

Mediaakit *2024* BigSpark

WHERE TECHNOLOGY HITS YOU.



ANDROIDPLANET.NL



IPHONED.NL



ANDROIDWORLD.NL



SMARTPHONE.NL

about **BigSpark**

As an online publisher, we help millions of users find their way in the world of tech every month.

Through our websites and apps, we inform, inspire and advise consumers on smartphones, technology and gadgets.



4,46
million monthly visitors

51.559
articles written

7,6
million prices compared

335.000
monthly price comparisons

Let us share your message

OUR TITLES...

Android Planet

Android Planet is the largest Google and Android-related website in the Benelux, created by and for enthusiasts. Offering backgrounds, news, tips, reviews, and more, we provide a comprehensive platform. Our extensive price comparison tool assists readers in making the optimal choice for their new smartphone.



iPhoned

iPhoned stands as one of the premier Apple-centric websites in the Benelux, consistently delivering the latest news, valuable tips, app reviews, and ratings for the newest Apple products to its readers and followers on a daily basis.



Androidworld

Learn all about using your Android device and apps through tips, news and background articles. There's also the loyal fan base of followers, which provides the necessary engagement around the website and various topics.



Smartphone.nl






Easily helps you make the best choice when buying your next smartphone and (sim only) subscription. Every day we compare millions of prices of many providers. Through our smart choice guide and helpful price comparators you can easily find the best deal that meets your needs.



OUR REACH








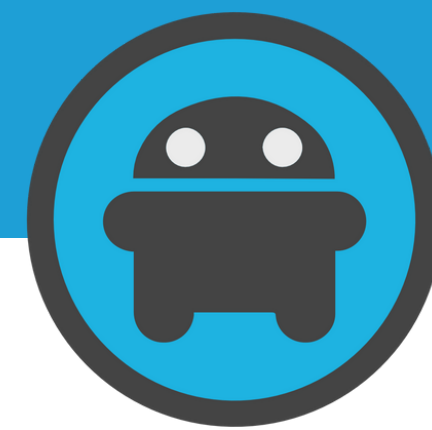
Android Planet

-  1,85 million visitors a month
-  2,5 million pageviews a month
-  190.000 price comparisons a month
-  41.500 newsletter subscriptions
> 20.000 interested in promotions
-  52.350 social followers
 - > 3.350 via Instagram
 - > 11.600 via YouTube
 - > 5.600 via Facebook
 - > 31.800 via X







iPhoned

-  1,6 million visitors a month
-  1,9 million pageviews a month
-  145.000 price comparisons a month
-  54.000 newsletter subscriptions
> 19.000 interested in promotions
-  29.850 social followers
 - > 2.650 via Instagram
 - > 14.300 via YouTube
 - > 5.200 via Facebook
 - > 7.700 via X





Androidworld

-  1,0 million visitors a month
-  1,3 million pageviews a month
-  8.850 newsletter subscriptions
-  38.900 social followers
 - > 3.370 via Instagram
 - > 2.400 via TikTok
 - > 5.450 via YouTube
 - > 7.600 via Facebook
 - > 18.700 via X
 - > 800 via Whatsapp
 - > 590 via Telegram



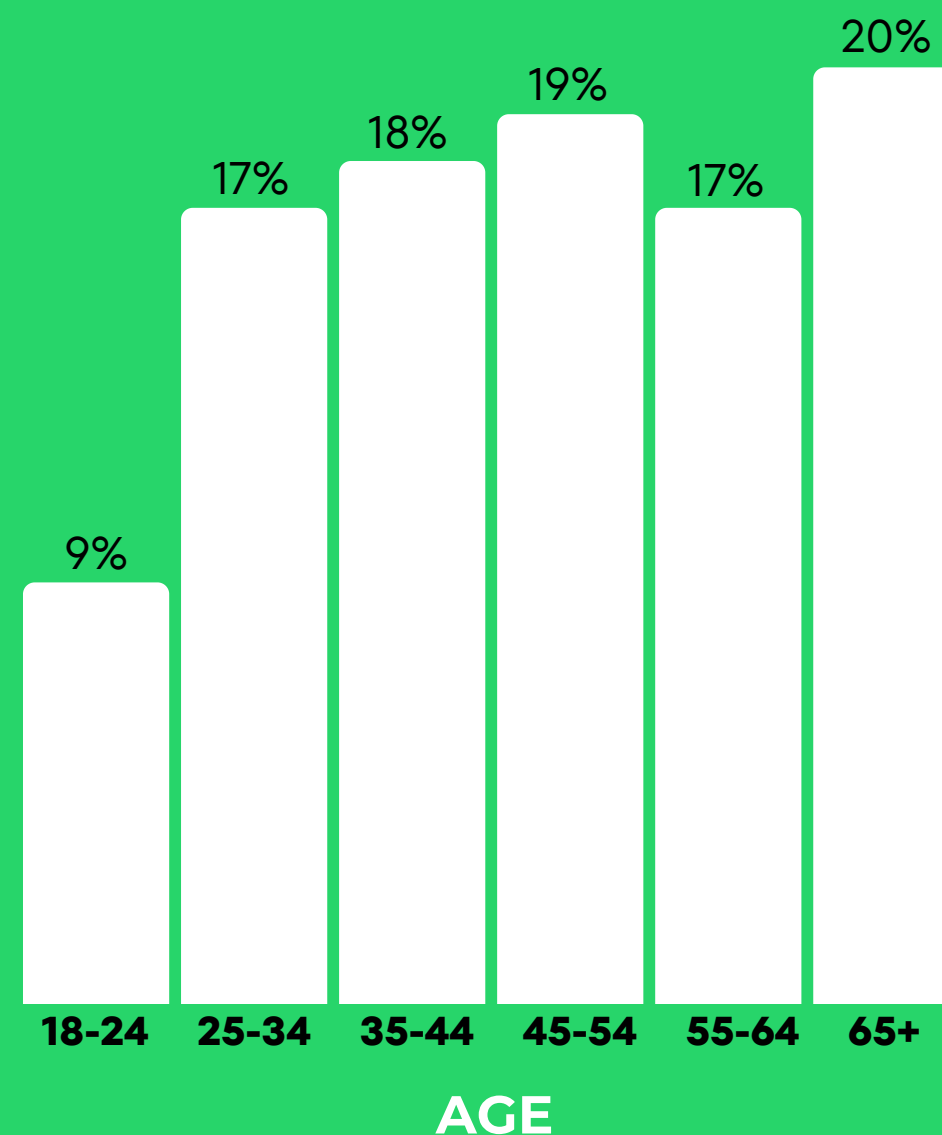
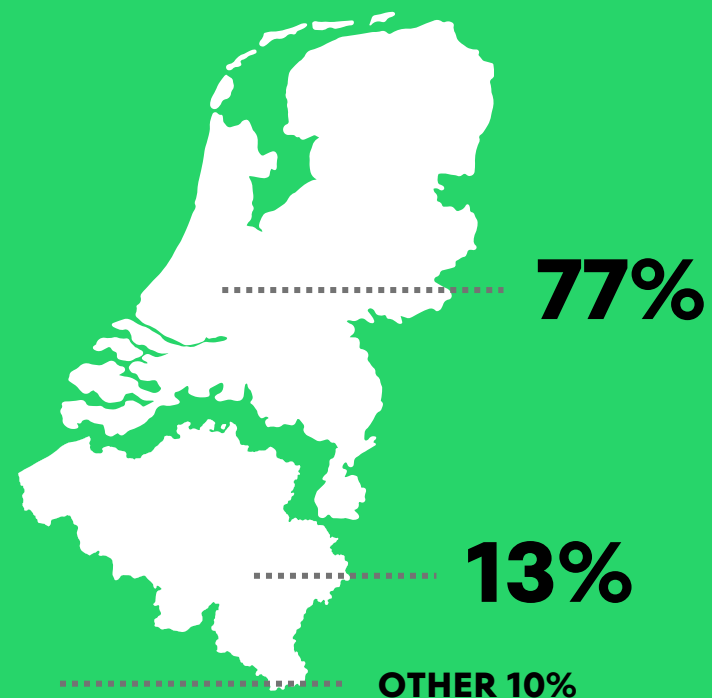
Smartphone.nl

-  8.000 visitors a month
-  10.000 pageviews a month

Who is the Android Planet *visitor?*

At Android Planet, everyday tech users come together, and the consumer finds us where they search. For instance, if you don't know which new smartphone suits you best or how to get the most out of your phone, we ensure that you get the answer to your question. By providing targeted information and advice, we assist consumers in finding the right device.

61% MALE
39% FEMALE

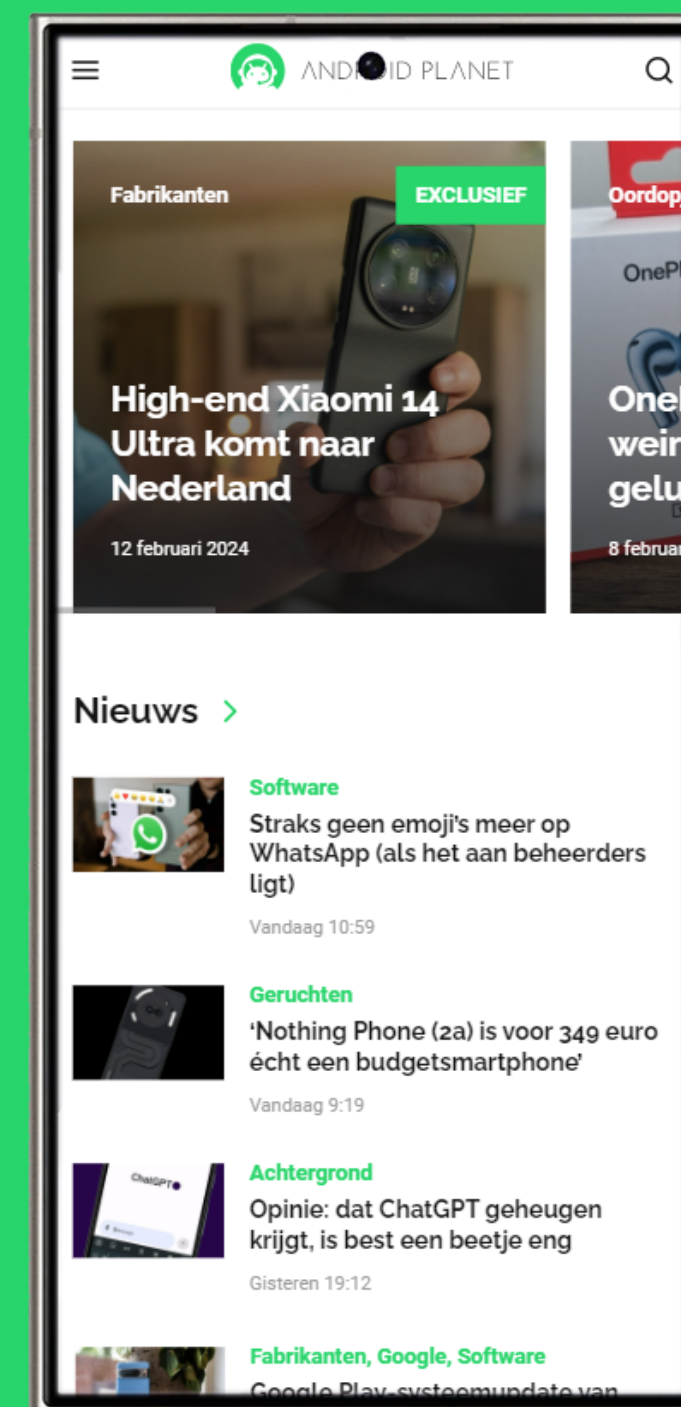


74%
MOBILE

21%
DESKTOP

5%
TABLET

DEVICE



INTERESTS

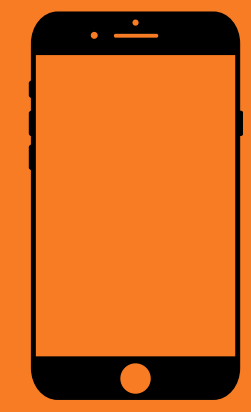
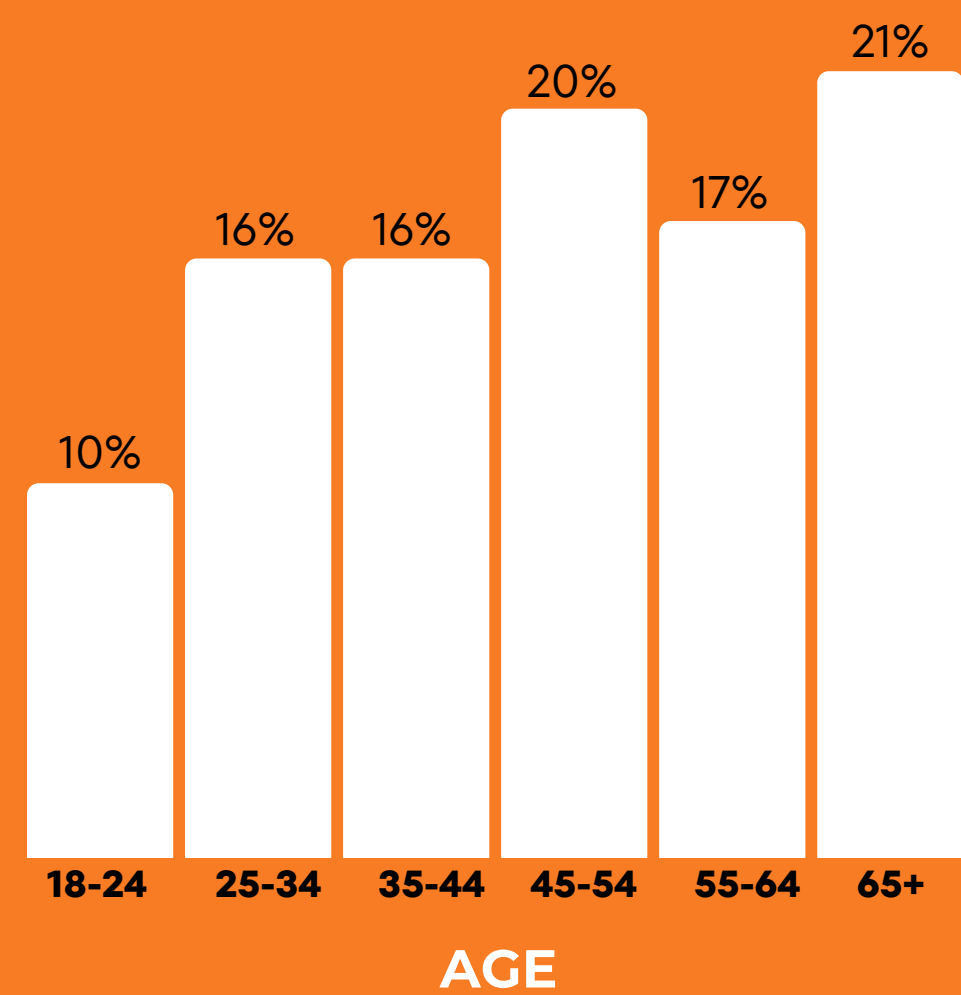
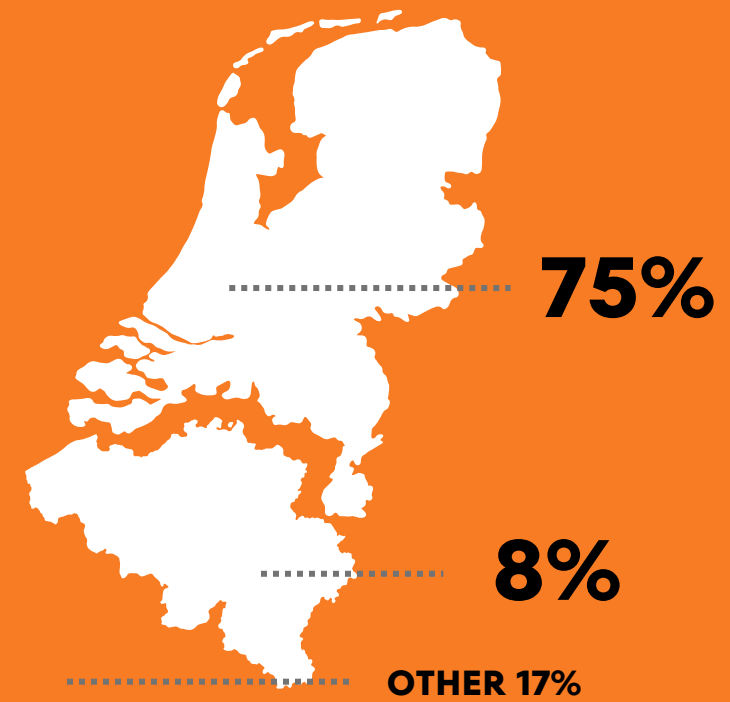
- Smartphones
- Android (hardware & software)
- Auto(motive)
- Streaming
- Smart home
- AI
- Product & price comparisons



Who is the iPhoned *visitor?*

At iPhoned, you'll find true Apple enthusiasts who stay consistently informed about all the latest Apple products and software updates. They have a high disposable budget for their next iPhone or other Apple product. The question here is not whether their next purchase will be an Apple product, but rather when.

62% MALE
38% FEMALE



77%
MOBILE

16%
DESKTOP

7%
TABLET

DEVICE



INTERESTS

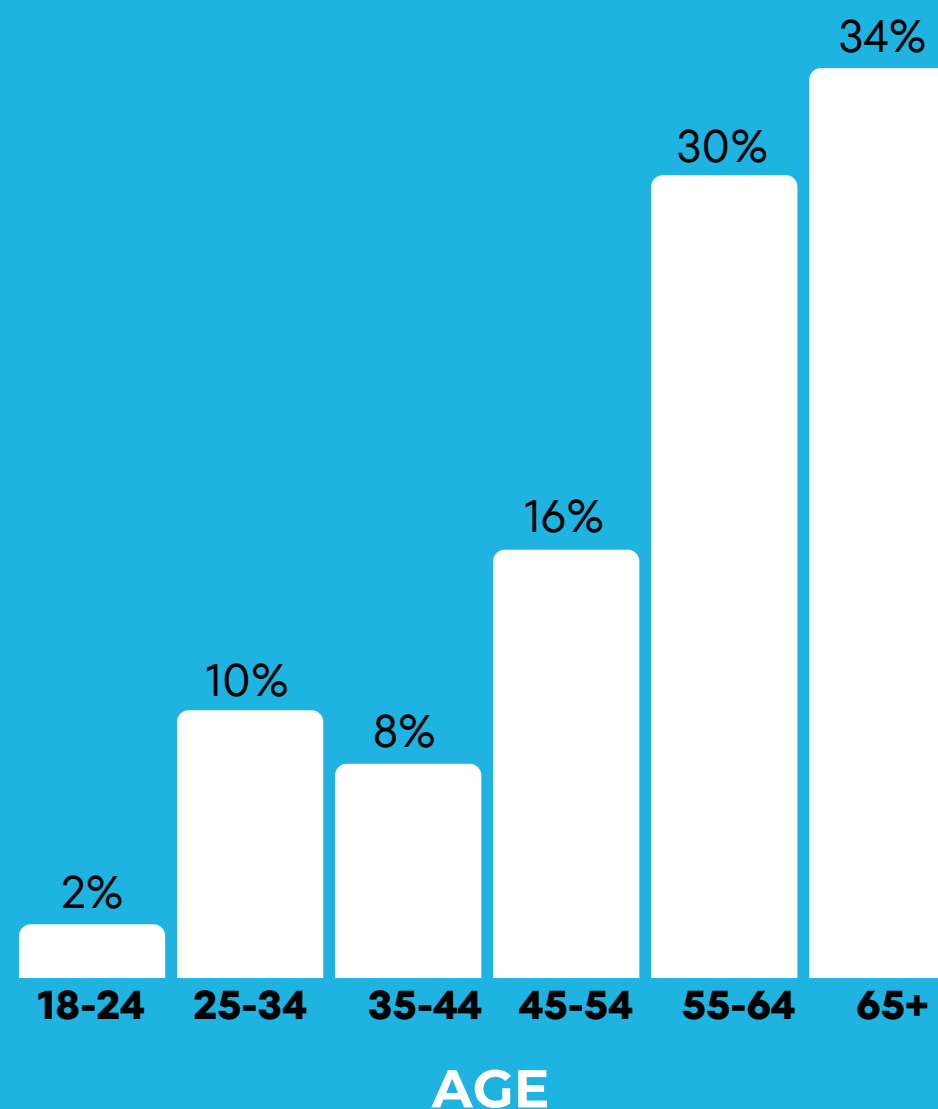
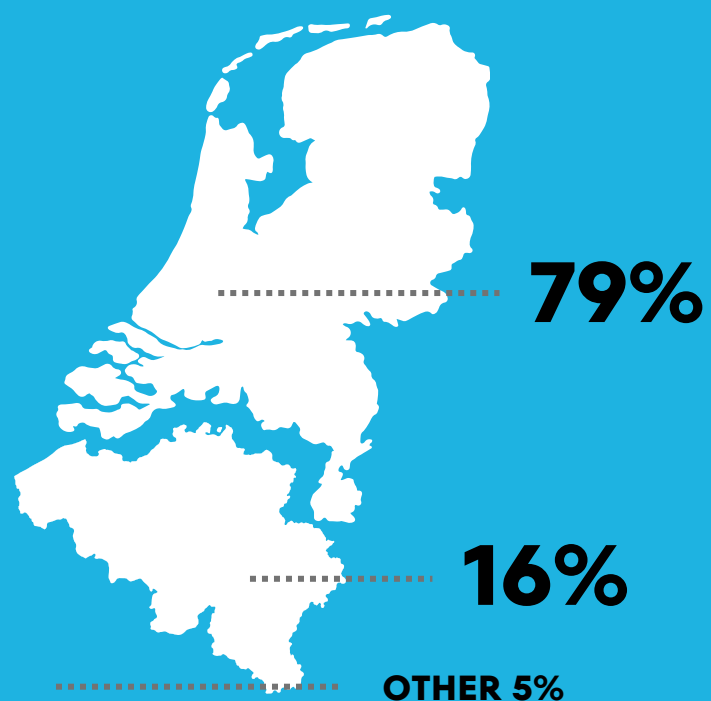
- Apple-products (iPhone, iPad, Watch, Mac, Vision Pro)
- Accessories & apps (that fit your Apple lifestyle)
- Audio
- HomeKit
- CarPlay
- Streaming services
- Product & price comparisons



Who is the Androidworld *visitor?*

At Androidworld, you'll find Android enthusiasts who are eager to get the most out of their smartphones. They include both tech fans in niche communities and anyone with an Android device who wants to maximize its capabilities or engage in discussions with others about it.

59% MALE
41% FEMALE

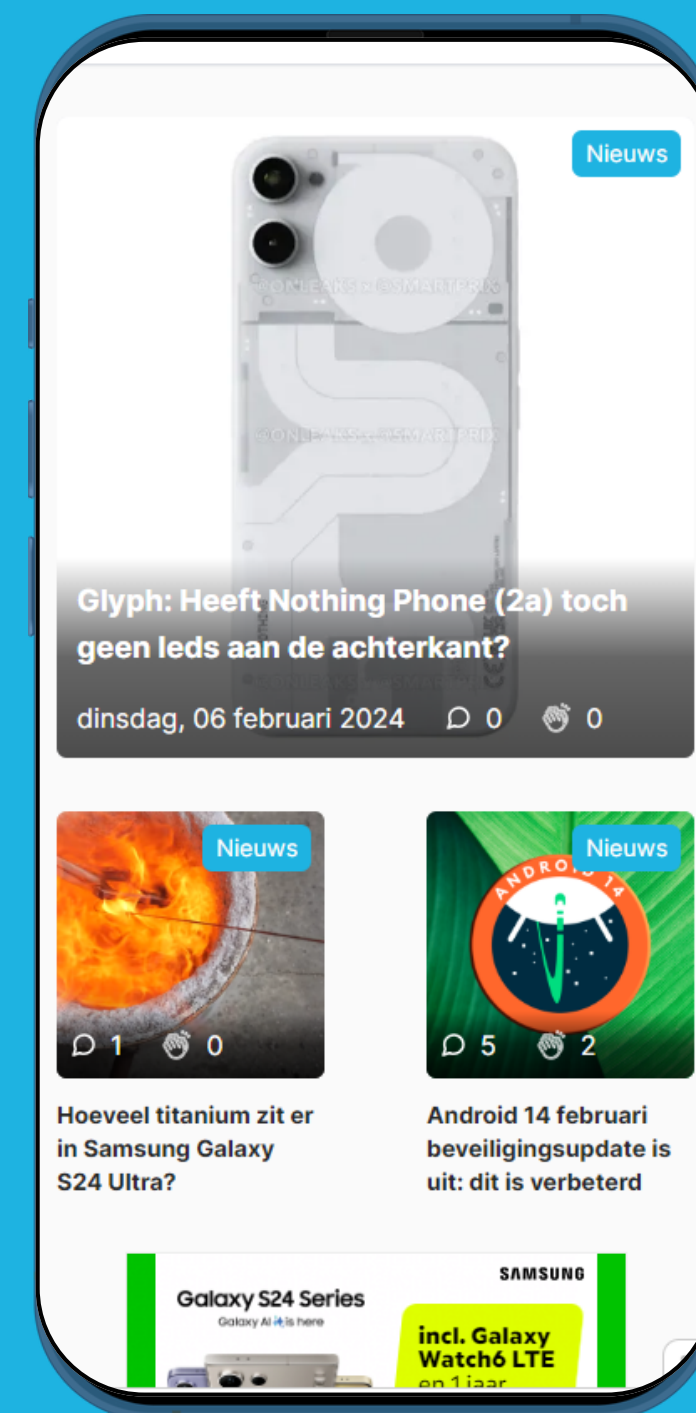


76%
MOBILE

14%
DESKTOP

10%
TABLET

DEVICE



INTERESTS

- Android software
- Android hardware
- Auto(motive)
- Security
- Gaming
- Apps
- AI

Advertising *at* BigSpark

TARGETED ADVERTISING

We assist you with targeted campaigns to effectively reach your target audience and are happy to brainstorm with you to maximize the return on your marketing budget through various advertising opportunities. These possibilities are categorized according to the customer journey in 3 phases: **Touch**, **Tell**, and **Sell**.

Touch phase
Display ads

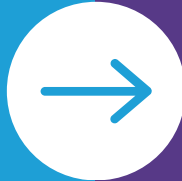


- Billboard
- Leaderbord
- HPA / Rectangle
- Mobile banner

Goal: create brand awareness among relevant tech visitors.

Tell phase
Native ads




- 
- Advertorial
 - Dealspage
 - Test panel
 - Giveaway (including newsletter)
 - Sponsored newsletter
 - Sponsoring monthly theme
 - Sponsored video
 - Social media post

Goal: inspire consumers by highlighting a product or service.

Sell phase
**Performance ads
(native)**



- 
- Featured header
 - Ad-in-content
 - Highlighted deal
 - Integration subscriptions or loose device offerings in price comparator (new or refurbished)

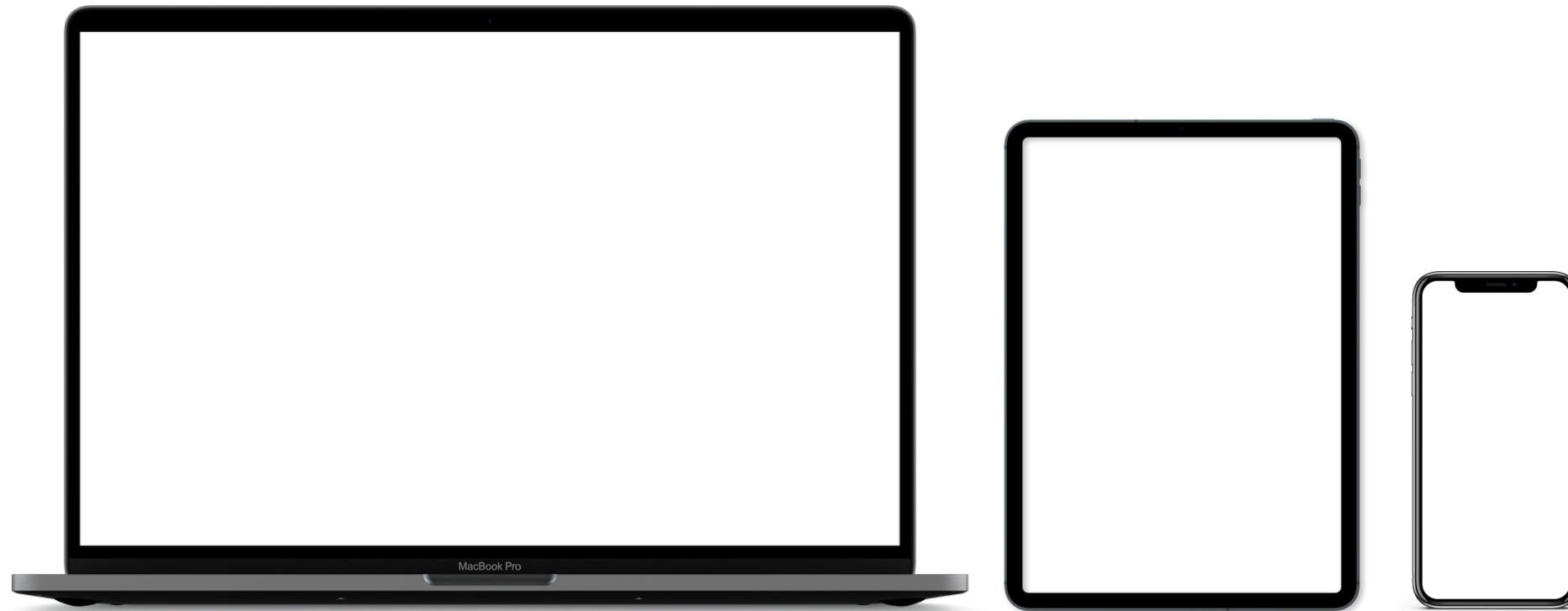
Action-oriented (native) campaigns with the goal of achieving clicks and conversions.

TOUCH PHASE

HIGH-IMPACT DISPLAY ADS.

DISPLAY ADVERTISING

In the touch phase, we offer high-impact display ads aimed at reaching a large, relevant tech audience. Various formats are available for desktop, tablet, and mobile devices. The majority of our inventory is sold as premium, making visibility on our platform less likely through external purchasing. Especially with the advent of contextual targeting, our titles are relevant for all advertisers in the telecom and tech sector.



Billboard

*(970*250)*

Display deployment with guaranteed placement on prominent ad position (both ATF and BTF) that is immediately visible upon opening the site.

Fee: € 19

Leaderboard

*(728*90)*

Display deployment with guaranteed placement on prominent ad position that is immediately visible on tablet when the site is opened.

Fee: € 17

Half Page Ad

*(300*600)*

Display deployment with guaranteed placement on ad position on right side of site (both ATF and BTF). On Android Planet and iPhoned, we have two positions per page.

Fee: € 14

Mobile banner

*(300*250)*

Display deployment with guaranteed placement on mobile device. We see that Mobile First is becoming increasingly important, with mobile display you can reach a large audience.

Fee: € 10

TELL PHASE

WE RAISE INTEREST.

SPONSORED CONTENT

possibilities



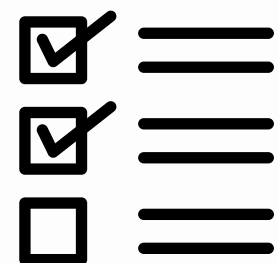
Advertorial

A sponsored article, written by our editorial team, will be promoted through our social channels and newsletter. It can be pinned/sticky on the homepage for increased visibility.



Deals page

A sponsored page with a purchase-oriented approach, aiming to generate sales and temporarily visible on our website. The content will be promoted through social (re)targeting.



Test panel

Unique user reviews created by a selected group of our readers who engage with a product and share their experience on our platform. Contributes to increasing interest.



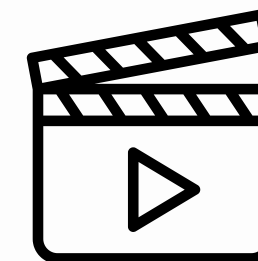
Giveaway

A giveaway helps increase engagement and maximizes the interest of our visitors.



Sponsored newsletter

Exclusive newsletter specially crafted for an advertiser, most effective when focused on a promotion, unique discount code, or during a product launch.



Sponsored video

Through video advertisements, you can showcase your message in various ways. The video creation is done by our experienced video editors.



Social media post

The post is created and shared on our Instagram and Facebook accounts. A retargeting campaign is also possible. Effective in reaching Gen Z and millennials.

ADVERTORIAL

A sponsored article, written by our editorial team, comprises approximately 600 words and remains prominently featured on the homepage for one week. Additionally, the advertorial is promoted through our social media channels and will be included in the newsletters on Android Planet and iPhoned. The advertorial includes only nofollow links. After the promotional period ends, the advertorial will continue to be available on our platform.

Performance after one week.:

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

Why it's interesting:

- Increasing brand connection with specific current topics
- Sustainable advertising; the article remains permanently available
- Opportunity to provide an explanation about a specific campaign on an external blog

Fee Android Planet: € 2.950

Fee iPhoned: € 2.500

Fee Androidworld: € 2.000



Example

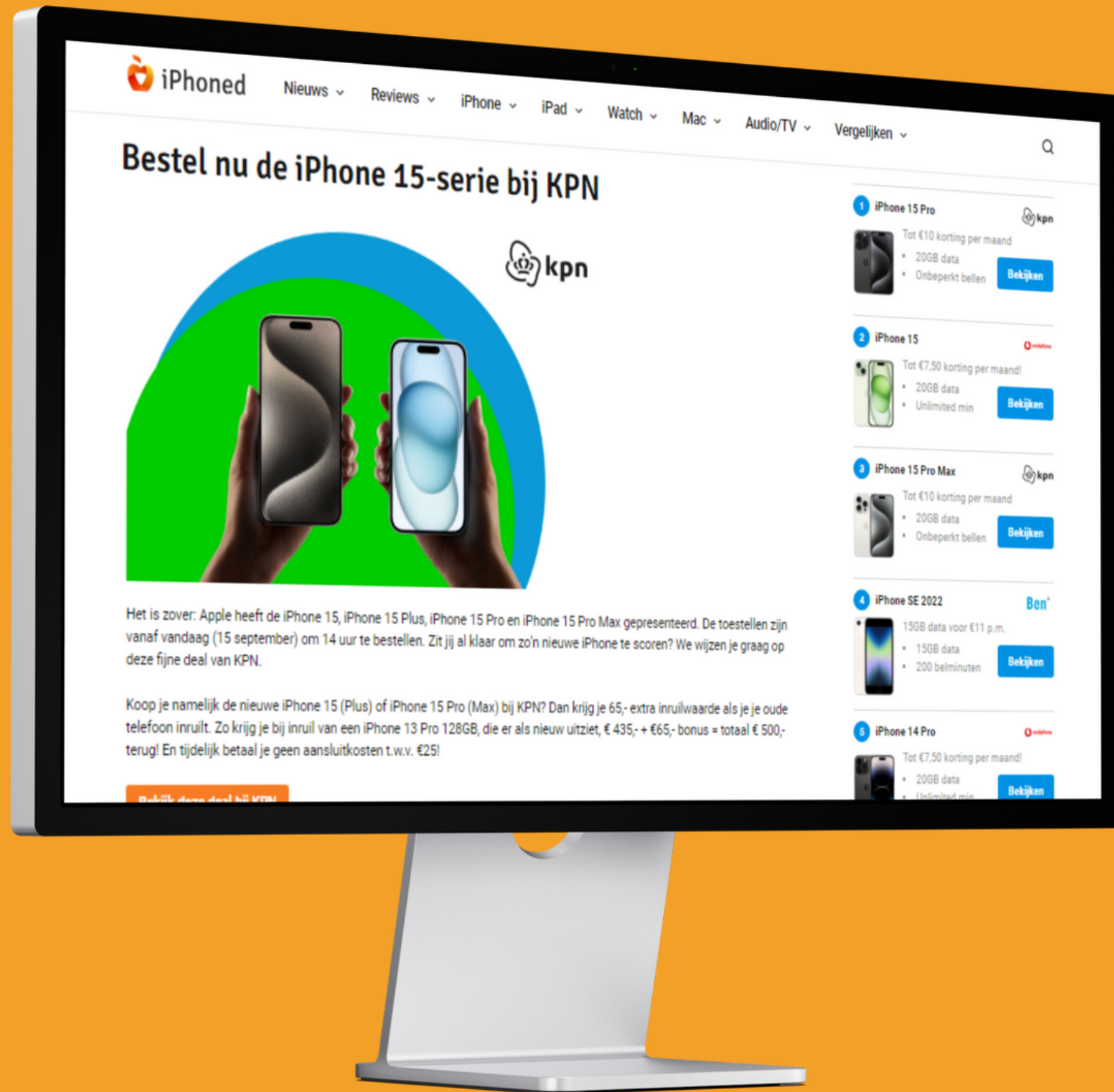


Example



Example





DEALS PAGE

The sponsored deals page is purchase-oriented content designed to directly translate consumer interest into conversions. Traffic to this page is generated entirely through (re)targeting of relevant audiences built through our social channels (Facebook and Instagram). Generally, we observe a higher purchasing intent from visitors compared to an advertorial. This page is exclusive to Android Planet and iPhoned.

It yields between 1,500 and 3,000 sessions with an average CTR ranging from 25% to 45%.

A portion of the budget is allocated for promotion via Facebook and Instagram.

Fee Android Planet: € 2.950

Fee iPhoned: € 2.500

✓ Example

TEST PANEL

This campaign is highly compelling for testing the quality of your products through our users, providing a unique and reliable experience for our readers. This can contribute to increasing awareness and interest in the product.

Once the test panel is selected, we send a comprehensive briefing with 5 aspects (as agreed upon), seeking the readers impressions to be shared with us.

What does it provide?

Generates an average of 5,000 sessions and between 750 and 1,250 registrations for the test panel. We observe that reviews continue to be well-read over an extended period.

Fee: € 5.500 (*excluding incentive*)

- ✓ Example (call)
- ✓ Example (review)



Contains:



Advertorial 1:

A call to all our readers to sign up for this promotion.



Dedicated Newsletter:

We invite all subscribers of our special giveaway and newsletter to sign up for this test panel (over 16,000 members via Android Planet, 6,000 members via Androidworld, and 23,500 via iPhoned).



Advertorial 2:

An article in which we compile all the impressions from our readers and elaborate on the feedback regarding the five different aspects.



GIVEAWAY

including newsletter



This is similar to an advertorial where we encourage participation in a giveaway. This giveaway will be promoted on our social media channels and will be included in the daily and weekly newsletters. It is also possible to combine the giveaway with a sponsored newsletter. This newsletter can be sent in advance for additional participants or afterward to highlight a promotion/discount code.



- The giveaway includes a dedicated newsletter (but with an exception on Androidworld)
- Yields an average of 2,000 to 3,000 sessions with an average click-through rate (CTR) of 10%
- Depending on the incentive, we anticipate an average of 2,000 participants per giveaway
- It works well in combination with an exclusive discount code for our readers who did not win



Fee Android Planet: € 2.500 (excluding incentive)

Fee iPhoned: € 2.000 (excluding incentive)

Fee Androidworld: € 1.500 (excluding incentive)



Example



Example



Example

SPONSORED NEWSLETTER

A sponsored newsletter is a partner mailing sent to our subscribers. This could include a special offer, a unique discount code, or a newsletter during the launch of a product (pre-order).

- **Android Planet:**
 - Over 20,000 registrations
 - The average open rate is 33%
 - The average click rate is 7.7%

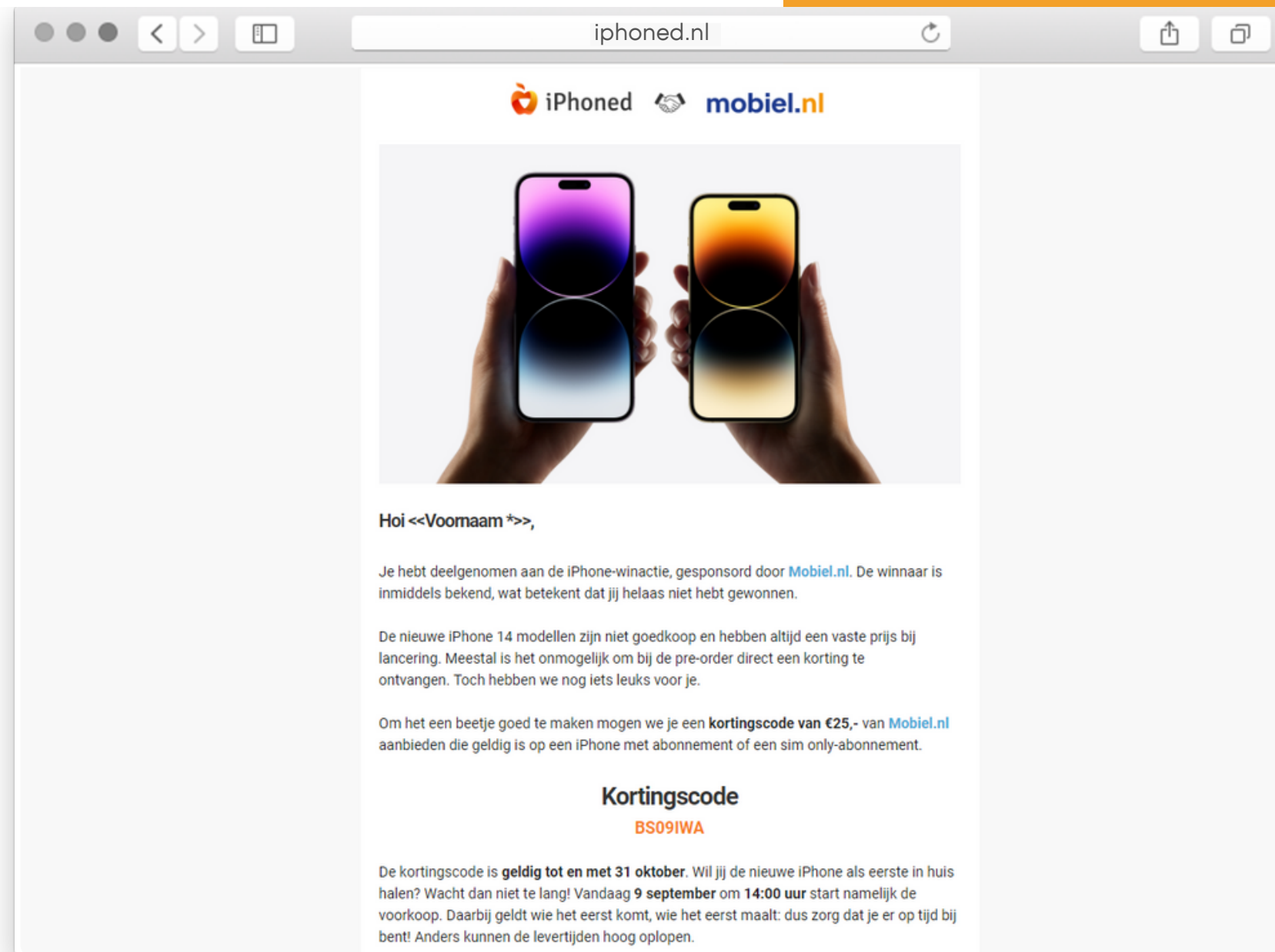
- **iPhoneD:**
 - Over 19.000 registrations
 - The average open rate is 58%
 - The average click rate is 7,3%

- **Androidworld:**
 - Over 3.300 iregistrations
 - The average open rate is 32%
 - The average click rate is 2,5%

The newsletter will be created by us.

Fee Android Planet en iPhoneD: € 2.750

Fee Androidworld: € 1.500



✓ Example

SPONSORING 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.

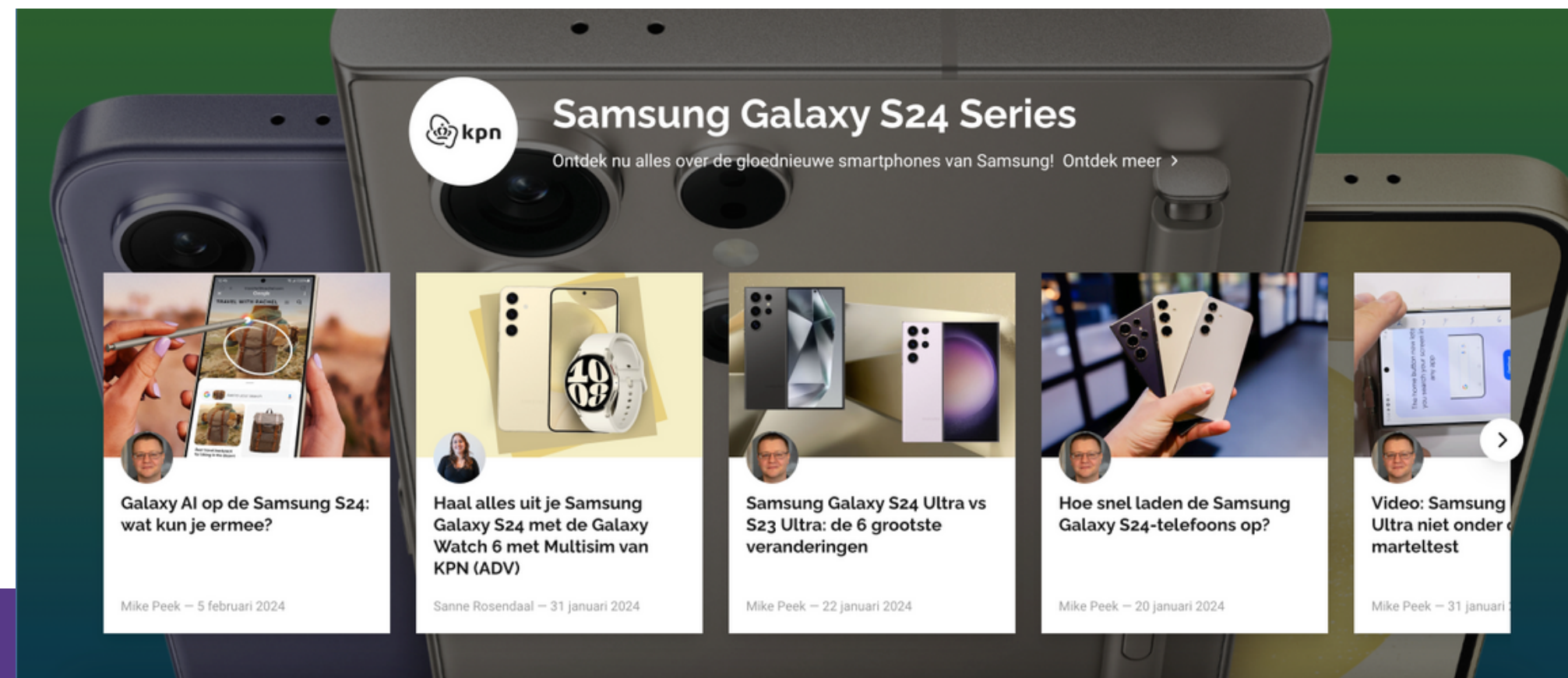
All display positions and ad-in-content in and around these articles are filled with the proposition of the advertiser.

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

Rate: from € 6.000 per month



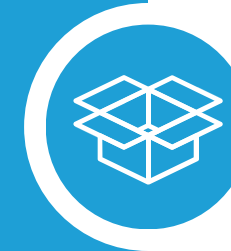
SPONSORED VIDEO

Through video advertisements, you can convey your message in various ways. For instance, we can add the video to your advertorial, enhancing the impact. Alternatively, it can be featured as a Reel on our Instagram account. The production of the video, including the script, filming, editing, and possibly a voice-over, is handled by us, of course, in consultation with you.

We offer various possibilities, and for this, we have a separate media kit highlighting all the options.

Fee: upon request

✓ Example ✓ Example



Unboxing



Comparison



Giveaway



First impression



Explanation



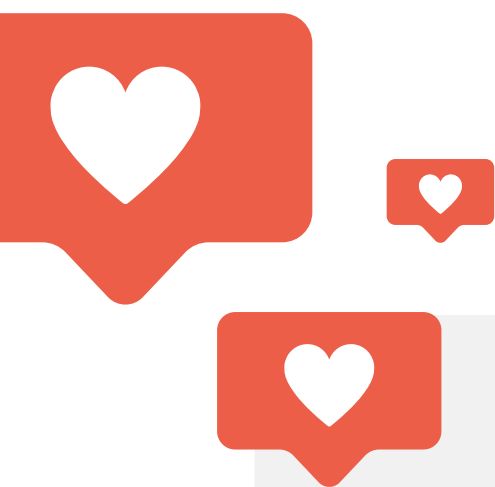
Promotion

SOCIAL MEDIA POST

retargeting

The post is created and posted on our Instagram and Facebook accounts (and remains visible). The post will also be promoted. The focus here is on reach and creating awareness. It is possible to target relevant audiences based on website visitors or lookalike audiences.

We offer various possibilities, and for this, we have a separate media kit highlighting all the options.



Social followers: 52.350

- > 3.350 via Instagram
- > 11.600 via YouTube
- > 5.600 via Facebook
- > 31.800 via X



Social followers: 29.850

- > 2.650 via Instagram
- > 14.300 via YouTube
- > 5.200 via Facebook
- > 7.700 via X



Social followers: 37.520

- > 3.370 via Instagram
- > 2.400 via TikTok
- > 5.450 via YouTube
- > 7.600 via Facebook
- > 18.700 via X




SELL PHASE



PERFORMANCE-ORIENTED POSITIONS

FEATURED HEADER

The most prominent advertising position on our network. Striking responsive advertisement in the header on all pages. This position is exclusively taken for one week and is not rotated with other advertisers. Especially beneficial for use during launches and promotional periods.

The creative content will be custom-made by BigSpark in the partner's branding.

			
350.000 / 400.000	250.000	225.000	VIEWS PER WEEK
0,18% TOT 0,22%	0,10% TOT 0,18%	0,20%	AVERAGE CTR
€ 4.250	€ 4.000	€ 2.000	FEE PER WEEK





De Samsung Galaxy S24 Ultra nu met de Galaxy Watch6 LTE cadeau!

Galaxy Watch6 LTE t.w.v. €369 | Heb je al internet van KPN? Profiteer dan van extra veel voordeel!

[Bekijk actie](#)

AD-IN-CONTENT

Responsive in-read advertisement in all articles. Targeting by brand, device, or category (such as streaming) is possible on Android Planet and iPhoned, ensuring increased relevance.

			
VIEWS PER WEEK	350.000 / 400.000	270.000 / 340.000	100.000
MONTHLY CLICKS	12.000 TOT 15.000	9.000 TOT 11.000	4.000 TOT 5.000
FEE PER CLICK	€ 1,65	€ 1,65	€ 1,65



kooptip

De OnePlus Nord 3 nu tot €10 korting per maand

- Heb je al internet van KPN? Dan profiteer je van extra voordeel!



Bekijken



kooptip

De mooiste kerstcadeaus vind je bij Amac: nu tot 15% korting

- Voor de echte Apple-liefhebber
- Wees er snel bij, OP=OP



Ontdek nu



kooptip

De Samsung Galaxy S24 Series nu tijdelijk tot €390 voordeel!

- Bij inruil van je oude toestel
- Verleng je huidige abonnement of stap over

mobiel.nl

Bekijk actie



Kooptip

De iPhone 15 nu tot € 7,50 korting per maand

- Maximaal voordeel als je thuis Ziggo hebt
- 6 maanden Apple Music & 3 maanden Apple TV+ gratis



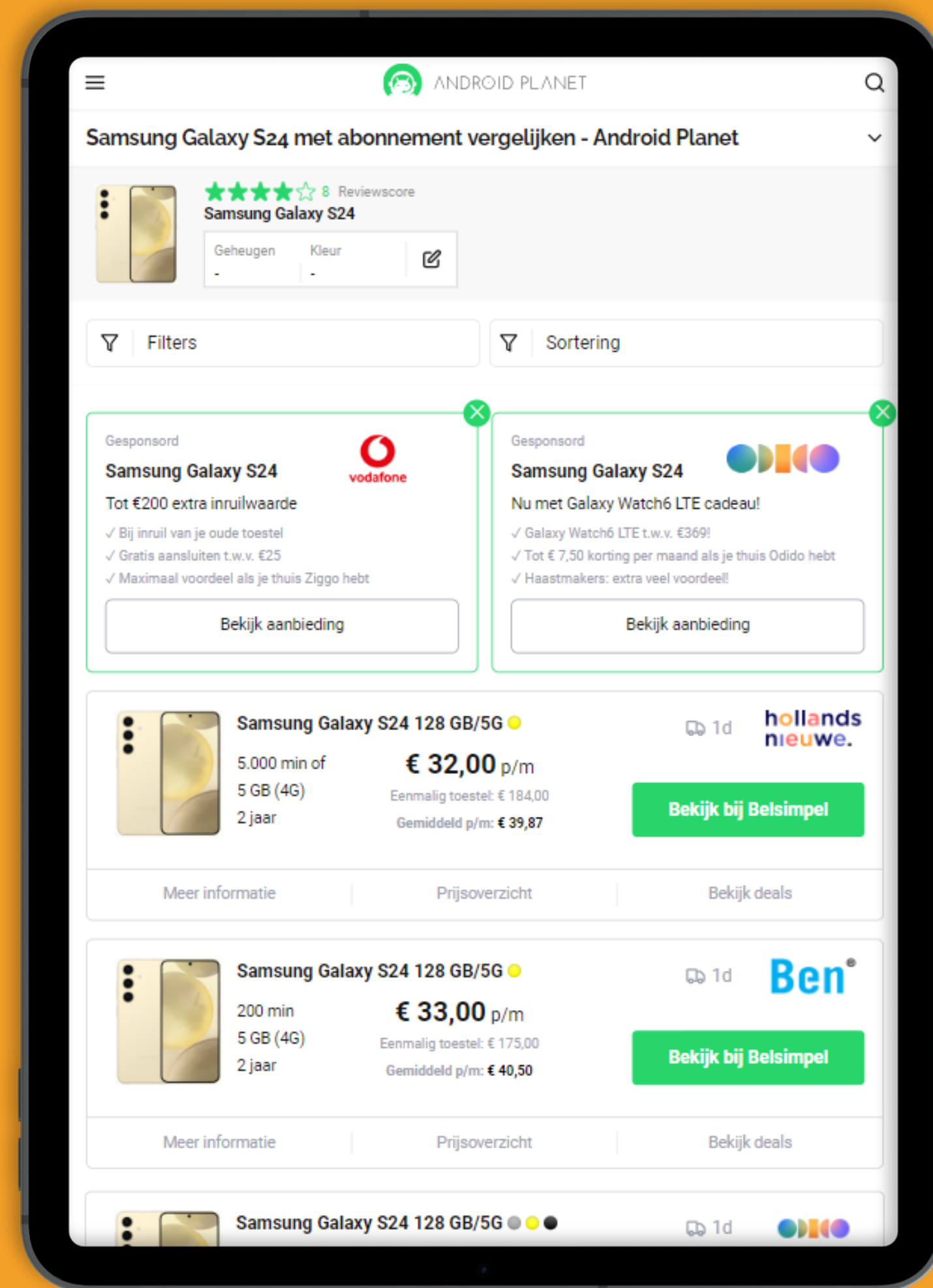
Bekijk actie

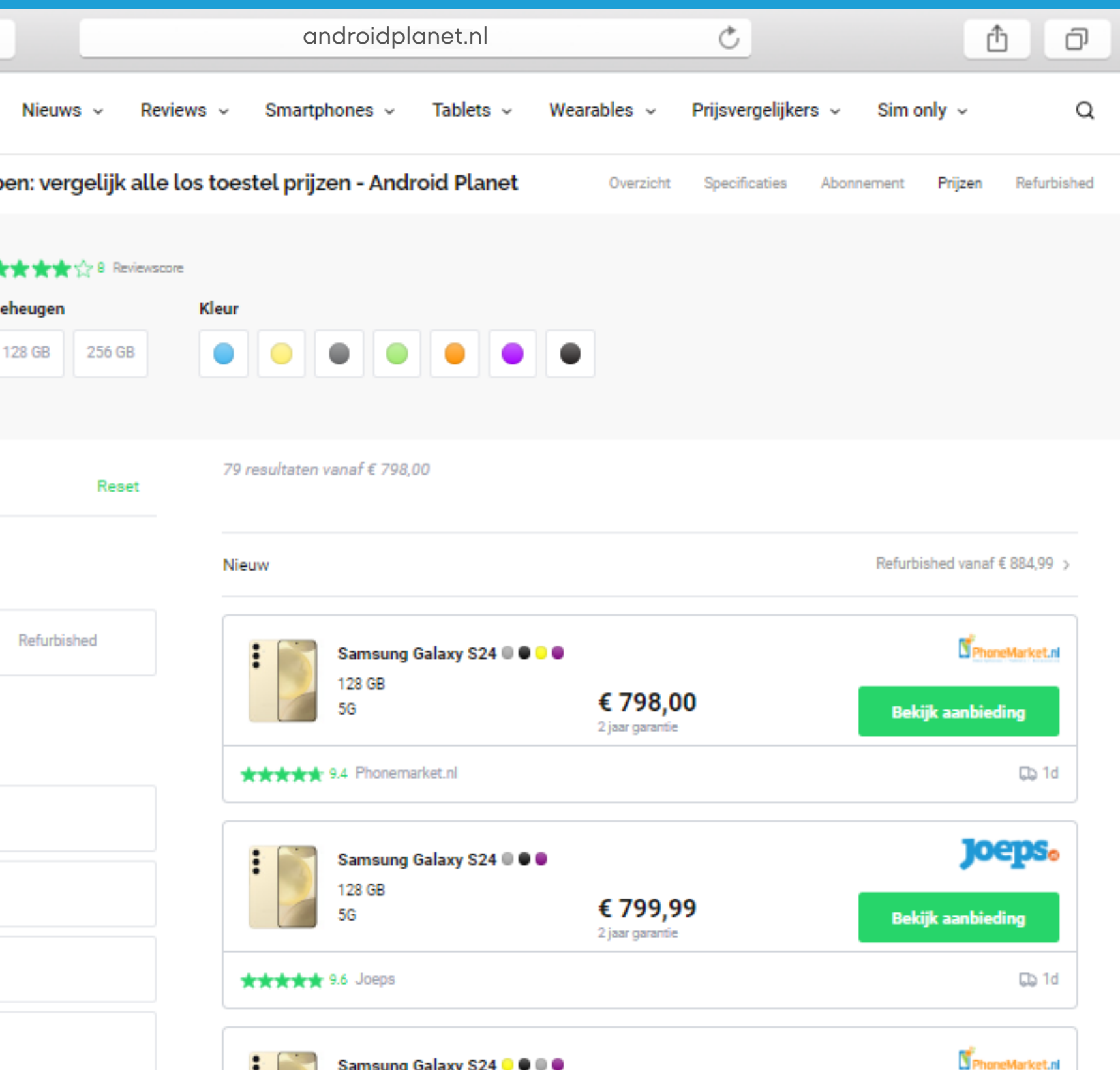
HIGHLIGHTED DEAL

- Sponsored position above the price comparison sites of all products listed on iPhoned and Android Planet
- Up to 3 USPs can be included, creating an additional consumer experience
- Specific targeting at device level is possible, but you can also target broadly
- Also suitable for promoting related products such as insurance and accessories
- Average conversion rate of 5%

Fee subscription + sim-only: € 1,65

Fee individual device: € 1,45





PRICE COMPARATOR

Integration subscriptions or individual device (new or refurbished)

sales **4.500** **PRODUCTS PER MONTH**

The price comparison tool distinguishes itself through the wide range of preferences users can input. Examples include memory, color, and delivery time. When it comes to a device with a subscription (or a renewal), users can also set the desired number of minutes, MBs, and a provider can be chosen. With just a few clicks, the visitor can see where to get the best deal.

For refurbished products, we've added filters for condition and certification.

CPC fee: individual device € 0,75 / subscription € 3,00

CPA fee: upon request

LATER THIS YEAR AVAILABLE ON ANDROIDWORLD.

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Curious about the advertising possibilities? Contact us to find out more.