



Media Data 2024 **AUDIO**



Marketing 2024

Media without borders – for maximum effect

Ad Alliance is all about impact: for strong campaigns and strong brands. Which register we pull out for this depends entirely depends on the individual objectives of our customers, i.e. you. The range of possibilities is huge and offers the right solution for every situation: from small to huge, from standardized products to tailor-made overall concepts, everything is possible here. And above all: no limits – because cross-mediality is exactly our thing.

The future is cross

The "CrossOver Evolution" launched last year as a large-scale innovation offensive for convergent marketing will be continued vigorously in 2024: In a large number of initiatives around products, automation and proof of performance and impact, we are tapping into cross-media potential for practice and combining the developments in a complementary way.



Now that ATV and online video can already be booked, played out and evaluated holistically, the focus in the coming year will be on the integration of linear TV into the overarching logics.

More propulsion through data & tech

Benefits in terms of impact also arise from automation and individualization: We rely on the latest technology to make your everyday campaign easier and processes faster - and at the same time offer more transparency.

With our data expertise, your playout will be even more accurate, and your advertising media will become even more relevant: For example, we are establishing a new generation of innovative, data-driven forms of advertising under the banner of "Dynamic Creative Ads", in which a large number of data signals can be automatically incorporated in order to address each individual within the target group in a maximally specific manner.

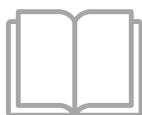
The creative all-round carefree package

Special ideas are and will remain indispensable for memorable campaign communication and sustainable brand building. With our Ad+Concept Studio as an in-house creative forge with the best connections to our publishers, you have the perfect partner for this.



From eye-catching special forms of advertising to individually designed, cross-genre networked campaign solutions with full service – our experts love to connect your brand with our portfolio in an effective way.

We are ready for your goal-setting!





Portfolio

Brands love brands – especially when they are the strongest media brands in the country, which stand for quality and attitude and enjoy sympathy and trust among consumers. Campaigns benefit from brand safety and receive an additional boost through the charisma of the environments.

The brands listed here are only representative of the entire Ad Alliance portfolio with its more than 500 offers. Here you will find the right stage for every target group and every reach requirement.

PRINT



TV



AUDIO



DIGITAL



ContentFinder:
> [Find relevant editorial topics](#)

ATV



Ad Alliance Podcast

The medium of the hour

Audio - the media genre of the moment: more approachable than almost any other medium, podcasts offer exactly the right thing for every consumer with topics that are suitable for the masses, but above all very niche and ensure an exceptionally long-lasting bond with listeners.

With numerous spin-off formats of our lighthouse brands from TV and print and their popular protagonists, our podcast offerings have enormous thrust right from the start and can be ideally combined with classic campaigns. Impressive original podcasts also open up completely new subject areas for native fusion with your advertising message.

Our quality promise

- Premium quality in 100% branded environments
- Placement of advertising messages in editorially created podcasts
- Maximum transparency via podcast lists of the topic channels
- Only genuine downloads through IAB certification



Capital

**Business
Punk**



stern



NEON

11FREUNDE

sport1

R T L

Eltern

GEO

Brigitte

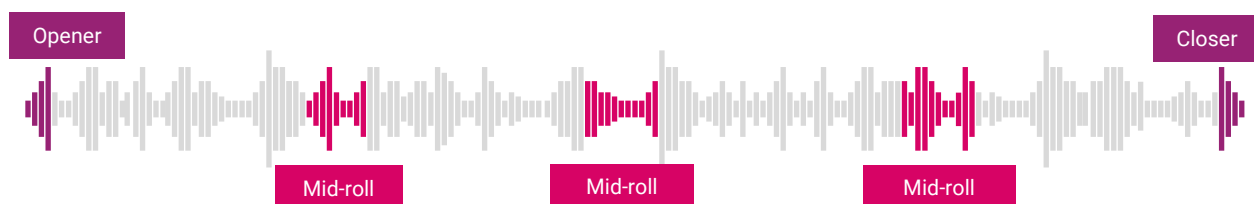




Advertising formats

Full on the ears

Podcast product overview



- > **Sponsoring:**
Close listener loyalty as a supporter of a podcast over a longer period of time. Placement in **opener and closer**
- > **Mid-roll:**
Customised advertising message. Placement within the content on the **mid-roll** positions

In addition, the target group can be addressed even more specifically with the help of targeting:

- > **Geo-targeting:**
Targeted display of the advertising message at the selected user location. Combinations that can be booked: Federal states, cities and postcodes

**All our audio commercials are recorded by professional voice-over artists as a full service.
We differentiate between two "read types":**

Host-Read / Co-Host-Read

- > The advertising message is spoken by the host or co-host of the podcast personally.
- 4 weeks lead time
(shorter lead times are also possible by arrangement).

Presenter-Read

- > The advertising message is recorded by neutral speakers in the style of a host read.

This allows easy scaling across multiple podcasts while maintaining high native quality.

3 weeks lead time
(shorter lead times are possible).

- > [You can find inspiration and cases here](#)



Audio Invent





General booking conditions

- All prices in Euro and subject to price adjustments during the year.
- The minimum booking volume is €10,000 N2
- This applies per podcast for Host-Read and per order for Presenter-Read or a channel booking.
- Not all forms of advertising can be booked on all podcasts or in every price category.
- [You can find the GTCs at www.ad-alliance.de/agb](http://www.ad-alliance.de/agb)

Terms of payment:

Invoice due within 10 days of invoice date.

Within this period, a 2% discount will be granted, unless there are still older receivables

The production costs are not discountable, do not constitute a discount and are not part of other customer and agency-related agreements



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