NetDoktor.de is a pioneer among German health portals and has been offering its users easy-to-understand medical information since 1999 on the most important:

- Diseases
- Examinations
- Symptoms
- Medications
- Based on scientifically validated findings.

The portal is the most frequently visited health platform on the German Internet.

Medical journalists and doctors ensure the high quality and topicality of the articles on medical issues as well as impartial reporting – which is neutral, up to date and easy to understand.
NETDOKTOR
Knowledge that benefits your health

- The highest quality standards are underpinned by the strict quality criteria for medical information on the Internet.

- All articles are based on scientific sources and are regularly updated.

- The NetDoktor community is a byword for the active exchange of information with over:
  - 79,141 members
  - 116,415 topics
THE DIGITAL BRAND FAMILY
Optimised in responsive design for all user devices

Online
- NetDoktor
- Newsletter: The latest from the world of medicine & research

Mobile
- NetDoktor in responsive design

7.48 million UUs - digital

- Online total: 2.68 million UUs
- Mobile total: 5.15 million UUs
- 0.35 million UUs

Total visits: 15,608,111
Total imps: 29,901,701

Source: AGOF daily digital facts 2019-02, single month, total population 16+ | IVW 201902
THE NETDOKTOR TARGET GROUP

- Live in multi-person households
- Sporty, active
- High percentage of women
- 20-49 years of age
- Above-average percentage of early adopters and opinion leaders
- High-level quality awareness and willingness to spend more on quality

Source: AGOF daily digital facts
OUR DIGITAL OFFERINGS
The perfect booking option for every campaign

Keyword targeting

Exclusive long-term booking of relevant keywords for your product communication

Health roadblock

Ensure a presence in all the health environments in our portfolio with a single booking, and profit from high reach and attractive terms.

You can find more information by clicking on our rate card.
EXAMPLES OF DISPLAY FORMATS

Digitally designed with strong branding effect

<table>
<thead>
<tr>
<th>Ratio</th>
<th>Online Width px x Height px</th>
<th>Mobile Width px x Height px</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:1</td>
<td>300x300</td>
<td>320x320</td>
</tr>
<tr>
<td>2:1</td>
<td>1,000x500</td>
<td>320x160</td>
</tr>
<tr>
<td>3:1</td>
<td>1,000x333</td>
<td>320x106</td>
</tr>
<tr>
<td>4:1</td>
<td>1,000x250</td>
<td>320x80</td>
</tr>
<tr>
<td>6:1</td>
<td>1,000x167</td>
<td>320x53</td>
</tr>
<tr>
<td>8:1</td>
<td>1,000x125</td>
<td>-</td>
</tr>
<tr>
<td>10:1</td>
<td>1,000x100</td>
<td>-</td>
</tr>
</tbody>
</table>

You can find more information by clicking on our technical specifications and our rate card.
OUR CONTENT SOLUTIONS
Perfect integration to meet your requirements

MICROSITE  ADVERTORIAL  PREMIUM ADVERTORIAL  iq CONTENT PLATFORM  TAILOR-MADE

Product communication  Topic communication

You can find more information by clicking on our Content Solutions presentation.
EXAMPLES OF CONTENT SOLUTIONS

Content platform & premium advertorial

Content platform

Premium advertorial

You can find more information by clicking on our Content Solutions presentation.
FURTHER COMMUNICATION OPTIONS
Simply contact us!

- iq digital programmatic advertising
  Your programmatic access to our inventory – with the accustomed high standard of quality and reliability for your campaign.

- iq digital data targeting
  Add that special something to your campaign with our targeting options. Together we create value added for your communication strategy.

- Keyword targeting – health portals
  Book theme-specific keywords long-term on NetDoktor and the environments of the Wort & Bild-Verlag publisher with a single booking.

- Health channel
  Book the health channel of our premium brands, and profit from the full scope of our health environments.

If you have any questions or are interested in our proposals, please feel free to contact us.
DIGITAL TRANSFORMATION
User-optimised website structure boosts ad impact

- New page layout in the portfolio of iq digital
- Focus on editorial content and **improved integration of advertising** in the page
- **Optimised usability** thanks to alignment with user preferences
- Greater visibility and reliability for your advertising
- Significantly **increased ad impact** *

* According to the iq.digital” Online-Community” study on the digital transformation (details on our website)
YOUR MARKETER FOR LEADING MEDIA

Digital Reach 25.31 million UUs

Source: AGOF ddf 2019-02-01, average for last 3 months, universe 16+
WE LOOK FORWARD TO HEARING FROM YOU