

**campaign**

valid from 2025-01-01

**MEDIA  
PACK**

**2025**

**campaigngermany.de**



# INFORM, LEARN, INSPIRE



**BÄRBEL  
EGLI-UNCKRICH**  
*Editor-in-Chief*

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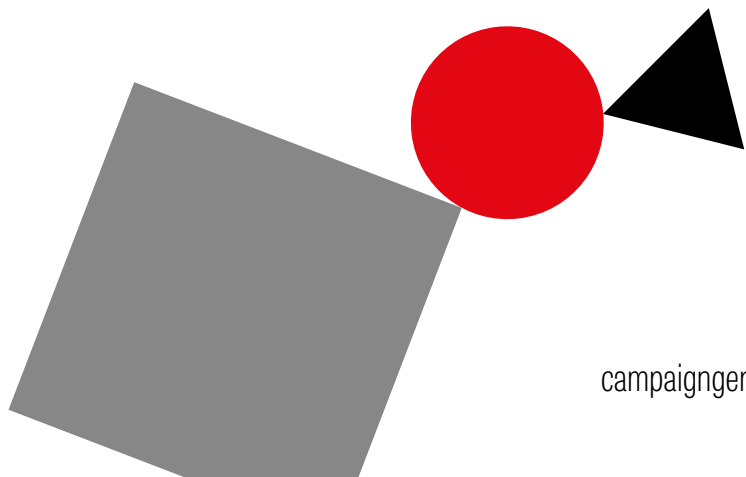
Campaign is all about the world of commercial creativity. Advertisers need brilliant agencies and collaborative media platforms to build their brands and businesses.

Campaign is the hub where they come together to gain deep insights, background information, and inspiration.

For over 50 years, Campaign has uncovered the most exciting industry news and delved into its significance. Here, major trends are analyzed, and the best ideas and their creative minds are celebrated.

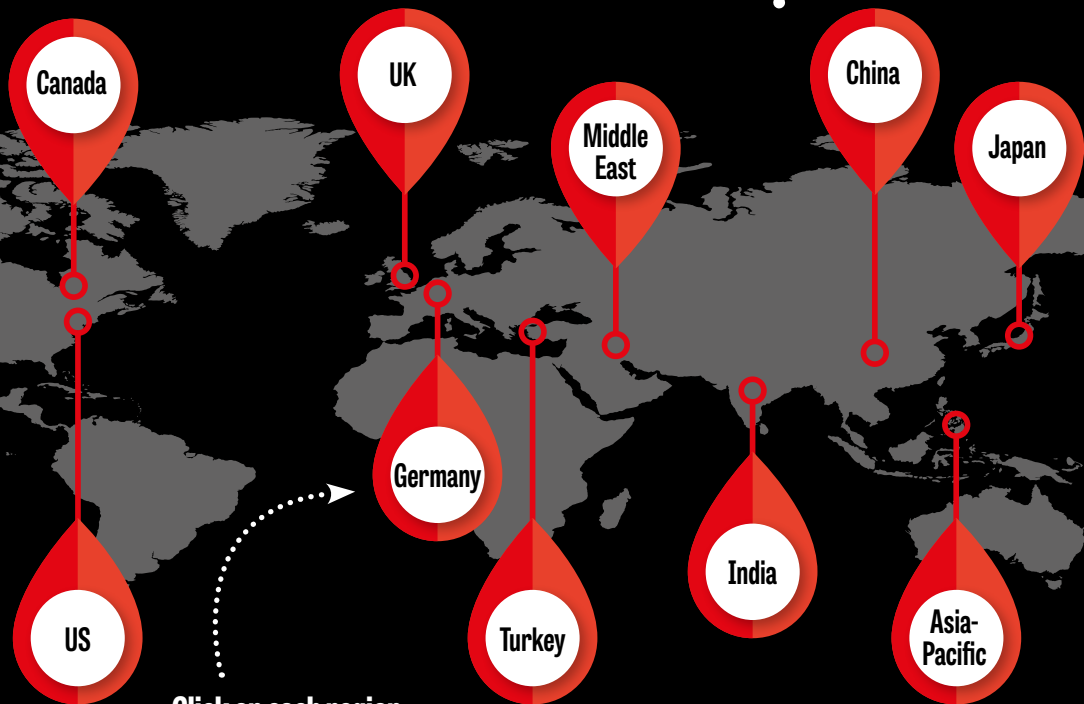
We celebrate the industry's successes but also address its challenges — across various platforms and channels. Currently through Campaign Online, and soon through our podcast, videos, conferences, award shows, and partnerships with key industry leaders.

No matter the format, Campaign always positions itself as the go-to source for the advertising and creative industry and its professionals.



# GLOBAL REACH

The world's advertising, marketing and media communities engage with Campaign's global network, with **1.8 million monthly unique users** and local editorial teams in each region..



**Click on each region**  
**to visit the local site**

# GLOBAL AUDIENCE

**14K**

live event audience



**7.4K**

podcast listeners\*



Unique  
User\*

**1,8M**



**709K**

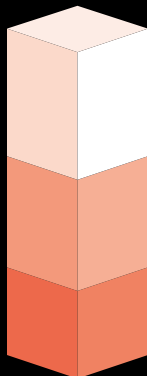
email newsletter recipients



social audience

**1.3M**

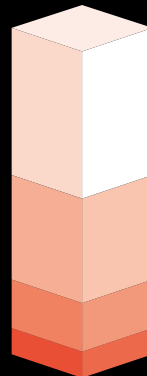
# GERMAN AUDIENCE



39% C-suite/director

34% manager

27% executive



43% agencies

30% CMOs/brand marketers

19% tech/other

8% media owners

\* per month

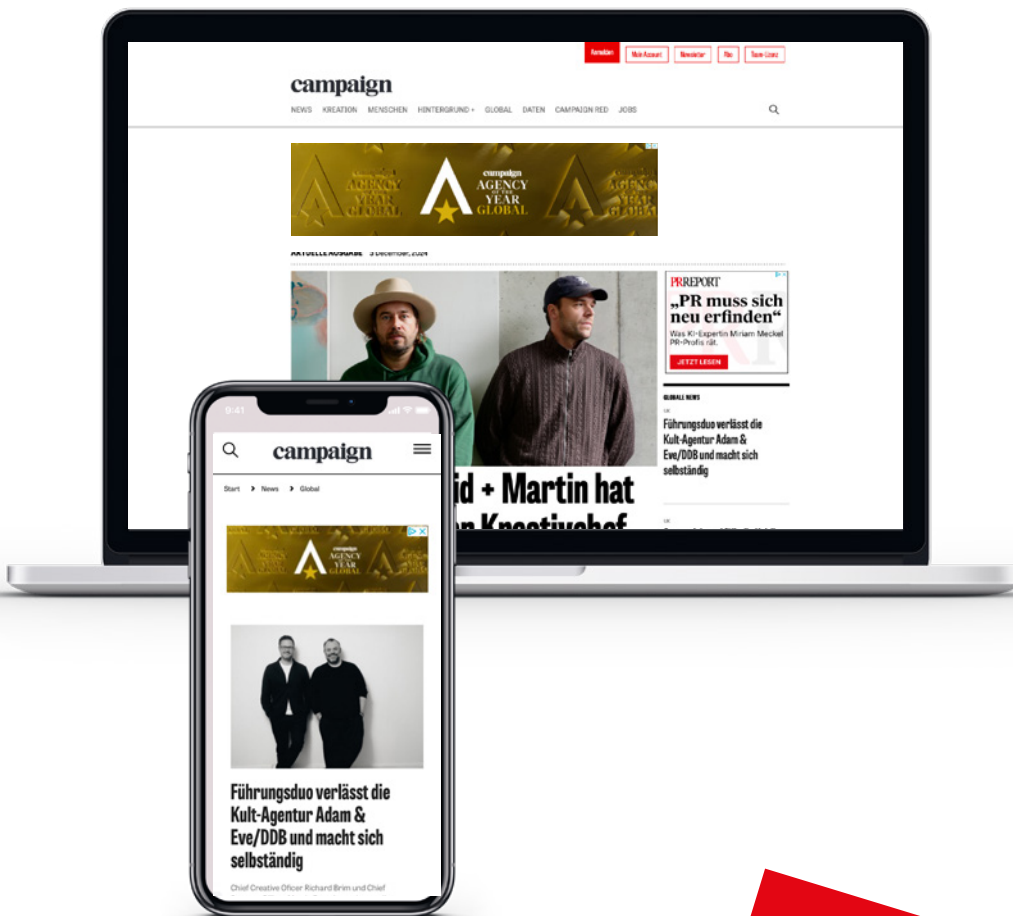
# DIGITAL AD FORMATS WEBSITE

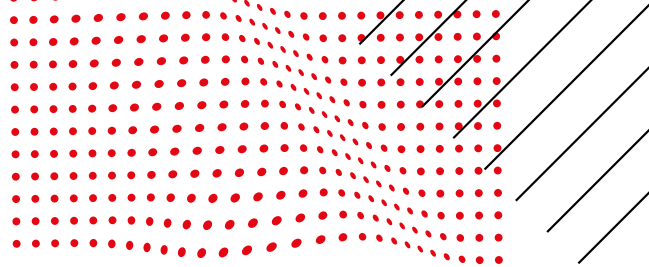
Formats	Size in Pixel	Rates in €/Week
Topbanner (Pos. 1 or 2)	970 x 250, 300 x 100	3.190,00
Content Ad	300 x 250	2.490,00



**BOJAN  
DJURASINOVIC**  
*Sales Manager*

Tel: +43 6225 2700-32  
sales@  
campaigngermany.de





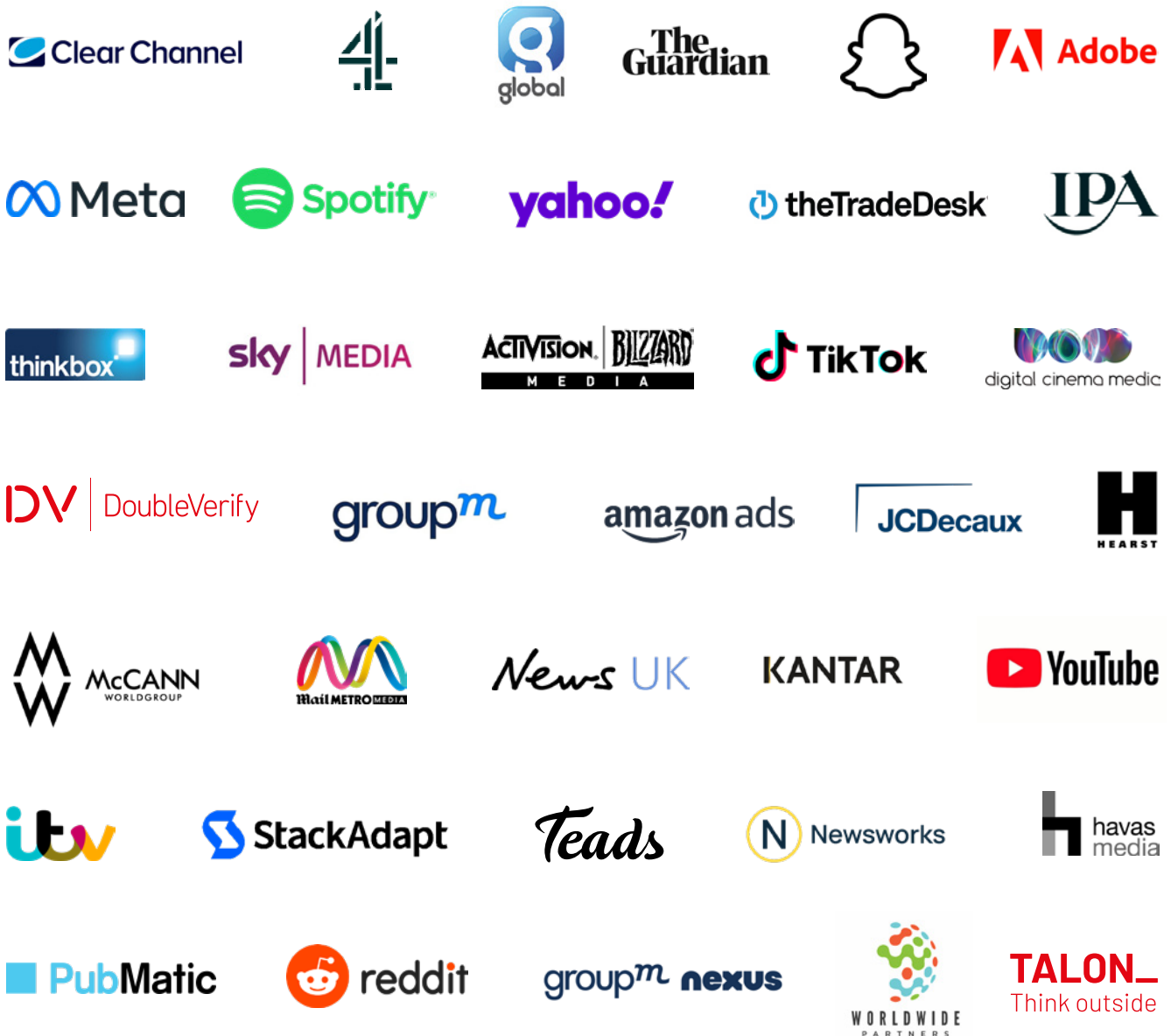
# DIGITAL AD FORMATS

## NEWSLETTER

Formats	Size in Pixel	Rates in €/per day
<b>Headbanner</b>	Width: 590px, variable height, max. 400px	1.200,00
<b>Banner</b>	Width: 590px, variable height, max. 400px	950,00
<b>Stand Alone Newsletter</b>	One-time send	3.990,00
<b>Partner Content</b>	One-time send	4.990,00
<p>The post is published in the website's news feed and moves down over time. It is integrated into the editorial context and will also be sent once in the newsletter.</p>	<ul style="list-style-type: none"> <li>• Image size: 825 x 825px</li> <li>• Title: approx. 50 characters</li> <li>• Preview text: approx. 150 characters</li> <li>• Main text: max. 3,000 characters</li> <li>• Multiple links possible within the text</li> <li>• Content submission: at least 3 working days before publication</li> </ul>	



# OUR GLOBAL PARTNERS





# TESTIMONIALS

„We are absolutely thrilled with our podcast partnership with *Campaign* – the team were a joy to work with and made the process easy and seamless for us, from initial campaign conversations right through to the finished product. Really pleased with the end results of the podcast, we communicated a really important message at scale to a valuable audience.“

**Lizzy Phillips**

commercial marketing lead, Channel 4

„The Clear Channel and *Campaign* relationship has gone from strength to strength. The whole team has been proactive in understanding our business, our objectives and requirements, and proposing on-point solutions to engage our audiences. The team has gone above and beyond on delivery, and we’re looking forward to working even more closely together over the next few years after renewing and extending our partnership.“

**Ben Hope**

marketing director, Clear Channel UK

„Thank you for such an amazing event – we’ve had amazing client feedback and we look forward to further amplifying our activation via the video and write-up. The process has felt like a partnership, with you at *Campaign* an extension of the DV team. Your time management, attention to detail and logistics were outstanding.“

**Lyndon MacArthur**

marketing manager, DoubleVerify

„We’ve had a very positive response to our partnership with *Campaign*. Their plan was fresh and ambitious and was closely connected with our objectives for the year which is why we chose them as our preferred partner. And they’ve delivered. The content has been stand-out and has built our awareness around key industry segments and engaged senior marketing stakeholders. They’ve been brilliant to work with throughout, coming up with new ideas and ways to enhance our partnership and drive better returns.“

**Sebastian Gutierrez**

senior director, marketing EMEA, The Trade Desk





# PUBLISHER'S DATA

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**Publishing House**

MEDIENFACHVERLAG OBERAUER

Johann Oberauer GmbH

Fliederweg 4

5301 Eugendorf, Salzburg

Austria

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**Payment terms**

Remittance: 30 days net following receipt of invoice.

Turnover tax-ID-No.: ATU 349 15 900

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**Banking**

Volksbank Freilassing

IBAN: DE91 7109 0000 0100 2515 85

BIC: GENODEF1BGL

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**Online**

campaigngermany.de

## AGB

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. In case of 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 aforementioned 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.**

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.