

MOBILEXP

MEDIA KIT 2011 ONLINE

DATE: 2011/01/01

The mobile world - ranging from games, trends and hardware to lifestyle topics - professionally investigated and analysed.

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MobileXP Online (<http://www.mobilexp.com>, also with the domains .at, .de and .ch) is one of the first and most-visited websites for mobile entertainment and lifestyle in the German-speaking area. We do not just comment and review the latest announced and released mobile games and apps of all genres, but also publish reports on current events, trends and developments in the mobile technology area and related themes. Furthermore discussions on smart phones, tablets and other mobile equipment and gadgets are part of our daily reporting.

Traffic Data

Date: 2011/08/01

Monthly Unique User: appr. 90.000

Monthly Visits: appr. 1.000.000

Monthly PIs: appr. 3.300.000

Audience Profile

Age: 16-45 years

Gender:

30% female

70% male

Household Income: 3.000 Euro / month

working population;

mobile users interested in games and apps

Promotional Offer

We have specialised in preparing individual solutions for our customers. In most cases package offers are included. We provide you with comprehensive advice and professional practical support in order to meet your requirements and expectations for each specific advertisement such as site branding, special positioning of banners or individual portal and community features. Numerous references in the IT and gaming industry (e.g. Sony, Electronic Arts, Nintendo, Hutchison 3g, Nokia, LG, Samsung, NRJ, Laola1 etc.), but also companies of other industries like automobile (e.g. Fiat, Opel, etc.) and lifestyle (movies, music, books, etc.) substantiate our longstanding expertise. A list of our references is available on demand.our longstanding expertise.

Online Ad Examples

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



Special formats and prices on request

Impressions of the website



MOBILEXP3 #09

MADE IN GERMANY

GRATIS

Samsung Galaxy S vs iPhone 4

Die Top-Handys im Test

SEITE 12

SEITE 13

SEITE 14

MOBILEXP3 #08

MADE IN GERMANY

GRATIS

Smartphones

Fluch oder Segen?

SEITE 14

SEITE 16

SEITE 21

Samsung Galaxy S VS iPhone 4

Der Praxistest

Einmal mehr: Apple, Microsoft, Lenovo

Während wir alle die beiden Handys... (text continues with detailed comparison of features like camera, battery, and software)

Der Praxistest

Einmal mehr: Apple, Microsoft, Lenovo

Während wir alle die beiden Handys... (text continues with detailed comparison of features like camera, battery, and software)

FREIER FALL!

Die besten Spiele und Apps... (text continues with recommendations for free games and apps)

ABFLUG!

Wieder mal wieder... (text continues with recommendations for travel-related content)

EINE FRAGE DER EHRE!

Auf in den Kampf... (text continues with recommendations for action games)

www.mobilexp.com