

# » Top Online (national)

Formats | Prices | Technical details

Pricelist No. 41 | as of 1/2023 | Advertising prices net plus VAT | Valid from 01.01.2023

## Advertising opportunities

### Book online placements and social media posts separately.

Our Top online portal [www.top-magazin.de](http://www.top-magazin.de) has high-quality and extensive regional and national content. In this setting you can additionally present your advertising banners / PR reports.

### Data requirements

Banner / PR article

High-resolution print PDF (including copy and images), at least 300 dpi

Sponsored article / editorial article	Price (Prices in Euro)	Agency-price (Prices in Euro)
PR reports for 1 month	490	575
PR package (5:4 different contributions) for 1 month	1960	2305
Placements in other sections for 1 month	245	285
Once-only renewal (from the 2nd month for 12 months)	240	280

Sponsored articles (PR) are published in the desired sections, thus making them easier to find.

Banner	Price (Prices in Euro)	Agency-price (Prices in Euro)
Billboard banner for 1 month	990	1160
Renewal per month / subject to availability	445	520
Top partner banner for 1 month	390	460
Placement in other section	195	230
Renewal per month / subject to availability	195	230

A billboard banner is conspicuously displayed on the national start page, below the slider. The top partner banner is located on the start page as well as on each section page.

Interstitials	Price (Prices in Euro)	Agency-price (Prices in Euro)
Interstitial for one month	290	340
Renewal per month / subject to availability	145	170

Interstitials are possible on the start page and all section pages (2x between the article teasers).

Instagram	Price (Prices in Euro)	Agency-price (Prices in Euro)
Post	90	105
Story	190	220

Start page

Slider

Billboard banner (Ads)

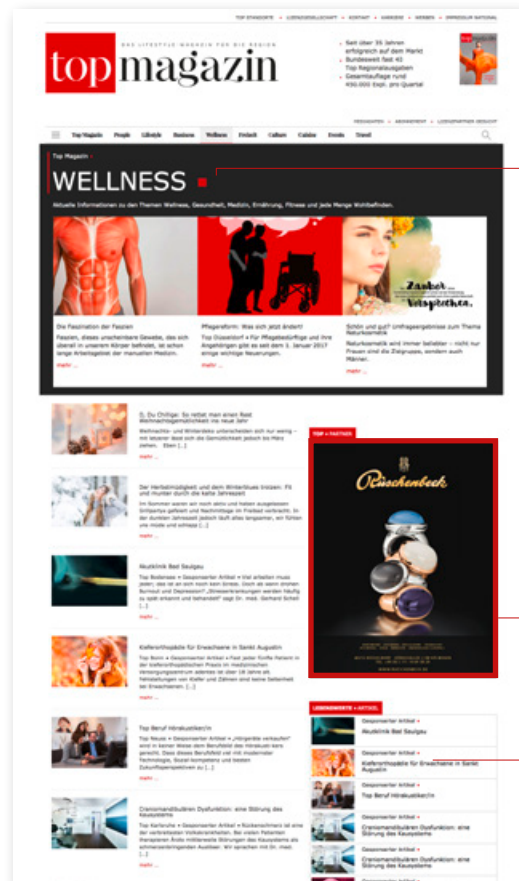
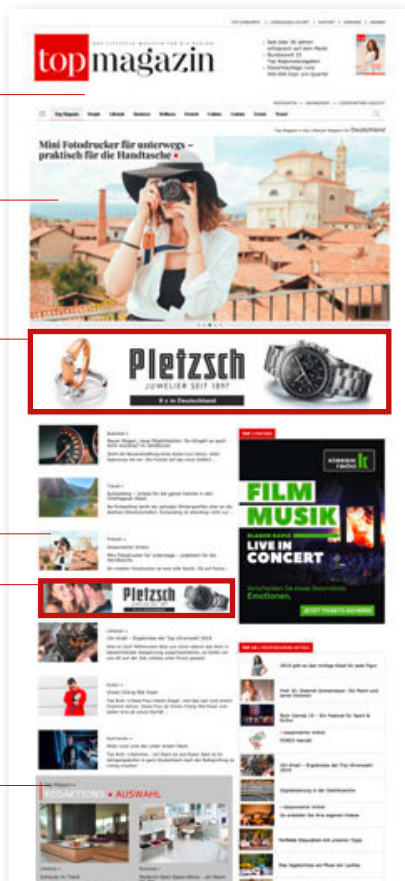
1170 x 270 px

Freelance journalism

Interstitial (Ads)

690 x 125 px

Editorial selection



Thematically related section pages

Top partner-banner (Ads)

473 x 600 px

Most-read articles (ranking)