



# NP DIGITAL

## PREMIUM PRESENCE ON PREMIUM SITES



## FACTS

Premium sites  
*13 sites*  
*NP & RTL*

The ideal combination of  
standard formats  
(Halfpage + IMU on mobile)

Impressions  
guaranteed

Quick &  
powerful reach

## FIGURES

|        | Reach | OTS | Impr.       |
|--------|-------|-----|-------------|
| 18+    | 21,2% | 3   | 6Mio<br>ROS |
| 18-54  | 24,5% | 3,1 |             |
| GS 1-4 |       |     |             |

## RATES

| FORMATS                 | Offer           | CPM        |
|-------------------------|-----------------|------------|
| Halfpage / IMU          | € 42 353        | € 7,06     |
| <b>6M impr.</b>         | <b>€ 36 000</b> | <b>€ 6</b> |
| Gross rates / Net rates |                 |            |



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News Power

