



Mediakit 2022

Right where you are touched by technology.



Our brands



Android Planet

Android Planet is the biggest Google- and Android related website of the Benelux, with backgrounds, tips and tricks, reviews and more, made by and for Android-fans. To indicate our monthly traffic, these are our current average numbers:

 **1.400.000** VISITORS PER MONTH

 **930.000** VISITORS PER MONTH

 **1.800.000** PAGEVIEWS PER MONTH

 **60.881** FOLLOWERS



iPhoned

iPhoned belongs to the biggest sites about Apple of the Benelux and provides readers and followers on a daily base of the latest news, tips and tricks, app reviews and reviews of the latest Apple-products. Our average monthly traffic is as follows:

 **1.190.000** VISITORS PER MONTH

 **700.000** VISITORS PER MONTH

 **1.300.000** PAGEVIEWS PER MONTH

 **56.919** FOLLOWERS



2.590.000

VISITORS PER MONTH



45.322

WRITTEN ARTICLES AND TIPS



5.188.059

COMPARED PRODUCT PRICES

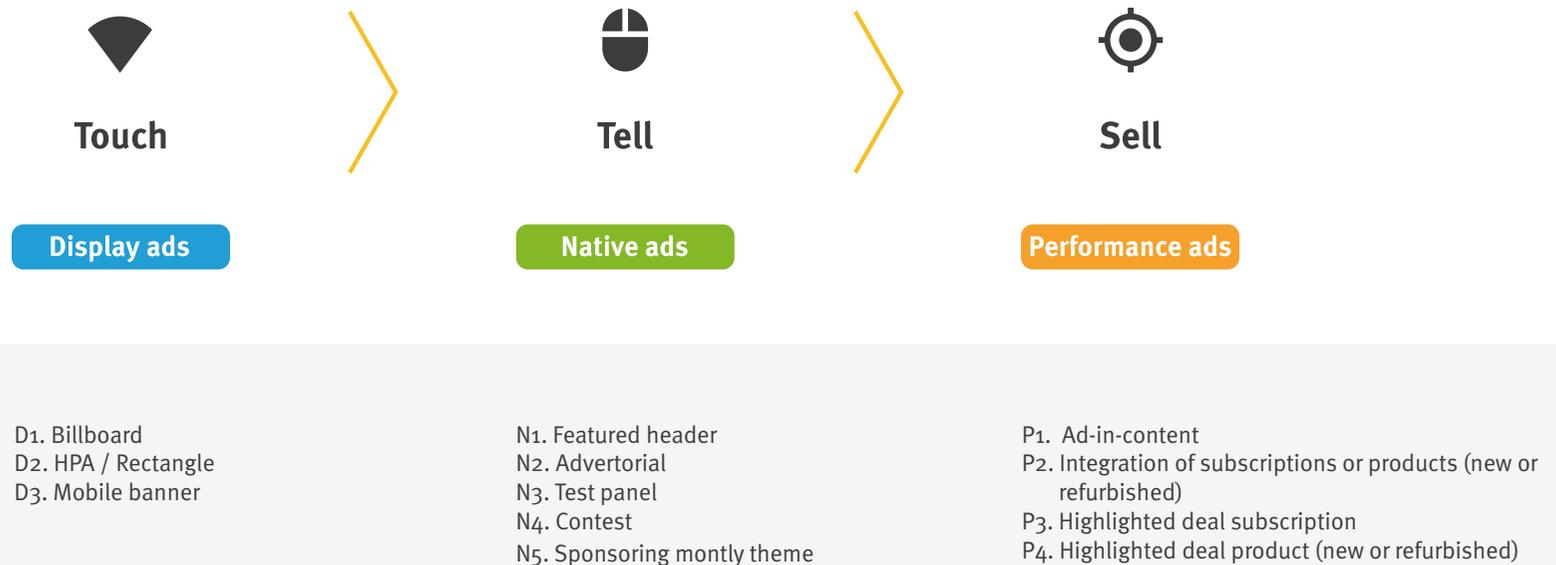


84.000

PRODUCT PRICES PER MONTH

Targeted advertising

We help you reach your target group using targeted campaigns. Together we make sure you to get the most out of your investment, keeping your marketing budget in mind. There are several advertising options to do this, which are categorized according to the 3 phases of a customer's journey: **Touch** (display advertising), **Tell** (native advertising) and **Sell** (performance advertising).



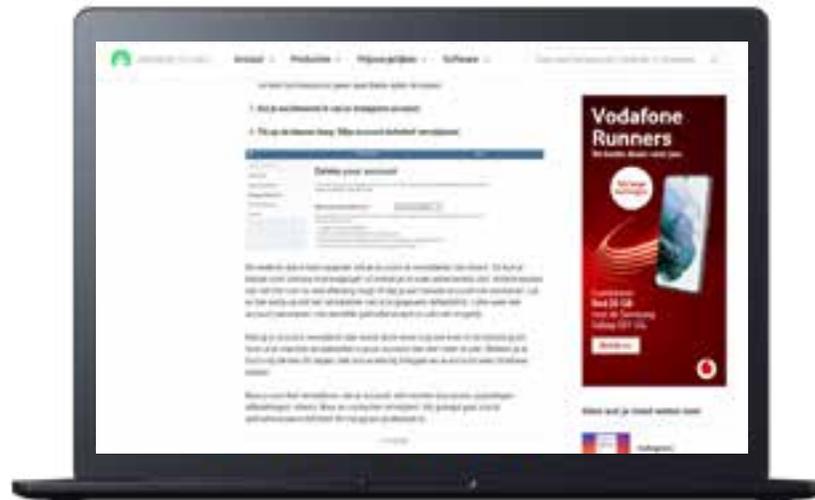
Display advertising

Touch

In the Touch phase we offer brand awareness with high-impact display ads. There are several formats available for desktop, tablet and mobile.

D1. Billboard (970x250)

Display with guaranteed placement on a prominent advertising-position, which is directly visible when opening the site.



D2. HPA (300x600) / Rectangle (300x250)

Display with guaranteed placement on an advertising-position at the right side of the website.

Display advertising

Touch

D3. Mobile banner (300x250)

Display with guaranteed placement on the mobile version of the website. We see that Mobile First is becoming increasingly important, with a mobile display you can reach a large target group



Interesting factors:

- This banner is visible during important campaigns
- You reach a **new relevant** audience
- **More assisted conversions** by building a relevant base

Native advertising

Tell

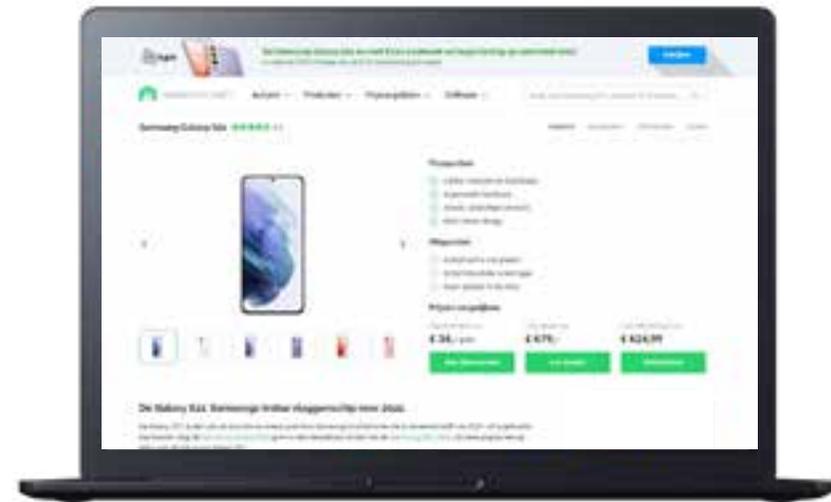
In the Tell phase we gain the interest of our audience by explaining the unique aspects of your product, service or deal in a native advertisement. We offer several highlighted or sponsored content positions on our homepage.

N1. Featured header

Outstanding responsive advertisement in the header on all pages. The Featured header is a native banner, so it will not be blocked by ad-blockers. The ad generates approximately 290.000 views on a weekly basis.

Interesting factors:

- You will gain **extra exposure** on a specific campaign or other proposition, potentially in combination with a specific product



N2. Advertorial

This is a sponsored article, written by our editorial department. It will stay on the homepage for 1 week. The length of the article is approximately 600 words, and will be boosted through our social media channels and via our newsletter. Moreover, an advertorial will always exist on our platform. So even after 1 week on the homepage, the advertorial can still be found by visitors. Also, it also creates the opportunity to share the advertorial on a different website. On average, an advertorial generates 1.500 to 3.000 sessions, has an average session period of 3 minutes and a potential CTR of up to 25%.

Interesting factors:

- **Enlarge brand connection** with current trending topics
- **Sustainable advertising**; the article will always exist
- It creates the **opportunity to explain more** about a specific campaign on an external blog

Native advertising

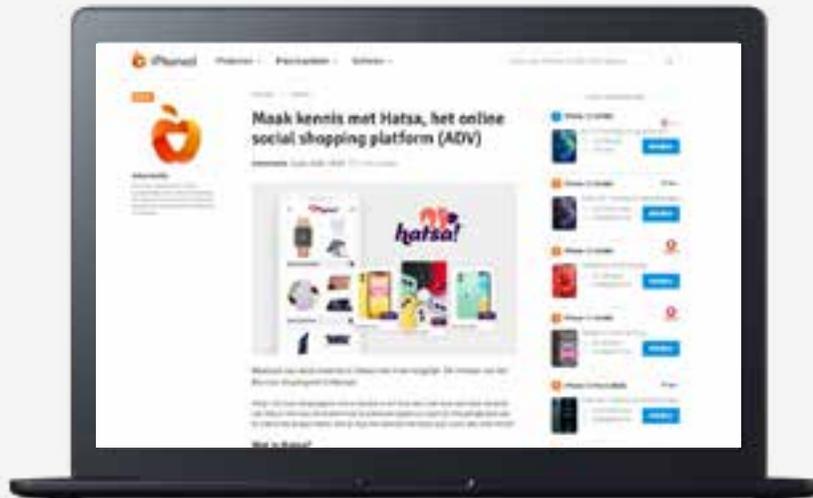
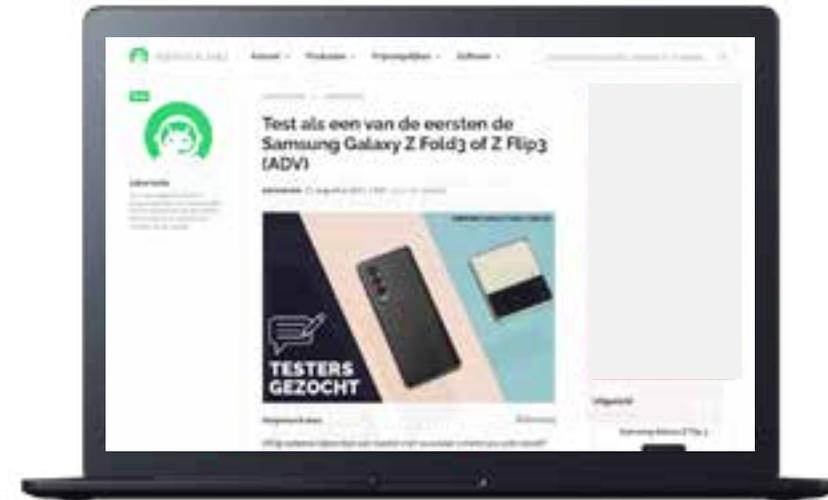
Tell

N3. Test panel

This campaign is very interesting to have the quality of your products tested by our users and provides a unique experience for our readers. Which can contribute to increasing awareness and interest in the product.

A test panel contains 2 advertorials and a specially designed dedicated newsletter for this campaign only. And is also boosted via our social media.

What are the benefits? Generates an average of 5,000 sessions and between 750 and 1,250 registrations for the test panel.



N4. Contest

A giveaway helps increase engagement and maximizes the interest of our visitors. This contributes to increasing the purchase intention among a relevant target group.

The giveaway contains a dedicated newsletter and there are various options for boosting the campaign via our social media. A giveaway yields an average of 2,000 to 3,000 sessions, with an average CTR of 10%.

Depending on the incentive, we have an average of 1,000 to 2,000 participants per prize draw.

Native advertising

Tell

N5. Monthly theme

Each month a specific subject forms a monthly theme. This can also be sponsored by an advertiser. The content written about this subject is editorial. The advertiser will be named as sponsor for every article that is written about this theme. Also, the brand name with its logo will be named in the topic slider on the home page. And we use ad-in content.

All display positions and ad-in-content in and around these articles are filled with the proposition of the advertiser. The positions that can be used for this are the: billboard position, half page ad / rectangle position and the mobile banner.

There are three different packages that can be purchased.



Therefore interesting:

- Delivers an average of **250,000 impressions** and between **1,500 and 2,000 clicks**
- **Minimum 25K display impressions**; all banner positions around the theme articles during the month
- High visibility with at least **15 articles** that are related to the theme and to which you connect your brand
- Helps increase the brand connection to an interesting theme
- Contains **one advertorial**, which will be on the homepage for one week
- **Exclusivity for the entire month**; monthly theme is sold to one party per month

Performance advertising

Sell

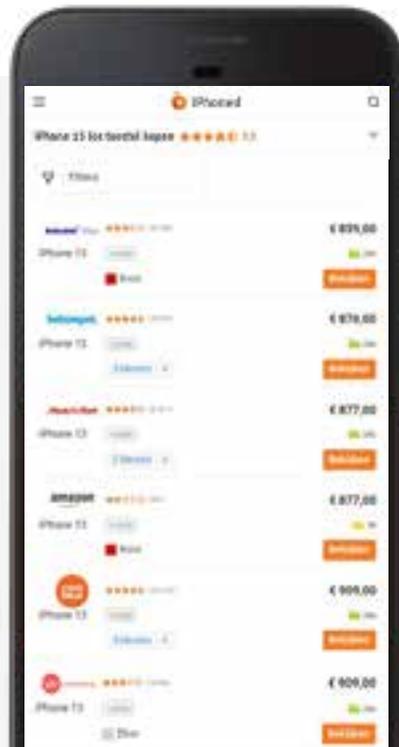
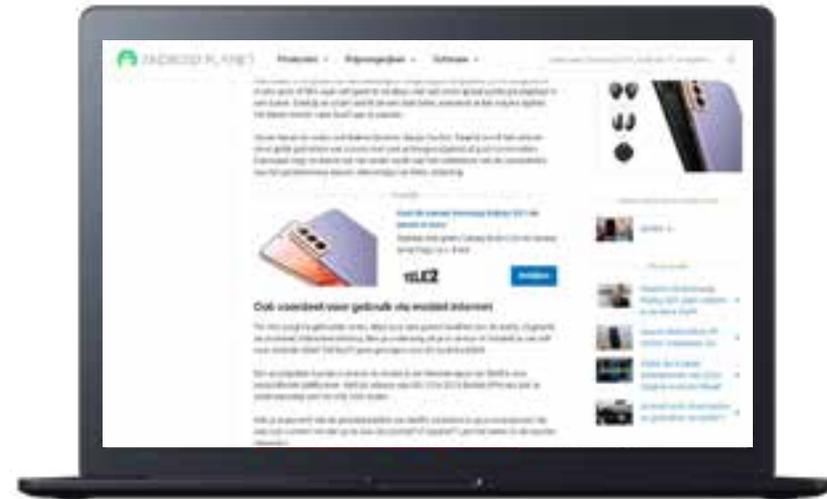
In the Sell phase we offer performance campaigns, aiming for conversions or generating purchases of your product or service.

P1. Ad-in-content

Responsive advertisement (in-read) in all articles. Targeting on brand is possible (for Android Planet) to connect the campaign even better with the audience. This ad generates over 220.000 views per site on a weekly basis.

Interesting factors:

- This creates a **targeting possibility** for all pages that are tagged with a brand (news/tips/product pages)



P2. Integration subscriptions or products (new or refurbished)

Product integration of smartphones via data feeds. The price comparator differentiates through the huge range of preferences that visitors can select. Examples are storage, colour and delivery period. Whenever the feed contains a device with a subscription (or a renewal of an existing subscription), preferences that can be chosen also change. These include the amount of monthly minutes, MBs for data and the provider. The visitor will immediately see which shop has the best available deals.

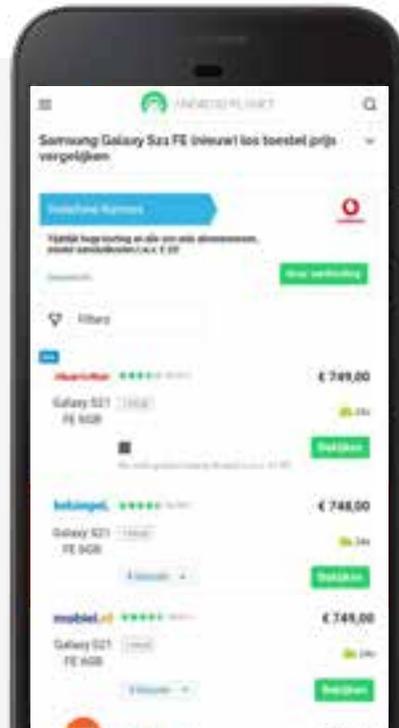
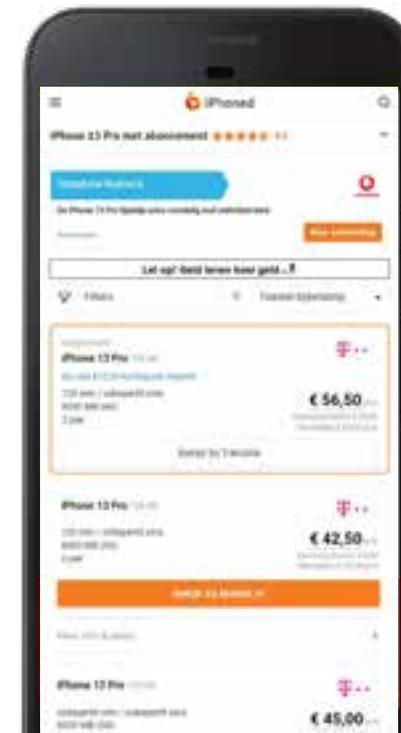
For refurbished devices we have the filter 'condition' and 'quality mark' added.

Performance advertising

Sell

P3. Highlighted deal subscriptions

Sponsored deal at the top of our price comparator for mobile subscriptions. An USP can be given, which provides an extra experience for the consumer.



P4. Highlighted deal product (new or refurbished)

Sponsored deal at the top of our price comparator for products. An USP can be given, which provides an extra experience for the consumer.

Rate card

Display advertising

- D1. Billboard (970x250)
- D2. HPA (300x600) / Rectangle (300x250)
- D3. Mobile banner (300x250)

Android Planet

€19	CPM
€14 / €10	CPM
€10	CPM

iPhoned

€19	CPM
€14 / €10	CPM
€10	CPM

Native advertising

- N1. Featured Header
- N2. Advertorial
- N3. Test panel
- N4. Contest
- N5. Sponsoring montly theme

Android Planet

€4.250	p/w
€2.950	p/w
€5.500 (exclusive incentive)	
€2.000 (exclusive incentive)	
From €6.000	p/m

iPhoned

€4.000	p/w
€2.500	p/w
€5.500 (exclusive incentive)	
€2.000 (exclusive incentive)	
Vanaf €6.000	p/m

Performance advertising

- P1. Ad-in-content
- P2. Integration of subscriptions or products (new or refurbished)
- P3. Highlighted deal subscription
- P4. Highlighted deal product (new or refurbished)

Android Planet

€1,65	CPC
Upon request	
€1,65	CPC
€1,25	CPC

iPhoned

€1,65	CPC
Upon request	
€1,65	CPC
€1,25	CPC

If you are curious about the possibilities for your company, please do not hesitate to contact us. Our online marketers would love to elaborate on which type of advertising suits your wishes.

Contact details

Titles

AndroidPlanet.nl
iPhoned.nl

Digital Marketing Team:



Caro Willems
📧 caro@bigspark.com
☎ +31 6 527 152 39



Iris Bouwmeester
📧 iris@bigspark.com
☎ +31 6 514 336 24



Yvonne de Haas
📧 yvonne@bigspark.com
☎ +31 6 287 212 12

Editor:



Colin Baak
📧 colin@bigspark.com
☎ +31 6 283 037 06

Publisher:

BigSpark B.V.
Nieuwe marktstraat 54
6511 AA Nijmegen

024 747 01 91
info@bigspark.com
www.bigspark.com