

BigSpark
Daar waar technologie je raakt

Mediakit 2024

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:

 **1.850.000** VISITORS PER MONTH

 **2.500.000** PAGEVIEWS PER MONTH

 **190.000** COMPARED PRODUCT PRICES P/M

 **41.402** NEWSLETTER SUBSCRIPTIONS

 **52.105** 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:

 **1.600.000** VISITORS PER MONTH

 **1.900.000** PAGEVIEWS PER MONTH

 **145.000** COMPARED PRODUCT PRICES P/M

 **53.849** NEWSLETTER SUBSCRIPTIONS

 **29.868** SOCIAL FOLLOWERS



Androidworld

Androidworld is the largest Android community in the Netherlands and Belgium, delivering the latest Android news on a daily basis. In addition to the news, on Androidworld, you can read in-depth articles, discover useful tips, and learn everything about Android devices and apps.

 **1.000.000** VISITORS PER MONTH

 **1.330.000** PAGEVIEWS PER MONTH

 **35.500** SOCIAL FOLLOWERS



4.450.000

VISITORS PER MONTH



51.559

WRITTEN ARTICLES AND TIPS



4.620.610

COMPARED PRODUCT PRICES

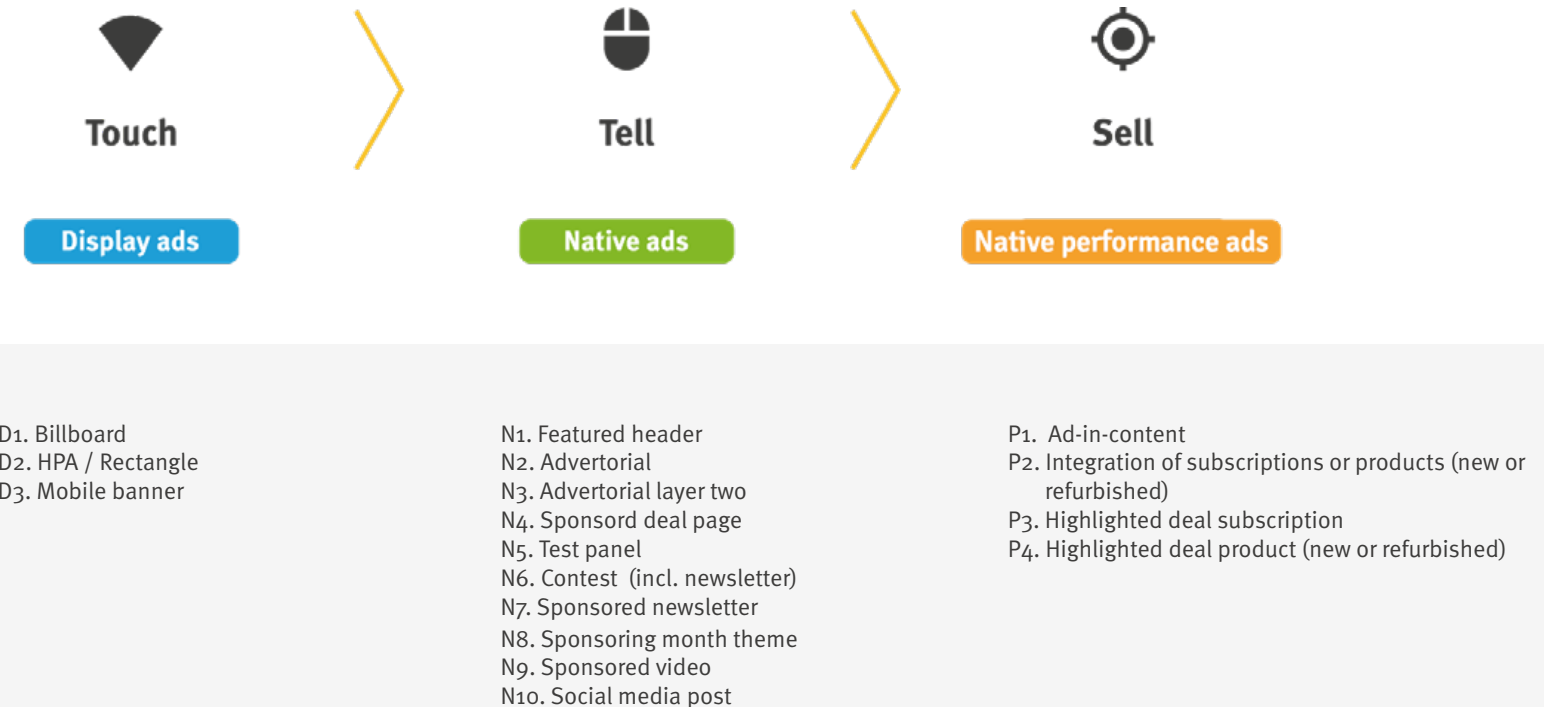


221.204

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** (native ads focused on performance advertising).



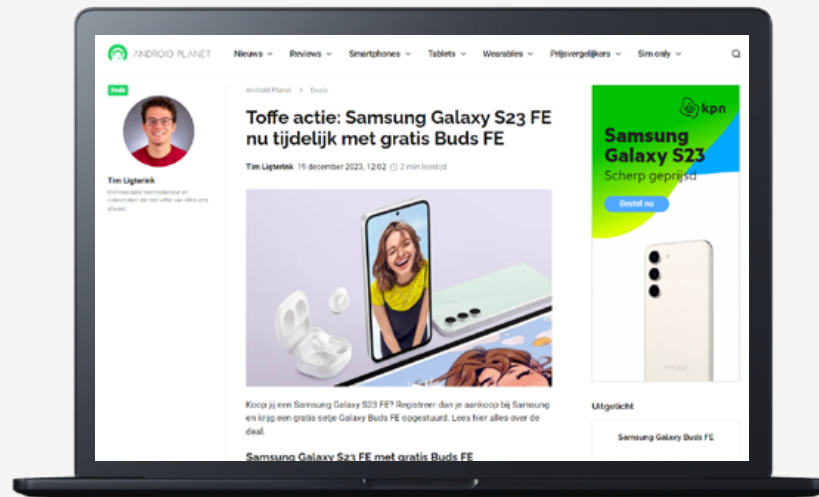
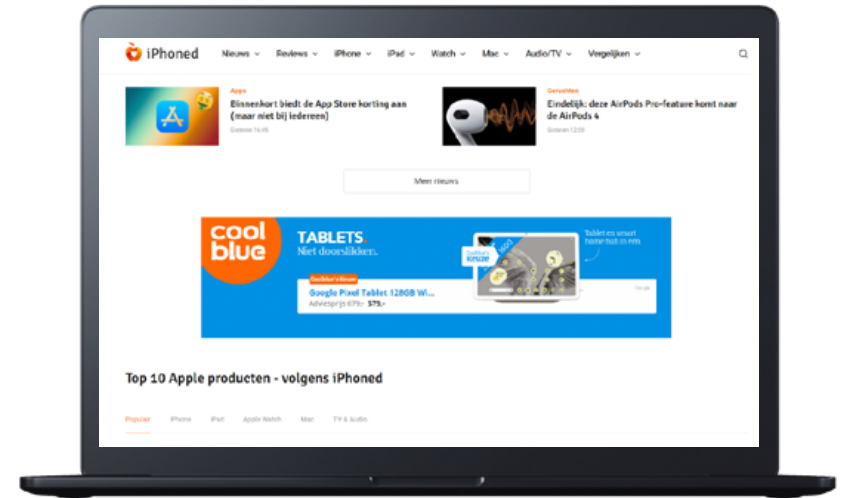
Display advertising

Touch

In the Touch phase we offer brand awareness with high-impact display ads. There are several formats available for desktop, tablet and mobile. 95 to 100 percent of the capacity is sold as premium.

D1. Billboard (970x250)

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



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

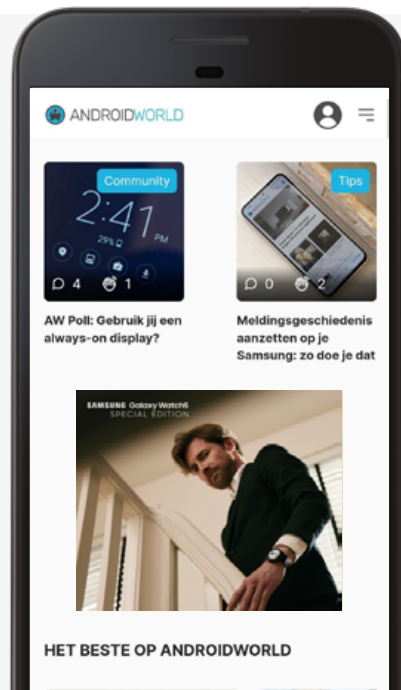
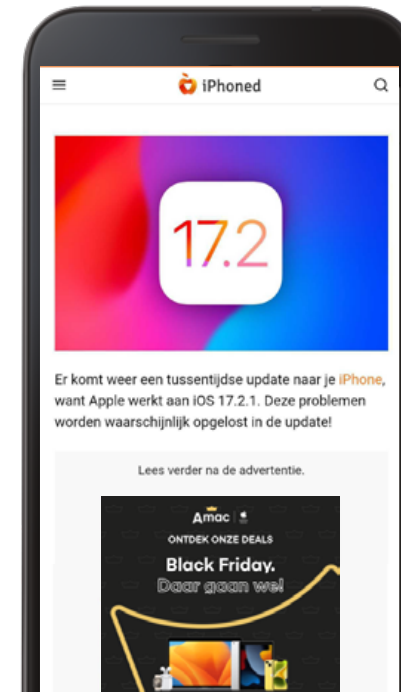
Display with guaranteed placement on an advertising-position at the right side of the website. On Android Planet and iPhoned, we have two positions per page.

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

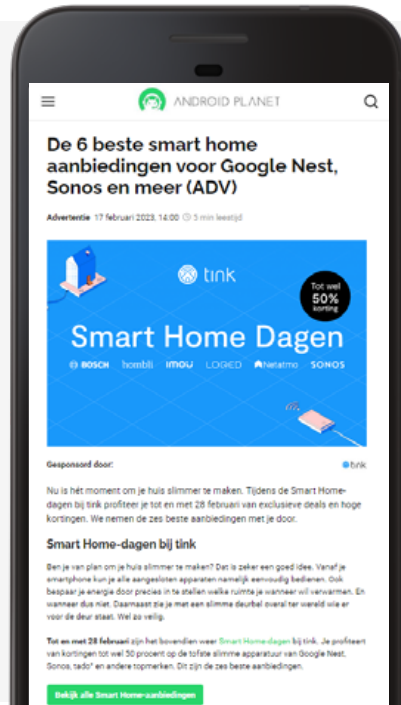
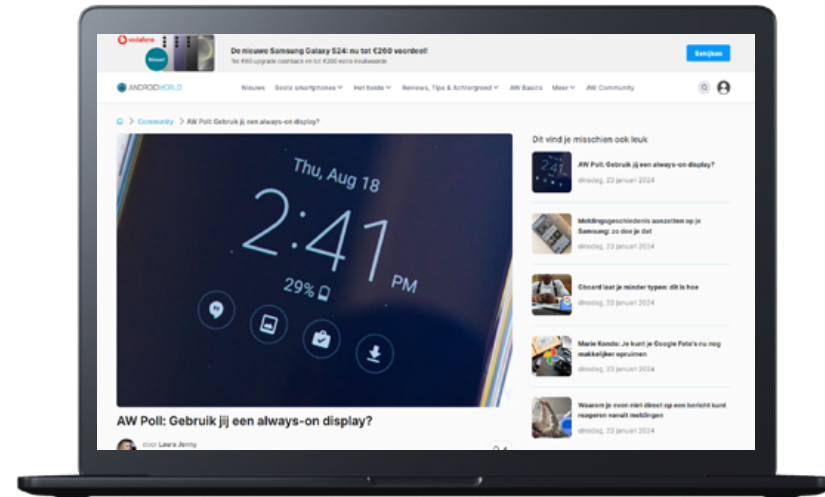
In the Tell phase we gain the interest of our audience by explaining the unique aspects of your product, service or deal in a native advertisement. We offer several highlighted or sponsored content positions on our homepage.

N1. Featured header

Outstanding responsive advertisement in the header on all pages. Generates approximately 225,000 to 250,000 views weekly on Androidworld and iPhoned. On Android Planet, it's around 350,000 to 400,000 views per week.

Interesting factors:

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



N2. Advertorial

A sponsored article, written by our editorial team, will remain on the homepage for one week and contains approximately 600 words. Additionally, the advertorial will be promoted through our social media channels and featured in the newsletter on Android Planet and iPhoned. Once the advertorial period concludes, it will continue to exist on our platform. Performance after one week:

- **Android Planet:** average of 2,000 to 3,000 sessions and a CTR between 10 and 25%
- **iPhoned:** average of 1,500 to 2,000 sessions and a CTR between 15 and 25%
- **Androidworld:** average of 1,000 to 1,500 sessions and a CTR between 10 and 20%

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

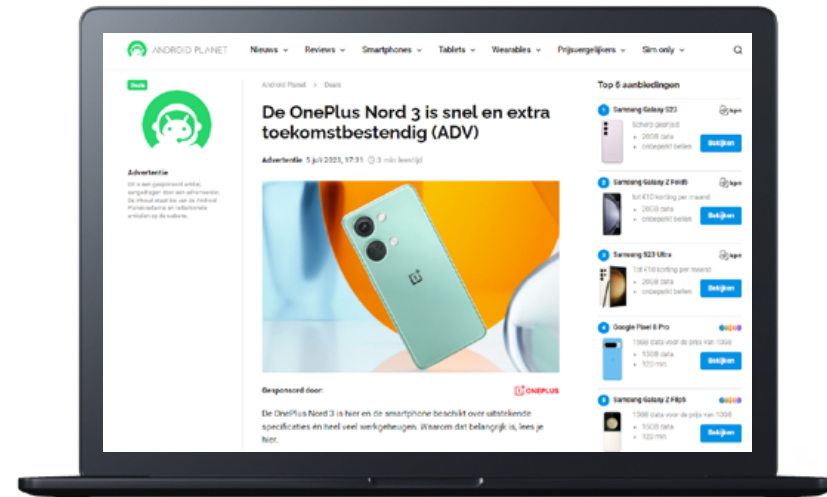
Tell

N3. Advertorial layer two

Only possible on Android Planet and iPhoned. 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

Only possible on Android Planet and iPhoned. 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 by social retargeting from 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

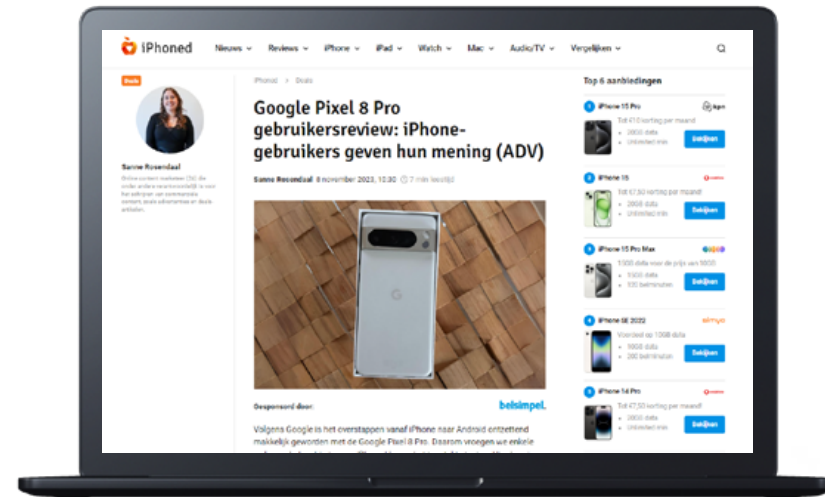
Tell

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 19,000 and iPhoned’s 18,000 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

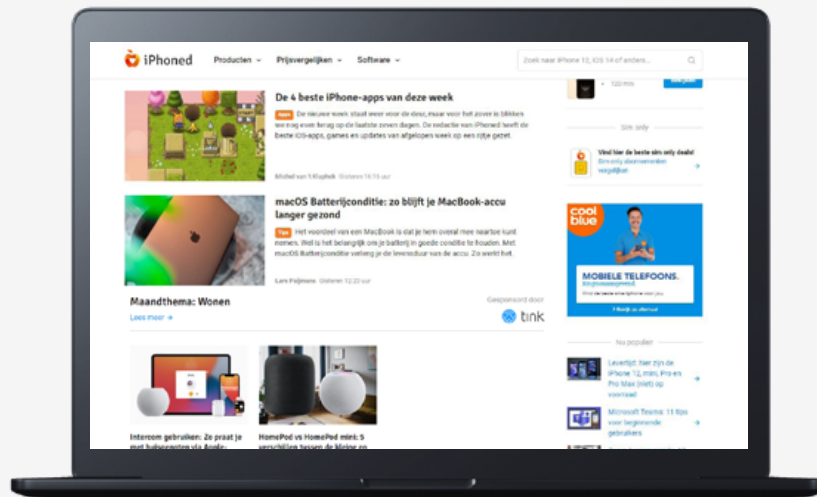
Tell

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

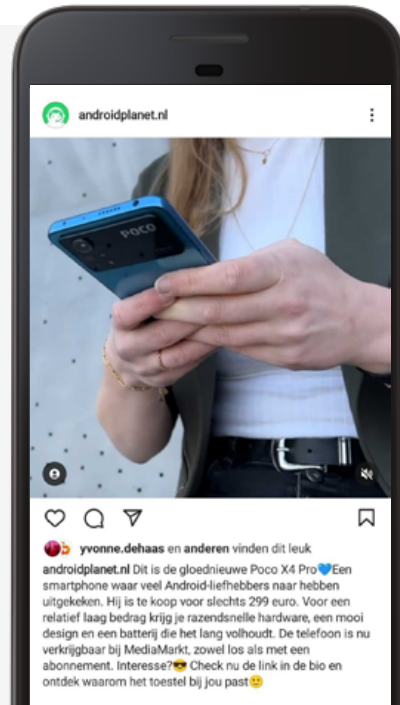
Native advertising

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

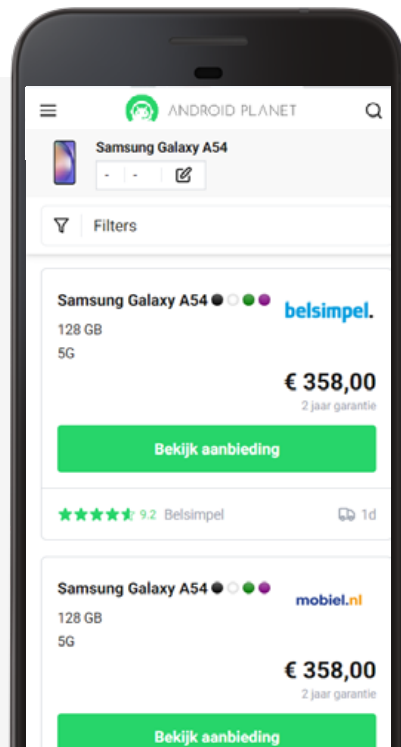
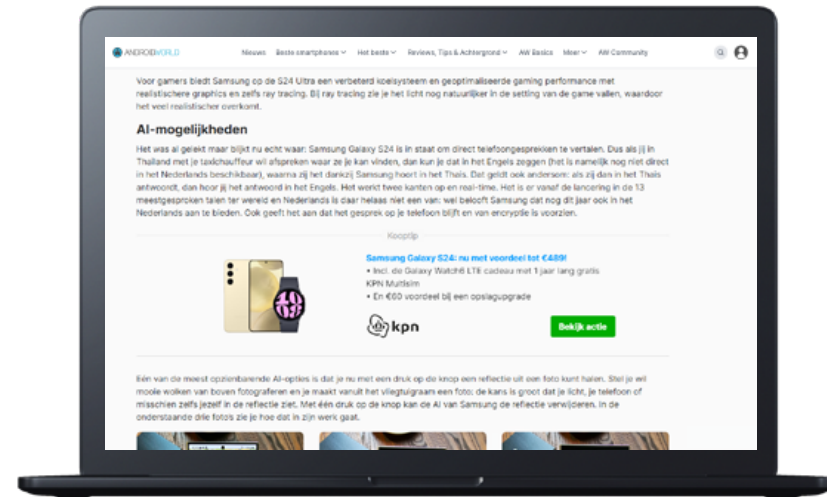
In the Sell phase we offer performance campaigns, aiming for conversions or generating purchases of your product or service.

P1. Ad-in-content

Responsive in-read advertisement in all articles. Targeting by brand is possible to align the campaign more effectively. Generates over 350,000 impressions weekly on iPhone and Android Planet. On Androidworld, this figure is around 100,000 impressions per week.

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)

Will be available on Androidworld later this year. Product integration of smartphone assortment through 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.

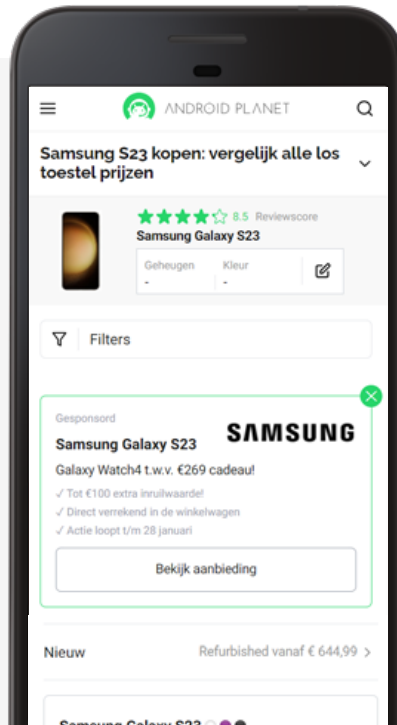
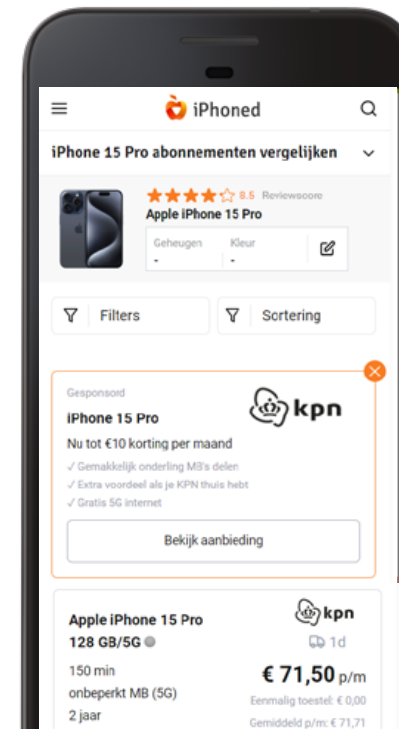
For refurbished devices we have the filter 'condition' and 'quality mark' added.

Performance advertising

Sell

P3. Highlighted subscription deals

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. Will be available on Androidworld later this year.



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. Will be available on Androidworld later this year.

Rate card

Display advertising

	Android Planet		iPhoned		Androidworld	
D1. Billboard (970x250)	€19	CPM	€19	CPM	€10	CPM
D2. HPA (300x600) / Rectangle (300x250)	€14 / €10	CPM	€14 / €10	CPM	€8	CPM
D3. Mobile banner (300x250)	€10	CPM	€10	CPM	€6	CPM

Native advertising

	Android Planet		iPhoned		Androidworld	
N1. Featured Header	€4.250	p/w	€4.000	p/w	€2.000	p/w
N2. Advertorial	€2.950	p/w	€2.500	p/w	€2.000	p/w
N3. Advertorial layer two	€2.500	p/w	€2.000	p/w	Not available	
N4. Sponsored deal page	€2.950	p/w	€2.500	p/w	Not available	
N5. Test panel	€5.500 (exclusive incentive)		€5.500 (exclusive incentive)		€4.500 (exclusive incentive)	
N6. Contest (incl. newsletter)	€2.500 (exclusive incentive)		€2.000 (exclusive incentive)		€2.000 (exclusive incentive)	
N7. Sponsored newsletter	€2.750		€2.750		€2.750	
N8. Sponsoring montly theme	From €6.000	p/m	From €6.000	p/m	From €6.000	p/m
N9. Sponsored video	Upon request		Upon request		Upon request	
N10. Social media post	Upon request		Upon request		Upon request	

Performance advertising

	Android Planet		iPhoned		Androidworld	
P1. Ad-in-content	€1,65	CPC	€1,65	CPC	€1,50	CPC
P2. Integration of subscriptions or products (new or refurbished)	Upon request		Upon request		Available later this year	
P3. Highlighted deal subscription	€1,65	CPC	€1,65	CPC	Available later this year	
P4. Highlighted deal product (new or refurbished)	€1,45	CPC	€1,45	CPC	Available later this year	

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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