

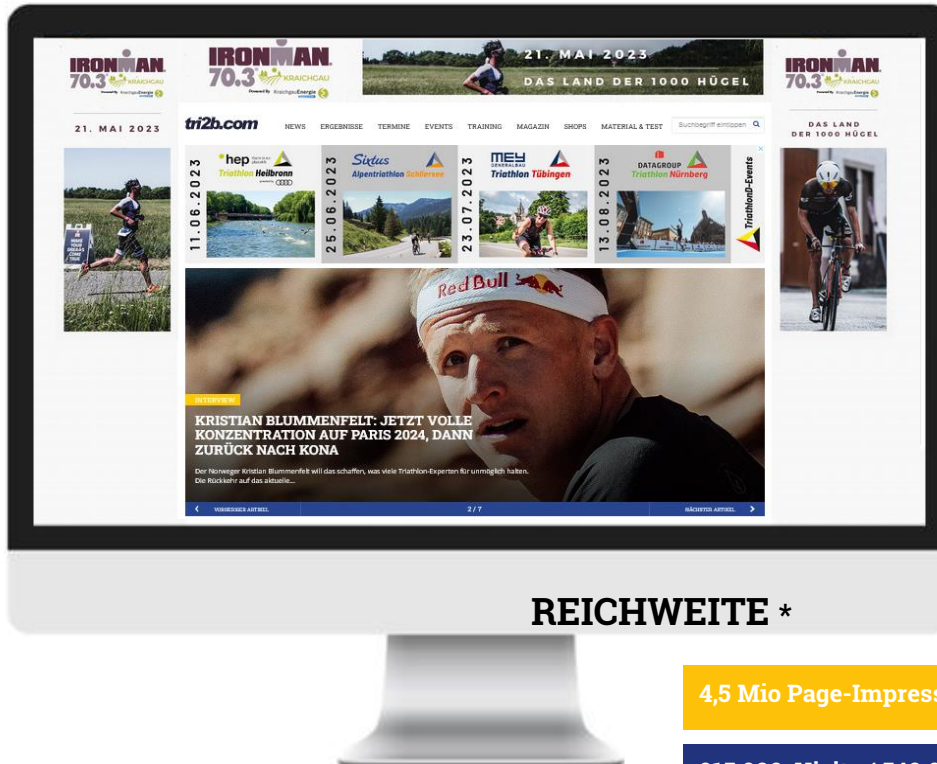
tri2b.com



TRIATHLON

2024

MEDIA-KIT



4,5 Mio Page-Impressions

915.000 Visits / 540.000 Uniques

* between Januar 2023 - Dezember 2023



DAS IST TRI2B

- the German-speaking triathlon-website
- exklusive meeting-point for triathletes and endurance athletes in the web
- high quality comprehensive information on all relevant aspects of triathlon-sports
- latest news, results, competition schedule
- training plans, star portraits or service topics to training, nutrition, equipment and training camps
- cooperation with coaches, athletes and organizers
- on the ground at the main competitions – from Roth to Hawaii
- official online-media partner of DATEV Challenge Roth powered by hep

DIE USER VON TRI2B

67 %

Between 25 und 55 Years old

89 %

iving in GER, AUT and SUI

64 %

going online with smartphone

78 %

Visiting via Google Search – best sistrich-index visibility of all German triathlon-Websites (February 2023)

97 %

Are training for a triathlon or one of the three triathlon diciplines

Quelle: Google Analytics



REICHWEITE *

6,2 Mio Page-Impressions

1,5 Mio. Visits / 770.000 Uniques

DATEV Challenge Roth

DATEV Challenge Roth triathlon is the world largest long-distance triathlon and has become a legend in the triathlon scene.

Site with news, athletes and spectators info, start and result lists.

- website with news, athletes- and spectator info, start- and result-lists
- tri2b.com is the official online-media-partner of DATEV Challenge Roth powered by hep
- tri2b.com produced since 2003 the liveticker of DATEV Challenge Roth powered by hep
- Eggebrecht Sports & Media GmbH has the full commercialization-rights for für www.challenge-roth.com
- best bundle-packages in combination with a placement on www.tri2b.com

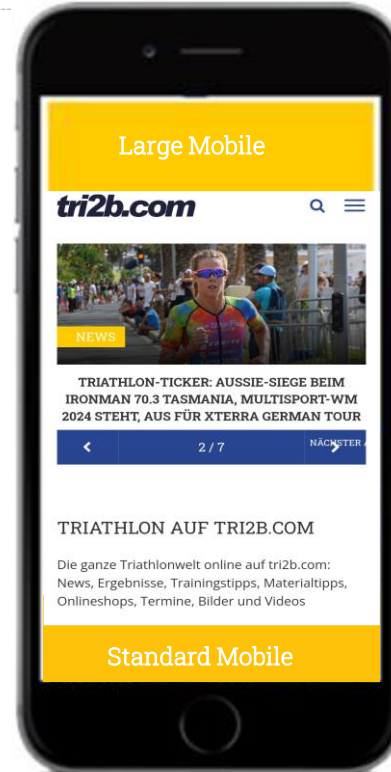
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AD SPACE: LARGE MOBILE - & STANDARD MOBILE-BANNER

64 % % of the pageviews on tri2b.com generated via mobile-devices in 2023, the trend is upwards. With the advertising forms mobile banner and large mobile-banner you reach the user on the way with your advertising message.

Size	Large Mobile-Banner 320 x 100 Pixel Standard Mobile- Banner 320 x 50 Pixel
File-format	JPG , GIF, HTML
File-size	Large Mobile-Banner max. 75 KB Standard Mobile-Banner max. 50 KB
Websites	tri2b.com challenge-roth.com (nur Standard Mobile-Banner)





AD SPACE: FIREPLACE

With the fireplace you form with your advertising message the frame for the editorial content. The fireplace consists of two skyscrapers and one bigsize banner together and offers thus plenty of space for your products to be in the focus of the user eye. The scrolling skyscrapers help to create better visibility of your brand and your products.

Ad-Size	1210 x 100 (max. 150) Pixel und 2x 250 x 650 Pixel
File-format	JPG, GIF, HTML
File-size	max. 500 KB
Websites	tri2b.com





tri2b.com

ADSPACE: WALLPAPER

Whether large-scale photographs, animations, striking claims - the wallpaper brings your content directly to the user! Designed in the form of an inverted " L " comes this ad into a symbiosis with the portal and is therefore perceived by the user as unobtrusive and informative.



Ad-Size	1210 x 100 (max 150) Pixel und 160 x 600 bzw. 250 x 650 Pixel (tri2b) 728 x 90 Pixel und 160 x 600 Pixel (Challenge Roth)
File-format	JPG, GIF, HTML
File-Size	max. 350 KB
Websites	tri2b.com challenge-roth.de



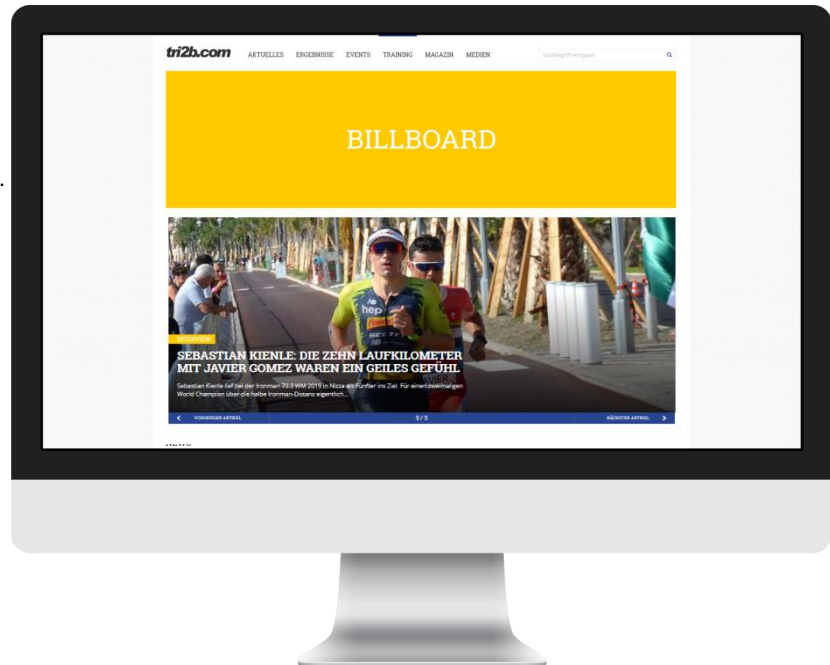
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AD SPACE: BILLBOARD

With the Billboard you ´ll bring your brand and products directly into the field of view of the user. The placement between the horizontal navigation and the brand new content ensures maximum user attention. The large ad-space offers plenty options for creative graphic advertising messages.



Ad-Size	Standard: 800 x 250 Pixel Optimal: 1180 x 250 Pixel
File-format	JPG, GIF, HTML
File-Size	max. 250 KB
Websites	tri2b.com



AD SPACE: SKYSCRAPER/TOWER

Skyscraper are an eye catcher for the site visitors. The classic ad among the large ad-banners. Externally similar to a traditional print format, the skyscraper/tower offers all possibilities of online advertising.



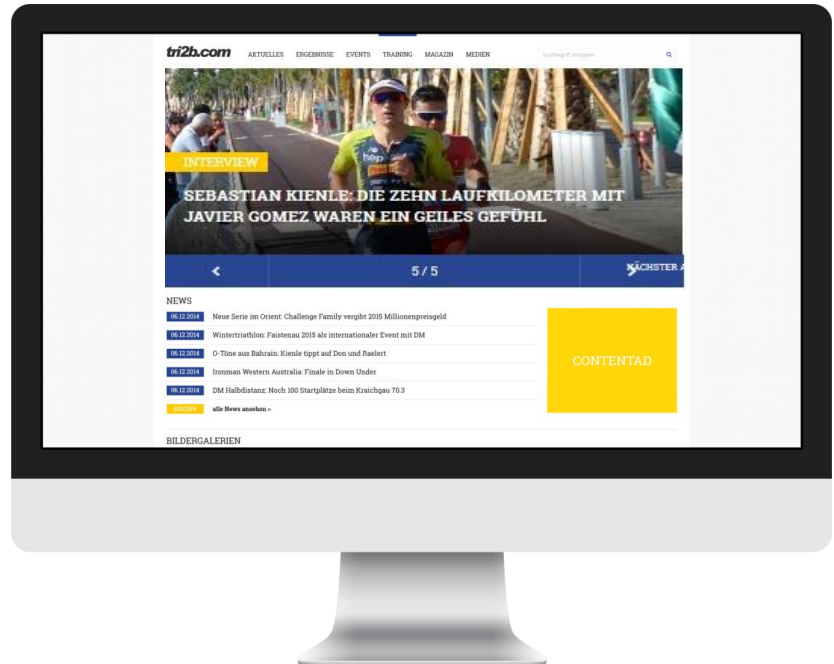
Ad-Size	160 x 600 Pixel (250 x 650 Pixel – Extra-Wide Skyscraper)
File-format	JPG, GIF, HTML
File-Size	max. 200 KB
Websites	tri2b.com challenge-roth.de (nur 160x600 Pixel)



AD SPACE: CONTENT AD/ Medium Rectangle

Der Alleskönner – Desktop & Mobile

This ad can be found right next to the content. Here you can reach the user who deal directly with the content. This central position ensures optimum visibility and corresponding click-through rates. You can make this distinctive block according to your ideas - graphically for branding or as genuine advertorial. Scrolls with and is always in view of the user.



Ad-Size	300 x 250 Pixel
File-format	JPG, GIF, HTML
Dateigröße	max. 150 KB
Websites	tri2b.com - auch in der Smartphone-Ansicht challenge-roth.de



AD-SPACE: Trainingscamp-listing

The Trainingscamp-listing guaranteed year-round visibility to your target audiences. You can send your advertising message packaged as editorial content. Benefit from the excellent Google-ranking of our landing-page. www.tri2b.com/triathlon-trainingslager/ ranks for the keywords triathlon training camps throughout the year in the Top-3 of the Google search results.

- SEO-relevant link
- long user visit-time
- premium placement possible



Format

Content max 2.500 letters
 Gallery up to 10 pictures
 Linking to top- & subdomains
 Period 1 Year

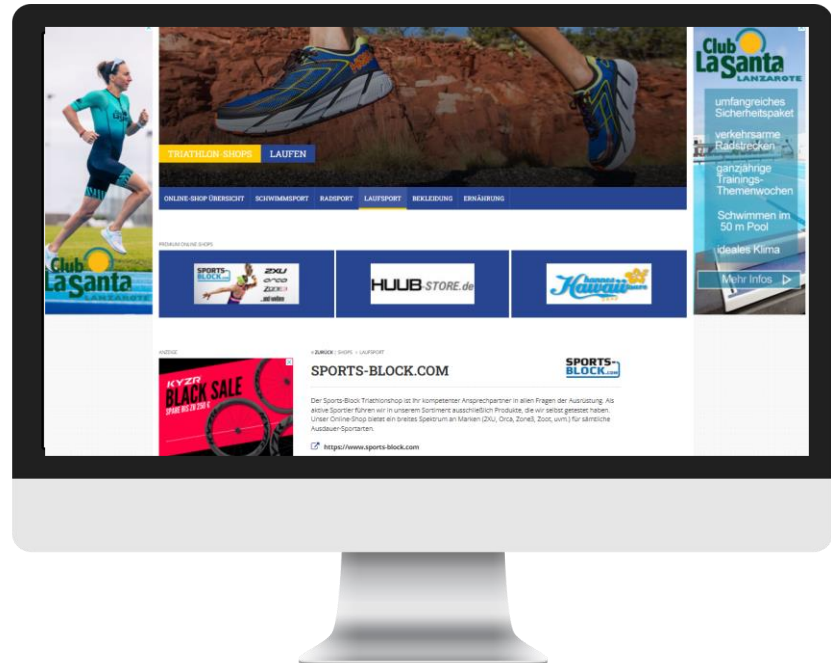


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AD-SPACE: ONLINE SHOP LISTING & BUTTON BANNER

- Your Online-Store entry on our triathlon shop-page guaranteed year-round visibility in your target audiences. Benefit from good Google ranking of the tri2b landing-page
- SEO-relevant link from pagerank 4 page on your web store
- more clicks by the shop logo banner (300x100 pixels), Run of Site (Desktop & Mobile), delivered in rotation



Format

content max. 400 letters

Shop-Logo 120 x 120 Pixel

Shop-Logo-Banner 300 x 100 Pixel

Premium-Platzierung möglich

Period 1 Year



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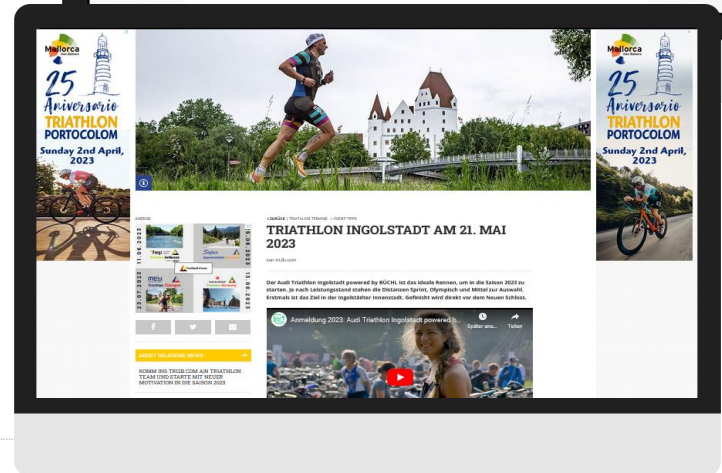
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AD-SPACE: product-presentation & event-tipp content-advertorial

- present your products/events directly in the vicinity of related content
- slider-delivery on the overview pages from training and material & tests
- slider delivery through the main-page (event-tipp: by all event-database pageview)
- lifetime-placement
- SEO relevant placement of your products
- Facebook/Insta-Posting & tri2b.com-Newsletter

Format	Content max. 2.500 Zeichen Gallery up to 10 Bildern Video-placement (Youtube/Vimeo) Link on top an subdomains Period 1 Year
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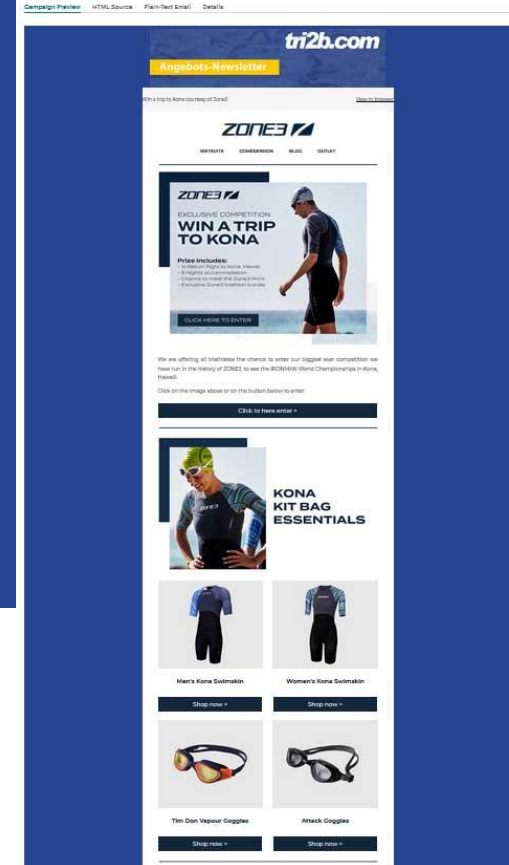


AD-SPACE: Newsletter-Advertorial & Exklusive Sales-Newsletter

- product or event-presentation in the tri2b.com-Newsletter
- content-advertorial 1.500 letters
- headergrafics (800 x 400 Pixel)
- 3 links (Grafik, Headline and content-deeplink)
- running weekly durch summer-season
- 2.500 Subscribers - average open-rate Year 2022 at 37,2 %)
- Optional: exklusive Sales-Newsletter

Format	Content 1.500 letters Headergrafics 800 x 00 Pixel Links to main- and subdomains Single booking
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Zone3 Angebots-Newsletter



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WERBEFORMEN	AD IMPRESSIONS MINIMUM BOOGKING	UP TO 100.000 AIS/TKP	UP TO 250.000 AIS/TKP	UP TO 500.000 AIS/TKP	WEBSITES / PERIOD
Fireplace (site 6)	25.000	50,- EURO	40,- EURO	30,- EURO	tri2b
Wallpaper (site 7)	25.000	40,- EURO	32,- EURO	24,- EURO	tri2b, Challenge Roth
Billboard (site 8)	25.000	40,- EURO	32,- EURO	24,- EURO	tri2b
Tower/Skyscraper & ContentAd/Medium Rectangle (tri2b auch Mobile) site 9 & 10)	25.000	20,- EURO	15,- EURO	12,- EURO	tri2b, Challenge Roth
Large Mobile –Banner (site 5)	25.000	16,- EURO	12,- EURO	9,- EURO	tri2b – Mobile Version
Standard Mobile-Banner (site 5)	25.000	16,- EURO	12,- EURO	9,- EURO	tri2b- Challenge Roth – Mobile Version
Newsletter-Advertorial / Sales-Newsletter (site 14)	Je Aussendung	75,- EURO	250,- EURO Angebots-Newsletter		tri2b.
Trainingscamp-listing (site 11)	Jahr/pauschal	300,- EURO	450,- EURO mit Premium-Platzierung		tri2b, 1 Jahr Laufzeit
Online-Shop listing (site 12)	Jahr/pauschal	250,- EURO	350,- EURO mit Premium-Platzierung		tri2b, 1 Jahr Laufzeit
Product-Presentation/Event-Tipp/Content-Advertorial (site 13)	advertorial (running one month)	250,- EURO (100,- EURO Event - Tipp/Monat)			tri2b

AD IMPRESSIONS: As ad impressions or AIs are called single insertions of advertising ADs. The number of impressions is logged by Google Admanager.

TKP: The cost per thousand (CPM) (also cost per thousand, cost per thousand ad impressions or Thousand (TAI) called) is a key figure from the media planning. It specifies what amount of money for an advertising measure must be used (eg for TV commercials, online advertising or print) to reach 1,000 persons of a target group by sight (the radio hearing contact). It is commonly used by the gross reach (even multiple contacts of a person included) assumed a medium. In the online area, for example in banner ads, an ad impression is considered as a contact.



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