

1.  
START



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C H E S S 2 4   M E D I A   K I T   2 0 1 7

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(AUGUST 2017)

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MONTHLY WEBSITE DATA  
(AUGUST 2017)

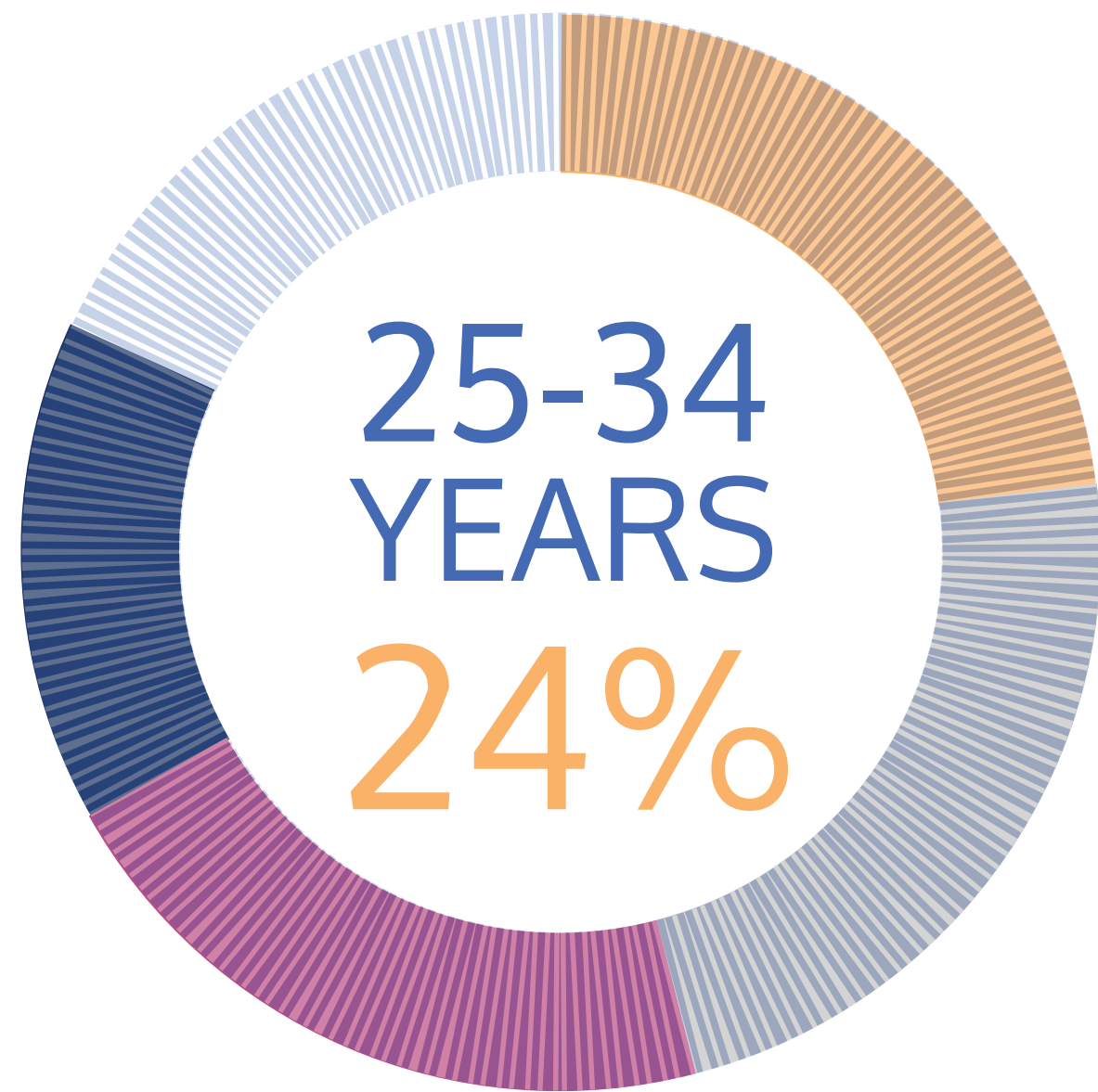
UNIQUE VISITORS  
102<sub>K</sub>

USER SESSIONS  
365<sub>K</sub>

IMPRESSIONS  
825<sub>K</sub>

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

4.  
DEMOGRAPHIC



35-44 YEARS 23%

45-54 YEARS 17%

18-24 YEARS 14%

55-65 YEARS 13%

65+ YEARS 9%



MALE

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



## 5. ADVERTISING OPPORTUNITIES

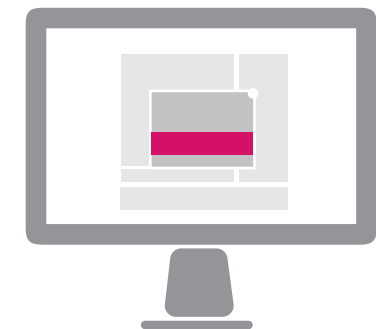
### DISPLAY ADS



#### 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.

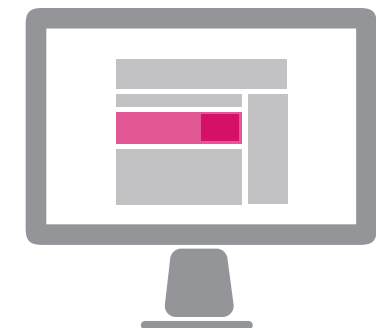
€750  
+PRIZES FOR WINNERS  
**1 TOURNAMENT  
PER MONTH**



#### 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.

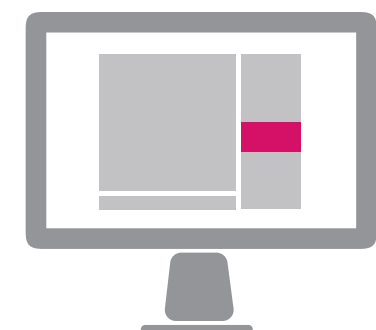
€35  
**CPM**



#### 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.

€25  
**CPM**



#### 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.

€15  
**CPM**

### DISPLAY ADS



#### 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.

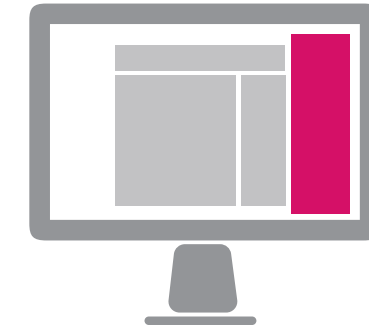
€40  
**CPM**



#### 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.

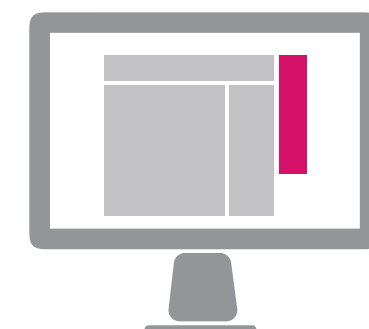
€35  
**CPM**



#### 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.

€40  
**CPM**



#### 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.

€35  
**CPM**

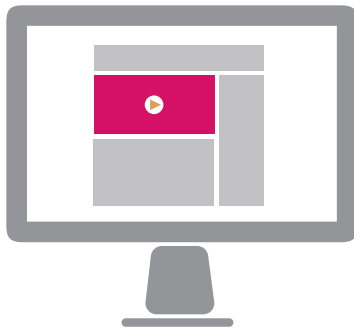
6.  
ADVERTISING OPPORTUNITIES

DISPLAY ADS

PRICE

VIDEO ADS

PRICE

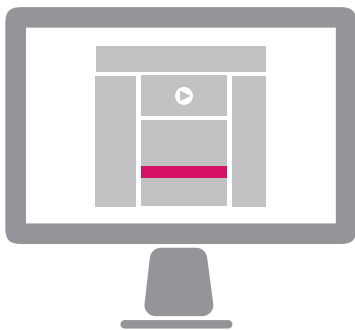


VIDEO AD

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.

€40

CPM

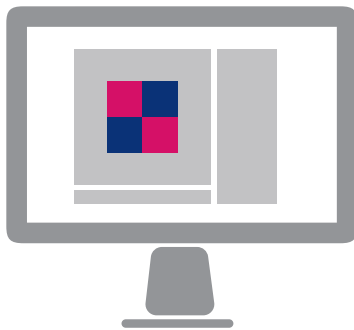


SPONSORED CHAT MESSAGES

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

€15

CPM

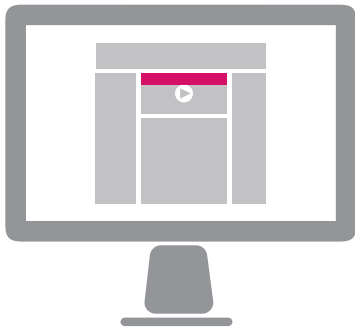


BRANDED CHESSBOARDS

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.

€11,000

PER MONTH

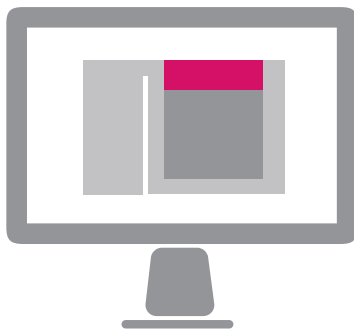


SMALL OVERLAY VIDEO AD

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

€35

CPM

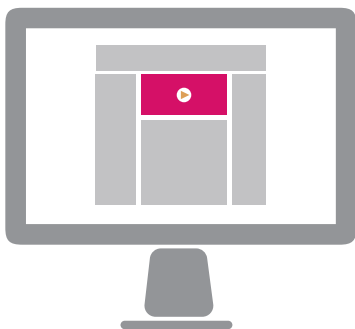


NEWSLETTER AD

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.

€50

CPM

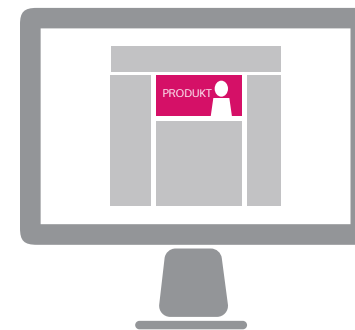


IN-VIDEO THUMBNAIL

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.

€60

CPM



VIDEO PRODUCT PLACEMENT

Our chess24© influencers offer the opportunity to advertise products by perfectly implementing them into in 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.

€7,000

PER MONTH



# 7. EXAMPLES

## BRANDED TOURNAMENTS

chess24  
your playground

PlayLearnReadWatch

English

vahan

Share

f

t

g+

Play

1

3

5

15

Daily schedule

4 min

5 min

5 min

4 min

5 min

5 min

4 min

5 min

5 min

3 min

5 min

4 min

5 min

1 min

3 min

4 min

5 min

3 min

5 min

3 min

4 min

5 min

5 min

3 min

00:0001:0002:0003:0004:0005:0006:0007:0008:0009:0010:0011:0012:0013:0014:0015:0016:0017:0018:0019:0020:0021:0022:0023:00

SPONSORED TOURNAMENT BY

YOUR AD

Prize info:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Blitz Tournament - 5+0

2 days

0 hours

3 min

34 sec

There are still 100 places free! You can join 2 hours before the tournament starts!

Blitz Tournament - 4+2

live

2 current round

4 games in play

26 finished games

Game time:

4 min + 2 sec

Estimated duration:

01 h : 04 min

Swiss System pairings and a time limit of 4 minutes per player per game, plus a bonus of 2 seconds after each move. Have fun and good luck! [Learn More](#)

Win a tournament badgel

Notifications

Tell a Friend

Challenges

My Friends

Play Now

Live on chess24

Bad Wiessee Round 6

> Nov 5, 2015 | 16:00

Blitz Tournament - 5+0

> Nov 5, 2015 | 15:30

Blitz Tournament - 4+2

> Watch live now

Open U14 - FIDE World ...

> Watch live now

Girls U18 - FIDE World Y...

> Watch live now

See more events

#c24live

Nagy Laszlo

@mrlfrstsaturday

1h

#c24live We start in 2 days the First Saturday Budapest GM-IM-FM chess tournaments. Who does want more information?

Daniel Gajdos

@DannyGajdos

1h

#c24live WTF? Only Vlad can beat Magnus

## IN-VIDEO THUMBNAIL

chess24

SpielenLernenLesenSehen

Deutsch

Einloggen...

Telle

f

t

g+

<>

Spiele

1

3

5

10

15

FIDE World Cup Round 3.3

TurniereFIDE World Cup

Vachier-Lagrave, Maxime - Lenderm...

Lenderman, Aleksandr

GM 2565

Vachier-Lagrave, Maxime

GM 2804

Deine Züge

25:00 min sek

25:00 min sek

YOUR AD

2017 FIDE World Cup

RUNDE 3 TIEBREAKS

MONTAG 11.09.2017

Nikolas Lubbe

ok - dann noch viel vergnügen beim banter

Perlesreuter

So...der Weltmeister draußen Svidler weiter 🍌 gratuliere

Morra-Gambit

Der arme Magnus 🙄

ich bin doch Carlsen Fan 🙄

daniel.maric.146

Zum Chatten registrieren oder einloggen

0.23 Ausgeglichen Stockfish 8 64 POPCNT | Cloud | Tiefe: 22 | [Werde Premium und analysiere jede Stellung mit größerer Tiefe](#)

0.23 1. d4 d5 2. c4 e6 3. Nc3 Nf6 4. Nf3 Be7 5. Bf4 O-O 6. e3 Nc6 7. Be2 Nh5 8. Bg3 dxc4 9. Bxc4 Bd7 10. O-O Nxg3 11. fxxg3 a6 12. Bd3 Bb4

0.17 1. Nf3 d5 2. d4 e6 3. c4 Nf6 4. Nc3 Be7 5. Bg5 O-O 6. e3 h6 7. Bh4 b6 8. cxd5 exd5 9. Bd3 Bb7 10. O-O Nbd7 11. Qc2 Rc8 12. Bg3 c5 13. Kh1

0.10 1. e4 e6 2. Nf3 d5 3. exd5 exd5 4. d4 Nf6 5. Bd3 Bd6 6. Qe2+ Be7 7. O-O O-O 8. c3 c5 9. Bg5 c4 10. Bc2 Be6 11. Ne5 Nc6 12. Nxc6 bxc6

KO-BaumMatchverlaufAnalyseEröffnungsbaumDatenbankPGNInformation

Runde 3Runde 4

Nachrichten

Jetzt spielen

Werde Mitglied mit nur 1 Klick!

Einloggen mit Facebook

Featured

03.-27. September

FIDE World Cup

Live bei chess24

9.9.2017 | 13:00

FIDE World Cup Round 3.3

in 8 Minuten

Blitzturnier - 4+2

heute um 14:00

Europäische Jugendeinzelmeisterschaft Runde 6

heute um 16:00

2. Capablanca Memorial GM-Norm Runde 1

heute um 16:00

2. Fischer Memorial GM-Norm Runde 1

heute um 20:00

Fall Chess Classic - B-Gruppe Runde 6



## 8. EXAMPLES

### SPONSORED CHAT MESSAGES

The screenshot shows the chess24 website interface. At the top, there's a navigation bar with 'Shows' and 'Jetzt spielen'. Below the navigation bar, there's a search bar and a list of videos. The main content area displays a live chess game between AthanasiosMakris and Nikolas1408. To the right of the game, there's a chat window with several messages. A large pink banner with the text 'YOUR AD' is overlaid on the bottom right of the chat window. The banner includes a button that says 'Zum Chatten registrieren oder einloggen'.

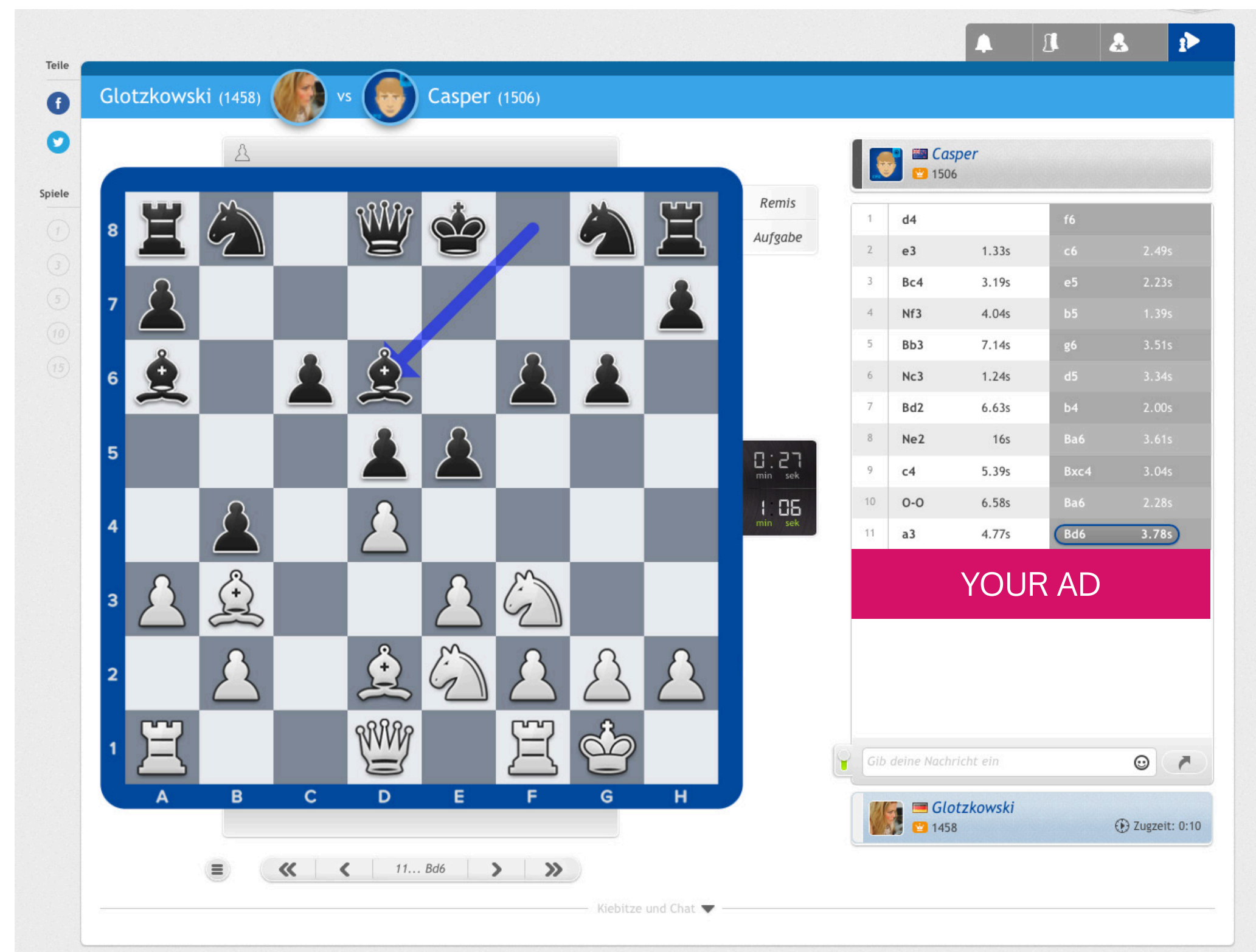
### SMALL OVERLAY VIDEO AD

The screenshot shows the chess24 website interface. At the top, there's a navigation bar with 'Shows' and 'Jetzt spielen'. Below the navigation bar, there's a search bar and a list of videos. The main content area displays a live chess game between AthanasiosMakris and Nikolas1408. To the right of the game, there's a chat window with several messages. A small pink banner with the text 'YOUR AD' is overlaid on the top right of the chat window. The banner includes a button that says 'Einloggen mit Facebook'.

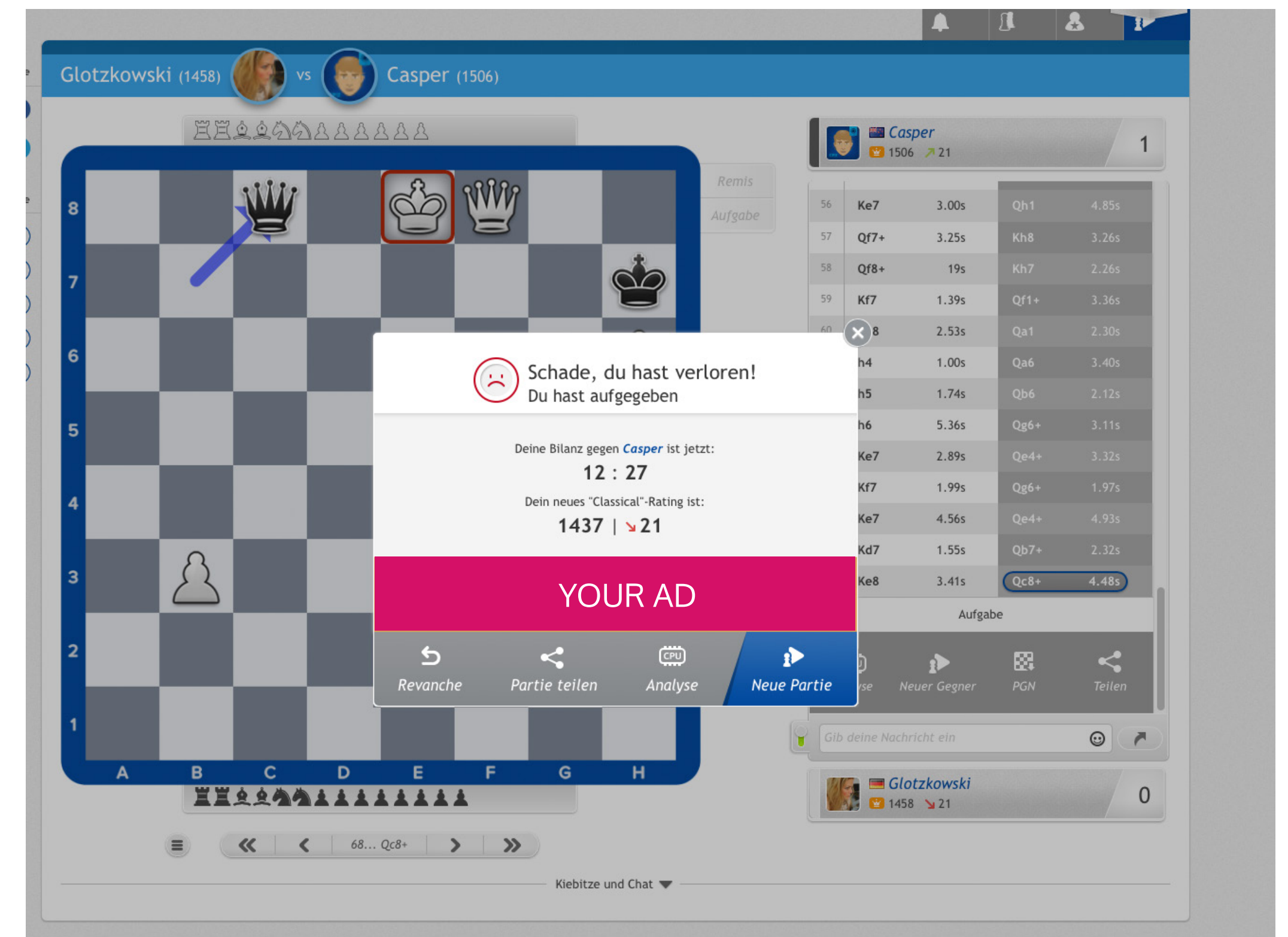


## 9. EXAMPLES

### NOTATION AD




### AFTER-GAME POP-UP



## 10. EXAMPLES

### NEWSLETTER AD



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!

**YOUR AD**

### VIDEO PRODUCT PLACEMENT



**SI Sports Illustrated** [@SInow](#) [Follow](#)

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

13 201 404



## 11. INFLUENCERS



### 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.