

MEEDIA

Mediapack 2026



MEEDIA – The Magazine for the Advertising Market

MEEDIA reports on the billion-euro intersection where media and brands meet. At the heart of our coverage is a central question: Is this topic relevant to the advertising market?

The core target group of our editorial products includes media marketers, media agencies, and advertisers in Germany.

MEEDIA Editor-in-Chief Jens Schröder has delivered the most in-depth data analyses of all key media and advertising industry metrics for years. MEEDIA Editor-in-Chief Frank Puscher and seasoned advertising and media expert Reiner Kepler conduct interviews with key industry leaders, provide compelling case studies, and deliver real practical value.

Our Highlight Weeks offer in-depth coverage on specific topics. On top of that, we provide all the essential news: new media account wins, hot appointments, strategic moves, and innovations from media and brands.

MEEDIA is the go-to source for media marketers, agencies, and marketing decision-makers in advertising-driven companies. With our newsletters, website, print magazine, and special reports, we reach the decision-makers in these industries – MEEDIA is the perfect platform for your campaigns.

To find out how you can leverage this high-quality environment for your brand, contact Martina Konrad, who oversees advertising sales at MEEDIA.

MEEDIA's digital products for your campaigns:

Website: All MEEDIA content in one place. Every weekday, we publish diverse and relevant coverage of the advertising market – timely, well-researched, and always on point.

Daily Update: Our #1 newsletter with over 24,000 subscribers. One to two times daily, we deliver the industry's top news, exclusive interviews, case studies, and data-driven analyses.

Video Daily: Only at MEEDIA – the daily video analysis of the latest data and rankings across the moving-image industry. For years, Jens Schröder has not only tracked TV ratings but also delivered daily streaming charts from Netflix, Prime Video, and Disney+ – and exclusively in Germany, the top ten most-watched YouTube videos of the day.

Martech: A weekly deep dive into advertising technology. Frank Puscher shares his expert insights on tools and trends with readers.

#trending: Sometimes controversial, sometimes entertaining – but always relevant. Jens Schröder's weekly newsletter explores the latest buzz on social media and the most successful trends. It features the "Tops of the Week" from social media, Google Trends, the major streaming and podcast platforms, and more.
Read #trending – and stay in the know.

Online Performance

Homepage: MEEDIA covers media, marketing, and advertising. Here, you'll find in-depth insights into the agency scene, outstanding campaigns, inspiring case studies, notable personalities, the latest technological developments, and essential industry data. Updated daily on the web and in our numerous newsletters.

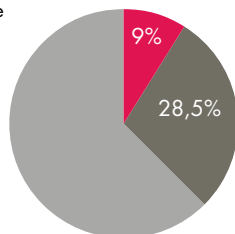
Jobs & Careers: Users can search for job opportunities by region or area of expertise. The job market is promoted cross-media on the website, in the daily newsletter, and on social media.

Newsletter: With MEEDIA, you reach your target audience with precision in a high-quality journalistic environment.

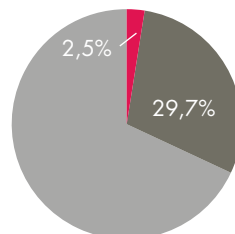
meedia.de

| | |
|--------------------------|---|
| Views * | 250.510 |
| Sessions * | 170.162 |
| Newsletter *** | 59.500 |
| Booking Deadline | By email seven days before the start date: johanna.trantow@oberauer.com |
| Booking Period | Ad placement starts on Sunday at 24:00. |
| Data Submission | Three working days before the start date to mediadigital@oberauer.com |
| Technical Formats | Files can be submitted in common formats such as GIF, JPG, PNG, or HTML5**. Animated banners cannot be displayed in newsletters. |
| Maximum File Size | HTML5: Polite 60 KB, up to 199 KB after loading; GIF/JPG/PNG: max. 500 KB |
| Cancellations | See Terms and Conditions |

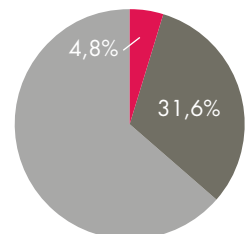
Daily Update
■ Opening Rate
■ Clickrate



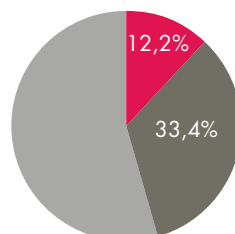
Video Daily
■ Opening Rate
■ Clickrate



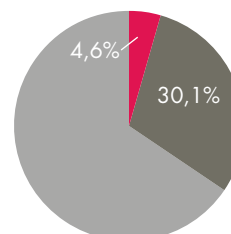
MarTech Weekly
■ Opening Rate
■ Clickrate



#trending Weekly
■ Opening Rate
■ Clickrate



Stand Alone NL
■ Opening Rate
■ Clickrate



* Data: September 2025

**Requirements for HTML5:: support.google.com/dfp_premium/answer/7046799?hl=de

*** Daily Update 25.000 + Video Daily 11.500 + MarTech 10.000 + #trending 13.000

Website Banner Specifications

| Ad Medium | Desktop (px) | Mobile (px) | Price in €/Week |
|---------------------|--------------|-------------|-----------------|
| Topbanner P1 and P2 | 970 x 250 | 300 x 100 | 5.200,- |
| Content Ad P3 | 300 x 250 | | 2.800,- |
| Half Page Ad P3 | 300 x 600 | | 3.400,- |



Important for animated ads:

Playback cannot be guaranteed on all apps and browsers, so all relevant information should be included in the first frame.

All specifications in pixels

All prices are subject to statutory taxes.

Highlight Week digital

| HW | Themen | Datum |
|---------|-----------------------------|---------------|
| 01/2026 | Artificial intelligence GEO | 26.01.–31.01. |
| 02/2026 | Trade – FMCG | 16.02.–20.02. |
| 03/2026 | Mobile Advertising | 16.03.–20.03. |
| 04/2026 | Audio | 13.04.–19.04. |
| 05/2026 | DOOH | 11.05.–15.05. |
| 06/2026 | Telecommunications | 15.06.–19.06. |
| 07/2026 | Retail Media | 13.07.–19.07. |
| 08/2026 | Automobil | 17.08.–23.08. |
| 09/2026 | Programmatic Advertising | 14.09.–20.09. |
| 10/2026 | CTV / Streaming | 12.10.–18.10. |
| 11/2026 | E-Commerce / Performance | 02.11.–08.11. |

Dossier Package

- Newsletter Daily Update Banner (5 x)
- Banner in Special newsletter (unique)
- Topbanner Billboard P1 + P2 (1 Week)

Price € 8.500,-

valid from 2026-01-01

Newsletter

| Daily Booking | Infos | Broadcast Time | Execution & Placement | Prices per Day in € |
|------------------------|---|--------------------------|--|--|
| Daily Update | News update from the media and branding world Recipients: 25,000 | Mon - Fri at noon | Exclusiv (P1 - P3) Head-Banner (P1) Newsletter-Banner (P2) Newsletter-Banner (P3) | 1.800,- 1.300,- 1.000,- 800,- |
| Video Daily | Daily TV + streaming analysis Recipients: 11,500 | Mon - Fri in the morning | Exclusiv (P1 - P3) Head-Banner (P1) Newsletter-Banner (P2) Newsletter-Banner (P3) | 1.400,- 1.000,- 800,- 600,- |
| MarTech Weekly | Current trends in marketing technology Recipients: 10,000 | Tue afternoons | Exclusiv (P1 - P3) Head-Banner (P1) Newsletter-Banner (P2) Newsletter-Banner (P3) | 1.300,- 1.000,- 800,- 600,- |
| #trending Weekly | Social media and data update Recipients: 13,000 | Fri mornings | Exclusiv (P1 - P3) Head-Banner (P1) Newsletter-Banner (P2) Newsletter-Banner (P3) | 1.300,- 1.000,- 800,- 600,- |
| Stand Alone Newsletter | Exclusive special newsletter with your content, images, and optional ad spaces. With a Stand Alone Newsletter, your advertising message gets the full attention of approximately 30,000 newsletter subscribers. | Preferred date | for all content | 5.000,- |

Sponsored Post

| Infos | Price € |
|--|---------|
| Appears for one week on the homepage, linked, then in the archive. The post is also pushed once with a text/image ad or banner in the newsletter. | 5.600,- |

All prices are subject to statutory taxes.

valid from 2026-01-01

Banner (P1-P3)

| | |
|----------------------------|--|
| Data submission | at least 3 working days before publication to mediadigital@oberauer.com |
| Banner | 590 x max. 400 px (P2+P3) |
| Head Banner | 600 x max. 400 px (P1) |
| (Width x Height in pixels) | |
| Max. file size | 100 KB |
| File type | PNG, GIF oder JPG; 72 dpi |
| Link | if applicable, with CTA |

Text-Image Ad (P2-P3)

| | |
|----------------------------|--|
| Material submission | at least 3 working days before publication to mediadigital@oberauer.com |
| Image | 590 x max. 400 px |
| (Width x Height in pixels) | |
| Max. file size | 100 KB |
| Text | approx. 300 characters |
| Headline | max. 50 characters including spaces |
| File type | PNG, GIF, or JPG; 72 dpi |
| Link | if applicable, with CTA |

Important for animated ads in newsletters:

Playback cannot be guaranteed on all apps and browsers, so all relevant information should be included in the first frame.

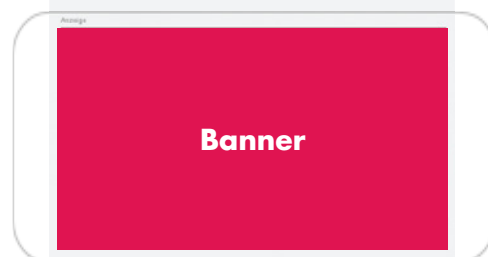


Johanna Trantow

Sales Manager

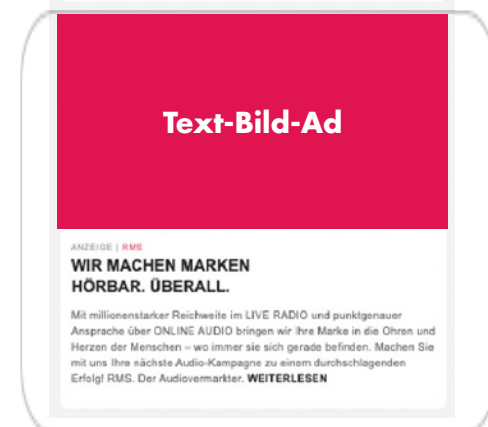
johanna.trantow@oberauer.com

Mobile: 0049 1525 9272734



MEDIEN Microsoft macht ChatGPT bald über Cloud-Dienst verfügbar

Microsoft will zu einer größeren Verbreitung der Software ChatGPT beitragen, deren Texte wie von einem Menschen geschrieben wirken. ChatGPT werde "bald" für Kunden eines Cloud-Dienstes von Microsoft verfügbar sein, teilte der Software-Riese in der Nacht zum Dienstag mit. Damit werden sie die Technologie in ihren eigenen Anwendungen einsetzen können. **WEITERLESEN**

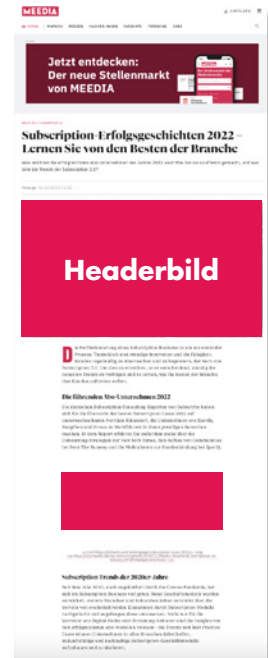


ANZEIGE | RMS WIR MACHEN MARKEN HÖRBAR. ÜBERALL.

Mit millionenstarker Reichweite im LIVE RADIO und punktgenauer Ansprache über ONLINE AUDIO bringen wir Ihre Marke in die Ohren und Herzen der Menschen – wo immer sie sich gerade befinden. Machen Sie mit uns Ihre nächste Audio-Kampagne zu einem durchschlagenden Erfolg! RMS. Der Audiovermarkter. **WEITERLESEN**

Input for the Website

| | |
|------------------|---|
| Data submission: | at least 5 working days before go-live to mediadigital@oberauer.com |
| Images: | At least 1 main image > best possible format, any size, important aspect ratio 16:9; additional images for the text are possible (YouTube links, links to social media posts, etc.) |
| File type: | PNG, GIF, or JPG; 72 dpi |
| Text: | 5,000 characters (including spaces) as our recommendation (longer is possible) |
| Headlines: | max. 5 - 10 words (if desired) Subheadings (if any) Lead paragraph (directly under the header image) |
| Links: | with CTA if applicable |



Text-Image Ad in the Newsletter - Teaser for the Advertorial

| | |
|-------------------------------------|--|
| Material submission | at least 3 working days before publication to mediadigital@oberauer.com |
| Image (Width x Height in pixels) | 590 x max. 400 px |
| Max. file size | 100 KB |
| Text | approx. 300 characters |
| Headline | max. 50 characters including spaces |
| Dateityp | PNG, GIF, or JPG; 72 dpi |
| Link | Link to the advertorial by MEEDIA |

Important for animated ads in newsletters:

Playback cannot be guaranteed on all apps and browsers, so all relevant information should be included in the first frame.



Text-Bild-Ad

German Brand Award 2023: Jetzt noch teilnehmen!

Herausragende Markenarbeit verdient es, ausgezeichnet zu werden: Der German Brand Award, präsentiert vom Rat für Fürsorge und dem German Brand Institute, zeichnet die innovativsten Marken und Strategien konsequenter Markenführung sowie nachhaltiger Markenkommunikation aus. Die Anmeldung ist noch bis zum 17. Februar möglich! **WEITERLESEN**

Terms MEEDIA (Print/E-Paper)

| Issue | Booking deadline | Copy submission | Release date | Topics |
|---------|------------------|-----------------|--------------|--------------------------|
| 01/2026 | 2026-02-12 | 2026-02-16 | 2026-02-26 | Radio Advertising Summit |
| 02/2026 | 2026-04-01 | 2026-04-03 | 2026-04-16 | OMR |
| 03/2026 | 2026-08-21 | 2026-08-25 | 2026-09-04 | DMEXCO |
| 04/2026 | 2026-09-25 | 2026-09-29 | 2026-10-09 | Medientage |

Editor-in-Chief

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Reader Service

Leserservice
Tel: 0043 6225 2700-0
vertrieb@oberauer.com
Free Service Hotline: 0800/2700222

Meedia Print

| | |
|--------------------------|--|
| Data Submission | Via email to mediadigital@oberauer.com |
| Technical Specifications | Please send us a high-resolution PDF file with at least 300 dpi PDF/x-4 2008, all fonts embedded. |
| Color Profile | PSOcoated v3 (ISO 12647-2:2013). Other color models (e.g., RGB, Pantone, HKS, etc.) will be converted to CMYK; color shifts may occur. |
| Colors | Euroscale |
| Printing Process/Paper | Offset printing, coated paper |
| Magazine Format | 210 x 280 mm (W x H) |
| Print Area | 177,5 x 229,5 mm (W x H) |
| Bleed | Plus 3 mm on all sides |
| Binding | Perfect binding (Depending on the design of your ad, consider 4-6 mm in the layout for the binding) |
| Screen Ruling | 80 lpi |
| Print Run | 3.500 |
| Circulation | 3.290 |

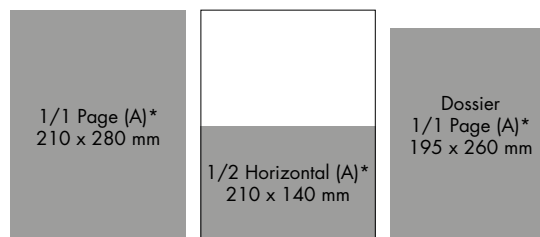
Ad Prices and Ad Formats

| Format | Bleed (Width x Height) plus Bleed* | Print Area (Width x Height) | Price in € |
|---------------------|------------------------------------|-----------------------------|------------|
| 1/1 Page Inside | 210 mm x 280 mm | 177,5 mm x 229,5 mm | 4.700,00 |
| 1/1 Page 2nd Cover | 210 mm x 280 mm | | 5.680,00 |
| 1/1 Page 3rd Cover | 210 mm x 280 mm | | 5.680,00 |
| 1/1 Page 4th Cover | 210 mm x 280 mm | | 6.010,00 |
| 1/2 Page Horizontal | 210 mm x 140 mm | 177,5 mm x 115 mm | 2.620,00 |

Dossier

| | | |
|--------------------|-----------------|----------|
| 1/1 Page 4th Cover | 195 mm x 260 mm | 4.700,00 |
|--------------------|-----------------|----------|

* Bleed: plus 3 mm on all sides. Inside left 4-5 mm
All prices are subject to statutory taxes.



Johanna Trantow

Sales Manager
johanna.trantow@oberauer.com
Mobile: 0049 1525 9272734



PUBLISHERS'S DATA

Publishing House

MEDIENFACHVERLAG OBERAUER
Johann Oberauer GmbH
Fliederweg 4
5301 Eugendorf, Salzburg
Österreich

Payment terms

Remittance: 30 days net following receipt of invoice.
Turnover tax-ID-No.: ATU 349 15 90

Bank details

Volksbank Freilassing
IBAN: DE91 7109 0000 0100 2515 85
BIC: GENODEF1BGL

Online

www.meedia.de

valid from 2026-01-01

1. An “Ad placement order” within the meaning of the Terms of Service refers to a contract an advertiser or other interested party enters into for the purpose of bringing to the public’s awareness—by way of dissemination—one or several advertisements in a printed publication.

2. The Terms of Service are applicable to all advertising orders accepted by Johann Oberauer Ltd. (the “Publisher” hereafter). Diverging Terms of Service on the part of Principal are invalid, even though the Publisher may not expressly object to them.

3. If in doubt, adverts must be released for publication within the calendar year following a contract’s signing. If the right of release of individual adverts is sanctioned, the publication order must be completed within the calendar year following publication of the first ad; with the proviso the first ad is being released and published within the deadline listed in sentence no. 1.

4. After contract signing, Principal is entitled to release within the agreed upon and/or under fig. 2 named deadline additional ads exceeding the contract’s provisions within the current calendar year.

5. When an order cannot be completed for reasons beyond the Publishers control, Principal may not, irrespective of other legal duties, insist on previously agreed-upon (bulk) discounts but only on those discounts, which would have been granted predicated on an actual purchase.

6. We do not guarantee acceptance of advertisements and outside supplements for certain editions, or certain sections of the publication, unless Principal has expressly made his order contingent on such provision. In section-relevant ads, the Publisher guarantees the ad’s insertion in the specific section without requiring express agreement.

7. Adverts bordering editorial content on at least 3 of their sides and stand removed from other ads, and which for reasons of their design are not recognisable as ads, will be designated “advertisement” by the Publisher.

8. Principal affirms that the content and appearance of his ads will not be in violation of any law, ordinances or other official directives.

9. Publisher reserves the right to reconsider and reject orders and individual releases due to content, providence or technical form in conformity with consistent, objectively justifiable principles when sufficient grounds exist to assume their content to be in violation of the law or official directives or when their publication is unacceptable to the Publisher, even though aforesaid orders or releases had earlier been legally approved. The same extends to orders placed with branch offices, agencies or representatives. Orders for supplements shall be approved only following submission of a sample of the supplement. Supplements easily confused with being an integral part of the publication owing to their design and presentation or which contain ads by third party will be rejected. The Principal shall be promptly notified of such rejection.

10. Timely furnishing of an ad’s content together with proper printer files/templates or the supplements is the Principal’s responsibility. Publisher will immediately call for replacement of obviously corrupted or damaged files/templates or supplements. Publisher represents and warrants the quality of reproduction commensurate with the publication’s specific section and the quality standards of the files/templates provided.

11. Principal shall notify Publisher immediately of any shortcomings concerning the published advertisement.

11.1. Unless stipulated otherwise, Publisher will warrant the print quality of all advertising appearing in its publication and will republish at no cost the upgraded ad if its effectiveness had been impaired or jeopardised owing to insufficient quality.

11.2. In case of a failed upgrade or improvement, Principal may demand a reduction in price or cancellation of the contract. The Principal may also demand damages in accordance with the below-referenced paragraph if the fault lies with the Publisher.

11.3. Additional warranty claims by Principal are excluded, unless compulsory liability applies due to a failure of execution previously guaranteed or an artful hiding of the shortcoming by the Publisher.

11.4. The warranty period extends over three months from the day of publication.

12. Publisher is liable for any damage wilfully caused by him, his legal representatives or proxies up to no more than the monetary value of the order. Publisher also is liable for any damage caused by him, legal representatives or company executives due to grossly negligent conduct. The Publisher also is liable for threats to life, bodily harm and health of others caused by him, his legal representatives and proxies.

12.1. For types of damage other than those enumerated under fig. 12, sent. 3, which was caused by the Publisher, his legal representatives or company executives and resulting from only marginally negligent conduct, Publisher shall be held liable only for the violation of duties crucial for the consummation of contract (cardinal duties). Liability of the Publisher in this instance is limited to typically foreseeable contractual damages.

12.2. In reference to the provisions of fig. 12, sent. 1 and 3, Publisher is liable for assistants not acting as proxies or company executives only when the afore mentioned individuals wilfully violate a contractually essential duty (cardinal duty). Again, Publisher’s liability is limited to typically foreseeable contractual damages.

12.3. All else considered, liability of the Publisher—for whatever legal reason—is excluded. Exempted is any liability stemming from the product liability act and/or other mandated legal fundamentals.

13. Sample proofs are provided only on specific request. Ensuing costs shall be borne by Principal. Principal vouches for the correctness of the returned and revised sample proofs. Publisher will perform all corrections indicated on the sample proof within the set deadline.

14. If no specific instructions as to size were provided, the actual standard, printed height customary for the type of ad will be used as basis for billing.

15. In the event of late payments and deferrals, interest and late charges will become due. Principal reserves the right to cite mitigating circumstances in opposing the level of charges. The Publisher may in case of deferred payment discontinue processing the order until payment is received and demand cash upfront for the balance of adverts. If Principal’s credit worthiness is in doubt Publisher may, even during the contractually assured runtime, block the publication of additional ads without regard to an originally agreed payment arrangement and to make any advance payment contingent on settlement of earlier, still outstanding invoices.

16. Accepted and hence legally binding orders are subject to the following cancellation deadlines and monetary charges:

Print:

1 week prior booking deadline = 50% of total amount of order.

From the booking deadline = 75% of total amount of order.

From copy submission = 100% of total amount of order.

Online:

100% of the contract value has to be paid after receiving the booking confirmation and two weeks prior to the ad starting date.

17. On request, the Publisher will furnish a sample of the ad together with the invoice. Depending on order size and type, clippings, individual pages or entire magazines will be made available. If an ad’s sample can no longer be found, a legally valid certification by the Publisher concerning publication and dissemination of the ad will be furnished.

18. Printer files will be returned to Principal upon request only. The obligation of safe keeping old files ceases three months following the expiration of contract.

19. The city of Salzburg shall be place of performance. The city of Salzburg shall be legal venue for any and all disputes and procedures that may arise from the advertising contract, including its effectiveness.

20. Changes and/or additions to the contract must be in writing to become valid. This also pertains to a change in the aforesaid clause.

20.1. The eventuality of some provisions in the contract being redundant or unenforceable will not affect the balance of the contract and leave it undisturbed.