

Channel Smart Living



Stand: 09-2023

Channel Smart Living

The channel for smart home, sustainability and energy-efficient refurbishment

The portals of the Smart Living channel offer their visitors information for energy consulting, construction, living, modernization, renovation, crafts, real estate and sustainable lifestyle. Thus, the portals are aimed at builders, renovators, connoisseurs and lohas, i.e. people who pursue a sustainable lifestyle. In this way, the Channel Smart Living is a perfect environment for campaigns for energy-efficient modernization, building savings, building materials, furniture and everything related to energy, home and garden.



Channel Smart Living



Websites total:	20+ portals
Page impressions	26.310.789
Visits	15.734.151
Unique users	11.475.238

Relevant target groups:

Modernizers, Lohas, buildings savings contract holders, house builders, craftsmen, home and garden owners

Content Marketing – Score with content!

Options with businessAD

Work with us to develop a **content marketing campaign** tailored to your individual communication goals.

From simple **paid articles** to **sponsored posts** or advertorials to your own **brand hub** as an exclusive topical page for your brand world, everything is possible!

No matter what you choose, every contribution is carefully reviewed by our content experts to ensure the greatest possible added value and tonality for our high-quality target groups.

On request, our **content studio** can also **advise you conceptually** and create the right content for you.

Brand Hub as its own brand world

- Exclusive aggregation page for Sponsored Post series
- High visibility of your content through extensive teaser measures

(Native) Advertorial

- Fixed teasers ensure additional traffic and permanent visibility in the booked campaign period

Sponsored Post

- 24 hours on the homepage
- Social Media Push
- Newsletter Integration

Paid Article

- Easy publication in the newsflow without further teaser measures

Content Marketing – Score with content!

Sponsored Post | Channel Smart Living

This form of advertising appears like a normal news article and is well suited for presenting products and services that require explanation.

The sponsored post remains present on the homepage for at least 24 hours and through the direct integration into the publisher's CMS, it is constantly available on the website like a normal news article and uses all available communication channels (including Twitter, Facebook) + newsletter.

The customer provides text and image material, the publisher adapts it editorially. The article should preferably take the form of an expert guest post or interview.

Possible on the following portals:



Specifications:

- Available on request for the respective portal.

Example

Social Media Teaser



Newsletter Teaser



Content Marketing – Score with content!

(Native) Advertorial | Channel Smart Living

The Advertorial differs from the Sponsored Post. In addition to the publication of your content under the brand world of the booked portal, it contains fixed teasers that direct **additional traffic** to your content and also guarantee **permanent visibility** during the booked campaign period.

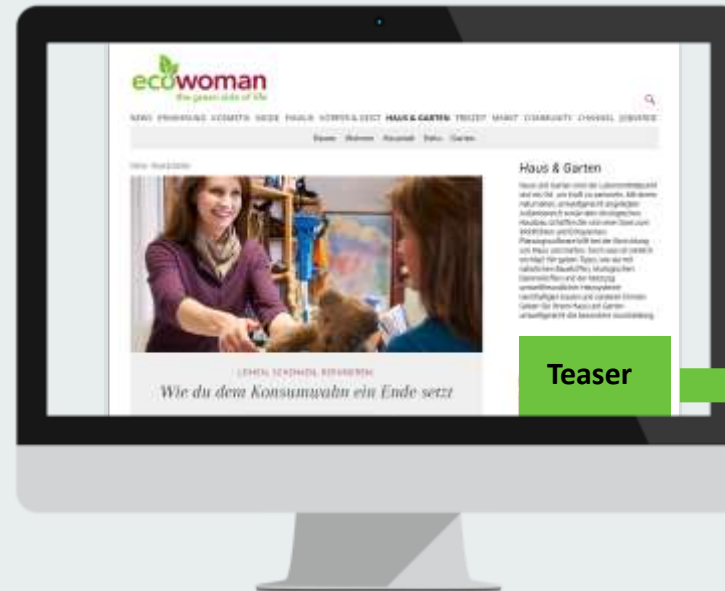
Advertorials are also suitable for a cross-site roll-out on several portals.

Possible on the following portals:



Advertorial Example

Fixed Teaser:



Product details vary by portal.

Linking to landing page with customer-specific product information in the editorial layout of the site:



Landingpage: Specifications on request.

Aktion pro Eigenheim – Advice portal for house construction and house purchase

Factsheet | aktion-pro-eigenheim.de



aktion-pro-eigenheim.de is a construction pilot who accompanies builders and provides assistance in order to circumnavigate risks in house construction unerringly. Whether building a house, buying a house or buying a condominium, the portal offers step-by-step instructions from initial consideration to completion and warranty issues.

Key facts

Target group

- (Future) building owners
- Property buyers

Sections

- Subsidies
- Mortgage
- Build & Buy
- Contract
- Building Law
- Advice
- Infothek



Traffic

Page Impressions	38.736
Visits	33.410
Uniques	17.896
Newsletter	2.900

barrierefreie-immobilie.de is the first point of contact on the net when it comes to barrier-free living and building. The portal provides detailed information about the requirements of a barrier-free property, the conversion and generally about the barriers that need to be overcome.

Key facts

Target group

- Homeowner
- Craftsman
- Building owners
- Seniors

Sections

- Home
- Know
- Shape
- Standards
- Forms of housing
- Requirements
- Reconstruction
- Barriers
- Promotion



Traffic

Page Impressions	8.000
Visits	3.478
Uniques	1.050

ecowoman.de is the online magazine for a future-conscious and sustainable lifestyle, which is aimed specifically at an audience that deals with climate protection, sustainable consumption and future topics, but combines them with lifestyle and quality of life. The portal informs a broad readership about alternatives in the consumer market, about progress, innovations and many exciting topics from a wide range of topics.

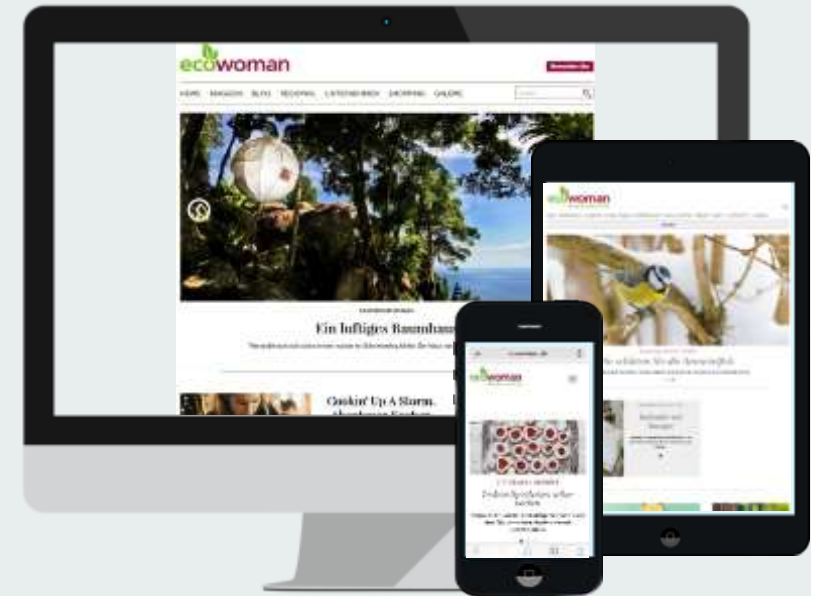
Key facts

Target group

- LOHAS*
- Lifestyle- and trend-oriented
- Strong environmental awareness
- High-income, urban, future-oriented

Sections

- News
- Nutrition
- Cosmetics
- Fashion
- Family
- Home & Garden
- Advisor



Traffic

Page Impressions	24.483
Visits	19.431
Uniques	15.512
Newsletter	4.220

* Abbreviation for Lifestyle of Health and Sustainability. LOHAS refers to persons who want to achieve a sustainable and prefer health-conscious lifestyle (See: <https://wirtschaftslexikon.gabler.de/definition/lohas-53809>)

EnBauSa.de provides an editorial overview of all aspects of energy-efficient renovation. Additionally, **EnBauSa.de** publishes experience reports and blogs in order to bring builders, planners and interested parties together. The portal collaborates with renowned industry experts from economy and research in order to ensure the high quality of its content. This way the online magazine provides an attractive advertising environment especially for private and commercial providers who come from the fields of energy-efficient construction and renovation, renewable energy, architecture and craft.

Key facts

Target group

- Building owners
- Planners
- Architects
- Energy consultants
- Craftsman

Sections

- Insulation & Windows
- Heating
- Ventilation
- Solar energy
- Financing
- Projects
- Service



Traffic

Page Impressions	15.762
Visits	9.716
Uniques	8.344
Newsletter	4.800

Energie-Fachberater.de – Advisory portal for energy-efficient restoration

Factsheet | energie-fachberater.de

Since 2005, the portal **energie-fachberater.de** is the point of contact for homeowners and energy savers keen on modernization.

The portal focuses on expert knowledge: energy consultants, funding experts and professionals of different subject areas give concrete advice for restructuring practice, legal requirements, funding and financing.

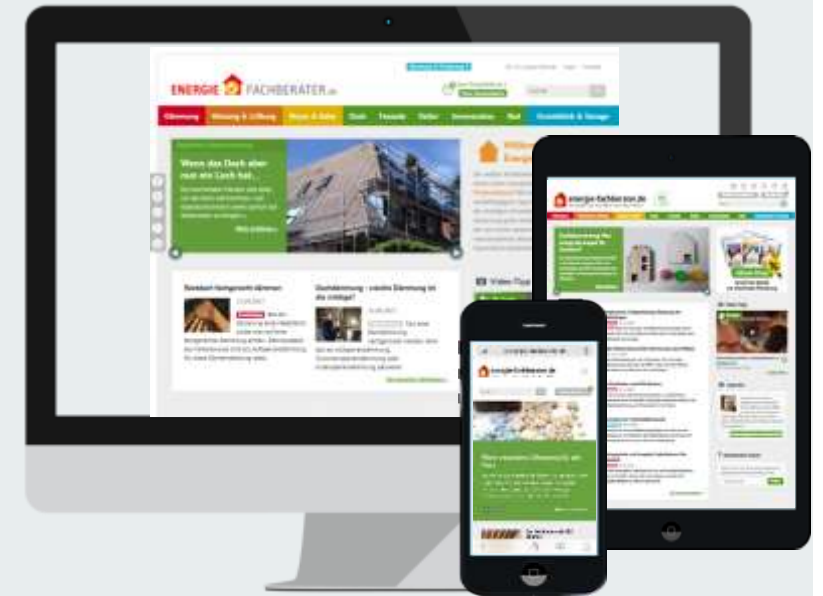
Key facts

Target group

- House and apartment owners
- Property renovators

Sections

- Insulation
- Heating & AC
- Electricity
- Inside restoration
- Roof
- Facade
- Basement



Traffic

Page Impressions	547.762
Visits	282.545
Uniques	225.611

Energiesparen-im-Haushalt.de – Advice portal for climate-friendly living

Factsheet | energiesparen-im-haushalt.de



Energiesparen-im-Haushalt.de stands for climate-friendly living while enjoying full comfort. **Energiesparen-im-haushalt.de** reports enthusiastically about the fascinating world of highly efficient, environmentally friendly technologies for contemporary living. The site went online in 2007 with simple consumer tips on how to save electricity. Within a very short time, the areas of construction and renovation were added and quickly developed into the core of the portal. The editorial team works closely with experts and energy consultants. The editorial team visits builders who have built or renovated "green" – and is thus repeatedly infected by their enthusiasm for modern living.

Key facts

Target group

- Homeowners
- LOHAS
- Environmentally aware people

Sections

- Using energy cleverly
- Save electricity
- Saving water
- Building and modernizing
- On-site consulting
- Media library
- Advisor



Traffic

Page Impressions	22.707
Visits	14.726
Uniques	13.337

The portal with comprehensive information on windows and conservatories

Factsheet | fensterbau-ratgeber.de



fensterbau-ratgeber.de is a competent consultant when it comes to windows and conservatories. The portal provides information on window purchase, installation, renovation and maintenance of windows, doors and conservatories as well as visibility and sun protection.

Key facts

Target group

- Homeowner
- House renovator
- Building owners

Sections

- Window
- Conservatory
- Terrace roofing
- Doors
- Specialist companies
- Service Portal
- Advisor



Traffic

Page Impressions	15.000
Vistis	6.521
Uniques	2.608

garage-und-carport.de deals exclusively with questions relating to garages and carports. Which materials are suitable, what costs arise and what maintenance effort does the owner have to face? What are the advantages of a garage over a carport and are there discounts on car insurance? These and many more questions are answered in detail by the portal.

Key facts

Target group

- Car and homeowners
- Craftsman
- Building owners

Sections

- Home
- Know
- Garage
- Carport
- Garage door
- Solar plant
- Accessories
- Care



Traffic

Page Impressions	10.000
Visits	4.435
Uniques	1.210

golem.de is aimed at professional computer users and reports on all topics of the IT industry on a daily, competent and fast basis. IT specialists, online managers, marketing decision-makers and buyers receive well-founded analyses of market developments and important professional information on the potential of products, brands and markets through background reports, purchase recommendations and market research results.

golem.de is the leading independent, high-reach brand for quality journalism in the IT segment and on top of that offers special content in the fields of smart home and house automation.

Key data

Target group

- CTOs/CIOs, decision-makers IT & Consumer Electronics
- Marketing decision-makers & Online-Professionals
- Purchasing & E-Commerce-Managers
- Developers
- Early Adopters

Topics and sections

- Soft- and Hardware (News & Development)
- Digital Business IT & Tech
- Mobility of the future
- Science and Technology
- Exklusive video content
- **House automation**



Traffic

Page Impressions	25.520.735
Visits	11.665.916
Uniques	3.900.000
Newsletter	35.900



The DIY-portal for construction, crafting, house and garden

Factsheet | heimwerker.de



Heimwerker.de is since 1996 one of the biggest and farthest-reaching DIY-platforms in Germany. Heimwerker.de offers practical tips for different tasks regarding renovation, insulation, installation and reparation, but as well for gardening, information about flooring, creative craft ideas and detailed instructions with constructions of professional craftsmen.

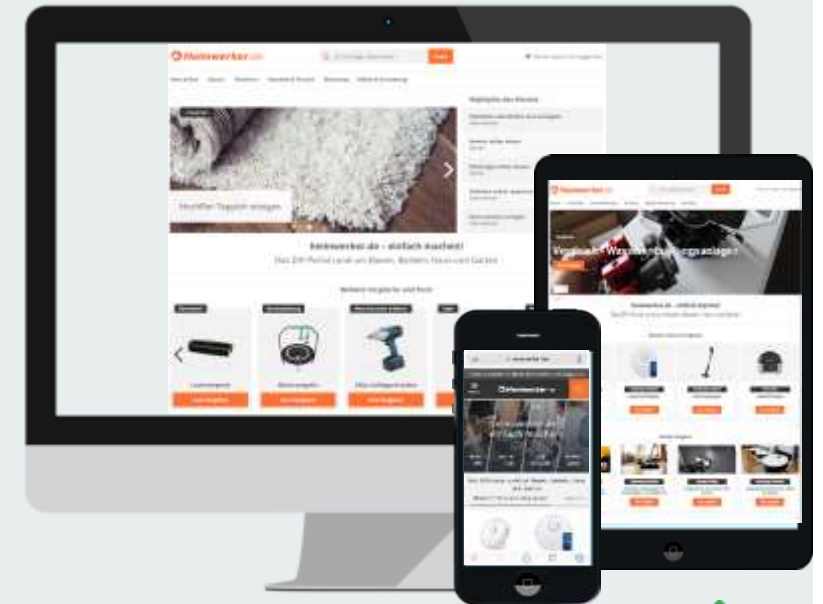
Key facts

Target group

- Craftsmen, refurbishers
- Manually talented people

Sections

- House and construction
- Garden
- Pets
- Household & Leisure
- Tools
- Furniture
- Advisor



Traffic

Page Impressions	160.390
Visits	112.273
Uniques	80.195

Heizsparer.de – All about energy-efficient heating

Factsheet | heizsparer.de



The independent online service **heizsparer.de** provides information in the fields of correct heating and saving energy. **Heizsparer.de** offers extensive information about heating systems and their optimization potential.

Tips, guides, eBooks and check lists provide concrete assistance with detailed questions on all topics related to saving energy. The website is topically focused on solar energy.

Key facts

Target group

- Interested consumers
- Energy consultants
- Craftsmen
- Builders, home savers

sections

- Heating
- Regenerative heating
- Saving energy
- Solar
- Combustibles
- Find low-cost specialist companies
- Service



Traffic

Page Impressions	79.585
Visits	61.483
Uniques	32.595

The consumer portal for smart home, e-mobility and connected living

Factsheet | homeandsmart.de

HOME & SMART

homeandsmart.de has been providing information on the topics of Smart Home, electromobility and connected living since 2017.

The portal deals with the latest trends and innovative ideas and has set itself the task of providing information in this segment. The editorial team tries to provide the consumer with decision-making aids by reporting on the products comprehensibly and honestly.

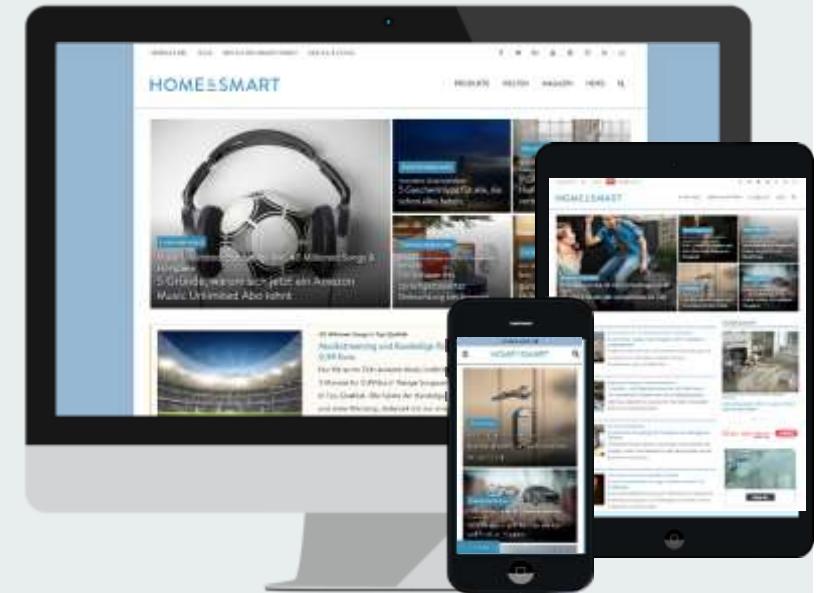
Key facts

Target group

- Technology-interested consumers
- High-consumption users

Sections

- Smart Home
- Language assistants
- E-mobility
- News
- Advisor



Traffic

Page Impressions	1,2 Mio
Visits	820.000
Uniques	590.000

ImmoPionier.de – The search engine for real estate

Factsheet | immopionier.de

ImmoPionier.de offers optimum conditions for consumers in search of their dream home. Among other services, the initial search mask makes it possible to enter the desired type of property, place of residence, surface area, number of rooms and a price range. The intelligent search engine for residential solutions of all kinds provides a meaningful list of results excluding unwanted duplicates. This way the user is no longer forced to click through the variety of real estate portals.

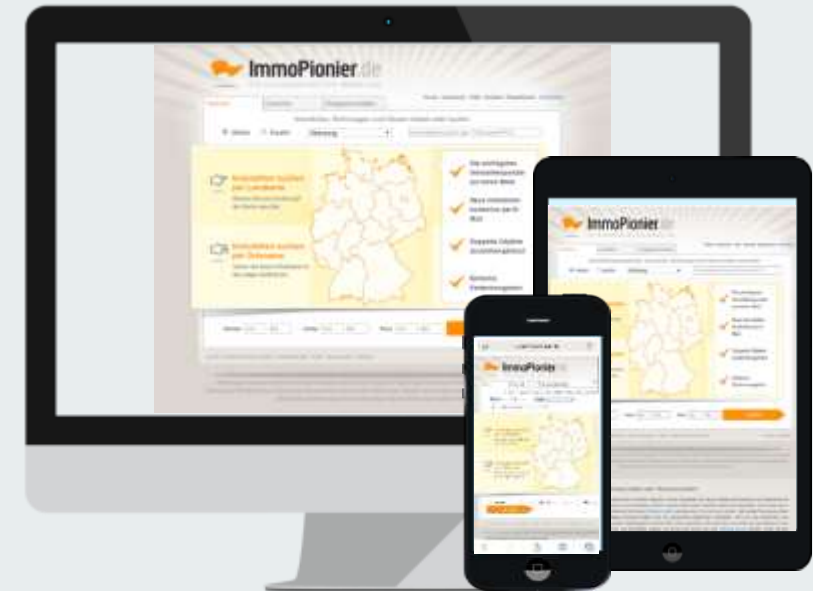
Key facts

Target group

- Future property owners
- Lessees
- Lessors

Sections

- Dwell
- Business
- Investment



Traffic

Page Impressions	6.586
Visits	2.290
Uniques	1.732

kwh-preis.de deals with energy provider switching, renewable energies & green electricity and energy saving.

The online magazine offers a high-quality advertising environment for companies active in the fields of energy supply, heating technology, solar energy, energy efficiency or energy-efficient construction and renovation.

Key facts

Target group

- Interested consumers
- Energy consultants
- Craftsmen
- Building owners, home savers

Sections

- KWH Price (Price per kilowatt)
- Current comparison
- Electricity providers
- Green energy
- Gas comparison
- Gas providers
- Biogas
- Service



Traffic

Page Impressions	3.899
Visits	2.193
Uniques	1.313

Messen.de – The first address for finding fairs in the DACH Region

Factsheet | messen.de



Messen.de is a free, editorially maintained trade fair calendar for companies and private customers who act as exhibitors or trade fair visitors.

Messen.de offers all interested parties quick and uncomplicated access to current trade fair dates in all industries in Germany, Austria, Switzerland and the Netherlands. In addition, it is possible to evaluate each fair after the visit.

On **messen.de**, businessAD offers environment-related targeting to different trade fairs and thus sensibly expands the most diverse B2B segments.

Key data

Target groups

- Fair visitors & Fair exhibitors
- Private & business clients

Sections

- Home/News
- Fairs Exhibitors
- Fairs
- Service providers
- Industries

Topics

- Constructing & living
- Education & Career
- Finances
- And a lot more...



Traffic

Page Impressions	1.385.398
Visits	634.584
Unique Visitors*	1.300.000



*Due to the AGOF publication cycle, UU may be higher than visits during the year

mobil-bleiben.de deals exclusively with questions of mobility in old age. From public transport, emergency call systems, holiday trips, barrier-free living, financial assistance and pensioner flats, all topics and tips are covered here that Best Ager can integrate into their everyday lives to stay mobile.

Key data

Target group

- Active seniors

Rubriken und Umfelder

- Home
- Mobile in old age
- Mobile on the go
- Mobile at home
- Mobile on the road
- Aid



Traffic

Page Impressions	6.000
Visits	2.608
Uniques	986

Ökologisch Bauen - The information platform for sustainable building and living

Factsheet | oekologisch-bauen.info



The online portal **Ökologisch-Bauen.de** reports independently on ecological building materials, timber and loam/clay construction, natural insulation, regenerative heating systems and many more. Users are able to find information on these topics and to use the extensive services of the portal, such as the database of addresses or the overview of ecological prefabricated houses.

Key facts

Target group

- Home owners, interested consumers
- Building owners
- Architects
- Craftsman
- Dealer

Sections

- House construction
- Building materials
- Building services
- Terrace & Garden
- Advisor
- Company News
- Forum



Traffic

Page Impressions	40.168
Visits	8.981
Uniques	6.562

ÖKO-Test is one of Germany's best-known brands: according to a survey conducted by the market research institute Splendid Research 2019, almost 89% of Germans are familiar with ÖKO-TEST.

ÖKO-TEST helps consumers to make the right purchasing decisions. According to the motto "Living really well", independent and well-founded product and service tests as well as consumer information show which products work best.

Key facts

Target group

- Lohas
- Young families
- Free-spending consumers
- Environmental and health conscious users
- High-consumption users

Sections

- Building and living
- Food & Beverage
- Health and medicines
- Children and family
- Cosmetics and fashion
- Money and law
- Leisure and technology



Traffic

Page Impressions	3.000.000
Visits	1.700.000
Uniques	1.400.000

sanier.de serves as a service portal and provides information about the various possibilities of modernization. In addition to step-by-step instructions and current news on modernization and renovation, free eBooks and checklists are also available for download. The website **sanier.de** offers companies from the fields of building technology, construction and renovation a high-quality, attractive advertising environment.

Key facts

Target group

- Renovators
- Energy consultants
- Craftsmen
- Building owners, home savers

Sections

- Dam
- Roof
- Window
- Solar
- Heating
- Energy
- Energy Consulting
- Other topics
- Specialist companies
- Service



Traffic

Page Impressions	625.235
Visits	471.010
Uniques	81.763

solaranlage-Ratgeber – Guide for photovoltaics and solar thermal systems

Factsheet | solaranlage-ratgeber.de



The independent service offer **solaranlage-ratgeber.de** provides information about the use of solar energy in Germany. Tips, guides, eBooks and checklists provide concrete assistance with detailed questions relating to solar energy (photovoltaics and solar thermal energy). The online magazine offers companies active in the fields of heating technology, solar energy, energy supply, energy efficiency or energy-efficient construction and renovation a high-quality advertising environment.

Key facts

Target group

- Interested consumers
- Energy consultants
- Installers
- Craftsmen
- Building owners

Sections

- Home
- Solar energy
- Photovoltaics
- Solar thermal energy
- Solar eBooks
- Service



Traffic

Page Impressions	174.139
Visits	47.553
Uniques	35.603

The critical environmental policy information portal

Factsheet | sonnenseite.com

Since 1997, Franz Alt has been active with the **Sonnenseite.com** on the Internet and informs about current events in the energy and environmental sector and offers well-founded and commented background information. The sunny side is a central information portal about renewable energies in German-speaking countries. Up-to-date news on related topics, major social and political events and consumer information are offered daily.

Sonnenseite.com has already received many awards, such as the German Solar Prize, the European Solar Prize, the Utopia Award, the Newsletter Award, the Human Rights Award and the Innovation Award.

Key facts

Target group


- Interested consumers
- Energy consultants

Sections

- Politics
- Energy
- Environment
- Economy
- Mobility
- Science
- Future
- Tips
- Franz Alt



Traffic



Page Impressions	27.387
Visits	20.540
Uniques	13.252
Newsletter	5.800

Utopia.de – The online platform for sustainable consumption

Factsheet | utopia.de



utopia.de is Germany's leading platform for sustainable consumption. Utopia combines competent purchase advice of independent editors with opinions and recommendations of more than 90,000 registered community members who evaluate sustainable products and services. Furthermore, Utopia provides extensive interaction and feedback options for consumers and companies.

Key facts

Target group

- Lohas
- Environment and health conscious consumers
- Users with high consumption
- High- consumption users

Sections

- Nutrition
- Household and housing
- Consumption
- Sustainable fashion
- Internet & Media
- Environment & Climate Protection
- Natural cosmetics
- Green Energy & Climate
- Mobility & Transport



Traffic

Page Impressions	15.898.000
Visits	9.577.108
Uniques	7.661.687

Rates | Channel Smart Living

Display Multiscreen



Display Multiscreen	Combination Rotation	Channel Rotation
Wallpaper / Halfpage Ad + Mobile Interscroller	80 €	75 €
Billboard / Sitebar + Mobile Interscroller	95 €	90 €
Billboard / Sitebar + Mobile High Impact Ad / Mobile Halfpage Ad	90 €	85 €
Wallpaper / Halfpage Ad + Mobile High Impact Ad / Halfpage Ad	75 €	70 €
Ad Bundle + Mobile Medium Rectangle	33 €	28 €
Outstream Video Ad	50 €	50 €
Native AD IN		
Native AD OUT		

All display rates subject to agency commission.
Rate are CPM unless otherwise indicated. Expandable ads + 25%

Rates | Channel Smart Living

Display Desktop



Display	Combination Rotation	Channel Rotation
Homepage Takeover	125 €	120 €
Double Sitebar / Cinema Ad	110 €	105 €
Fireplace	90 €	85 €
Billboard Ad	90 €	85 €
Sitebar	95 €	90 €
Wallpaper	75 €	70 €
Premium Ad Package (Billboard, Wallpaper, Sitebar)	85 €	80 €
Halfpage Ad	70 €	65 €
Medium Rectangle	50 €	45 €
Skyscraper	38 €	33 €
Superbanner	38 €	33 €
Ad Bundle	33 €	27 €
Tandem Ad	100 €	95 €
Floor Ad	95 €	90 €
Layer/Banderole	85 €	80 €

All display rates subject to agency commission.
Rate are CPM unless otherwise indicated. Expandable ads + 25%

Rates | Channel Smart Living

Display Mobile



Display Mobile	Combination Rotation	Channel Rotation
Roadblock XXL – High Impact Ad + Interscroller	120 €	115 €
Roadblock XL – High Impact Ad + MMA 4:1 Ad Adhäsiv	65 €	60 €
Mobile Interscroller	105 €	100 €
Interstitial	95 €	90 €
Mobile Cube Ad	95 €	90 €
Mobile High Impact Ad / Premium Rectangle	55 €	50 €
Mobile Halfpage Ad	55 €	50 €
Mobile Medium Rectangle	45 €	40 €
MMA 2:1	40 €	35 €
MMA 6:1 / 4:1	30 €	25 €

All display rates subject to agency commission.
Rate are CPM unless otherwise indicated. Expandable ads + 25%

Conditions and Specifications

Volume discounts	
From 20,000 €	3 %
From 50,000 €	5 %
From 75,000 €	10 %
From 100,000 €	12 %
From 200,000 €	14 %

* Be granted in relation to cash / goods discounts.
You can find our terms and conditions under <http://www.businessad.de/agb>

Minimum booking volume: 1,000 € (net)

CPM surcharge	
Expandables	25 %
Video Ads	10 %

Technical specifications

<http://www.businessad.de/downloads>

Delivery of the advertising media to banner@businessad.de

3 working days before placement (advertisement), 5 working days in case of content marketing

Redirect: Third-Party-Advertising is possible

Targeting: Comprehensive possibilities for targeting:

- Regional / national (A - Austria, CH - Switzerland)
- Temporary
- Browser-specific
- Operating systems

Quality control

- Optimized campaign monitoring
- Transparent reporting



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FOR INTERNATIONAL INQUIRIES PLEASE CONTACT OUR GERMAN HEADQUARTER