



MEDIA DATA 2024



INSTORE TV - DOOH
SPORTS-, FITNESS- AND
HEALTH CLUBS



#1 DIGITAL MEDIA NETWORK FOR SPORTS/FITNESS & HEALTH



**ECLECTIC TV
ENTERTAINMENT:**
Entertainment & Fashion
Extreme Sports & Adventure
Travel & Nature

We offer advertisers high-quality content spaces where your advert will be seen and appreciated



PERFORMANCE DATA

PERFORMANCE	TOTAL				STANDARD LOCATIONS				PREMIUM LOCATIONS			
	DEU	AUT	CH	D-A-CH	DEU	AUT	CH	D-A-CH	DEU	AUT	CH	D-A-CH
Contacts*	39,6 Mio.	4,4 Mio.	3,0 Mio.	47 Mio.	24,6 Mio.	1,5 Mio.	1,7 Mio.	27,8 Mio.	15 Mio.	2,9 Mio.	1,3 Mio.	19,2 Mio.
TV-Screens	2.523	224	189	2.936	1.723	113	129	1.965	800	111	60	971
LED-Walls	16	-	-	16	-	-	-	-	16	-	-	16
Screensaver	772	-	-	772	-	-	-	-	772	-	-	772
Locations	816	45	21	882	569	26	14	609	247	19	7	273

*Contacts = gross advertising contacts per month and campaign

- Pinpoint play-out via location and parameter filters
- Payout from Monday - Sunday 18/7

STANDARD LOCATIONS

feature a variety of equipment in a modern training environment.

- Modern studio inventory
- Broad target group, from middle-class to opinion leaders, pupils and students - Reasonable prices
- Lively promotional atmosphere

PREMIUM LOCATIONS

offer additional wellness services (saunas, massages, etc.) or therapy options, in areas with high purchasing power.

- Higher purchasing power
- Very attractive location (big city)
- Additional services in the studios (wellness, own therapist)
- Selected target group: middle-class, Decision-makers and high earners
- High-tech studio inventory
- Calming and stress-free advertising atmosphere



PRICES

TYPES OF ADVERTISING	STANDARD LOCATION		PREMIUM LOCATION	
	LOCAL/REGIONAL	NATIONAL	LOCAL/REGIONAL	NATIONAL
TV-Screens (3 Months)	Per month, Per studio: 299 €	TKP: 12 €	plus 50% surcharge	TKP: 18 €
TV-Screens (6 Months)	Per month, Per studio: 275 €			
TV-Screens (12 Months)	Per month, Per studio: 249 €			
TV-Screens (24 Months)	Per month, Per studio: 199 €			
LED Walls (3 Months)	-	-	Per month, Per studio: 199 € bis 299 € plus 50% surcharge	TKP: 18 €
LED Walls (6 Months)	-	-		
LED Walls (12 Months)	-	-		
LED Walls (24 Months)	-	-		
Programmatic (Guranteed Deal) Programmatic (Preferred Deal) Programmatic (Private Auction) Programmatic (Open Auction)	Floor Price TKP: 9 €	Floor Price TKP: 9 €	Floor Price TKP: 12 €	Floor Price TKP: 12 €
Display-Ads (Screensaver)	-	-	Per month, Per studio: 99 €	TKP: 2,50 €
Text Ads	1 Cent per insertion (min. 10,000 insertions)	1 Cent per insertion (min. 10,000 insertions)	1 Cent per insertion (min. 10,000 insertions)	1 Cent per insertion (min. 10,000 insertions)
Sweepstakes	One-time: 499 €	One-time: 4.999 €	One-time: 749 €	One-time: 7.499 €
Weather Presenting	on request	on request	on request	on request
Studio Tour	on request	on request	on request	on request
Advertising effectiveness study	on request	on request	on request	on request
Service fee (reporting, voucher images)	149 €	199 €	149 €	199 €

Video clip length: 10 - 15 sec in price // overlength up to max. 30 sec costs 50% surcharge. Attention: for national bookings we do not charge by duration (months).



TECHNICAL SPECIFICATIONS

TYPES OF ADVERTISING

TECHNICAL SPECIFICATIONS

TV SCREEN VIDEO CLIP
LED WALL VIDEO CLIP
RAFFLES VIDEO CLIP

FILE FORMAT
RESOLUTION
FRAMERATE
CLIP LENGTH
PRODUCTION
DELIVERY

MPEG-4 (Codec H.264)
1,920 X 1,080 (ASPECT RATIO 16:9)
25 fps
Standard: 10 sec. overlengths up to max. 30 sec.
soundless - transitions not in black or white
5 working days before start of broadcasting

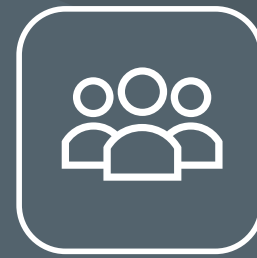
TV TEXT AD BANNER

Booking via online booking mask: www.airtango.com/textads
Delivery text + website URL or alternative to URL logo data PNG, JPEG 24 characters per line with a maximum of 2 lines

CARDIO EQUIPMENT SCREENSAVER

FILE FORMAT
ASPECT

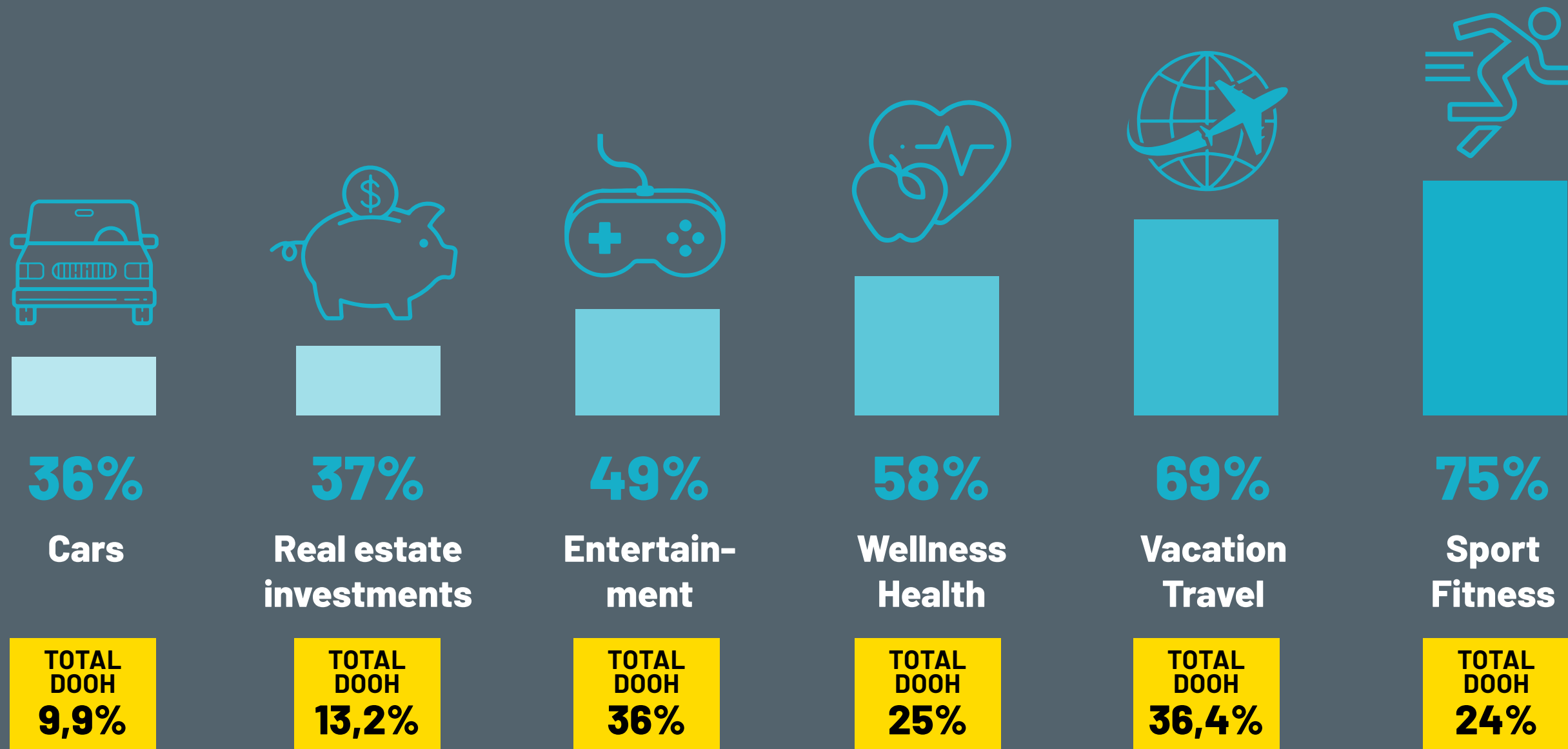
JPG, PNG
1.920 x 1.080 (aspect ratio 16:9)



AREAS OF INTEREST

SPORTS, FITNESS AND HEALTH CLUBS

Members of sports, fitness and health clubs show up to three and a half times higher interest in the listed categories than the total population D-A-CH!



**Sources: <https://de.statista.com/>;
PPS 2019/20 DMI; Topic Interests/ Results December 2019 (WTK/
Gross: Shares in %); Entertainment forms average of music, events, PC, photo, film media, gaming.

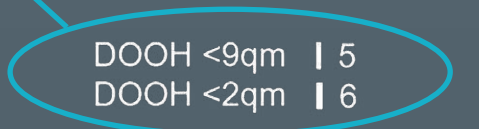


SUSTAINABILITY

ENVIRONMENTALLY FRIENDLY



SUSTAINABILITY is TODAY'S main TOPIC and that is exactly why advertising via DOOH is what will keep your CO2 footprint as low as possible, something today's customers highly appreciate!



The most environmentally friendly advertising medium
Intermedia comparison of Co2 emissions per 1000 contacts in grams based on the publicly available Green GRP calculator.

IDOOH

1) Bei Verwendung von Ökostrom 3) Nordisches Format: Bsp.: FAZ, Bild
2) Green GRP Online Rechner (Stand Mai 2023) unter Annahme üblicher Kontakt-/Auflagenrelationen sowie üblicher Spotlängen (20s für TV, ATV, Online Bewegtbild & Online Audio, 10s für DOOH) und Anzeigenformate (Zeitschrift 1/1, Zeitung 1/2) im Rahmen von Werbekampagnen; OOH Umrechnung Anzahl Werbeflächen in Kontakte gem. SID 4.5



**STANDARD
ADVERTISING**

VIDEOCLIPS ON TV-SCREENS

(also programmatically bookable*)



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**PREMIUM
ADVERTISING**

VIDEOCLIPS ON LED WALLS

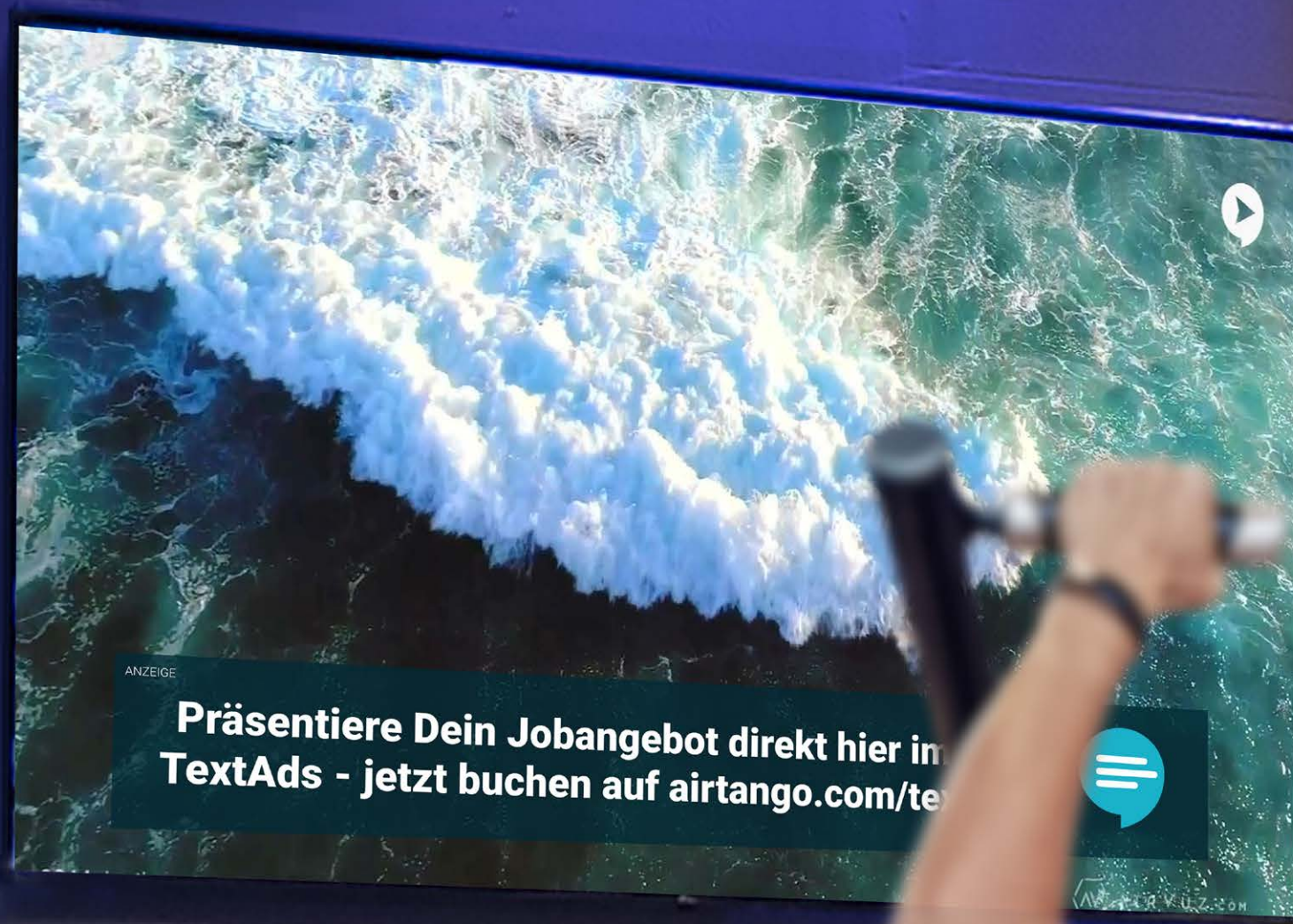
(can also be booked programmatically*)



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 **STANDARD
ADVERTISING**



**TEXT ADS
ON TV-SCREENS**

(advertising banner)



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**PREMIUM
ADVERTISING**

DISPLAY-ADVERTISING IN CARDIOPARK

(screensaver / still images)



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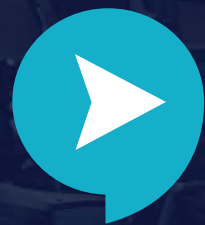


**SPECIAL
ADVERTISING**

WEATHER PRESENTING



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SPECIAL ADVERTISING

RAFFLES



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EXTERNAL INVENTORY

VIDEOCLIPS
BURGER KING
KING CHANNEL



INSTORE TV - DOOH
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PERFORMANCE DATA BURGER KING

RESTAURANTS (DE)

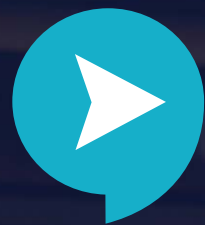
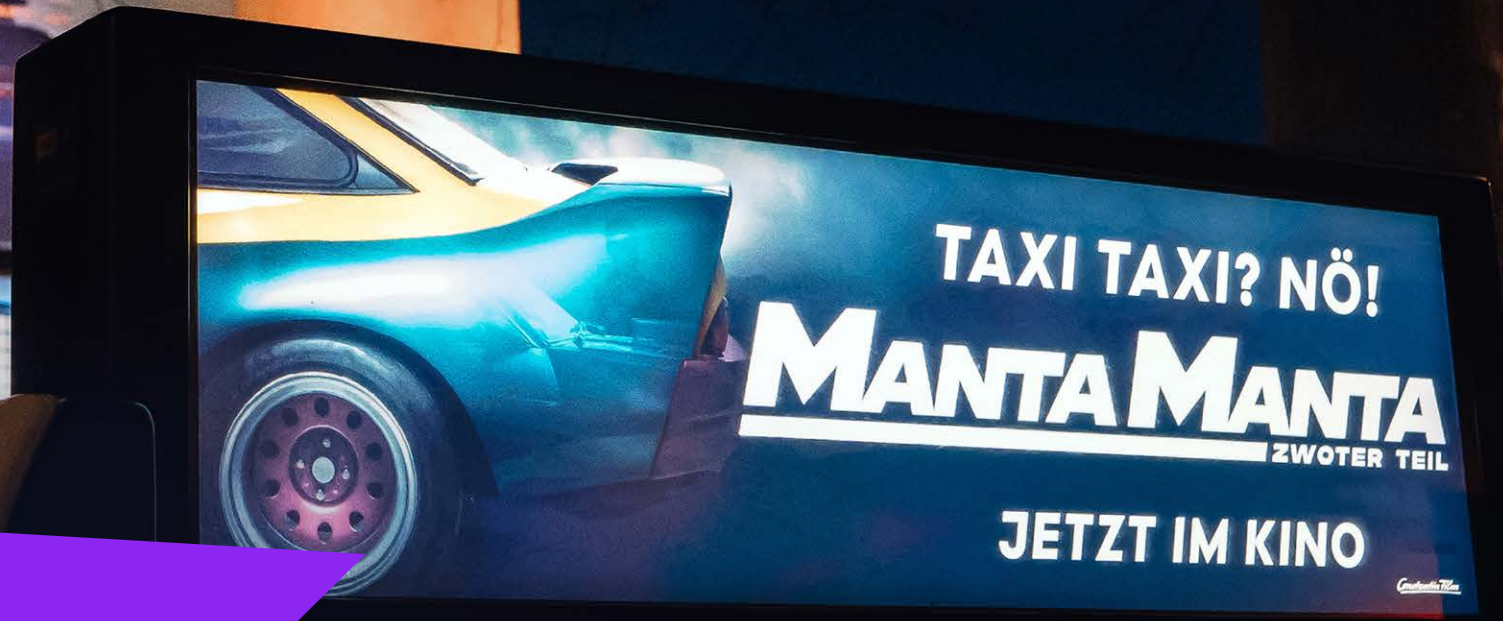
CONTACTS	38 M
LOCATIONS	453
SCREENS	973

16 HOURS daily „ON AIR“
7 days a week, 365 days a year

- ▶ weekly TV-Programm (Sound On)
- ▶ trendy music videos with all relevant Genres
- ▶ newest movie teasers & game releases



ZOO PALAST



**EXTERNAL
INVENTORY**

**TAXI ADS
URBAN CENTRES
GERMANY**



INSTORE TV - DOOH
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PERFORMANCE DATA TAXI ADS



**To avoid scattering loss
and successfully reach your target audience:**

Targeting allows an accurate broadcast of the advertising message for the customer.

Especially the ongoing and dynamic generated location/setting data plays a decisive role in the avoidance of scattering loss and optimisation of the campaigns.

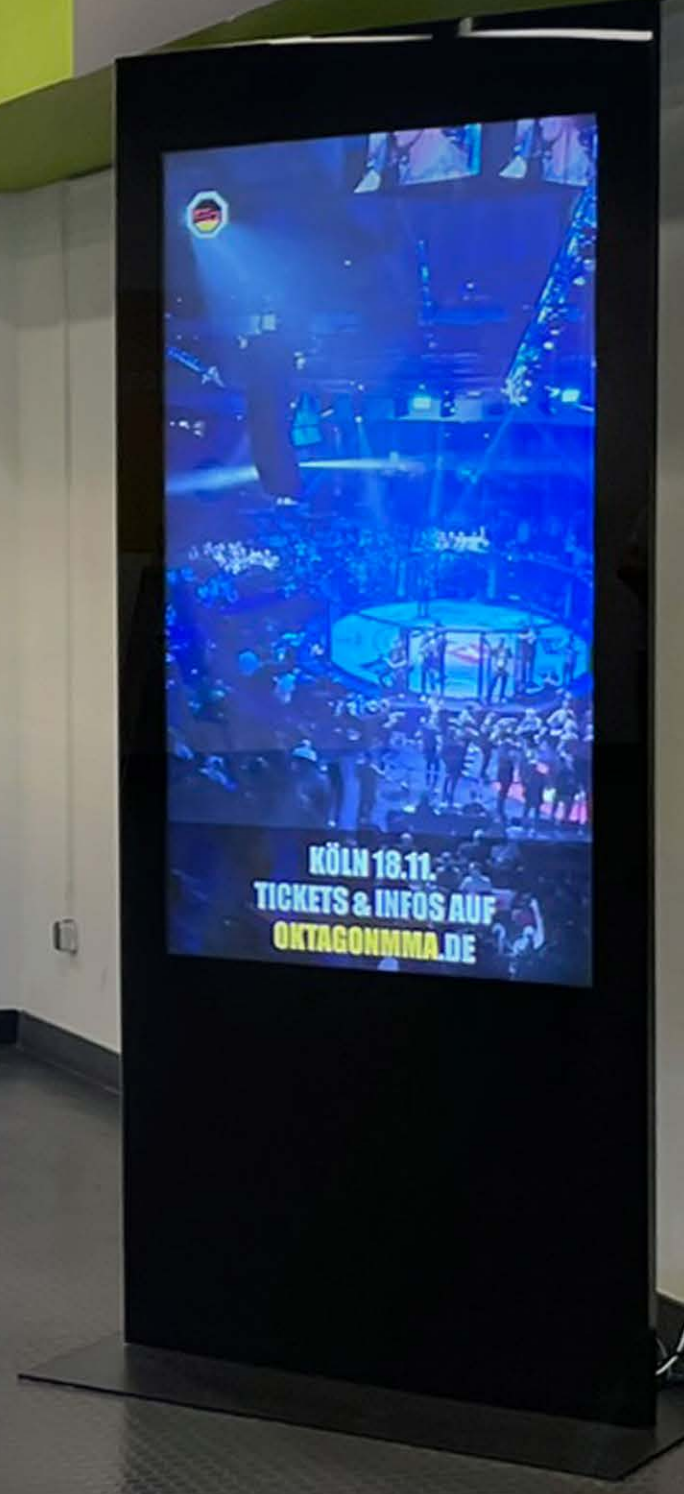


EXTERNAL INVENTORY

VIDEOCLIPS ACADEMY & UNIVERSITY



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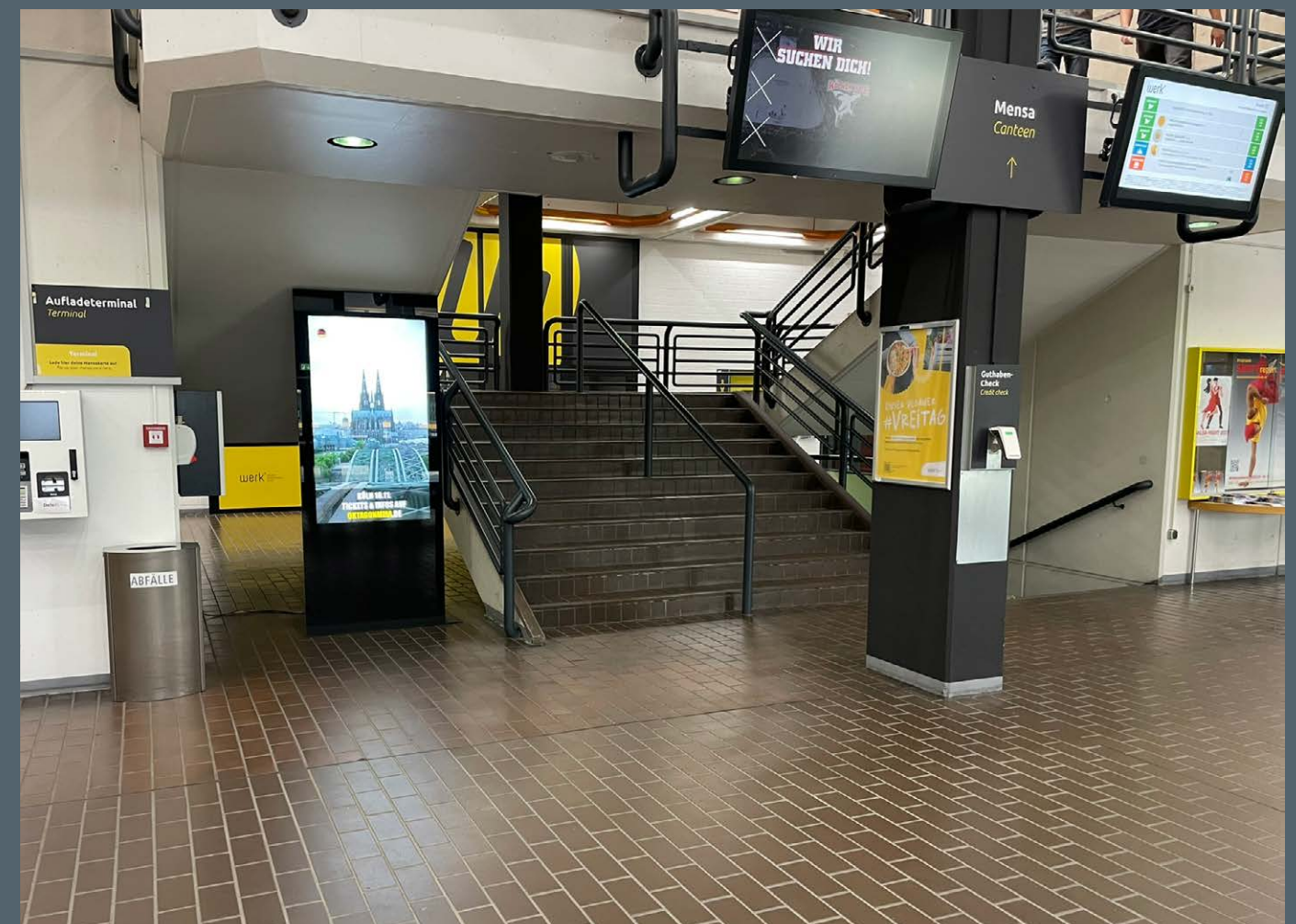


PERFORMANCE DATA UNIVERSITY & ACADEMY

GERMANY ONLY

CONTACTS	19 M
LOCATIONS	100
SCREENS	550

- Various formats:
Info touchpoint, TV-Screens (16:9, 9:16)
- Point of Interests: Entrance hall, canteen etc.
- Infotainment for students on screens





AIRTANGO MEDIA GMBH
ERLKAMER STR. 4
83607 HOLZKIRCHEN MÜNCHEN
GERMANY

+49 151 440 395 34
WERBUNG@AIRTANGO.COM

WWW.AIRTANGO.COM

ADVERTISING MATERIAL
DELIVERY PLEASE TO:
DISPOSITION@AIRTANGO.COM

TECHNICAL HOTLINE:
07954 - 4759 89-9

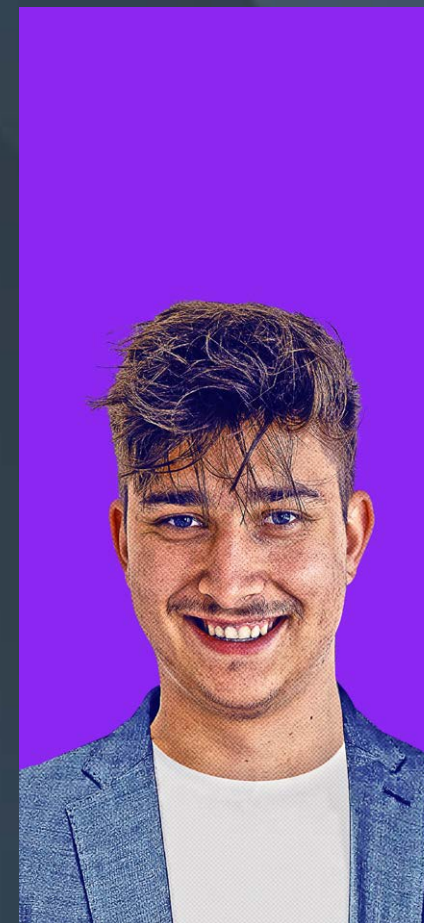
TERMS AND CONDITIONS
AVAILABLE AT:
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MATTHIAS PRADL
CEO



CONSTANTIN LENHART
ACCOUNT MANAGER /
PROJEKTMANAGER



SAMUEL ENZINGER
SALES MANAGER



NATASCHA STANOJEVIC
JUNIOR ACCOUNT
MANAGER



CHRIS BARTHEL
SALES MANAGER