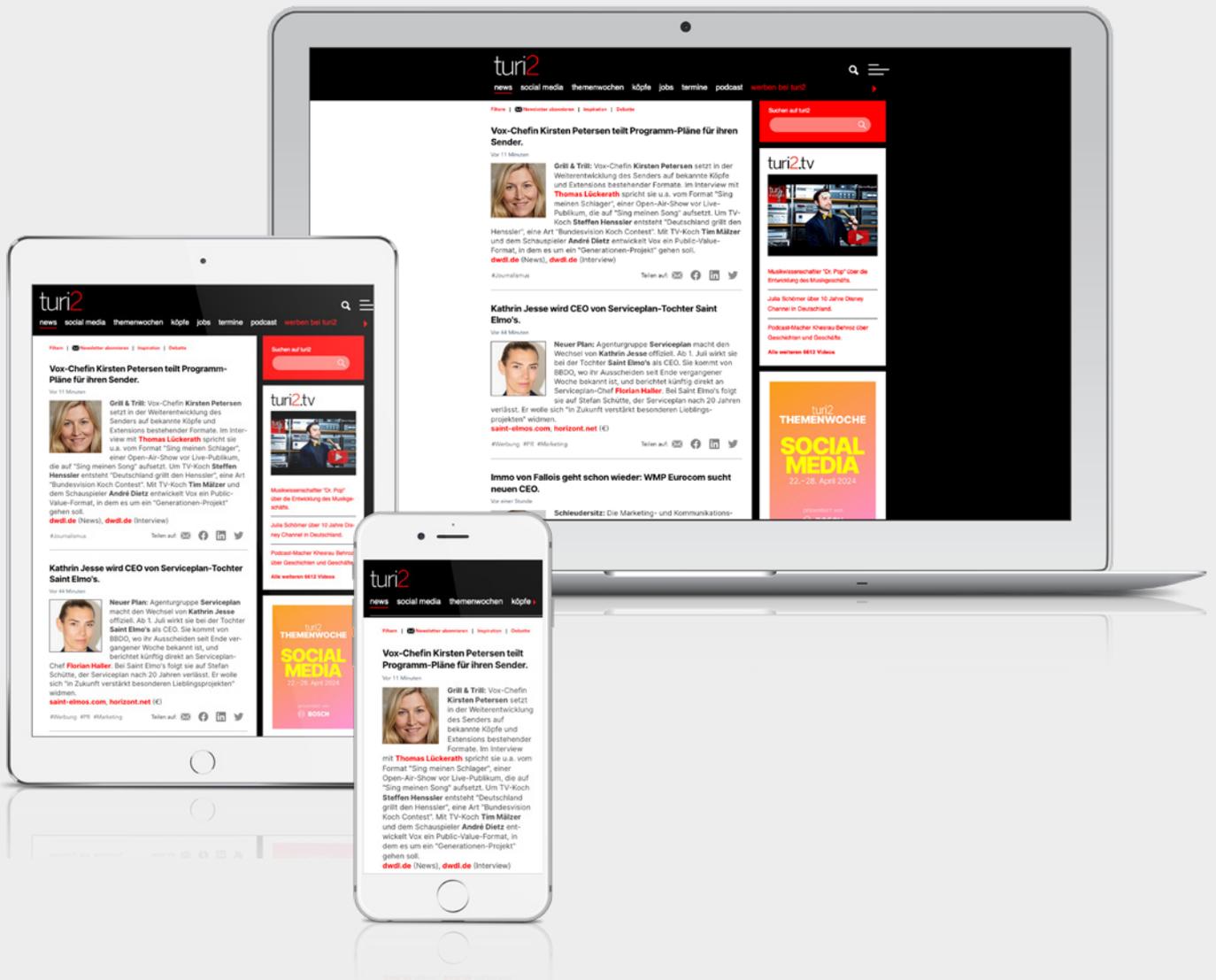


# turi2

## Mediapack 2026



### turi2.de

turi2 is the compact news service for media, journalism, PR, and marketing – and their intersections with business and politics. Anyone who wants to stay informed about what drives the communications industry turns to turi2.de or the turi2 newsletter – Germany’s first morning industry newsletter, launched in 2007 by Peter Turi. The content: concise, engaging, and highly relevant – curated by an experienced editorial team led by Editor-in-Chief Markus Trantow.

#### Your key benefits at a glance:

- Daily access to a loyal and influential readership
- High-quality journalistic environment – across digital, print, and cross-media channels
- High-reach placements in the newsletter, website, edition, and themed weeks
- Direct access to the turi2 community – including turi2 Köpfe, the industry’s VIP directory

Leverage this professional environment to communicate your message effectively. Johanna Trantow is responsible for advertising sales at turi2.

### Performance Metrics Online

**Homepage:** turi2.de covers media, journalism, PR, and marketing, providing daily updates on the web and through our numerous newsletters.

**Jobs & Careers:** Users can search for job opportunities by region or specialization. Our job market is promoted across multiple channels, including the website, daily newsletter, and social media.

**Newsletter:** With turi2.de, you can reach your target audience without any wastage, in a high-quality journalistic environment.

### turi2.de

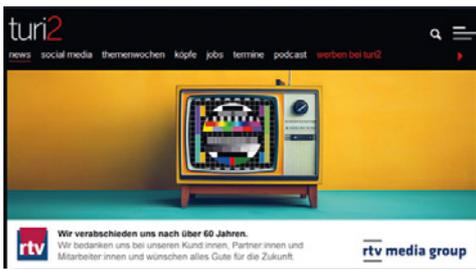
<b>Visits **</b>	192.361
<b>Page Impressions **</b>	259.236
<b>Unique Visitors **</b>	123.575
<b>Newsletter **</b>	20.000
<b>Booking Deadline</b>	By email, 3 working days before the start date: johanna.trantow@oberauer.com
<b>Data Submission</b>	Three working days before the start date to mediadigital@oberauer.com
<b>Technical Formats</b>	Files can be submitted in common formats such as GIF, JPG, PNG, or HTML5*. Animated banners cannot be displayed in newsletters.
<b>Maximum File Size</b>	HTML5: Polite 60 KB, up to 199 KB after loading; GIF/JPG/PNG: max. 5 MB
<b>Cancellations</b>	See Terms and Conditions

\* Requirements for HTML5:  
[support.google.com/dfp\\_premium/answer/7046799?hl=de](https://support.google.com/dfp_premium/answer/7046799?hl=de)

\*\* Data: January 2025

### Website Banner

Ad Medium	Desktop	Price in €/Week
Topbanner	940 x 400	3.450,-



### Top Banner Plus Package

1 week website banner 940 x 400 px plus 10x newsletter ad placements (1 week) 600 x 255 px	Price in €/Package
	9.500,-

### Newsletter

Daily Booking	Info	Broadcast	Prices per Placement
TB Ad	20.000 recipients	Monday to Friday 07:00 and 17:00	1.000,-
TB Combo Ad	20.000 recipients	Monday to Friday 07:00 and 17:00	1.200,-
TB Max Ad	20.000 recipients	Monday to Friday 07:00 and 17:00	1.500,-
Head Banner	20.000 recipients	Monday to Friday 07:00 and 17:00	1.500,-

The ad appears in the news stream on turi2.de and in the turi2 newsletter.

\*If booked weekly (release within a week)  
 5 NL within a week      25% Discount  
 10 NL within a week      35% Discount

#### 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 prices are subject to statutory taxes.

All specifications are in pixels.

### Head Banner

Data submission	at least 3 working days before publication to mediadigital@oberauer.com
Width x Height in pixels	600 x 400 px
Max. file size	100 KB
File type	PNG, GIF, or JPG; 72 dpi
Link	if applicable, with CTA

### Text-Image Ad

Material submission	at least 3 working days before publication to mediadigital@oberauer.com
Image (Width x Height in pixels)	300 x 200 px for TB Ad 600 x 400 px for TB Combo Ad 600 x 900 px for TB Max Ad
Max. file size	100 KB
Text	approx. 300 characters
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

**- Anzeige -**

**25 Jahre Kika: Start der neuen kika.de**  
**kika.de** ist die Plattform für öffentlich-rechtliche Lieblingsserien, Filme, Dokumentationen oder Reportagen. Der Online-Auftritt ist Dialogfläche, Experimentierraum und Wegweiser für alle Lieblings-Angebote der Drei- bis 13-Jährigen!  
 Hier entdecken: [kika.de](http://kika.de)

**Automatisierte E-Mail-Kampagnen leicht gemacht**

**Automatisierte E-Mail-Kampagnen leicht gemacht:** Vergessen Sie komplizierte Abläufe! Mit dem benutzerfreundlichen Kampagnen-Tool von AGNITAS lassen sich durch einfaches Drag&Drop mühelos vollautomatisierte E-Mail-Kampagnen erstellen. Erleben Sie Gestaltungsfreiheit durch Klicks statt komplizierter Codierung! **Mehr erfahren >>>**

**Ab Samstag im FOCUS:**  
**Christian Lindner:** Die Bilanz des Finanzministers zum ersten Jahr der Ampelregierung.  
**AI Weiwei:** Der Künstler und Dissident über die Proteste in China.  
**Peter Handke:** Der Nobelpreisträger wird 80. Eine Würdigung.  
 Mehr zur aktuellen Ausgabe unter: [www.focus-magazin.de](http://www.focus-magazin.de)

### The largest stage in the industry – and your topic at the center

With the format „turi2 Themed Week,“ we reach more than 50.000 influential personalities in our industry, who themselves are important multipliers. In the new publishing concept, the Themed Week is featured not only on turi2.de but also on meedia.de, kress.de, and prreport.de – giving your topic the industry’s largest stage for a full week!

### Themed Week Sponsorship

Package	Display	Package Price
Exclusive Sponsorship	turi2.de, meedia.de, kress.de, prreport.de	€ 19.500,-
Co-Sponsorship (2-3 sponsors)	turi2.de, meedia.de, kress.de, prreport.de	€ 12.000,-
Format	Client logo in various formats	
Reach	Approximately 400.000 to 500.000 views	
Option	Editorial contribution from the sponsor at turi2.de	
Duration	One week on turi2.de, in three pre-announcements, on turi2’s social media channels, and permanently on turi2.de/themenwochen	

### Top Banner

Price	€ 12.000,- /Week
Reach	Up to 300.000 views on turi2.de, kress.de, meedia.de, prreport.de
Duration	1 week on the Themed Weeks website (Mon-Sun) plus 10 newsletter placements on turi2.de
Format	940 x 400 px (Website), 600 x 255 px (Newsletter)
Availability	kress.de, prreport.de, meedia.de Newsletter format: 590 x 400 px Website format: 970 x 250 px, 300 x 100 px, 300 x 250 px

### Upcoming Themed Weeks 2026

Month	Dates	Themed Week
January	26/01 – 30/01	<b>Future</b>



#### Johanna Trantow

Sales Manager

johanna.trantow@oberauer.com

Mobile: 0049 1525 9272734

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Publishing House

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

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Payment terms

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

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Bankverbindung

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

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Online

[www.turi2.de](http://www.turi2.de)

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:

**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 it’s 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.