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3. MONTHLY WEBSITE DATA (AUGUST 2017)

Average session time in minutes: 35. The bounce rate is 0.79%
**MALE**

**INTERESTED IN:**
- Sports & Fitness/Sports Fans
- Sports & Fitness/Health & Fitness Buffs
- Lifestyles & Hobbies/Green Living Enthusiasts
- Banking & Finance/Avid Investor

**MORE INTERESTS:**
- Dating Services
- Travel/Hotels & Accommodation
- Real Estate/Residential Properties
- Employment

**FEMALE**

**INTERESTED IN:**
- Sports & Fitness/Sports Fans
- Sports & Fitness/Health & Fitness Buffs
- Lifestyles & Hobbies/Green Living Enthusiasts
- Banking & Finance/Avid Investor

**MORE INTERESTS:**
- Dating Services
- Travel/Hotels & Accommodation
- Real Estate/Residential Properties
- Employment

**DEMOGRAPHIC**

- **25-34 YEARS 24%**
- **35-44 YEARS 23%**
- **45-54 YEARS 17%**
- **18-24 YEARS 14%**
- **55-65 YEARS 13%**
- **65+ YEARS 9%**

- **MALE 90.5%**
- **FEMALE 9.5%**
BRANDED TOURNAMENTS
chess24© offers up to 35 tournaments per day, including up to around 200 participants. The Branded Tournaments are very attractive, as users can win prizes. In this case, promoting your company and product is our top priority.

AFTER-GAME POP-UP
The user will see an After-Game Dialogue after each finished game, covering information about the game and your company. This Pop-Up draws in the user’s entire attention. There are on average 117,000 finished games per week.

PICTURE-TEXT COMBINATION
The Picture-Text-Combination can be placed flexibly on the page and is commonly found in the middle or at the end of an article. The reading flow of the user won’t be disturbed and will simply transition from the editorial to the advertisement.

CHESS NOTATION AD
There are 117,000 games (tendency rising) on chess24© per week. Users who are not signed up as Premium customers will get a Notation Ad in their notation during games. The notation (or move list) is an essential part of a game of chess.

BILLBOARD 970x250PX OR 700x250 PX
The Billboard Ad is marked by its ingenious placing between the header and the content. The user’s attention and gaze will be caught by the advertisement while switching from header to content.

HALF-PAGE AD 230x 290PX
The Half-Page Ad will be integrated into chess24 content. This offer should be considered if image and branding have priority.

SIDEBAR AD
The Sidebar Ad is also called the poster of the online advertisement. This Ad automatically adjusts to the free space, therefore being scalable. You can optionally book a “Sticky” placement, increasing your presence significantly.

SKYSCRAPER (WIDESKYSCRAPER)
120x600PX OR 160x600PX
The Skyscraper was one of the first standards in online marketing and still counts as one of the basic advertisement tools. Likewise, you can book the “Sticky” option: the ad will remain in the user’s gaze while scrolling.
6. ADVERTISING OPPORTUNITIES

**DISPLAY ADS**

**VIDEO AD**
The Video Ad will be visible in our website’s content. Users will clearly recognize it as an advertisement while reading the content and will watch the ad deliberately before continuing.

**PRICE**

€40

**CPM**

**VIDEO ADS**

**SPONSORED CHAT MESSAGES**
Your advertising message will periodically appear in the user’s chat and therefore constantly raise his or her awareness of your brand.

**PRICE**

€15

**CPM**

**BRANDED CHESSBOARDS**
Our users can choose between different themes for their chessboards. This option will allow you to represent your company’s colors on the default chessboard for the majority of players while premium users can choose the theme optionally.

**PRICE**

€11,000

**PER MONTH**

**NEWSLETTER AD**
Email advertisements go directly to verified users and gain validity from the information we periodically send out. We currently have over 600,000 users whose email addresses have been verified.

**PRICE**

€50

**CPM**

**SMALL OVERLAY VIDEO AD**
The Small Overlay Video Ad is a cross-fade overlay in our video-stream. We display small Ad Teasers above our shows periodically.

**PRICE**

€35

**CPM**

**IN-VIDEO THUMBNAIL**
The In-Video Thumbnail will be embedded at the beginning and in pause sequences of videos. The Thumbnail will tell the user that the video will start soon or that there is a break. This option is a great advertisement element, as the user will have the video open most of the time and await its start or continuation after a break.

**PRICE**

€60

**CPM**

**VIDEO PRODUCT PLACEMENT**
Our chess24© influencers offer the opportunity to advertise products by perfectly implementing them into our livestreams or shows. This will allow you to show your product to our chess24© users live and in combination with the endorsement of a famous chess player.

**PRICE**

€7,000

**PER MONTH**
SPONSORED CHAT MESSAGES

SMALL OVERLAY VIDEO AD
9. EXAMPLES

NOTATION AD

AFTER-GAME POP-UP
Hi,

Magnus Carlsen and Sergey Karjakin will meet again in Wijk aan Zee as the Tata Steel Chess Masters gets underway this Saturday at 13:30 CET. The Dutch supertournament also features Top 10 players Wesley So, Levon Aronian and Anish Giri as well as exciting young stars such as Wei Yi and Richard Rapport.

We’ll have English live commentary with Jan Gustafsson, Peter Svidler and Lawrence Trent, which for the first time will be exclusively for our Premium Members. We’d like to thank all our loyal Premium Members for your support in enabling us to cover top chess events!

Who called the Kyrie trade hours before it happened? German chess grandmaster Jan Gustafsson, that's who 🎧

(via @GMJanGustafsson)

5:26 PM - Aug 23, 2017
13 likes, 201 replies, 404 retweets
JAN GUSTAFSSON
A chess Grandmaster who’s advised World Champion Magnus Carlsen and commentated on top tournaments in English, German and Spanish, Jan Gustafsson is the face of chess24. His shows are a perfect combination of wit, knowledge and irreverence, with his alter ego “Radio Jan” one of many crowd favourites.

DAVID MARTÍNEZ
David Martinez is a doer. With his Spanish roots and corresponding temperament, he thrills the viewers without mincing his words. Ole!

PETER SVIDLER
A 7-time Russian Champion and World Cup winner, Peter Svidler is not only one of the world’s best players but a fan favourite. Renowned for speaking better English than most native speakers, he’s the king of commentators and users feel privileged to be able to play and watch him on chess24.