

Main Page Teaser

Mobile Medium Rectangle

Kira's Tip

Mobile Leaderboard

6:06 minutes
average mobile stay

NEW!

Mobile Understitial Ad

Mobile Cube

Mobile Gallery
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 targeting 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
Advent Calendar

Branding Day Premium
incl. After Game Mailing + Reporting

- your logo
- your products
- your quiz question
- your links
- your personal after game mailing
- get a reporting afterwards

page views on ehorses.de/adventskalender

<table>
<thead>
<tr>
<th>Year</th>
<th>Page Views</th>
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</thead>
<tbody>
<tr>
<td>2015</td>
<td>185,882</td>
</tr>
<tr>
<td>2016</td>
<td>263,659</td>
</tr>
<tr>
<td>2017</td>
<td>325,743</td>
</tr>
<tr>
<td>2018</td>
<td>490,550</td>
</tr>
<tr>
<td>2019</td>
<td>519,865</td>
</tr>
</tbody>
</table>

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
Applicaton 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
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

*Period of time: 01.01.2019 - 31.12.2019

42,028 page views*
Social Media - Facebook

- **Link Post**: 1200 x 628 Pixel, reach: Ø 12,000
- **Carousel**: 800 x 800 Pixel
- **XXL-Post**: 672 x 960 Pixel, reach: Ø 15,000
- **Video Post**
More than 500 million people use Instagram stories every day and spend on average 28 minutes on this platform.
(source: squarelovin.com)

Social Media - Instagram

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

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

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

**Social Media Give Away**
Generate new fans or interaction on 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
<table>
<thead>
<tr>
<th>Form of Advertising</th>
<th>price</th>
<th>Form of Advertising</th>
<th>price</th>
<th>Form of Advertising</th>
<th>price</th>
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</thead>
<tbody>
<tr>
<td>1.1 Main Page Teaser</td>
<td>28,- €</td>
<td>2.1 Mobile Native Ad</td>
<td>20,- €</td>
<td>4.1 Advent Calendar</td>
<td>1.000,- €</td>
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<tr>
<td>1.2 Halfpage Ad</td>
<td>25,- €</td>
<td>2.2 Mobile Video Ad</td>
<td>40,- €</td>
<td>4.2 Competition</td>
<td>850,- €</td>
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<td>1.3 Skyscraper</td>
<td>15,- €</td>
<td>2.3 Mobile Interstitial Ad</td>
<td>35,- €</td>
<td>4.3 Product Test</td>
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<td>1.4 Billboard</td>
<td>30,- €</td>
<td>2.4 Mobile Main Page Teaser</td>
<td>35,- €</td>
<td>4.4 Content Marketing</td>
<td>1.750,- €</td>
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<tr>
<td>1.5 XXL-Leaderboard</td>
<td>10,- €</td>
<td>2.5 Mobile Medium Rectangle</td>
<td>15,- €</td>
<td>4.4.1 Incl. Text creation</td>
<td>2.500,- €</td>
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<td>1.6 Medium Rectangle</td>
<td>10,- €</td>
<td>2.6 Mobile Leaderboard</td>
<td>15,- €</td>
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<tr>
<td>1.7 Video Advertising</td>
<td>40,- €</td>
<td>2.7 Mobile Understitial Ad</td>
<td>20,- €</td>
<td>5.1 facebook Post</td>
<td>250,- €</td>
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<tr>
<td>1.8 Wallpaper</td>
<td>35,- €</td>
<td>2.8 Mobile Cube</td>
<td>15,- €</td>
<td>5.2 Instagram Story</td>
<td>250,- €</td>
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<td>1.9 Gallery</td>
<td>30,- €</td>
<td>2.9 Mobile Gallery</td>
<td>30,- €</td>
<td>5.3 Instagram Takeover</td>
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<td>1.10 Native Ad</td>
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<td></td>
<td>5.4 Instagram Survey</td>
<td>500,- €</td>
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<td>1.11 Fireplace</td>
<td>40,- €</td>
<td>3.1 Standalone Newsletter</td>
<td>15,- €</td>
<td>5.5 Social Media Give-Away</td>
<td>500,- €</td>
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<tr>
<td>1.12 Cube</td>
<td>15,- €</td>
<td>3.2 Integr. Newsletter - topic theme</td>
<td>10,- €</td>
<td></td>
<td></td>
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<tr>
<td>1.13 Understitial Ad</td>
<td>20,- €</td>
<td>3.3 Integr. Newsletter</td>
<td>5,- €</td>
<td></td>
<td></td>
</tr>
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</table>

* Accounting on TKP / CPM booking.

All shown prices are excluding german VAT of 19%.
We look forward to receiving your request!

Nadine Götzen
COO
+49 (0)5401 8813 201
n.goetzen@ehorses.de

Kira Schwarzkopf
Sales Manager
+49 (0)5401 8813 207
k.schwarzkopf@ehorses.de

ehorses GmbH & Co. KG · Rittergut Osthoff 5 · DE - 49124 Georgsmarienhütte