



e-Formel.de

Die deutschsprachige Portalseite zur Formel E

Media Data



About us

Media data e-Formel.de is the leading news and information website on all-electric motorsport in German-speaking countries (D-A-CH).

Thanks to daily reporting since the first hour of Formula E (June 2014), the portal offers an online encyclopedia for all Formula E enthusiasts and benefits from a high search engine relevance.

e-Formel.de stands for in-depth expertise, insider information and an international network that has grown over the years. You and your company can also profit from this!





Fast Facts

- "Founding member" - coverage of all electric racing series from day one.
- opinion-forming in the industry; research platform for other journalists and media representatives
- first point of contact for the German-speaking Formula E community - both via website and social media
- large network (FIA Formula E, teams, drivers, companies, media)
- daily coverage: on average 2.3 news articles per day, more than 800 per year
- 10 years of experience in online and print journalism

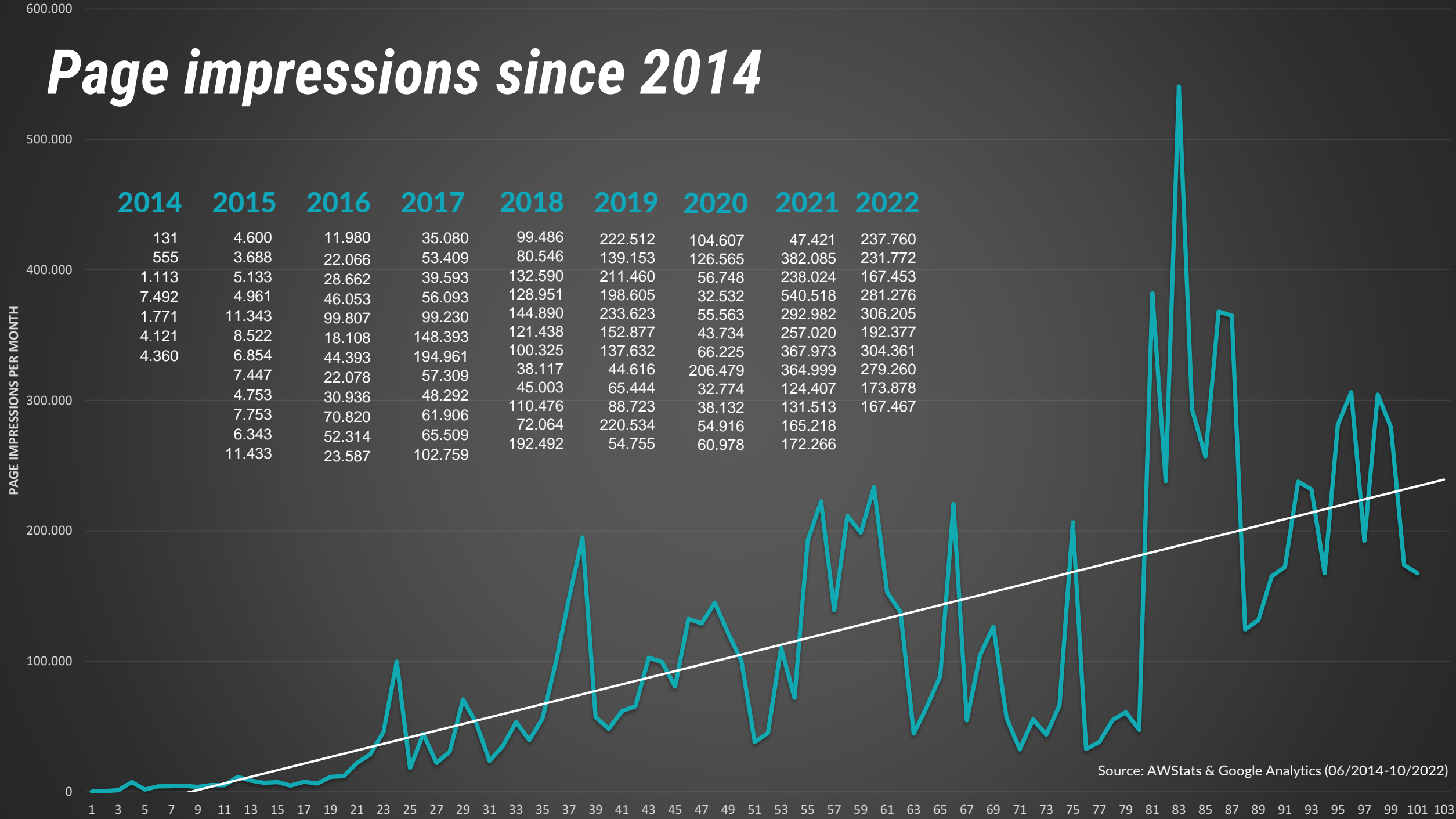
Facts & Figures

Page impressions (year) 3.000.000

Ø Page impressions (month) 300.000

Ø Monthly unique users 30.000

Page impressions since 2014



User behavior

Pages per session: 3,10

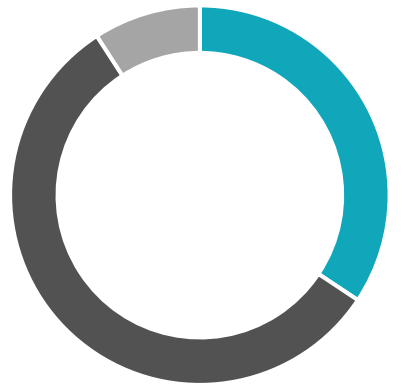
Drop rate: 45,28 %

Average dwell time: 3:16 min

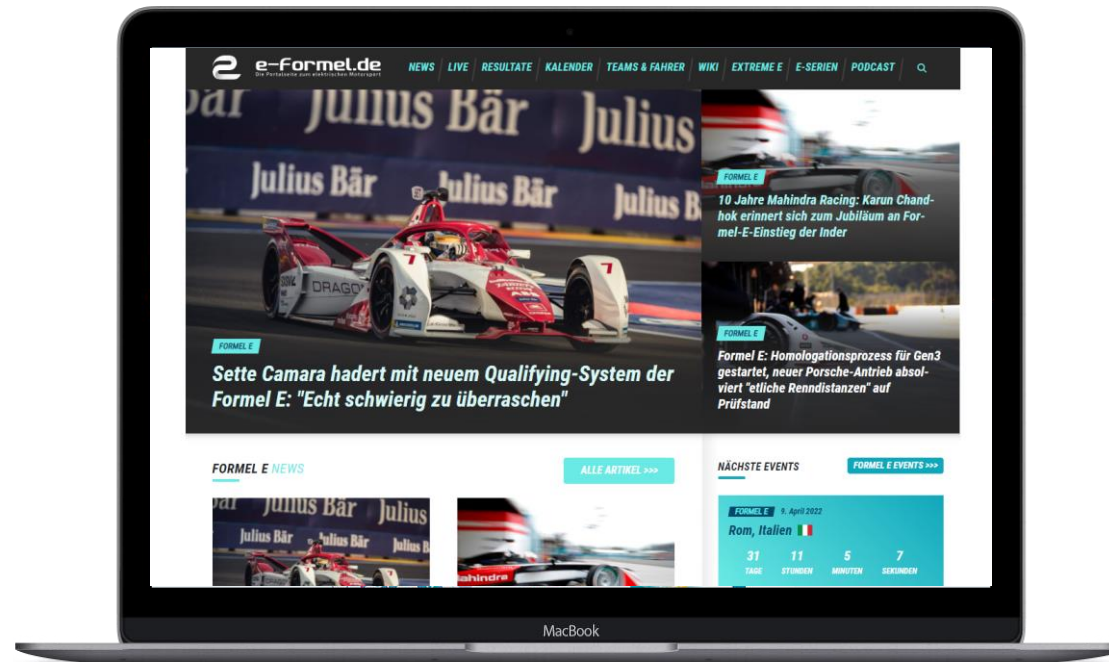
New visitors: 76,6 %

Ø Visitors per month: 31.280

Devices

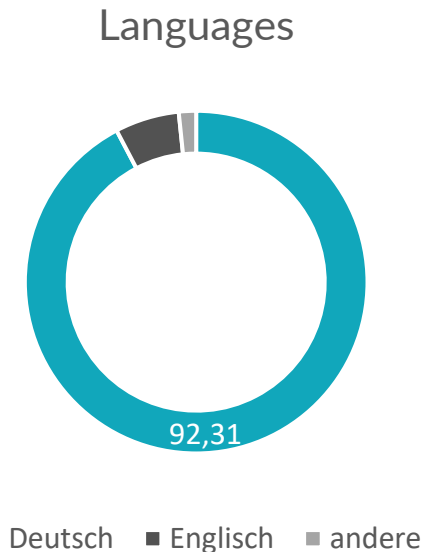
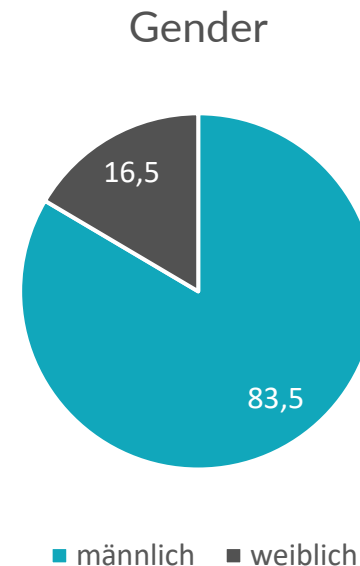
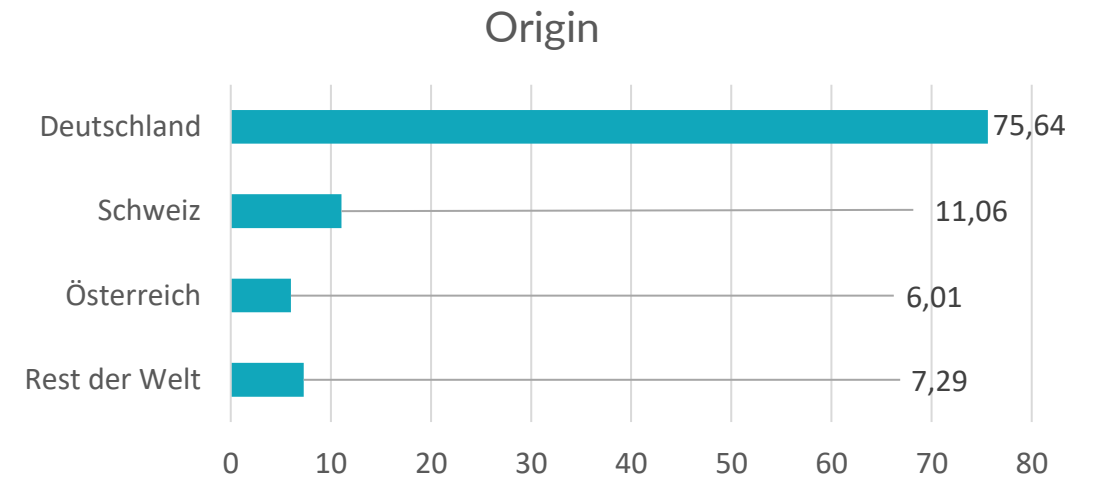
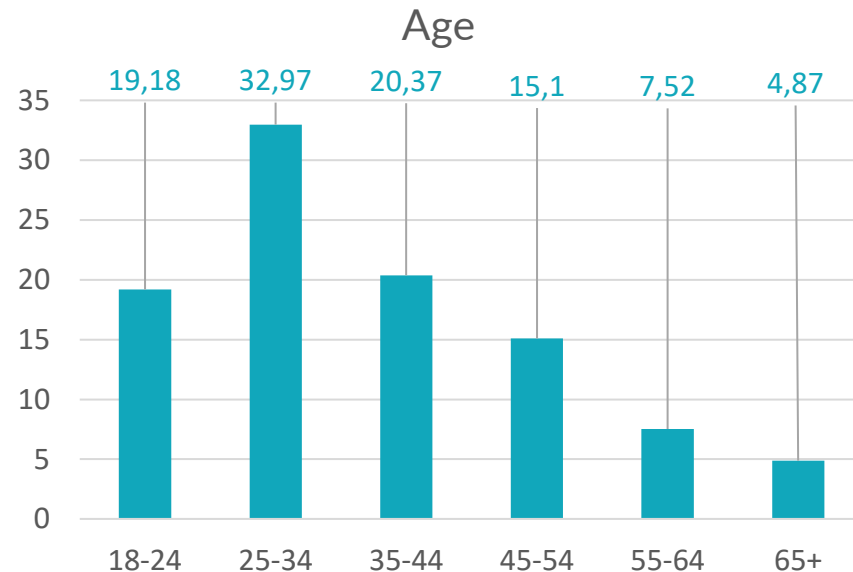


34,33 56,53 9,14
■ Desktop ■ Mobil ■ Tablet

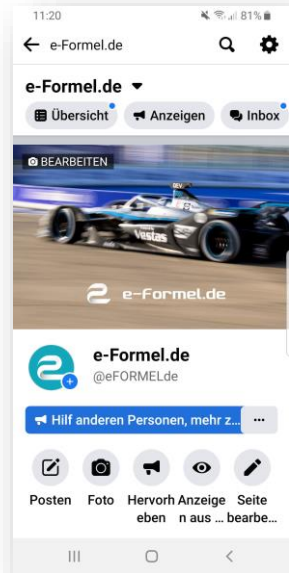


Target group

Interests: Formula E, (Motor-) Sports, , News, Cars, (E-) Mobility, Business, Luxury, Lifestyle



Social Media



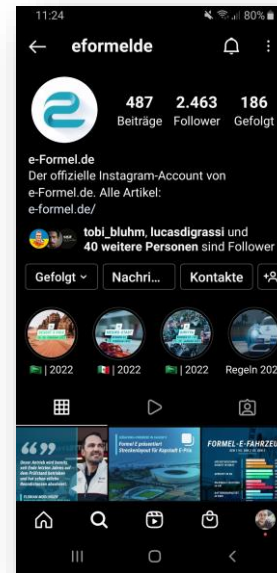
Facebook

- 7.000 followers
- Daily posts
- Community management



Twitter

- 5.000 followers
- Daily posts
- Community management



Instagram

- 2.500 followers
- News, Infographics, Stats
- Stories (News/Events)



E-Mail Newsletter

- 100 subscribers
- Weekly newsletter
- Breaking news



e-Formel.de

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Team Virtek



Our services



Display Advertising

e-Formel.de rents advertising space for all subpages. If you only want to appear in certain areas and thus scale the price, you can advertise as a sponsor in individual sections.

If desired, customers can also take over the naming and presentation rights for a section such as calendar, results, live ticker (example: "LGT Formula E Liveticker"). In addition, we use the naming in all our editorial texts.

An advertising banner always links to a website of your choice, which also makes your page more relevant for Google.

By the way, a permanent advertising banner can also be placed in our weekly newsletter upon request.

Display Advertising

The screenshot shows the e-formel.de website with a leaderboard titled "Gesamtwertung der Formel E". The leaderboard is for the "Saison 8 (2021/22)" and lists the top 5 drivers. The website header includes navigation links: NEWS, LIVE, RESULTATE, KALENDER, TEAMS & FAHRER, WIKI, EXTREME E, E-SERIEN, and PODCAST. A sidebar on the right lists "NÄCHSTE EVENTS" for various locations and dates.

P	Fahrer	Pkt	9	25	10
1	Eduardo Mortara	43	9	25	10
2	Nyck de Vries	38	25	4	0
3	Pascal Wehrle	30	0	2	28
4	Andre Lotterer	30	0	12	18
5	Stoffel Vandoorne	28	21	7	0

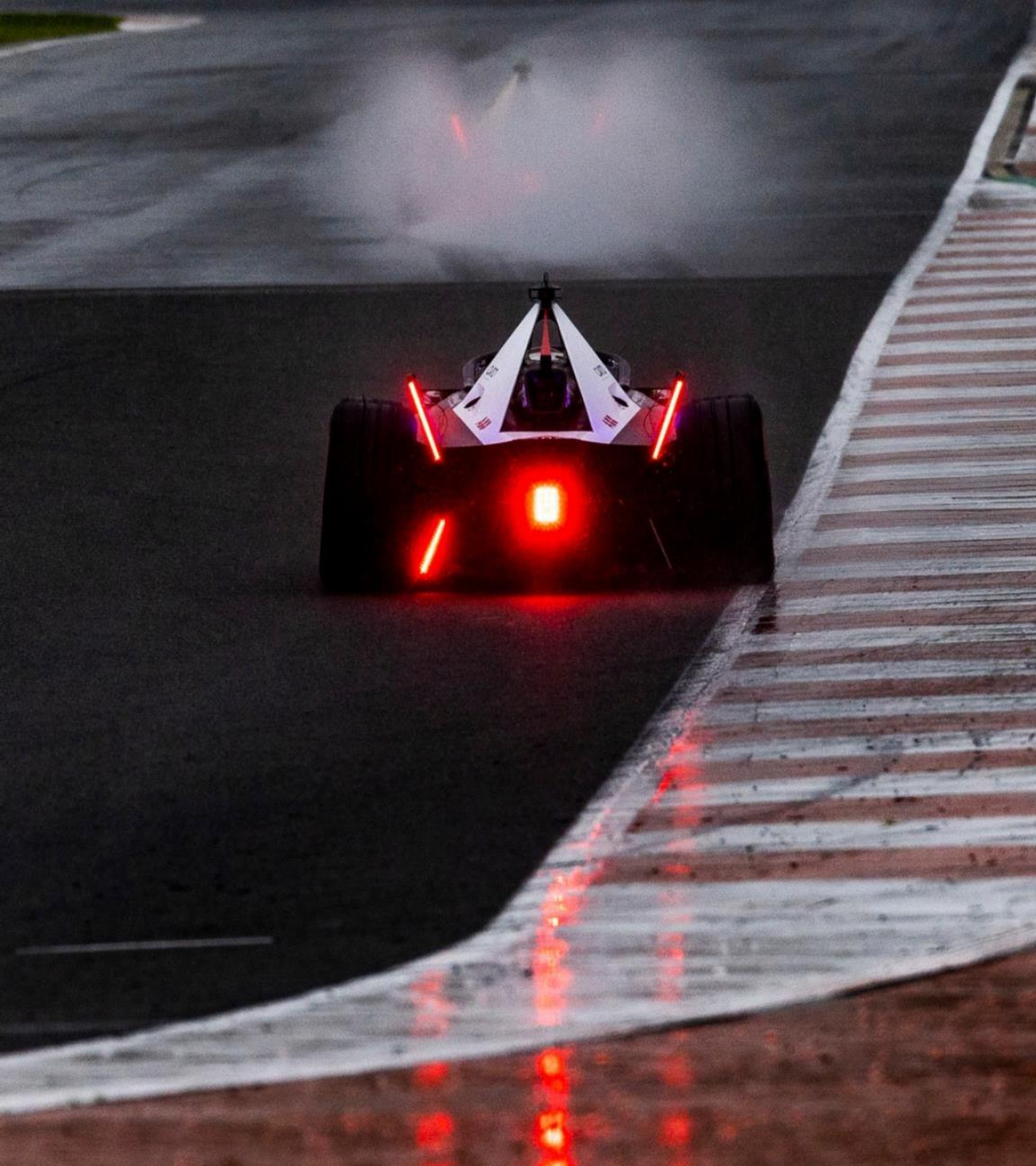
Leaderboard (728 x 90 px)

The screenshot shows the e-formel.de website with a medium rectangle advertisement. The advertisement is for AXA car insurance and is highlighted with a red border. The website header and sidebar are the same as in the first screenshot. The main content area features several news articles and a "KURZMELDUNGEN" section.

Auch im Schadenfall mobil bleiben mit der Kfz-Versicherung von AXA!

Tarif berechnen

Medium Rectangle (600 x 500 px)



Sponsored Content

You would like to place your messages in the editorial section of e-Formel.de? Then you have the opportunity to do so with an advertorial - whether press release, interview or multimedia content.

The prerequisite is that the content is related to the topics of electric motorsports and electromobility. If you wish, we can share your content via our social media channels.

Content series: Particularly popular with our customers are article or video series that tell an overarching storyline. Each episode can be branded with an additional leaderboard banner.

Branded Content Page

A very individual approach is to set up your own permanent landing page on a specific topic for you and anchor it in our menu. For this, there must be a thematic reference.

On the landing page, we collect all the information on this topic, maintain further links and your appropriate photos. The page can be further branded with a leaderboard banner or other visuals.

This way, you benefit from our strong organic Google ranking and have a content influence on what information is found on your topic.



Branded Visuals

We regularly create infographics for our social media channels for a wide variety of occasions.

You have the option of placing your logo or other messages on our visuals, e.g. on our numerous results and overall stand graphics during a race weekend.



 TEAMWERTUNG 2020 BERLIN E-PRIX (6/6)		PRÄSENTIERT VON 	
1	 DS TECHEETAH		244
2	 NISSAN E.DAMS		167
3	 MERCEDES-BENZ EQ		147
4	 ENVISION VIRGIN RACING		121
5	 BMW I ANDRETTI MOTORSPORT		118
6	 AUDI SPORT ABT SCHAEFFLER		114
7	 PANASONIC JAGUAR RACING		81
8	 TAG HEUER PORSCHE		79
9	 MAHINDRA RACING		49
10	 ROKIT VENTURI RACING		43
11	 GEOX DRAGON		2
12	 NIO 333		0



Podcast

In the past years, we have already recorded and published more than 275 podcast episodes. The ePod is an extensive news and talk format and usually appears once a week on all common podcast platforms.

As a talk guest, you have the opportunity to present your company or product in detail - attentive listeners guaranteed.

In addition, you have the option of appearing as a long-term episode sponsor or with audio commercials that are played as advertising breaks during the show.





Social Media

We reach the community interactively and in real time via our social media channels.

Everyone who searches for "Formula E" on Facebook gets to us. This is where we reach the mainstream best and often achieve the greatest reach.

Via Twitter, we reach a more international community as well as numerous media colleagues and decision-makers.

Instagram is an alternative way to consume e-Formel.de - for example, via infographics, video content or live shows.

Sponsored posts are possible across all our channels. We have also had good experiences with paid targeting campaigns for customers and achieved very high reach.

Syndication

You would like to fill your own website continuously with current news around electric motorsports? For this purpose we offer our texts for secondary use. Especially popular are:

- Previews
- Race reports
- Statistical analyses
- Big News

Use our professional and technical expertise for your purposes and sit back and relax. If you wish, we can also place content in your CMS.





Content Creation

Hardly anyone is as deep and as long in the subject matter as we are - day after day since June 2014. The journalistic craft is self-evident.

That's why we regularly receive orders from:

- Company
- Media

If you need a text for your customer magazine, website/blog or employee newsletter as part of your own Formula E marketing, we can write it for you.

Consultancy & Concepts

Thanks to years of experience in public relations and marketing, we can usually assess very well how you can best reach your target groups with a campaign.

That's why we're happy to advise you on your communications planning and support you with strategies and concepts - completely independently of e-Formel.de.

Feel free to contact us without obligation.





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Appendices



Pricing: Display Advertising

Seite	Full year		Season	
	Ø clicks/month	price/month	Ø clicks/month	price/month
Universal Partner (alle Seiten)	230.000	4.600,00 €	250.000	5.000,00 €
Kalender Partner Plus (inkl. Eventseiten)	40.000	800,00 €	49.000	980,00 €
Resultate Partner	29.000	580,00 €	40.000	800,00 €
Startseiten Partner	27.000	540,00 €	30.000	600,00 €
Kalender Partner (exkl. Eventseiten)	23.000	460,00 €	40.000	800,00 €
Eventseiten Partner	17.000	340,00 €	22.000	440,00 €
Competition Partner (Teams, Fahrer, Hersteller, Autos)	16.000	320,00 €	22.000	440,00 €
Liveticker Partner	15.000	300,00 €	26.000	520,00 €
Extreme E Partner	14.000	280,00 €	16.000	320,00 €
News Partner (Übersicht News & Kurzmeldungen)	8.000	160,00 €	9.000	180,00 €
Ticket Partner	4.000	80,00 €	6.000	120,00 €
Berlin E-Prix Partner	4.000	80,00 €	6.000	120,00 €
TV & Livestream Partner	3.000	60,00 €	7.000	140,00 €
Info Partner	3.000	60,00 €	4.000	80,00 €
Technik Partner	3.000	60,00 €	4.000	80,00 €
ETCR Partner	2.000	40,00 €	3.000	60,00 €
WRX Partner	2.000	40,00 €	3.000	60,00 €

General Pricing

Sponsored Content

800 Euro pro Artikel

500 Euro pro Kurzmeldung

Social Media Posts

Facebook: 200 Euro

Twitter: 100 Euro

Instagram: 100 Euro

Content Creation

8 ct. per character (scalable)

Syndication

Standard article: 194 Euro per text

Race report/preview: 296 Euro

Branded Content Page

from 3.000 Euro (to be negotiated)

Branded Visuals

50 Euro per visual

Podcast

Episode sponsoring: 100 Euro

Talk guest: 800 Euro

Consultancy & concept work

to be negotiated

Contakt

We are always open to creative ideas. Perhaps you can think of other ways to collaborate that we haven't thought of yet. Please feel free to share your thoughts with us.

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Landline: +49 6131 4929024



Partners

We have already worked successfully with these companies.





Thank you for your time - we look forward to seeing you.