

Sky Media Ratecard 2025

Video Ads

Total-Streaming		
ad format	length*	CPM in €
Video Ad / Sponsoring	up to 30"*	110
Bumper Ad	up to 6"	90

advantages
- effective combination of Sky premium content, editorial content as well as premium media partner content - 100% brandsafe - Ø 95 Mio. AIS /Monat**



Premium-Streaming		
ad format	length	CPM in €
Premium Video Ad / Premium Sponsoring	up to 30"*	135
Premium Bumper Ad	up to 6"	115

advantages
- premium-streaming with a high share of CTV - unique ad setting - Ø 78 Mio. AIS pro Monat**



Premium-Targeting AdSmart		
ad format	length	CPM in €
Premium Video Ad / Premium Sponsoring	up to 30"*	180
Premium Bumper Ad	up to 6"	160

advantages
- premium targeting with 1st party data from contractual relationships, streaming and TV usage - 3rd party data from Acxiom Germany and Mastercard - incremental net reach

additional services	
	CPM surcharge in €
CTV	10
Geo Targeting	10
Selected sports or tournaments (e.g. Bundesliga, Golf)	20
Individual rotation, > 5 creatives, length > 30", etc.	on request

*Sponsoring 7-10 sec., Sponsoring In-Match / In-Race Clips 5-7 secs.
FC: standard of 1/5min. on Sky Q/Sky Go/WOW/Sky Stream; individual FC possible
** Quelle: Freewheel 1. HJ 2024

Display skysport.de

Desktop		
ad format	size	CPM channel in €
Billboard	(970x250)	80
Halfpage Ad	(300x600)	65
Premium AdBundle (BB, HPA)		70
Medium Rectangle	(300x250)	55
Superbanner	(728x90)	45
Skyscraper	(160x600)	45
AdBundle (SB, MRT, SKY)		50
Sponsorship Logo	(120x60)	15
Run of Brand: bookings on individual selected platforms e.g. „Bundesliga“		+5

MEW		
ad format	size	CPM channel in €
Mobile Content Ad 2:1	(320x150, 300x150)	65
Mobile Content Ad 4:1	(320x75, 300x75)	55
Mobile Content Ad 6:1	(320x50, 300x50)	45
Mobile Medium Rectangle	(300x250)	75
Mobile Halfpage Ad	(300x600)	75
Mobile Interstitial (only In-App)	(320x416)	85
Mobile Sponsorship Logo	(88x31)	15
Run of Brand: bookings on individual selected		+5

Social Media



Instagram Post

platform	Gross fixed price - discounts /agency fees may apply
Sky Sport DE	10.000
Sky Sport Premier League	4.000
Sky Sport Formel 1	8.000
Sky Sport Transfer Update	6.000
Sky Sport Women	2.000



Instagram Story

platform	Gross fixed price - discounts /agency fees may apply
Sky Sport DE	6.000
Sky Sport Premier League	2.000
Sky Sport Formel 1	4.000
Sky Sport Transfer Update	4.000
Sky Sport Women	2.000



Facebook

platform	Gross fixed price - discounts /agency fees may apply
Sky Sport DE	8.000
Sky Sport News HD	4.000
Sky Sport Formel 1	2.000



Tik Tok Video-Sponsoring

platform	Gross fixed price - discounts /agency fees may apply
Sky Sport DE	8.000
Sky Sport Formel 1	6.000
Sky Sport MotoGP	2.000

Prices

All prices do not include statutory value added tax and are agency fee compatible.

Subject to printing errors and changes.

Prices valid from 01 January to 31 December 2025 subject to change during the year.

Discounts

Technical and graphic services and explicitly excluded offers are not eligible for discount.

Minimum booking volume

A minimum volume of EUR 2,500 (MN2) applies to digital bookings.

Advertising material & delivery

Advertising material must be delivered in accordance with the OVK guidelines (standard advertising material)

and with a lead time of at least 4 working days before the start of the campaign (max. 5 creatives);

advertising material deviating from the standard must be delivered no later than 5 working days before the start of the campaign.

When the advertising material is delivered, tracking must be guaranteed that is both secured and non-secured.

For social media integrations, the documents and advertising materials must be delivered to SMNads@sky.de at least 5 working days before the start of the campaign.

Delivery in accordance with the applicable dimensions and technical specifications

Advertising material delivery via www.wetransfer.com (email: SMNads@sky.de).

General conditions

The General Terms and Conditions of Sky Media GmbH apply in their currently valid version (see www.skymedia.de).