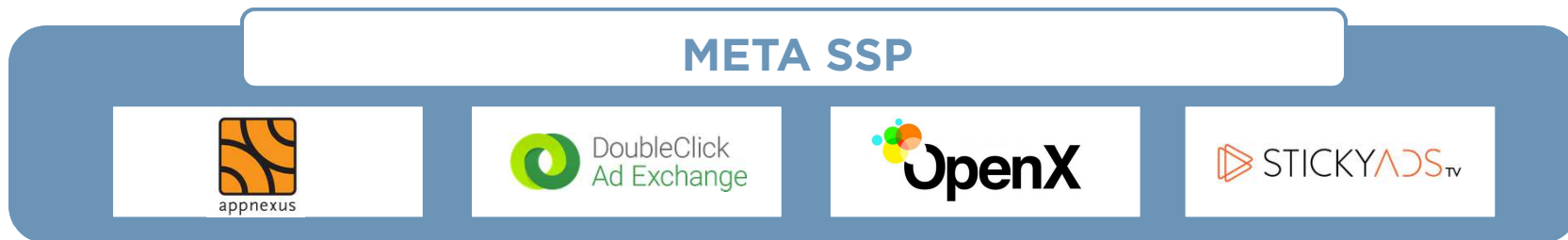


BCN.

**PROGRAMMATIC
ADVERTISING**

MAY 2017

PROGRAMMATIC ADVERTISING: BCN PREMIUM PLATFORM



BCN.

- SSP combination for a maximum of flexibility
- integrated ad server and SSP system
- standard and special formats available









PROGRAMMATIC ADVERTISING: SET-UP OPTIONS FOR BUYING

PRIVATE EXCHANGE	
Private Auction	<ul style="list-style-type: none">- auction-based eCPM (second price auction)- targeted distribution for selected users- custom channel, targeting, etc. negotiable
Preferred Deal	<ul style="list-style-type: none">- fix negotiated eCPM- platform, targeting, etc. negotiable- reserved inventory
Automated Guaranteed	<ul style="list-style-type: none">- fix negotiated eCPM- platform, targeting, etc. negotiable- reserved inventory

Programmatic revenues will be credited to digital customer commitments, if not otherwise agreed.

YOUR TOPICS – OUR CHANNELS (1/2).


TARGETED APPROACH VIA ALL SITES.

<p>FAMILY</p> 	<p>DAS HAUS BUNTE DAS KOCHREZEPT FREUNDIN MEIN SCHÖNER GARTEN SUPERILLU WOHNEN & GARTEN LISA</p> <p>UU: 9,13 mill. reach: 107,88 mill.</p>	<p>FASHION + BEAUTY</p> 	<p>BUNTE FREUNDIN INSTYLE HARPER'S BAZAAR ELLE SUPERILLU LISA</p> <p>UU: 9,04 mill. reach: 111,28 mill.</p>
<p>CONSUMER ELECTRONICS</p> 	<p>DAS HAUS BUNTE FREUNDIN GUTER RAT INSTYLE ELLE HARPER'S BAZAAR</p> <p>UU: 9,15 mill. reach: 105,39 mill.</p>	<p>LIVING & LIFESTYLE</p> 	<p>BUNTE DAS HAUS ELLE FREUNDIN INSTYLE WOHNEN & GARTEN GUTER RAT DAS KOCHREZEPT MEIN SCHÖNER GARTEN SUPERILLU HARPER'S BAZAAR</p> <p>UU: 10,33 mill. reach: 120,26 mill.</p>
<p>ENTERTAINMENT</p> 	<p>BUNTE DAS KOCHREZEPT ELLE FREUNDIN HARPER'S BAZAAR INSTYLE GUTER RAT DAS HAUS</p> <p>UU: 9,98 mill. reach: 111,28 mill.</p>	<p>LUXURY</p> 	<p>ELLE HARPER'S BAZAAR INSTYLE</p> <p>UU: 2,47 mill. reach: 12,16mill.</p>
<p>WOMEN PREMIUM</p> 	<p>ELLE HARPER'S BAZAAR INSTYLE BUNTE</p> <p>UU: 8,36mill.. reach: 90,33 mill.</p>	<p>WOMEN</p> 	<p>ELLE HARPER'S BAZAAR INSTYLE BUNTE FREUNDIN</p> <p>UU: 8,96 mill. reach: 105,08 mill.</p>

Source: digital facts 2016-12, 14+ years, 69,56 mill. , month Nov 2016, numbers do not include Freizeitrevue.de, Lisa.de since these cannot be counted currently. reach=contacts in mill.

YOUR TOPICS – OUR CHANNELS (2/2).

TARGETED APPROACH VIA ALL SITES.

<p>SPORT & FITNESS</p> 	<p>DAS HAUS BUNTE DAS KOCHREZEPT FREUNDIN MEIN SCHÖNER GARTEN SUPERILLU</p> <p>UU: 9,56 mill. reach: 118,77 mill.</p>	<p>HEALTH</p> 	<p>DAS KOCHREZEPT ELLE FREIZEIT REVUE FREUNDIN INSTYLE BUNTE LISA MEIN SCHÖNER GARTEN</p> <p>UU: 10,06 mill. reach: 119,15 mill.</p>
<p>HOME + GARDEN</p> 	<p>DAS HAUS FREIZEIT REVUE GUTER RAT MEIN SCHÖNER GARTEN SUPERILLU WOHNEN & GARTEN</p> <p>UU: 0,99 mill. reach: 16,52mill.</p>	<p>TRAVEL</p> 	<p>BUNTE DAS HAUS DAS KOCHREZEPT ELLE FREIZEIT REVUE FREUNDIN HARPER'S BAZAAR INSTYLE</p> <p>UU: 10,17 mill. reach: 120,91 mill.</p>
<p>FINANCE</p> 	<p>BUNTE GUTER RAT MEIN SCHÖNER GARTEN SUPERILLU</p> <p>UU: 7,46 mill. reach: 86,54 mill.</p>	<p>FOOD</p> 	<p>DAS KOCHREZEPT GUTER RAT BUNTE ELLE FREIZEIT REVUE FREUNDIN LISA HARPER'S BAZAAR INSTYLE WOHNEN UND GARTEN MEIN SCHÖNER GARTEN</p> <p>UU: 10,21 mill. reach: 120,68 mill.</p>

Source: digital facts 2016-12 14+ years, 69,56 mill. , month Nov 2016, numbers do not include Freizeitrevue.de, Lisa.de since these cannot be counted currently., reach=contacts in mill.

PROGRAMMATIC ADVERTISING: AVAILABLE ADVERTISING FORMATS

DESKTOP

- Billboard
- Halfpage Ad
- Superbanner
- Medium Rectangle
- Skyscraper
- Sitebar (only as deal)
- PreRoll
- Outstream/InRead
- Full Background Ad (only as deal)

MOBILE

- Mobile-Banner
2:1 / 4:1 / MR
- PreRoll
- Outstream/InRead
- Mobile Full Background Ad (only as deal)

*Prior agreement with the publisher required.

PROGRAMMATIC ADVERTISING: CODE OF CONDUCT

We support the purchasing models according to the nomenclature of the German Federal Association for Digital Economy (Bundesverband Digitale Wirtschaft - BDVW): private auction, automated guaranteed or preferred deal – all models can be booked via our Meta-SSP „BCN Premium Platform“ (powered by orbyd).

Our USP:

By using multiple SSPs within a fully integrated system into the ad server environment , we ensure the availability of a highly flexible ecosystem as well as DSP solution for your campaign.

Our setting means brand safety for you. In order to sustainably consolidate this regulatory framework, Burda Community Network GmbH is one of the more than 40 signatories of the **"Code of Conduct Programmatic Advertising"** - with the central objective of ensuring transparency, quality and security.

