

MW WEISCHER
ONLINE

WEISCHER.ONLINE

Welcome to the digital world of cinema!

Image source: John Wick: Kapitel 4, 2023, Lionsgate

Facts & Figures



More than
200

Cinema and Cinetainment,
Web- und Mobilesites

Over
7 Mio

User in our Cinema- and
Entertainment Network

Advertising with
**Special Formats
& Specialized
Targetings**

Advertising on
**Cinema Websites,
Streaming Portals
& in Cinetainment**



Image source: Arielle, die Meerjungfrau, 2023, Disney



WEISCHER.ONLINE

Format examples

InStream Preroll / Midroll

Availabilities

6 Mio. / Month

Benchmarks

VTR: 88-92%*

CTR: 1,5%*

Ad Duration

Up to 30Sec. (non-skippable)



CTV Preroll / Midroll

Availabilities

10 Mio. / Month

Benchmarks

VTR: 93-97%*

CTR: <0,5%*

Ad Duration

Up to 20Sec. (non-skippable)

Brand Safety

No user-generated content! Distribution only on longform film channels of Plaion Pictures GmbH



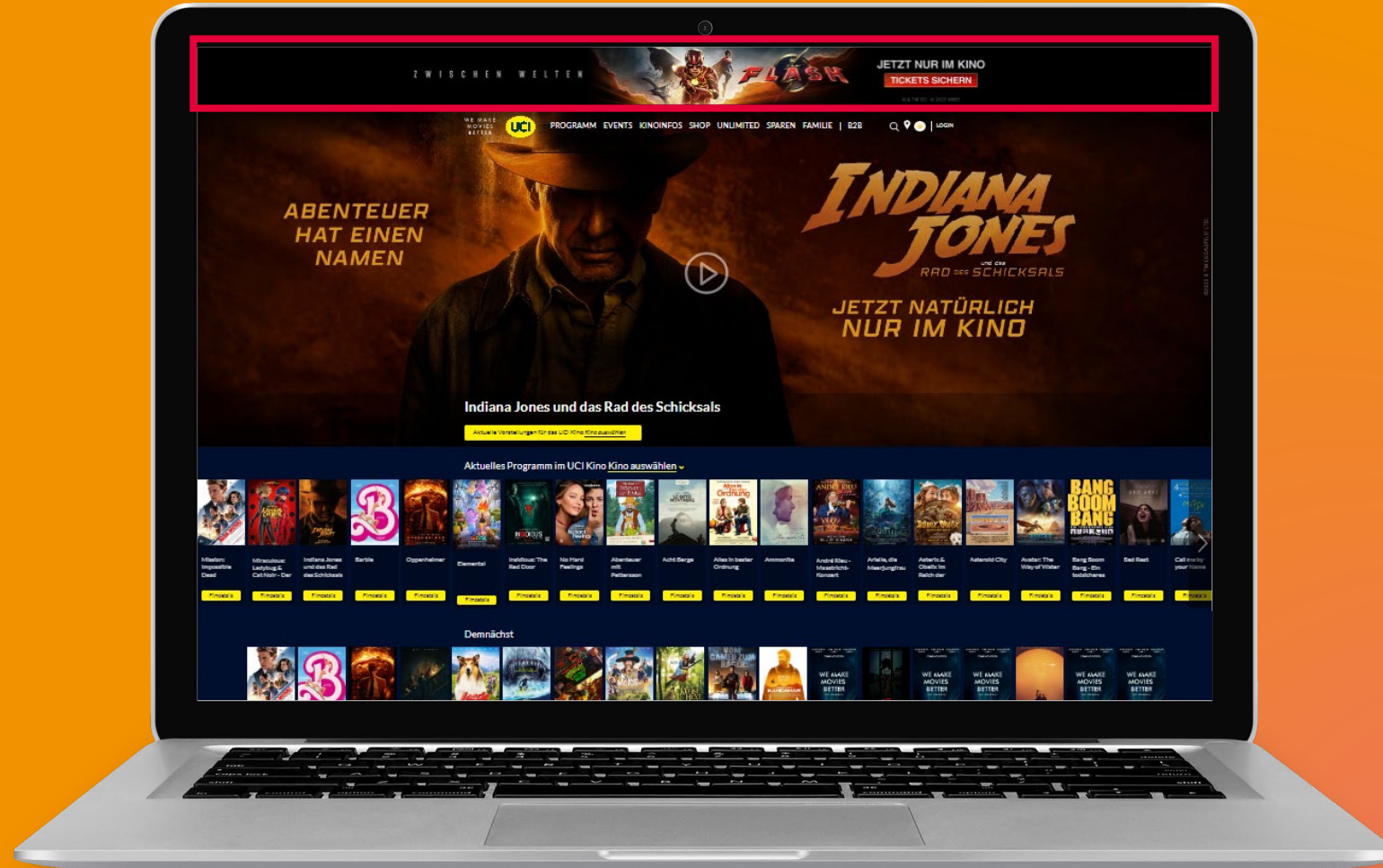
WEISCHER.ONLINE | WEB

Topbanner



Availabilities
10 Mio. / Month

Benchmarks
CTR: 0,5-1%*



* Average Values, deviations possible | Motif example: The Flash, 2023, Warner Bros. Pictures

Hero

Availabilities
6 Mio. / Monat

Benchmarks
CTR: 1-2%*



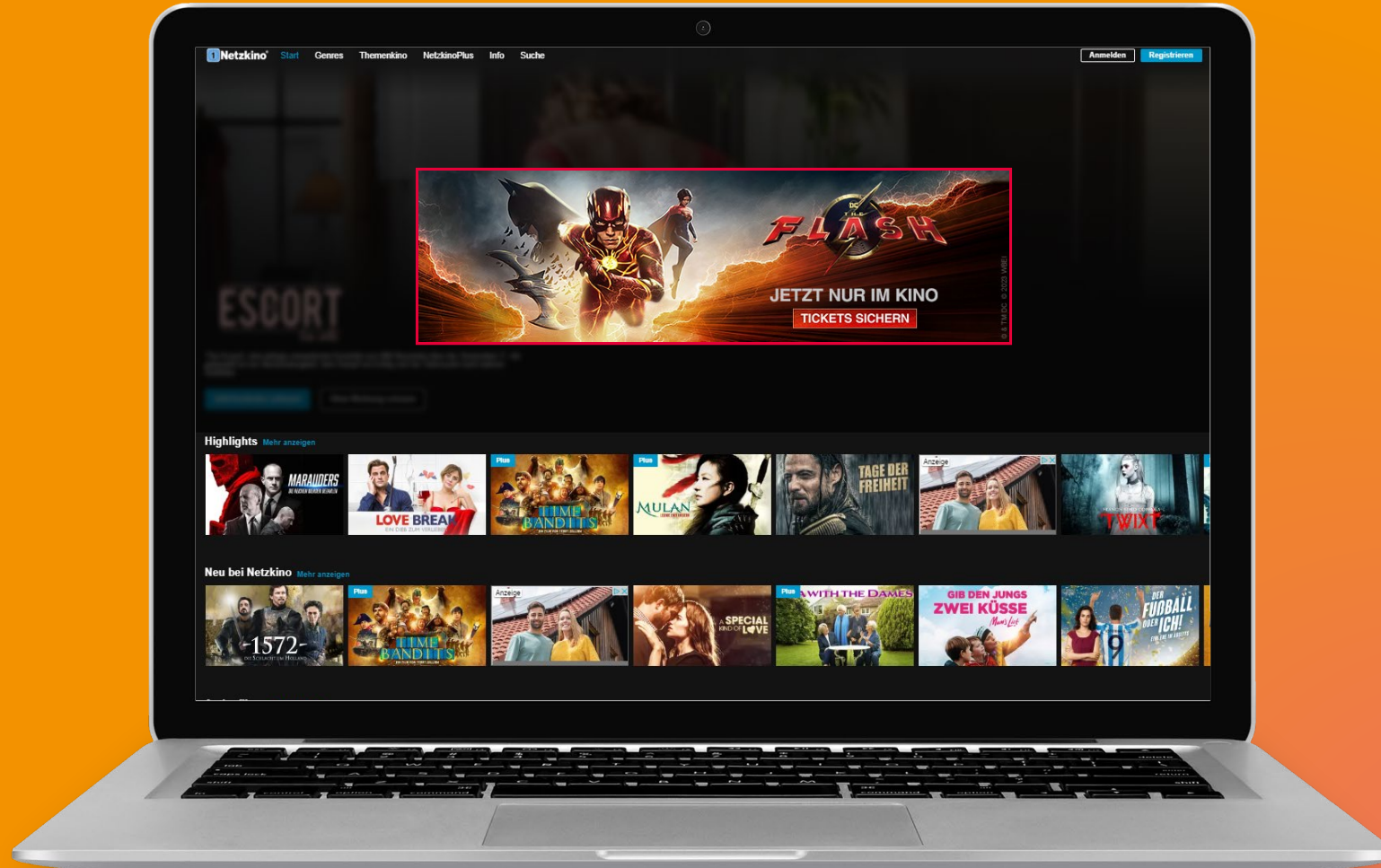
*Average values, deviations possible | Motif example: MISSION: IMPOSSIBLE – Dead Reckoning, 2023, Paramount Pictures

WEISCHER.ONLINE | WEB
Billboard



Availabilities
1 Mio. / Month

Benchmarks
CTR: 0,5-1%*



* Average values, deviations possible | Motif example: The Flash, 2023, Warner Bros. Pictures

Tile Ad

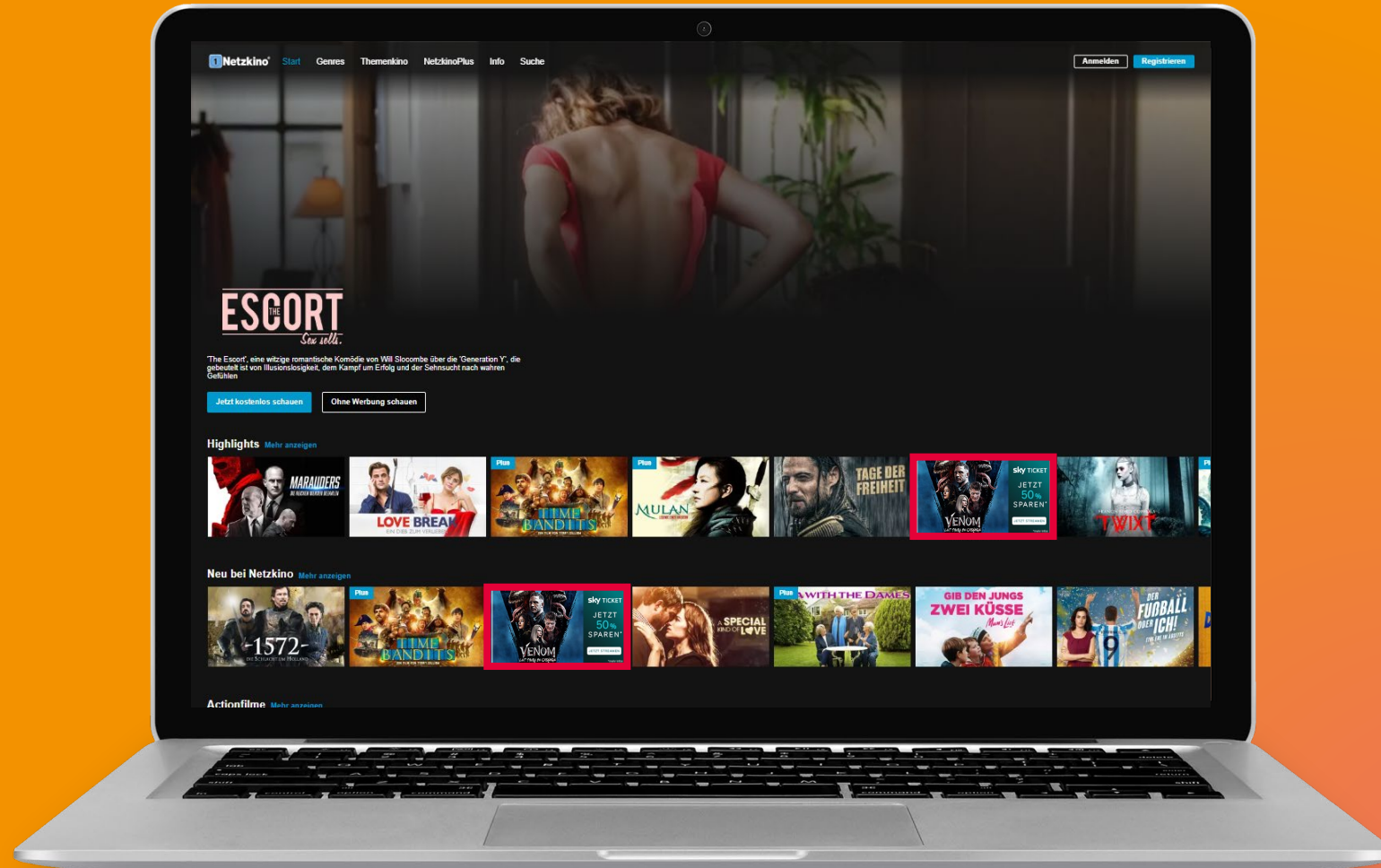


Availabilities

1 Mio. / Month

Benchmarks

CTR: 0,2-0,8%*



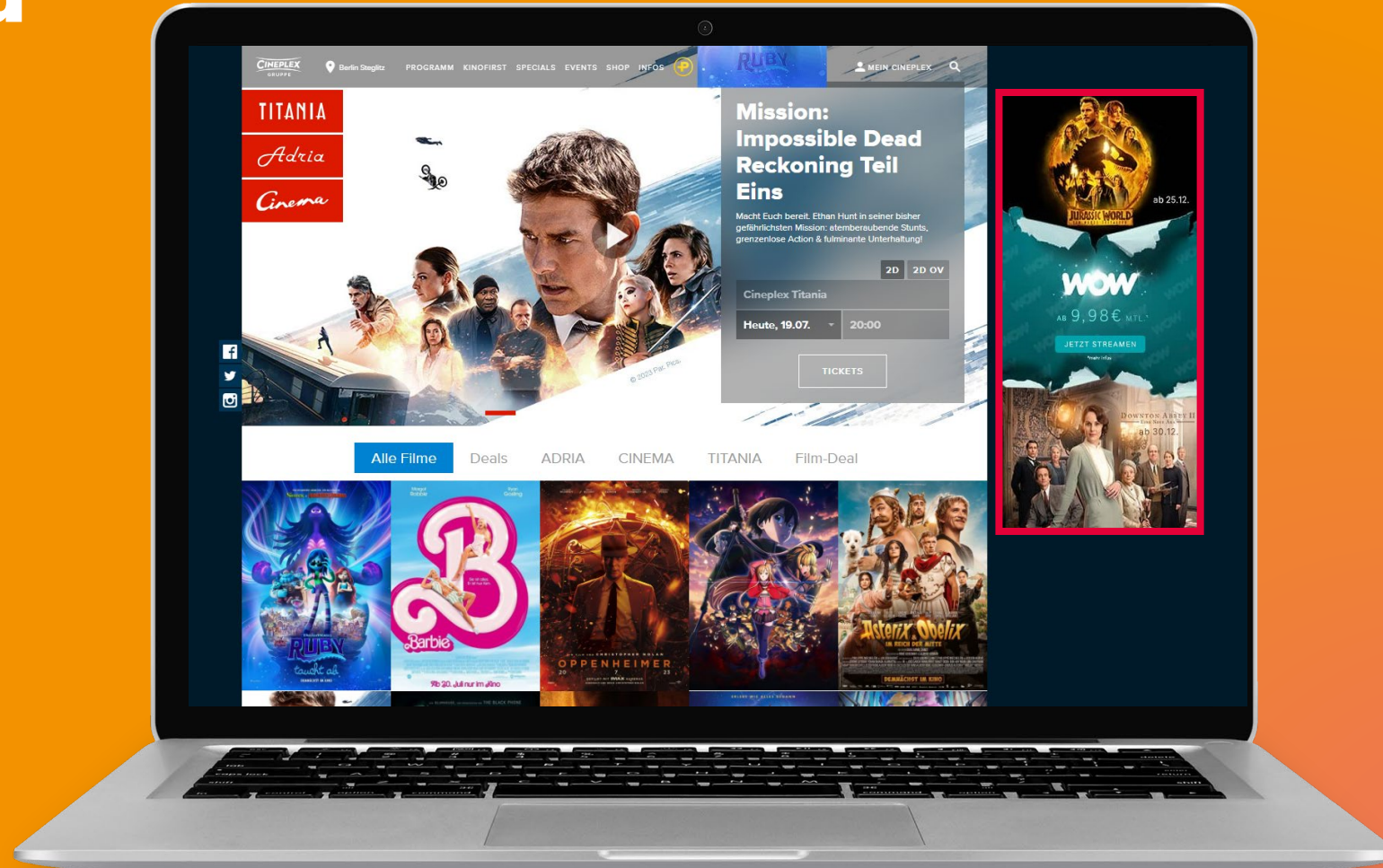
*Average values, deviations possible | Motif example: Sky - Venom

WEISCHER.ONLINE | WEB Halfpage Ad



Availabilities
4 Mio. / Month

Benchmarks
CTR: 0,1-0,3%*



*Average values, deviations possible | Motif example: Sky - WOW

Switch-In-XXL

Availabilities

On request

Benchmarks

Not clickable

Ad duration

10 Seconds

Info

The L-shaped creative wraps around the reduced video area. Outstandingly suitable for QR code campaigns with 2nd-screen



Mobile High-Impact



Splash Ad

Availabilities

10 Millionen / Month

Benchmarks

CTR 5-8%*

Info

The ad overlays the content and must be manually closed by the user



Brandbuster

Availabilities

10 Millionen / Month

Benchmarks

CTR 2-4%*

Info

The ad consists of two creatives delivered simultaneously at the top and bottom of the mobile device's screen



Mobile Premium Standards

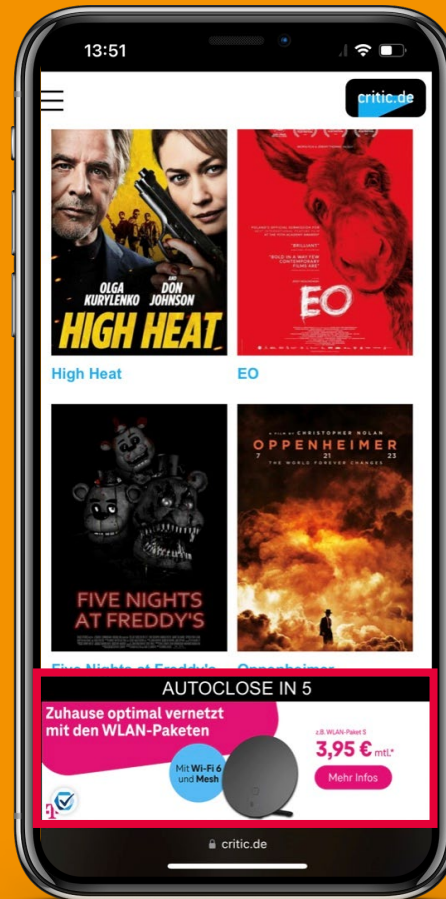
Swipe Ad

Availabilities
10 Mio. / Month

Benchmarks
CTR 0,5% – 2%*

Info

The ad overlays the content and closes through autoclose or swiping



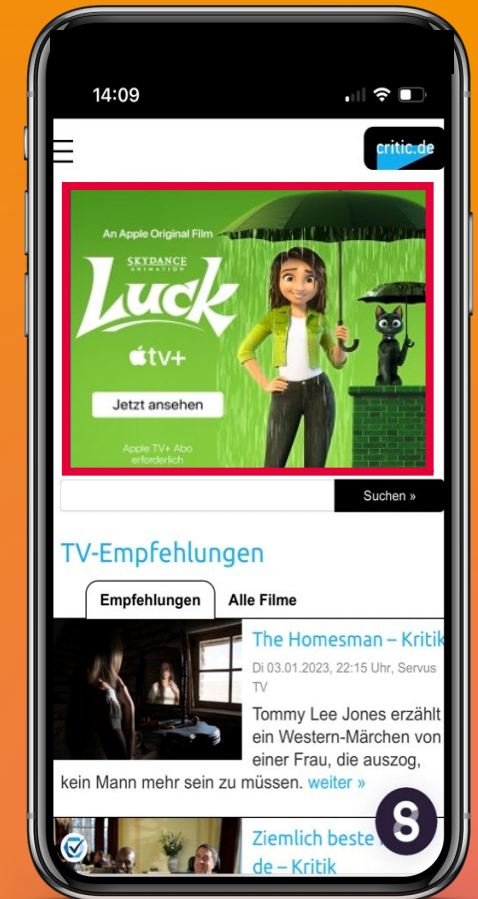
Medium Rectangle

Availabilities
20 Mio. / Month

Benchmarks
CTR 0,3% - 0,8%*

Info

The ad is placed at suitable spots within the content



*Average values, deviations possible | Motif example: Telekom | Luck, 2023, Apple TV+

Mobile Premium Standards

Interscroller Ad

Availabilities

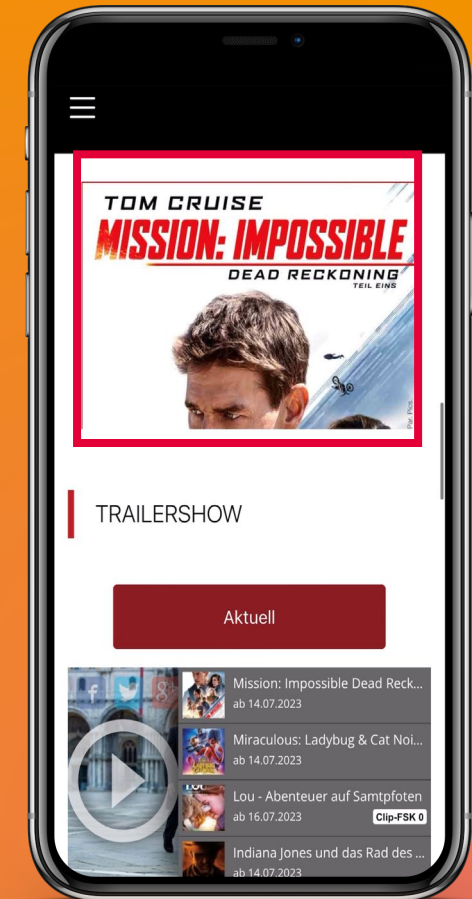
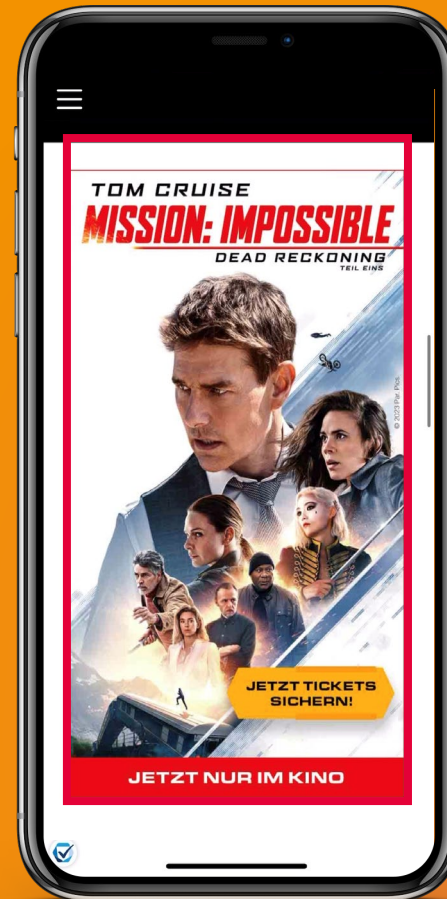
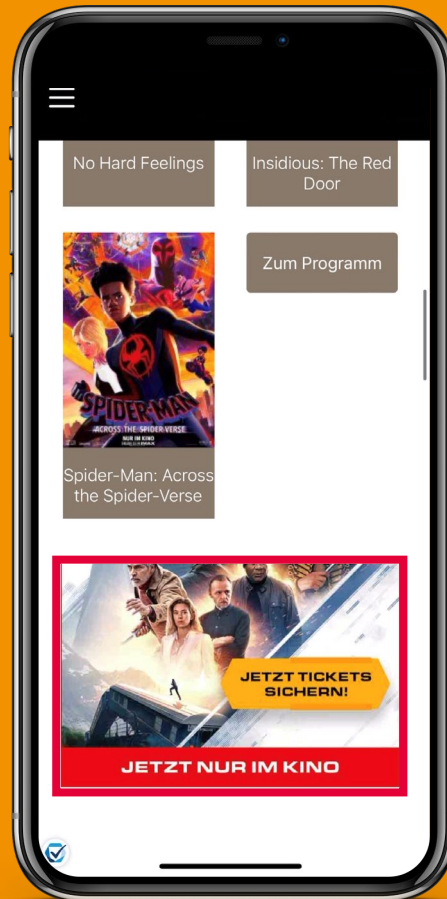
20 Mio. / Month

Benchmarks

CTR 0,5-1%*

Info

The ad allows the user to peek through a gap in the content at a screen-sized visual, which is gradually revealed by scrolling



*Average values, deviations possible | Motif example: MISSION: IMPOSSIBLE – Dead Reckoning, 2023, Paramount Pictures

Target group

Gender

55% Male
45% Female

Core target group

18-29 years old

Film enthusiasts

Cinema &
Streaming services

High purchasing power

50% HNI
>3k€



Targeting

Tech

Browser
IP-Adress
Provider
OS
...

Key Values

Film
Genre
Cinema

Time

Times of day
Days of week
Time windows
...

Geo

State
City
District
ZIP 3rd digit
AC-Nielsen

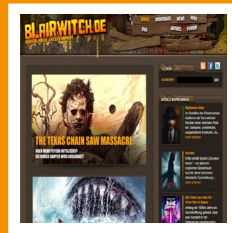




WEISCHER.ONLINE
Portfolio

WEISCHER.ONLINE | PORTFOLIO

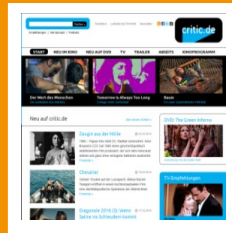
Cinetaimment



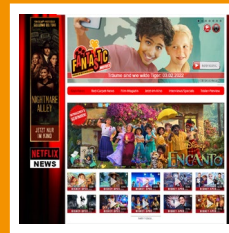
blairwitch.de



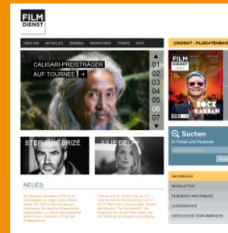
cinemaxxl.de



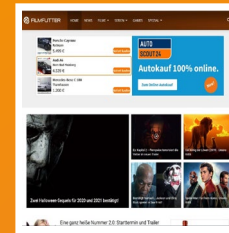
critic.de



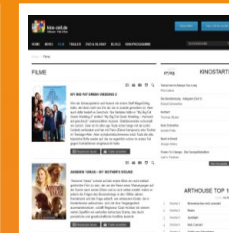
fantasticmovies.de



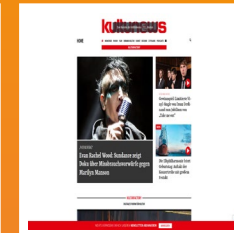
filmdienst.de



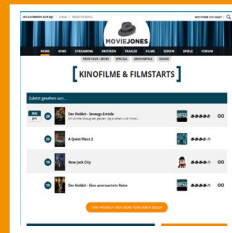
filmfutter.com



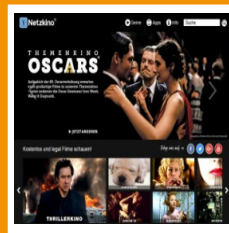
kino-zeit.de



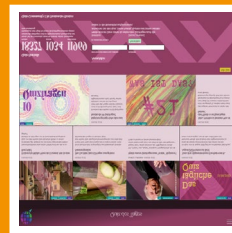
kulturnews.de



moviejones.de



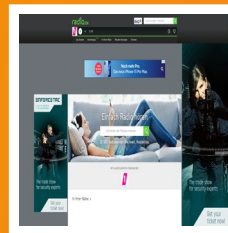
netz kino.de



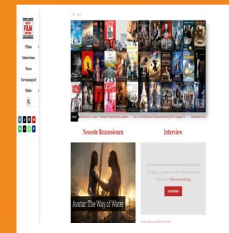
quizworld.de



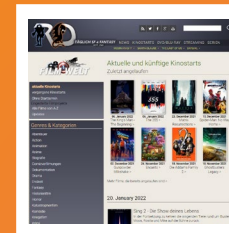
quotenmeter.de



radio.de



riecks-filmkritiken.de

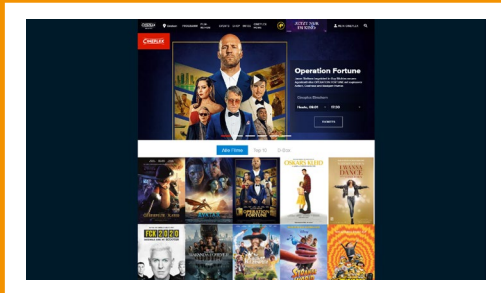


robots-and-dragons.de

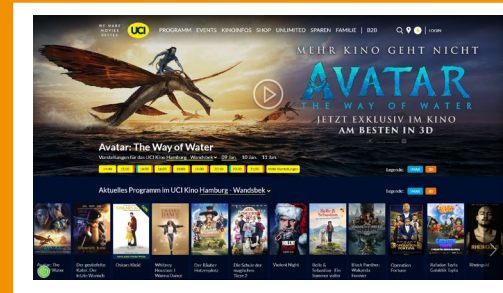


to be continued...

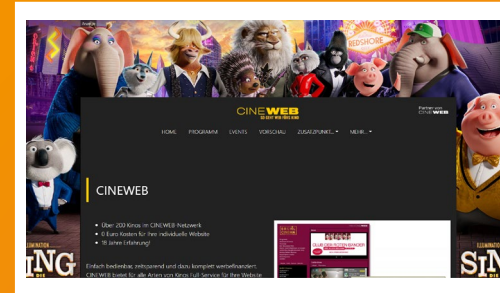
Cinema operators



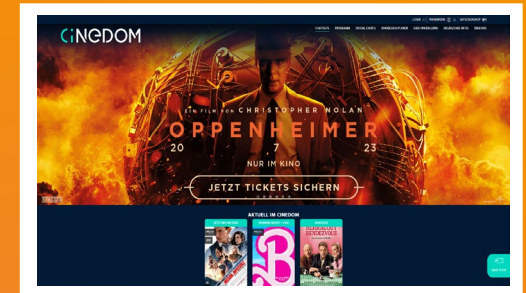
cineplex.de



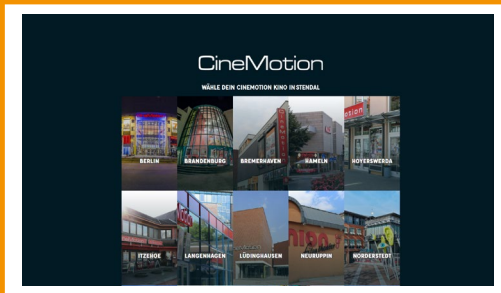
uci-kinowelt.de



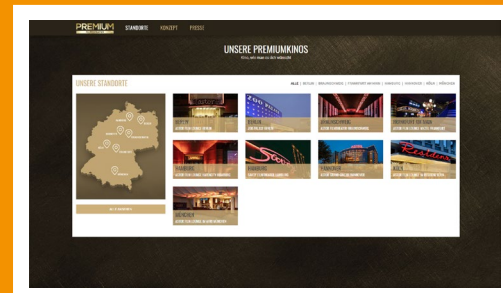
muster.cineweb.de



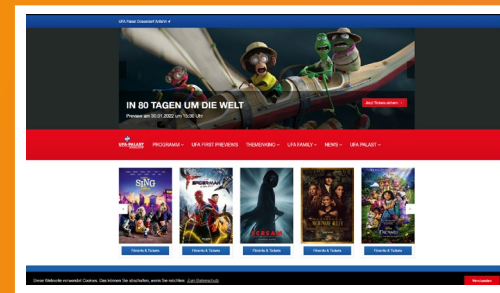
cinedom.de



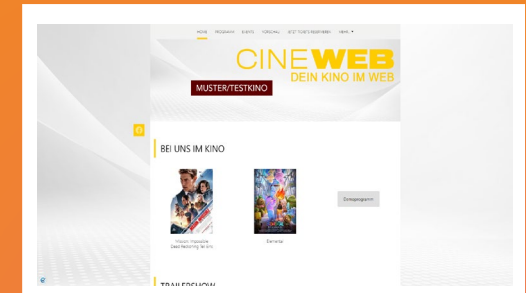
cinemotion-kino.de



premiumkino.de



ufa.de



Over 200 additional
Cineweb Cinemas...



WEISCHER.ONLINE
Our clients

Reference clients „Brand“ (excerpt)



Reference clients „Film distributors“ (excerpt)



WEISCHER.ONLINE

Our prices

Format

Display

Billboard
Sticky Billboard
Dynamic Sidebar
Fireplace / Frame Ad
Halfpage Ad
Herobild (multiscreen)
Interscroller (multiscreen)
Medium Rectangle
Prestitial / Interstitial
Superbanner
Topbanner (multiscreen)
Wide Skyscraper
Wallpaper (Background coloring)
Switch-In-XXL
Tile Ad

Video

Pre-Postroll-Combination up to 20 Sec. (multiscreen)
Pre-Postroll-Combination up to 30 Sec. (multiscreen)
Pre-Midroll up to 20 Sec. (multiscreen)
Pre-Midroll up to 30 Sec. (multiscreen)

Mobile

Mobile 6:1
Mobile 3:1
Mobile 2:1
Mobile 2:1 incl. Streaming
Mobile BrandBuster
Mobile ContentAd
Mobile Splash
Swipe Ad

Dimensions

[800-1000x250]
[800-1000x250]
[160-∞ x 600-∞]
Special format
[300x600]
Special format
Special format
[300x250]
Special format
[728x 90]
Special format
[160x600]
[728xx90], [160x600]
Special format
255x144
[854x480]
[854x480]
[854x480]
[854x480]
[300x50]
[300x100]
[300x150]
[600x300]
Special format
[300x250]
[640x860]
[300x150]

CPM

90,- EUR
100,- EUR
90,- EUR
90,- EUR
60,- EUR
90,- EUR
100,- EUR
55,- EUR
100,- EUR
35,- EUR
60,- EUR
45,- EUR
80,- EUR
90,- EUR
50,- EUR
75,- EUR
90,- EUR
80,- EUR
100,- EUR
30,- EUR
40,- EUR
50,- EUR
60,- EUR
135,- EUR
60,- EUR
75,- EUR
75,- EUR



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