

Appendix 1: Financial Breakdown of Digital Media Buying in 2018

KEY EUROPEAN MARKETS	CONTENT PACKAGES/NATIVE PROGRAMMATIC ADVERTISING OUTBRAIN	YOU TUBE	SOCIAL NETWORKS	SEARCH MARKETING AND GMAIL ADS	TOTAL
GERMANY	120.000	20.000	70.000	40.000	250.000
<i>suddeutsche.de (content package)</i>	40.000				
<i>focus.de (content package)</i>	40.000				
<i>Outbrain native</i>	40.000				
<i>Youtube</i>		20.000			
<i>Facebook</i>			50.000		
<i>Instagram</i>			20.000		
<i>Google</i>				40.000	
AUSTRIA	60.000	20.000	40.000	20.000	140.000
<i>kleinezeitung.at (content package)</i>	30.000				
<i>Outbrain native</i>	30.000				
<i>Youtube</i>		20.000			
<i>Facebook</i>			20.000		
<i>Instagram</i>			20.000		
<i>Google</i>				20.000	
ITALY	80.000	20.000	60.000	20.000	180.000
<i>Repubblica.it (content package)</i>	40.000				
<i>Outbrain native</i>	40.000				
<i>Youtube</i>		20.000			
<i>Facebook</i>			40.000		
<i>Instagram</i>			20.000		
<i>Google</i>				20.000	
UK & IRELAND	40.000	10.000	20.000	10.000	80.000
<i>Wanderlust.co.uk (content package)</i>	20.000				
<i>Outbrain native</i>	20.000				
<i>Youtube</i>		10.000			
<i>Facebook</i>			10.000		
<i>Instagram</i>			10.000		
<i>Google</i>				10.000	
FRANCE	20.000	10.000	50.000	10.000	90.000
<i>Outbrain native</i>	20.000				
<i>Youtube</i>		10.000			
<i>Facebook</i>			30.000		
<i>Instagram</i>			20.000		
<i>Google</i>				10.000	
RUSSIA	50.000	0	60.000	40.000	150.000
<i>travel.ru (content package)</i>	10.000				
<i>lenta.ru (content package)</i>	40.000				

<i>instagram</i>			30.000		
<i>V-Kontakte</i>			30.000		
<i>Yandex search</i>				40.000	
TOTAL	370.000	80.000	300.000	140.000	890.000

OVERSEAS MARKETS	CONTENT PACKAGES/NATIVE PROGRAMMATIC ADVERTISING OUTBRAIN	YOU TUBE	SOCIAL NETWORKS	SEARCH MARKETING AND GMAIL ADS	TOTAL
USA & CANADA	120.000	0	60.000	20.000	200.000
<i>Cnn.com (content package)</i>	120.000				
<i>Facebook</i>			30.000		
<i>Instagram</i>			30.000		
<i>Google</i>				20.000	
TOTAL	120.000	0	60.000	20.000	200.000

GROWING EUROPEAN MARKETS	CONTENT PACKAGES/NATIVE PROGRAMMATIC ADVERTISING OUTBRAIN	YOU TUBE	SOCIAL NETWORKS	SEARCH MARKETING AND GMAIL ADS	TOTAL
SWITZERLAND	20.000	10.000	30.000	10.000	70.000
<i>Bluewin.ch (content package)</i>	20.000				
<i>Youtube</i>		10.000			
<i>Facebook</i>			20.000		
<i>Instagram</i>			10.000		
<i>Google</i>				10.000	
BENELUX	30.000	10.000	40.000	20.000	100.000
<i>Nu.nl (content package)</i>	30.000				
<i>Youtube</i>		10.000			
<i>Facebook</i>			20.000		
<i>Instagram</i>			20.000		
<i>Google</i>				20.000	
DENMARK, FINLAND	20.000	20.000	50.000	10.000	100.000
<i>Hs.fi (content package)</i>	20.000				
<i>Youtube</i>		20.000			
<i>Facebook</i>			30.000		
<i>Instagram</i>			20.000		
<i>Google</i>				10.000	
CZECH REPUBLIC, POLAND	0	0	30.000	20.000	50.000
<i>Facebook</i>			20.000		
<i>Instagram</i>			10.000		
<i>Google</i>				20.000	
TOTAL	70.000	40.000	150.000	60.000	320.000

	CONTENT PACKAGES/NATIVE PROGRAMMATIC ADVERTISING OUTBRAIN	YOUTUBE	SOCIAL NETWORKS	SEARCH MARKETING AND GMAIL ADS	TRANSLATIONS AND CREATIVE PART*	ADVERTISING IN TOTAL
ALL MARKETS TOTAL	560.000	120.000	510.000	220.000	30.000	1.440.000

*Value within this Public Procurement for all translations, media coordination and production of ads is €30,000 inclusive of VAT.

All amounts are in € with included VAT!