



Mediakit 2023

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:



1.520.000 VISITORS PER MONTH



1.200.000 VISITORS PER MONTH



2.030.000 PAGEVIEWS PER MONTH



34.000 NEWSLETTER SUBSCRIPTIONS



49.950 SOCIAL 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:



1.450.000 VISITORS PER MONTH



884.500 VISITORS PER MONTH



1.560.000 PAGEVIEWS PER MONTH



51.000 NEWSLETTER SUBSCRIPTIONS



28.472 SOCIAL FOLLOWERS



2.970.000

VISITORS PER MONTH



48.184

WRITTEN ARTICLES AND TIPS



4.620.610

COMPARED PRODUCT PRICES



221.204

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).



Touch

Display ads

D1. Billboard
D2. HPA / Rectangle
D3. Mobile banner



Tell

Native ads

N1. Featured header
N2. Advertorial
N3. Advertorial layer two
N4. Sponsored deal page
N5. Test panel
N6. Contest (incl. newsletter)
N7. Sponsored newsletter
N8. Sponsoring month theme
N9. Sponsored video
N10. Social media post



Sell

Performance ads

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

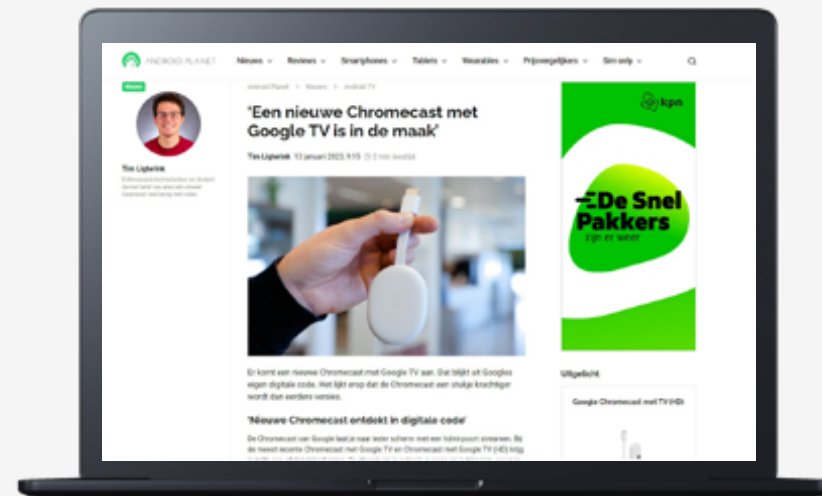
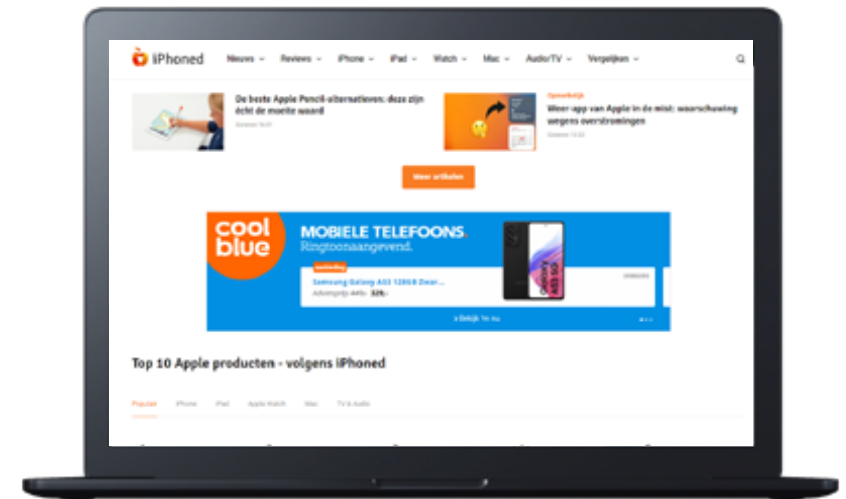
Display advertising

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)

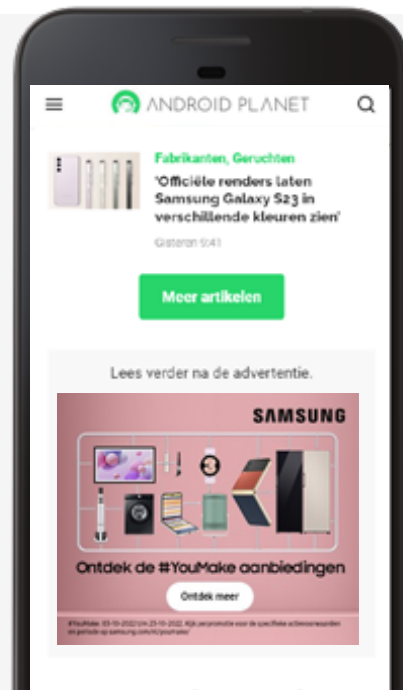
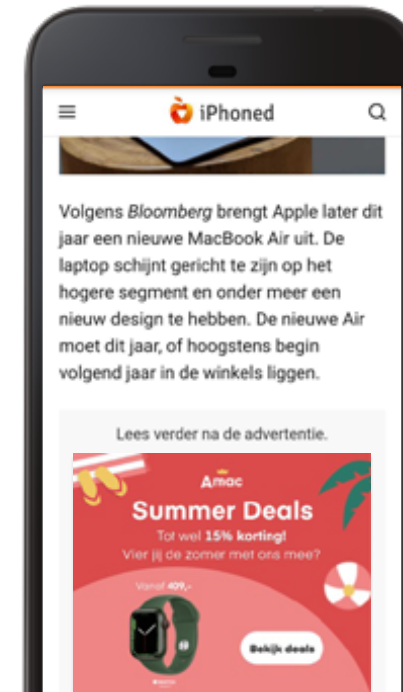
Display with guaranteed placement on an advertising-position at the right side of the website.

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

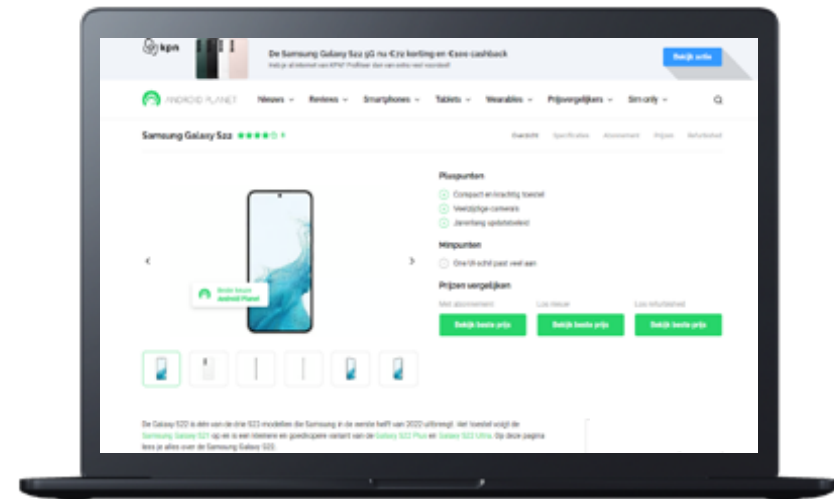
In the Tell phase we gain the interest of our audience by explaining the unique aspects of your product, service or deal in a native advertisement. We offer several highlighted or sponsored content positions on our homepage.

N1. Featured header

Outstanding responsive advertisement in the header on all pages. The ad generates approximately 300.000 to 350.000 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

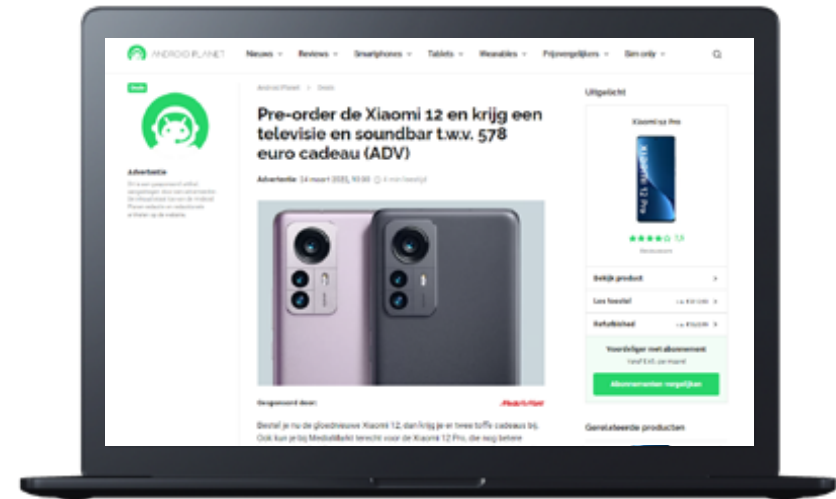
Tell

N3. Advertorial layer two

This is an advertorial, the only difference is that this advertorial is not visible on our homepage and is not included in our weekly newsletter.

The article is included in our daily newsletter and is additionally promoted through our social channels.

And normally after a week it generates on average between 1,500 to 3,000 sessions and a CTR between 15 to 25%.



N4. Sponsored deal page

The sponsored deals page is focused on content that is purchase-oriented. This content is boosted entirely through our social channels (Facebook and Instagram). Traffic on these pages does not come from our homepage or newsletter (as with a regular advertorial), but from targeting relevant visitors who have shown interest with a specific brand or device. The buying intention is thus higher than with a standard advertorial.

Delivers between 1,500 and 3,000 sessions with an average CTR of 25 to 45%.

Part of the budget is used for boosting via Facebook and Instagram.

Native advertising

Tell

N5. 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.



N6. Contest (incl. newsletter)

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.

It is also possible to organize a win campaign with the goal of lead generation. Ask about the possibilities for this.

Native advertising

Tell

N7. Sponsored newsletter

A sponsored newsletter “partner mailing” sent to our subscribers. You can think of: a special offer, a unique discount code or during the launch of a product (pre-order).

Android Planet’s database is 14,000 and iPhoned’s 23,000 recipients and the average open rate is around 27% at Android Planet and 34% at iPhoned.

This newsletter is formatted by us.



Example sponsored newsletter



MediaMarkt

Hoi Iris,

Maak kennis met de **Xiaomi 12-serie** en de **Poco X4 Pro**. Bestel je nu de gloednieuwe Xiaomi 12 bij MediaMarkt, dan krijg je er twee prachtige cadeaus bij. Ook kun je bij MediaMarkt natuurlijk terecht voor de Xiaomi 12 Pro, die beschikt over nog krachtigere hardware, groter scherm en betere camera's.

Is je budget wat lager, maar zoek je wel een complete smartphone op elk gebied? Kijk dan eens naar de Poco X4 Pro. Meer weten? Lees snel verder!

[Bekijk de toestellen bij MediaMarkt](#)

Xiaomi 12 - 899 euro

De **Xiaomi 12** is het tussenmodel van de serie en blinkt uit met zijn 50 megapixel-camera. Het scherm is relatief klein (6,28 inch) en daardoor makkelijk te bedienen. Natuurlijk gaat het om een AMOLED-paneel, waar de kleuren vanaf spatten. Over de accu hoef je je ook geen zorgen te maken. Die heeft namelijk een capaciteit van 4500 mAh, waarmee je makkelijk de dag doorkomt.

Pre-order de Xiaomi 12 nu en ontvang de volgende cadeaus ter waarde van 578 euro:

- 32" smart-tv
- Soundbar

[Ontdek de Xiaomi 12](#)



Xiaomi 12 Pro - 1.099 euro

De **Xiaomi 12 Pro** is met zijn display van 6,73 inch een stuk groter dan de Xiaomi 12. Het scherm ververst ook maximaal 120 keer per seconde voor een zeer soepele ervaring. De Xiaomi 12 Pro heeft maar liefst drie camera's van 50 megapixel op de achterzijde, zodat je altijd de perfecte foto of video schiet.

De Xiaomi 12 Pro bevat 12GB RAM, 256GB interne opslag en is verkrijgbaar voor 1.099 euro.

[Ontdek de Xiaomi 12 Pro](#)



Native advertising

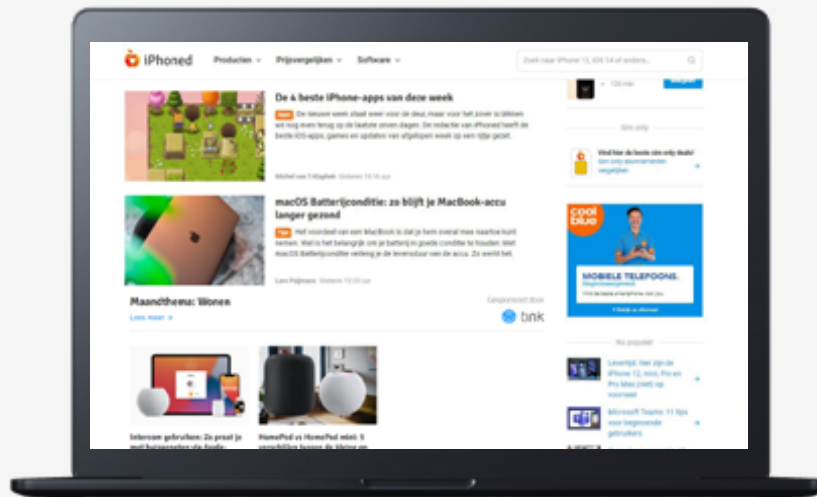
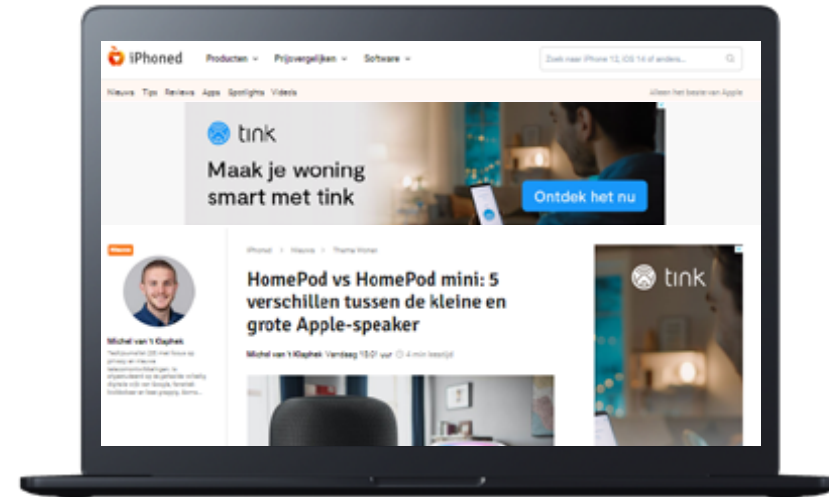
Tell

N8. 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

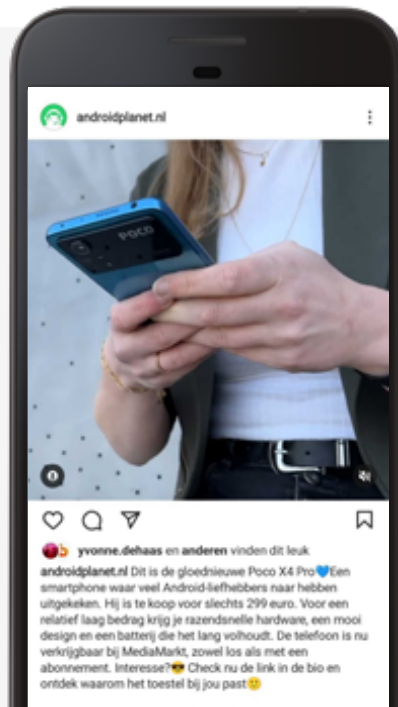
Native advertising

Tell

N9. Sponsored video

Video ads allow you to show your message in a variety of ways. For example, we can add the video to your advertorial, giving you even more impact. Or post as a Reel on our Instagram account. The production of the video is included (script, filming, editing, possibly with voice-over) is done by us, in consultation of course.

We offer various options, which is why we also have a separate media kit for this where we highlight all the options.



N10. Social media post

The post will be created by us and posted on our Instagram and Facebook account (and will also remain). The post will also be driven.

Focus here is on outreach and to create awareness.

Performance advertising

Sell

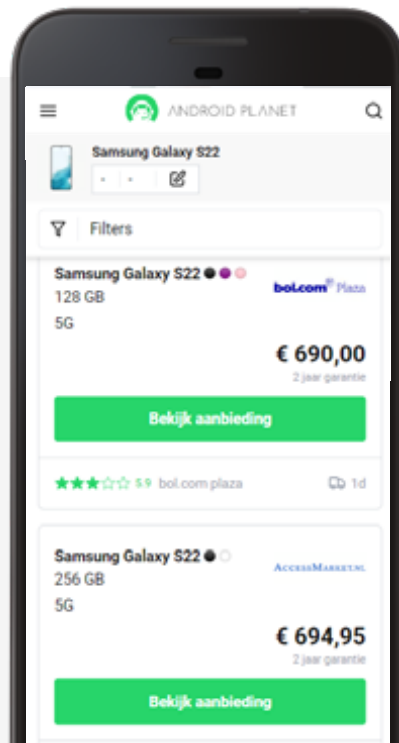
In the Sell phase we offer performance campaigns, aiming for conversions or generating purchases of your product or service.

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.

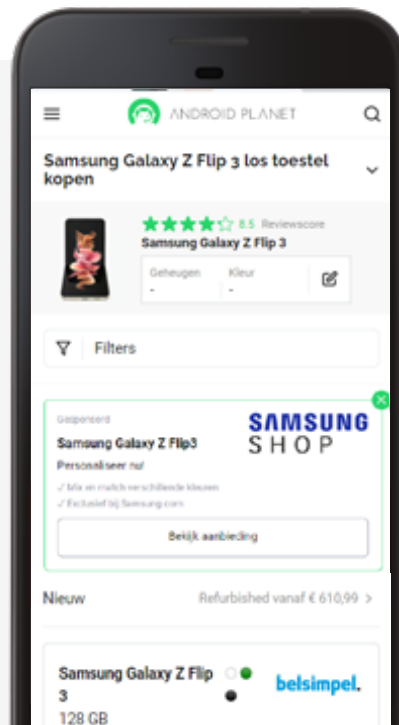
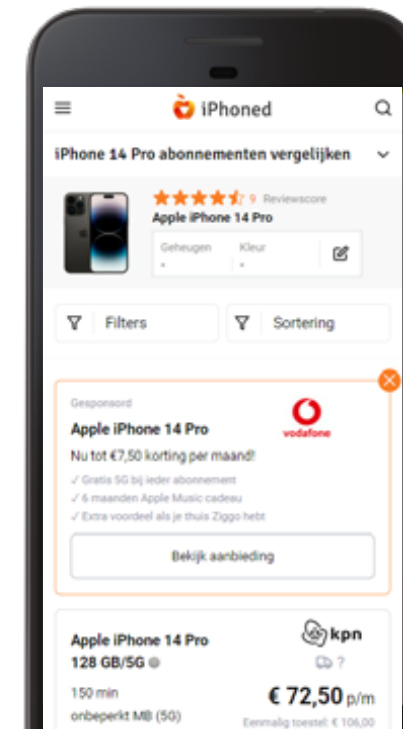
For refurbished devices we have the filter 'condition' and 'quality mark' added.

Performance advertising

Sell

P3. Highlighted deal abonnements

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. Advertorial layer two
- N4. Sponsored deal page
- N5. Test panel
- N6. Contest (incl. newsletter)
- N7. Sponsored newsletter
- N8. Sponsoring montly theme
- N9. Sponsored video
- N10. Social media post

Android Planet

€4.250	p/w
€2.950	p/w
€2.500	p/w
€2.950	p/w
€5.500 (exclusive incentive)	
€2.500 (exclusive incentive)	
€2.750	
From €6.000	p/m
Upon request	
Upon request	

iPhoned

€4.000	p/w
€2.500	p/w
€2.000	p/w
€2.500	p/w
€5.500 (exclusive incentive)	
€2.000 (exclusive incentive)	
€2.750	
From €6.000	p/m
Upon request	
Upon request	

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
€1,45	CPC

iPhoned

€1,65	CPC
Upon request	
€1,65	CPC
€1,45	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.

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