



MEDIA KIT 2012

DATE: 2012/01

The daily-updated online magazine Browserspieler.de guides its users through the world of online, client and browser games.

Peter Konhäusner
CEO
pk@mediaxp.de

Katharina Pernkopf-Konhäusner
Publishing Director
kp@mediaxp.de

Wolfgang Pernkopf
Sales & Marketing Director
wp@mediaxp.de

MediaXP
Markgraf-Rüdiger-Straße 25/26
A-1150 Wien, Österreich

E-Mail: office@mediaxp.de
Web: www.mediaxp.de

Fon: +43 (0)1 956 64 74
Fax: +43 (0)1 956 64 74-12

Browserspieler.de (<http://www.browserspieler.de>, also with the domains .at, .ch and .com), founded at the beginning of 2010, has been integrated into the MediaXP group in September 2010 after it had been established in the browser gaming world. Due to the rapidly grown figures for browser games during the last years (resulting from browser games being an entertaining, cheap and permanently accessible gaming alternative) MediaXP is reaching another large target group with this acquisition. In Austria it is the first online portal exclusively focusing on online, browser and client games whereas it is also in the rest of the German-speaking area one of the most famous platforms. Together with the periodically published OnlineXP Browserspieler.de completes the service range for casual online gamers within the MediaXP group. Browserspieler.de aims on providing its readers with a high-quality overview on the latest news for the browser gaming market by presenting an editorial section structured in News, Specials, Tests and Charts. Games of various categories are tested and rated, such as role, strategy, sports and simulation games. This variety ensures that every browser game addict will discover interesting and relevant information. Of course the special advantage of browser games is put to account; e.g. by the feature "Browserspieler.TV" offering the possibility to watch the trailers of browser games at the homepage; or by the forum in which all registered users are able to create content; or by user-based charts and ratings. Thus Browserspieler.de is the perfect addition to the already existing service range of MediaXP.

Traffic Data

Date: 2012/01

Monthly Unique User: appr. 55.000

Monthly Visits: appr. 250.000

Monthly Pls: ca. 620.000

Average Time On Site: 6 minutes

Audience Profile

Age: 12-55 years

Gender:

55% female

45% male

Household Income: 3.000 Euro/ month
working population
casual online gamers

Online Ad Examples

The screenshot shows a website layout with the following ad placements:

- Vertical Ad (Right):** A red vertical banner with white text: "WERBUNG 120x600px oder 160x600px".
- Horizontal Ad (Bottom):** A red horizontal banner with white text: "WERBUNG 728x90px".
- Content Area Ad (Middle-Right):** A red square ad with white text: "WERBUNG 300x250px".
- Content Area Ad (Bottom-Left):** A red horizontal banner with white text: "WERBUNG 468x60px".

The website content includes news articles such as "Abkürzlich herbeigeführte Lag-Problematik in 'World of Warcraft'", "Habbo wird zum Flash-Gamet", and "Statistiken zu 'Runes of Magic'".

Details

Ad Specifications	Format	File Size max.	Pricing
Fullsize-Banner	468 x 60 px	15 KB	15 Euro CPM
Super-Banner	728 x 90 px	30 KB	25 Euro CPM
Skyscraper	120/160 x 600 px	30 KB	30 Euro CPM
Content-Ad	300 x 250 px	30 KB	25 Euro CPM

Special Ad formats

WALLPAPER

WALLPAPER

Werbung 300x300px

Werbung 628x90px

707x120px oder 707x160px

Special formats and prices on request

Impressions of the website

Das neue Samsung Galaxy Ace

PlayStation

NEW YORK CITY, 2012

NEW YORK CITY, 2012

www.browserspieler.de