



Always up to date in the areas of **online, print** and **social media**.

## MEDIA SHEET

Valid from January 2021

Publisher: New German Media Ltd.

Advertising: nhd consulting GmbH

### Key Facts

Target Group	<b>+1,3 Mio.</b> Syrians, Iraqis and other Arabic-speaking people in Germany
Language	<b>Arabic</b> and <b>German</b>
Highlights	<b>±45.000 Circulation</b>   <b>±143.000 Sessions</b>   <b>±116.000 Pages-Likes</b>

### Facts & Figures

Print		Online		Social Media*	
Newspaper	Abwab („Doors“)	Website	www.abwab.eu	Facebook-Page	facebook.com/abwab.de
Readership	±140.000/Month	Sessions	140.990	Reach	79.239/28 Days
Circulation	± 45.000/Month	Page-Views	297.718	Follower	117.003
Frequency	Monthly	User	105.814	Page-Likes	116.148
Distribution	+400 Locations across Germany	Duration/Session	00:02:37	Engagement	46.536
Price	Free-press				
Format	231,5 x 325 mm (W*H) 4c				
Print Area	255,0 x 350 mm				
First Print Issue	22 December 2015				
Chief Editor	Rama Aldarwish				



Ø 2020  
\*March 2021

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# Details

## Print

### The Newspaper

ABWAB ("Doors") is the first nationwide newspaper for the Arabic-speaking community in Germany. The independent newspaper has taken on political, cultural and social issues that make integration and everyday life in Germany easier for Arabic-speaking migrants and newcomers.

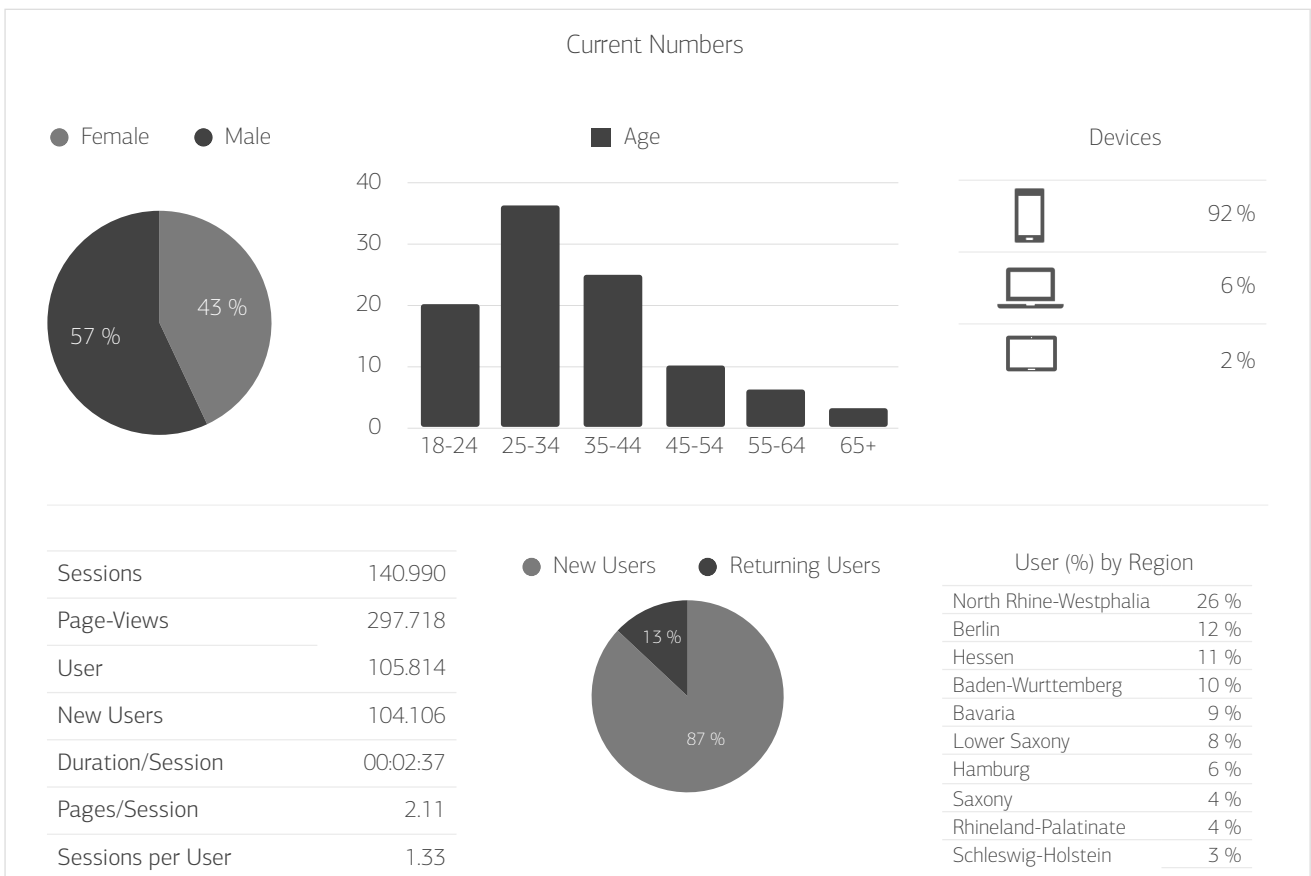
The Abwab team consists of well-known secular writers and intellectuals who take on the needs and relevant topics of everyday life in Germany. Each issue therefore contains reports, interviews from the local community, news on relevant events in Germany, understandable guides on German legislation, an event calendar, helpful information on learning the German language and much more.

Abwab is distributed free of charge to over 400 distribution points across Germany such as integration centers, social associations, communities or libraries. Thus, ABwab reaches the Arabic-speaking community consistently and effectively in their own language.



## Online

### The Website



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## Social Media

### The Facebook-Page

Reach*	79.239
Follower	117.003
Page-Likes	116.148
Engagement	46.536

25 March 2021  
\*16 March to 12 April 2021



Postings	0,25 € per Klick
Video-Post	0,022 € per View

# Prices and Formats

## Print

FORMAT	SIZE	MODULES	PRICES (per Issue)			
			4 Issues <b>10 %</b>	5-8 Issues <b>15 %</b>	9-12 Issues <b>25 %</b>	
<b>Inside Paper</b>						
Single Modul	43.12 x 32.5	<b>1</b>	<b>45 €</b>	41 €	38 €	34 €
Full Page	231.5 x 32.5	<b>50</b>	<b>2.250 €</b>	2.025 €	1.913 €	1.688 €
Page	231.5 x 162.5	<b>25</b>	<b>1.125 €</b>	1.013 €	956 €	844 €
¼ Page vertical	137.36 x 162.5	<b>15</b>	<b>675 €</b>	608 €	574 €	506 €
¼ Page horizontal	231.5 x 97.5	<b>20</b>	<b>900 €</b>	810 €	765 €	675 €
<b>Special Positions</b>						
Full Page, Back Cover	231.5 x 32.5	<b>50</b>	<b>4.050 €</b>	3.645 €	3.443 €	3.038 €
Full Page, Page 5		<b>50</b>	<b>2.812 €</b>	2.531 €	2.390 €	2.109 €
Bottom Strip, Cover	231.5 x 32.5	<b>5</b>	<b>810 €</b>	729 €	689 €	608 €
Half Strip, Cover	231.5 x 16	<b>2,5</b>	<b>405 €</b>	365 €	344 €	304 €
<b>Sponsored Article</b>		Print + Web + 2 FB-Posts				<b>850 €</b> per article

Prices do not include VAT.

## Online and Social Media

BANNER	SIZE	POSITION	MOBILE SIZE	PRICES (per month)			
				3 Months <b>10 %</b>	6 Months <b>15 %</b>	12 Months <b>25 %</b>	
Leaderboard	728 x 90	Top of Page	320 x 50	<b>1.500 €</b>	1.350 €	1.275 €	1.125 €
Under Menu	480 x 60	Under the Menu	320 x 50	<b>1.395 €</b>	1.256 €	1.186 €	1.046 €
Halfpage Banner	300 x 600	Sidebar	320 x 50	<b>1.350 €</b>	1.215 €	1.148 €	1.013 €
1st/2nd Banner	300 x 300	Sidebar	320 x 50	<b>900 €</b>	810 €	765 €	675 €
3rd + Banner	300 x 300	Sidebar 2. scroll	320 x 50	<b>675 €</b>	608 €	574 €	506 €
1. Intext	350 x 280	Article, 1. scroll	320 x 50	<b>900 €</b>	810 €	765 €	675 €
2. Intext	350 x 280	Article, 2. scroll	320 x 50	<b>675 €</b>	608 €	574 €	506 €
Skin		Outside Margins	320 x 50	<b>2.625 €</b>	2.363 €	2.231 €	1.969 €
<b>Video ad</b>		Under the Menu		<b>0,007 €</b>	Per view		
<b>NATIVE Video</b>		Facebook		<b>0,022 €</b>	Per view		
<b>NATIVE Post</b>		Facebook		<b>0,25 €</b>	Per Click*		
<b>Sponsored Article</b>		Web + 2 FB-Posts		<b>350 €</b>	Per Article**		

Prices do not include VAT.

\*= 200 € x 800 clicks

\*\*No number of clicks guaranteed

## Mobile Ad Formats

