The CHAMP®

MEDIA-KIT

www.the-champ-talks.com

Time for individual conversations

Exciting dialogues and interviews are the focus and drive from AD Dialog Media and our exciting brand **The CHAMP** *talks*®

Always personal, informative, up-to-date, surprising, respectfull, as equal partners and always individual – that are the interviews from **The CHAMP** *talks*[®]. We hold talks with a wide variety of personalities from the fields of sport, entertainment, business & lifestyle, hotel and travel industry as well as literature. Topics are the experiences, impressions and stories of success in their life and career.

The **The CHAMP** *talks*[®] listens, asks questions and stimulates the personal dialog. Because a champion always has something to report on the highlights of their own career, personal life, successes and failures, from experiences, impressions and ideas as well as from current and future projects.

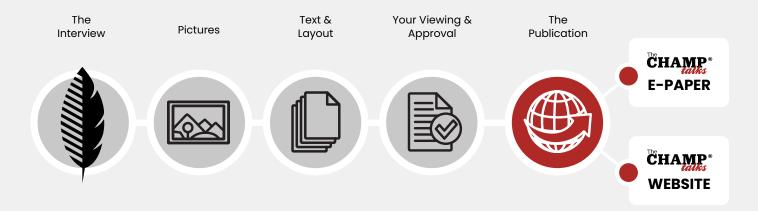
These personal conversations and interviews are framed with contributions from experts and professionals, with our recommendations of high quality hotels and travel destinations, book presentations as well as current music, cinema and DVD proposals.

On www.the-champ-talks.com, in our digital **The CHAMP** *talks*®-special issues (ePaper) as well as at our exclusive events with famous book authors and celebrity keynote speakers, you will find out about what characterizes a true champion - and how to become one. Because there is a champ in each of us.

The Interview



The CHAMP *talks*® offers exciting, interesting, fascinating and interesting interviews with personalities from the fields of sports, entertainment, business & lifestyle, travel and literature.



Timeless interviews and exciting, readable conversations with a wide variety of celebrities and personalities from the fields of sport, entertainment, business & lifestyle, hotel and travel industry as well as literature.

















Our Areas

I. Website



CATEGORIES:

INTERVIEWS with personalities
and celebrities from the fields of sport, entertainment
& music, literature, business & lifestyle as well as
regional and international champions.

FEATURES: Hotel- and travel highlights, book presentations, interviews with renowned authors as well as current recommendations on music, cinema and DVD innvations.

EXPERT CONTRIBUTIONS: Guest articles, sponsored posts and **tips from professionals** on current topics.

EVENTS: Exklusive **The CHAMP** *talks® - events, book presentations & lectures* and business *talks* with high quality keynote speakers.

FACTS:

Founding year: 2021

Registered trademark: The CHAMP talks®

Publisher: AD Dialog Media

Page structure: Search engine optimized

Readership: Leisure/B2C-readership aged between 20 and 55

Target focus: German-speaking areas (Germany, Austria, Switzerland)

as well as English-speaking areas (USA, Canada, UK)

Reach: 100.000 visitors / unique user per mounth*

(*The CHAMP talks* is an unique and new brand. The expected targeted readership per mounth is mentioned above.)

Our areas

II. Digital special
Issue (e-Paper)

CHARAKTERISTICS:

The *digital, interactive issue* (e-paper) from **The CHAMP** *talks*® offers exciting, interesting, fascinating and worth reading interviews with personalities and celebrities from the fields of sport, entertainment, business & lifestyle, travel and literature. – These individual and personal interviews are framed with contributions and articles from experts and professionals, the presentation of high class hotels and fascinating travel destinations as well as recommendations of current books, DVDs music and movies. recommendations of book titles, DVDs music and movies.



04 BUSINESS LIFESTYLE
Axel Schulz

08 SPORT
Thomas Müller



CHAMP Laiks







Facts:

Frequency: 4x issues per year

Retail price : \bigcirc 3,00 (+VAT / only in the German areas)

Distribution: AD Dialog Media

Distribution area: Germany as well as in selected online-press-shops

Purchase: by download as an e-paper

Readership: Leisure/B2C-readership aged between 20 and 55

Target Focus: German-speaking areas (Germany, Austria, Switzerland)

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III. Events



Exclusive **The CHAMP** *talks*® -events, book presentations & lectures and business talks with high quality keynote speakers.

Facts:

Types of events: Exclusive lectures, book-presentations, meet-and-greets, keynote

business talks as well as exclusive concerts

Number of events: 4x per year

Ticketprice: Depending on event on request

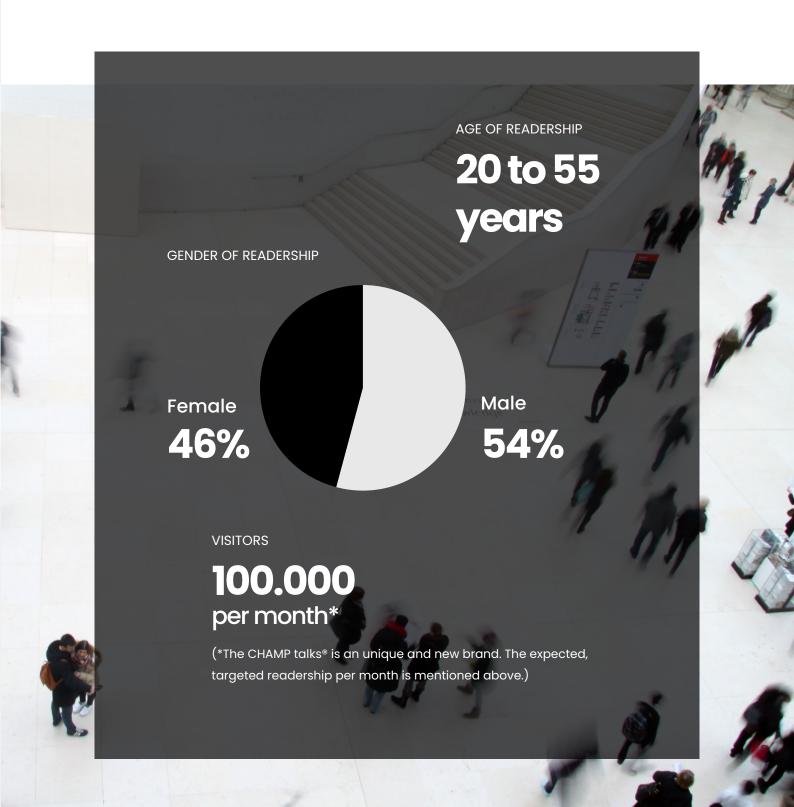
Number of participants: 75 to 150 guests exclusively (lectures / meet-and-greet / keynotes) up

to 1.000 participants (concerts)

Venue: Rheine, Nordrhein-Westfalen, Germany

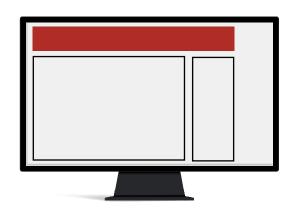
Sales and ticketing: AD Dialog Media including the brand **The CHAMP** *talks*®

Readership



Advertising overview & prices

Website:

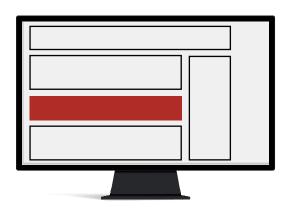


Format: Superbanner
Dimensions: 728 x 90 pixel
Duration: 12 month*

One-time

Costs: € 1.650,00

(+ VAT / only in the German areas)

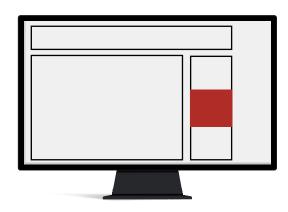


Format: Content Ad
Dimensions: 728 x 90 pixel
Duration: 6 month*

One-time

Costs: € 550,00

(+ VAT / only in the German areas)



Format: Aside Ad

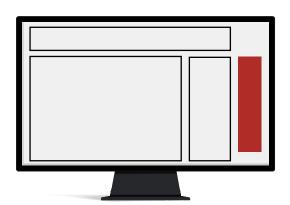
Dimensions: 300 x 250 pixel

Duration: 6 month*

One-time

Costs: € 350,00

(+ VAT / only in the German areas)



Format: Skyscraper
Dimensions: 160 x 600 pixel
Duration: 12 month*

One-time

Costs: € 850,00

(+ VAT / only in the German areas)

^{*} no autamatic renewal

Advertising overview & prices

Special Ads:

Text + Pictures

delivered by you

Viewing & Approval The Publication



Format





Layout







Sponsored Post (Expert article, product Content

1x Picture text with 50 words as a maximum 1 Back-Link to your Website Duration

12 month

One-time Costs

€ 250,00 (+ VAT / only in the German areas)

Presentation of your hotel as high class **Hotelhighlight**

presentations)

Brief-4-questions-interview about your hotel Presentation of your hotel exclusively on the **The CHAMP** *talks*®

-world map (below) as HOTEL-HIGHLIGHTS, including lx picture of your hotel, the hotel-contact details and a direct link to your 24 month

€ 550,00 (+ VAT / only in the German areas)





Advertising & prices

Digitale Special Issue (e-Paper):

Your product or hotel presentation exclusively in our digital special issues (ePaper) of **The CHAMP** *talks*®:

Format:

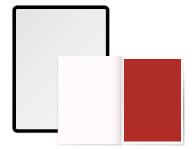
Full Page

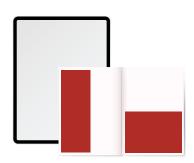
Placement in the inner part or on the 4th cover page

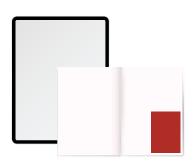
Half Page

Up or across

Quarter Page







Type area:

200 mm x 250 mm

Fullpage + 3mm addition:

230 mm x 300 mm

Type area:

(Up) 98 mm x 250 mm (Across) 200 mm x 122 mm

Half page + 3mm addition:

(Up) 113 mm x 300 mm (Across) 230 mm x 152 mm

Type area:

98 mm x 56 mm

One-time Costs:

€ 1.500,00* € 750,00* € 400,00*

*(+ VAT / only in the German areas)

Imprint

AD Dialog Media

Hovesaatstraße 6 48432 Rheine Federal Republic of Germany

E-Mail: info@ad-dialog-media.de

General Manager: Andreas Detert Register Court: Amtsgericht Steinfurt

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