



↶ von Alex Olma

Media Kit 2014

From the Cockpit

ME

My name is Alexander Olma, I am 34 years old, and I live in Helsinki, Finland with my amazing wife Sanna and wonderful son Neo.

WE

iPhoneBlog.de is the leading weblog for independent writing about the iPhone, the iPad, mobile software and online services in the German media.

I have published stories, features and comprehensive reviews since 2006 and it is my full time job to write for around 375.000 unique visitors each month.

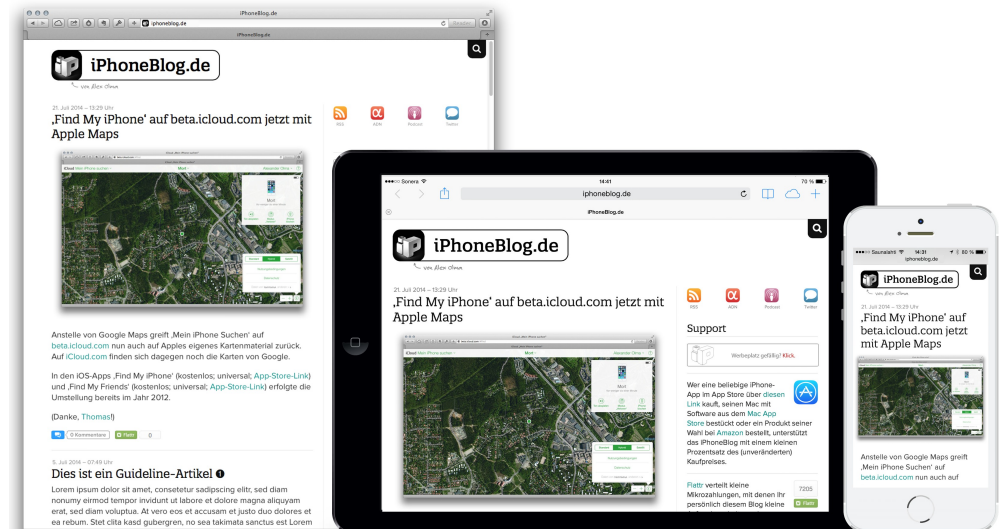
I post seven days a week while paying attention to every detail. Furthermore I produce tasteful video critiques and shoot unique photos for every blogpost.

THE AUDIENCE

My devoted, longtime subscriber base truly cares about what I publish. From a business standpoint, iPhoneBlog.de has sophisticated, affluent subscribers who actually spend money on their favorite apps and accessories. And they look to iPhoneBlog.de for honest guidance.

With 80 million people, Germany is one of the most important marketplaces for the iOS industry. And iPhoneBlog.de is the place to reach the most tech-centric people for this topic.

Discussions don't stop there: @iPhoneBlog reaches out to 40.000 Followers on Twitter, one of the most widely-read and highly-regarded accounts in German media.



Web Banner Advertisement

Name	Size	Price per month
Mobile Banner	300 x 50 px - A	695 €
Medium Rectangle	300 x 250 px - B	595 €
	300 x 250 px - C (also available in 300 x 600 px)	495 €



iPad widescreen / Desktop Webbrowser



iPhone & iPad portrait view

Custom Campaigns

Campaign A:	Description	Price per month	Campaign B:	Description	Price per week
Sponsored RSS feed	300 x 250 px – Ad banner at the bottom of each feed entry	895 €	Logo switch	128 x 128 px - Your brand on our logo – including URL and subtitle.	295 €



Advertising on iPhoneBlog.de

SPONSORSHIP OPPORTUNITIES

For an audience that craves originality, but instead often drowns in uninspired copycat journalism, iPhoneBlog.de extracts the important stories and features. I keep an eye on what's new, provide recommendations and shape opinions.

After 8 years this blog remains to be the #1 'go to' site in Germany concerning all topics for iPhone and iPad. On average, 90 articles of variable length, always with personal impressions, get published here every month.

Every ad has a high visibility. 70 percent of my readership use an iPhone or iPad. For you, this means no battle against the ad-blocker business.

I limit the amount of advertisement spots on the site. There won't be any Google or third-party ads from other networks to dilute your exposure. I guarantee an elegant environment for your products.

MONTHLY REACH

- 263.000 unique visitors
- 113.000 active RSS readers
- 35.000 Podcast-Downloads per episode
- 40.000 Follower on Twitter / @iPhoneBlog



Get in touch!



von Alex Olma



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