

# Sky Media Ratecard 2025



## Video Ads

### Total-Streaming

ad format	length*	CPM in €
Video Ad / Sponsoring	up to 30" *	<b>110</b>
Bumper Ad	up tp 6"	<b>90</b>

### 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" *	<b>135</b>
Premium Bumper Ad	up tp 6"	<b>115</b>

### 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" *	<b>180</b>
Premium Bumper Ad	up tp 6"	<b>160</b>

### 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	<b>10</b>
Geo Targeting	<b>10</b>
Selected sports or tournaments (e.g. Bundesliga, Golf)	<b>20</b>
Individual rotation, > 5 creatives, length > 30", etc.	<b>on request</b>

\*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)	<b>80</b>
Halfpage Ad	(300x600)	<b>65</b>
Premium AdBundle (BB, HPA)		<b>70</b>
Medium Rectangle	(300x250)	<b>55</b>
Superbanner	(728x90)	<b>45</b>
Skyscraper	(160x600)	<b>45</b>
AdBundle (SB, MRT, SKY)		<b>50</b>
Sponsorship Logo	(120x60)	<b>15</b>
Run of Brand: bookings on individual selected platforms e.g. „Bundesliga“		<b>+5</b>

MEW		
ad format	size	CPM channel in €
Mobile Content Ad 2:1	(320x150, 300x150)	<b>65</b>
Mobile Content Ad 4:1	(320x75, 300x75)	<b>55</b>
Mobile Content Ad 6:1	(320x50, 300x50)	<b>45</b>
Mobile Medium Rectangle	(300x250)	<b>75</b>
Mobile Sponsorship Logo	(88x31)	<b>15</b>
Run of Brand: bookings on individual selected		<b>+5</b>



## Instagram Post

platform	Gross fixed price - discounts /agency fees may apply
Sky Sport DE	<b>15.000</b>
Sky Sport Transfer Update	<b>10.000</b>
Sky Sport Formel 1	<b>8.000</b>
Sky Sport Premier League	<b>7.000</b>
Sky Sport Women	<b>3.500</b>



## Facebook

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



## Instagram Story

platform	Gross fixed price - discounts /agency fees may apply
Sky Sport DE	<b>5.000</b>
Sky Sport Transfer Update	<b>4.000</b>
Sky Sport Formel 1	<b>4.000</b>
Sky Sport Premier League	<b>2.500</b>
Sky Sport Women	<b>1.000</b>



## Tik Tok Video-Sponsoring

platform	Gross fixed price - discounts /agency fees may apply
Sky Sport DE	<b>8.000</b>
Sky Sport Formel 1	<b>5.000</b>
Sky Sport MotoGP	<b>3.000</b>



## Podcast Sponsoring

Kanal	<b>alle</b>
Brutto TKP (discount and ae-capable) in €	<b>200</b>

**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 5,000 (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](mailto: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](http://www.wetransfer.com) (email: [SMNads@sky.de](mailto:SMNads@sky.de)).

**General conditions**

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