



UTOPIA.DE

# Germany's No. 1 website for sustainability

Information for advertising and cooperation partners

Valid as of June 2023



GERMANY'S NO. 1 WEBSITE FOR SUSTAINABILITY

## About utopia.de

**Utopia mobilises for a sustainable world.**

On Utopia.de, we have been informing and motivating people to make **ecological, economic and social changes** since 2007.

The independent editorial team combines **competent buying advice** with **information, tips and recipes** for a more sustainable life. In the form of **news, critical background reports and grand visions**, we help shape the social debate.

Utopia is the top brand in the growth market of the future: **sustainability.**





# Sustainability Viral



Active community with relevant network



## Utopia.de

Page Impressions/Month*	15,5 Mio
Visits/Month*	11,3 Mio
Unique User/Month*	7,6 Mio
Utopia Newsletter Recipients	58.426
Aktionen-Newsletter Recipients	24.883



## Utopia@Facebook

Fans	266.328
------	---------



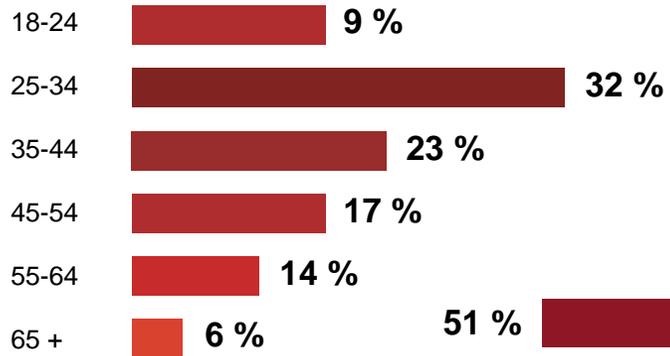
## Utopia@Instagram

Follower	343.000
----------	---------

# Influential target group

Utopia users are particularly educated, high-income, digital and future-oriented.

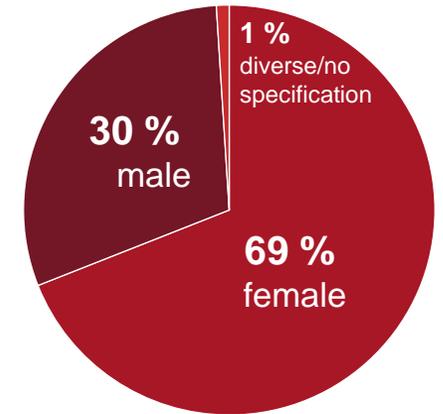
## Age



## Education



## Gender



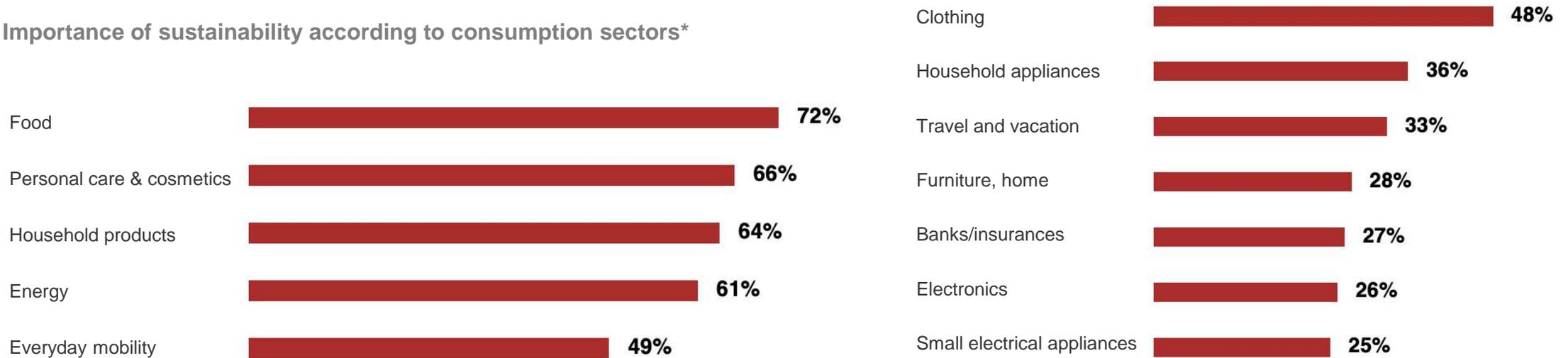
Source: [Utopia-Studie: "Die grüne Mitte – Wie Nachhaltigkeit den Konsum grundlegend verändert"](#), April 2022, n= 9.967 participants



# Conscious target group

The users of Utopia belong to the sustainability avant-garde. They present themselves as a well-informed and quality-oriented consumer group for whom ethical consumption is important in all areas of life.

## Importance of sustainability according to consumption sectors\*



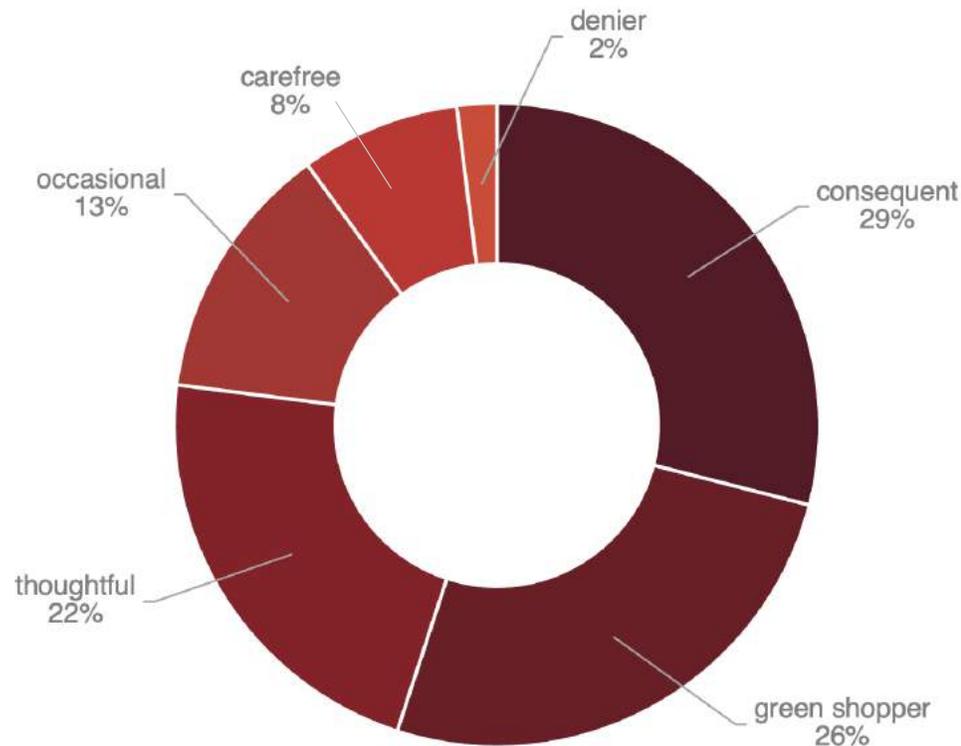
Source: [Utopia-Studie: "Die grüne Mitte – Wie Nachhaltigkeit den Konsum grundlegend verändert"](#), April 2022, n= 9.967 participants

\*Percentages refer to the "very important" statements.



# The types of consumption

The Utopia target group is not a homogeneous group. It can be divided into different types with a different approach to sustainability.



## CONSEQUENT

( 29 % )

- consistently sustainable
- self-confident, demanding and well-informed
- focus on personal responsibility more than others

## OCCASIONAL

( 13 % )

- very problem conscious
- insecure, comfortable and inconsistent
- respond primarily to attractive sustainable offers

## GREEN SHOPPER

( 26 % )

- sustainable and consumer-oriented
- open and curious
- sometimes very uncertain
- have a sense for beautiful things

## CAREFREE

( 8 % )

- less concerned about climate change and the environment
- price conscious and spontaneous shopper
- ready for something new

## THOUGHTFUL

( 22 % )

- sustainability-oriented and self-confident
- no shopper
- see themselves as preservers

## DENIER

( 2 % )

- barely interested in sustainability
- price-conscious and economical
- do not want to accept any restrictions for sustainability



Our formats and prices

# Formats overview

## Native Advertising

Branded Content Channel			<a href="#">p. 9</a>
Sponsored Article	from	6.070 €	<a href="#">p. 10</a>
Sponsored Listicle	from	5.730 €	<a href="#">p. 12</a>
Sponsored Recipe	from	4.615 €	<a href="#">p. 14</a>
Podcast Sponsoring	from	1.000 €	<a href="#">p. 16</a>

## Storytelling & Reach

Advertorial	from	8.240 €	<a href="#">p. 19</a>
Product Test		18.000 €	<a href="#">p. 21</a>

## Market Research & Target Group Insights

Survey	from	10.070 €	<a href="#">p. 24</a>
--------	------	----------	-----------------------

## Branding & Website-Traffic

Green Shopping Campaign	from	3.380 €	<a href="#">p. 27</a>
Facebook Ad		2.100 €	<a href="#">p. 28</a>

## Instagram

Instagram Post & Story	from	2.200 €	<a href="#">p. 30</a>
Instagram Story		1.575 €	<a href="#">p. 31</a>
Instagram Raffle		3.200 €	<a href="#">p. 32</a>

## Media

Newsletter Placement	from	875 €	<a href="#">p. 34</a>
Banner Advertising	from	1.000 €	<a href="#">p. 36</a>
Homepage Event	from	4.550 €	<a href="#">p. 38</a>





# Native Advertising

- Branded Content Channel
- Sponsored Article
- Sponsored Listicle
- Sponsored Recipe
- Podcast Sponsoring

WE FOCUS ON YOUR TOPIC

# Branded Content Channel

For example: [REWE Group](#)

## Goal

- Linking your brand to a topic
- Exclusive, long-term presence in customized environment
- High reach, branding & awareness for your brand

## Approach

- Independent editorial content combined with **your content** on a **brand-relevant topic**
- You are the **exclusive sponsor** of the theme in the form of **natively embedded content and premium banners** (no third-party advertising)
- We **promote** the content of the channel with a wide reach via the **Utopia media channels** (newsletter and social media)

## Media kit

- Exclusivity of all advertising spaces in the entire content channel
- Guaranteed reach with fixed term
- approx. 50.000 – 150.000 page impressions per month (depending on the topic)

Price upon request



# Sponsored Article

For example: [Greenpeace](#)

## Goal

- Expert positioning
- Education on a specific topic (exciting and informative content)
- Linking your brand to a sustainability issue

## Approach

- Communication of your sustainability topic in a **non-promotional way** in the form of an **editorial article** on utopia.de
- **Long-term placement** of your article in an editorial environment
- **Running time** of the article, **logo integration** and flanking **banner advertising** for up to 12 months (no third-party advertising)
- High-coverage **promotion** of your article via **Utopia media channels** (newsletter, article recommendations, possibly social media) for a period of 3 months



# Sponsored Article

For example: [Greenpeace](#)

**Base price: 2.500 € (+ media kit for advertising)**

- Landing page
- Text creation by Utopia content editors
- SEO optimization by Utopia (if desired also "noindex")
- External linking possible

Media kits	S	M
Utopia Newsletter standard	3x	3x
Advertising on Utopia (in ad impressions)	115.000	115.000
1 week homepage teaser (article feed utopia.de)	x	x
Social Push		1x
<b>Price</b>	<b>3.570 €</b>	<b>4.670 €</b>



# Sponsored Listicle

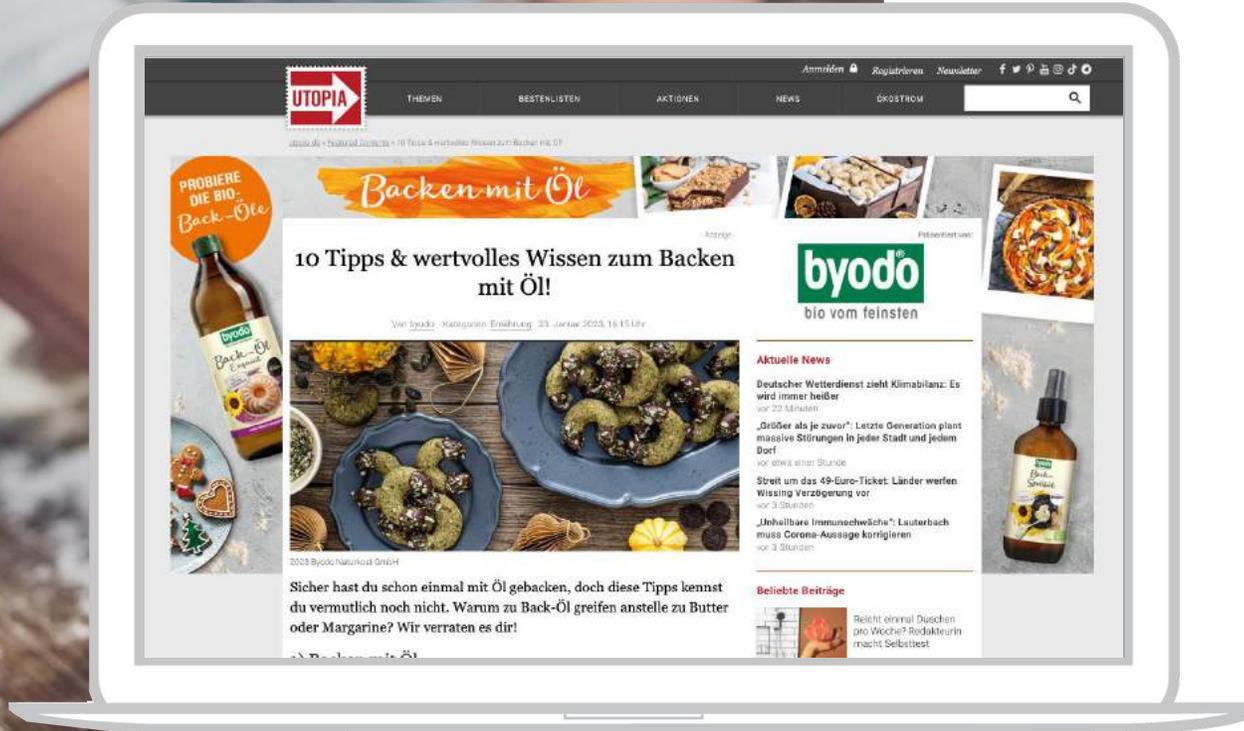
For example: [Byodo](#)

## Goal

- Clearly structured **storytelling** and **strong visual language**
- Space to present your **product variety**
- Depending on the design: **traffic to your pages or online shop**

## Approach

- In a varied **list format**, you offer Utopia users **useful tips and informative content** in connection with your sustainable products
- **Native presentation** in the look & feel of an editorial listicle on utopia.de
- Up to 10 pieces of content, each with text, image and **link button** in one listicle
- **Running time** of the listicle, **logo integration** and accompanying banner advertising for up to 12 months (no third-party advertising)
- High-coverage **promotion** of your listicle via **Utopia media channels** (newsletter, article recommendations, possibly social media) for a period of 3 months



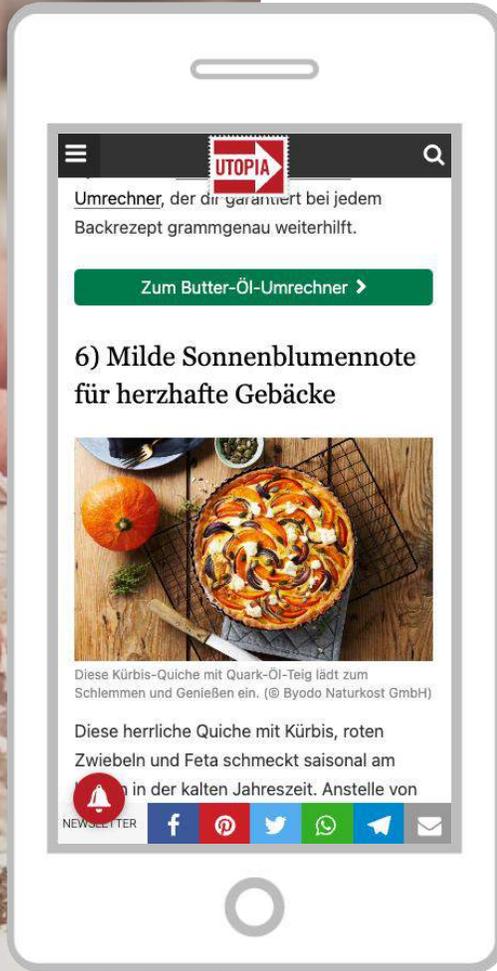
Please note our [criteria for the selection of advertising partners](#).

# Sponsored Listicle

For example: [Byodo](#)

**Base price: 3.500 € (+ media kit for advertising)**

- Sponsored listicle with up to 10 items of content
- Text creation by Utopia content editors
- SEO optimisation by Utopia (on request also "noindex")



## Media kits

	S	M
Utopia Newsletter standard	2x	3x
Advertising on Utopia (in ad impressions)	50.000	50.000
1 week homepage teaser (article feed utopia.de)	x	x
Social Push		1x
<b>Price</b>	<b>2.230 €</b>	<b>4.020 €</b>

Please note our [criteria for the selection of advertising partners](#).

# Sponsored Recipe

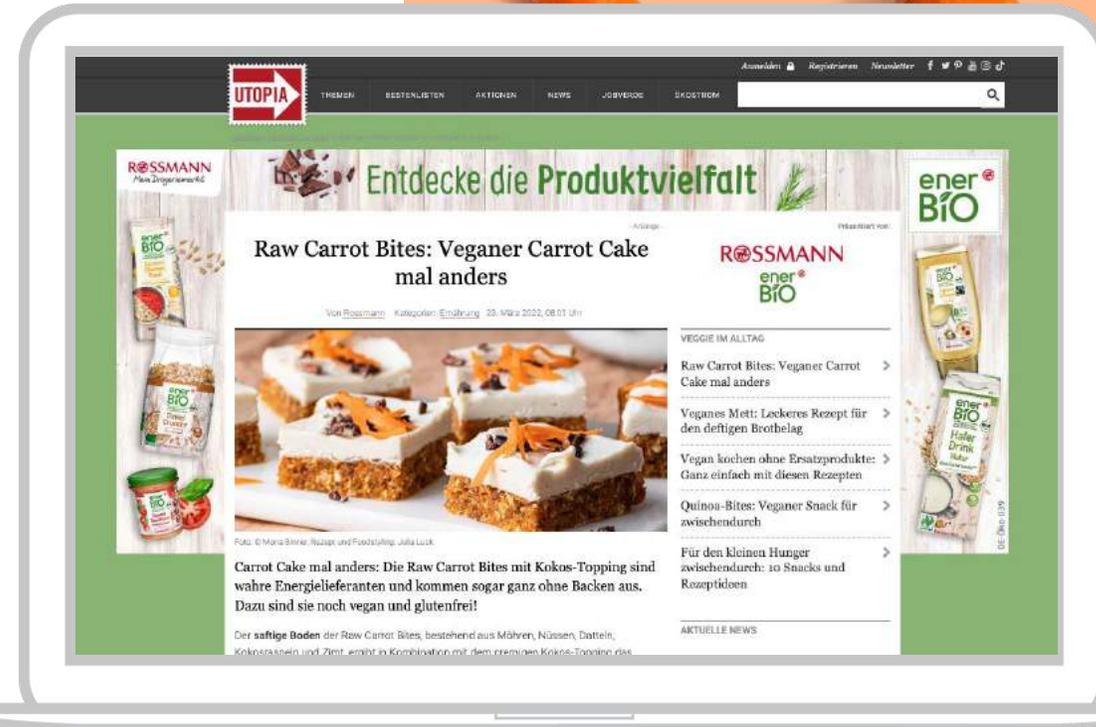
For example: [ROSSMANN](#)

## Goal

- Positioning as recipe expert
- Cooking inspiration for using your products

## Approach

- Placement of a recipe provided by you in an **editorial look & feel** on utopia.de
- **Long-term integration** of your recipe in the editorial content
- **Running time** of the recipe, logo integration and flanking **banner advertising** for up to 12 months (no third-party advertising)
- High-coverage promotion of your article via **Utopia media channels** (newsletter, article recommendations, possibly social media) for a period of 3 months



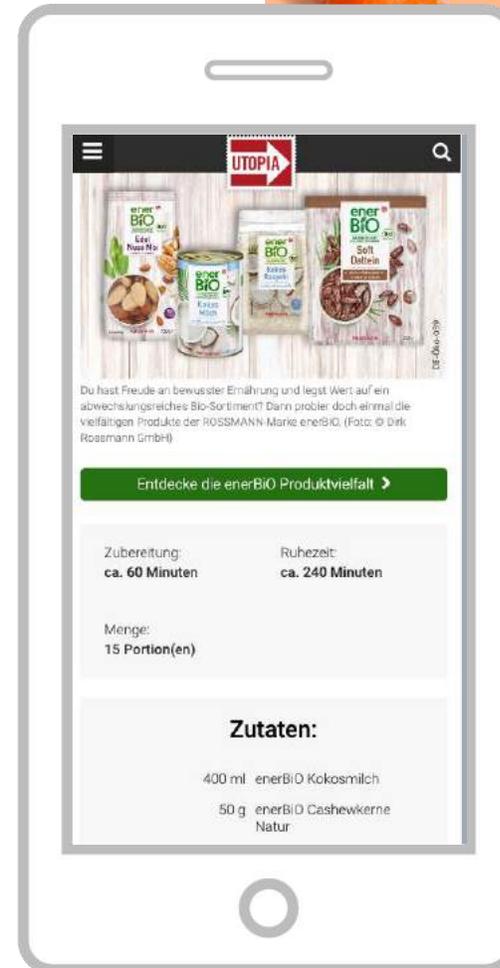
# Sponsored Recipe

For example: [ROSSMANN](#)

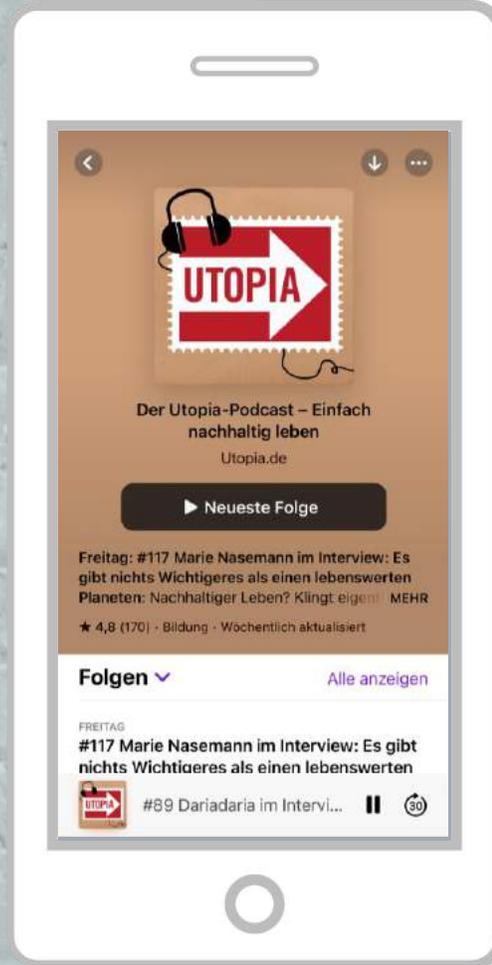
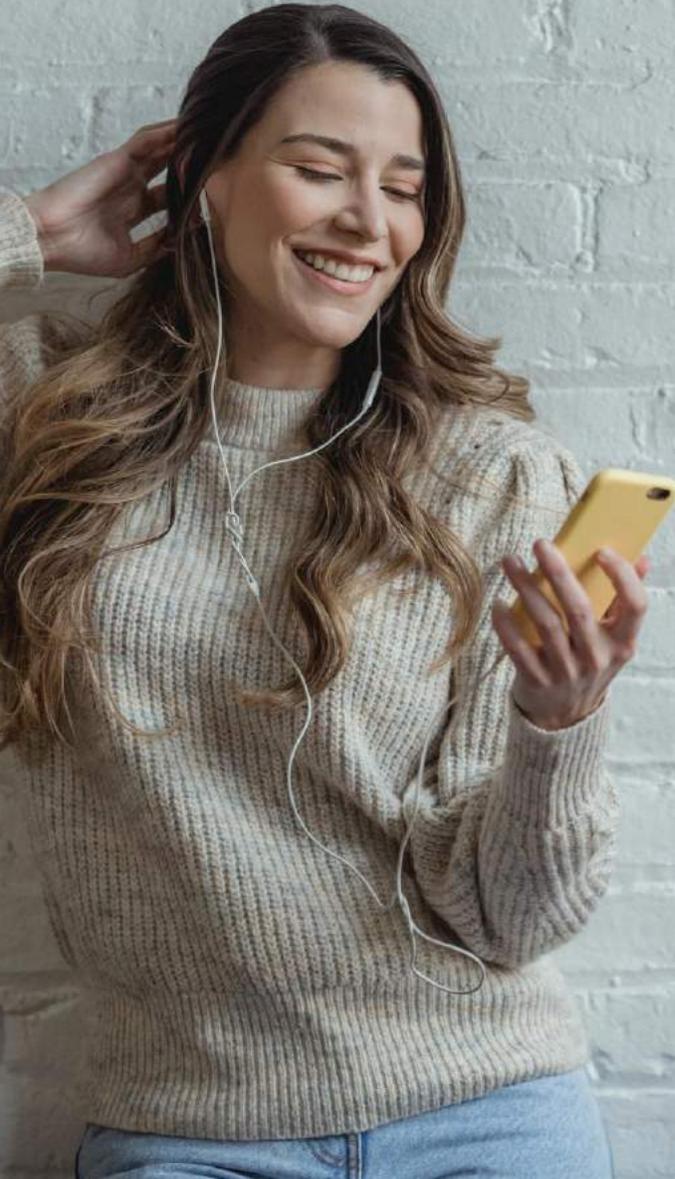
**Base price: 1.900 € (+ media kit for advertising)**

- Landingpage
- SEO optimization by Utopia
- External linking possible

Media kits	S	M
Utopia-Newsletter standard	2x	2x
Utopia "Gewusst-Wie"-Newsletter	1x	1x
Advertising on Utopia (in Ad Impressions)	50.000	50.000
1 week homepage teaser (article feed utopia.de)	x	x
Social Push		1x
<b>Price</b>	<b>2.715 €</b>	<b>3.815 €</b>



# Podcast Sponsoring



For example: [Polarstern](#)

## Goal

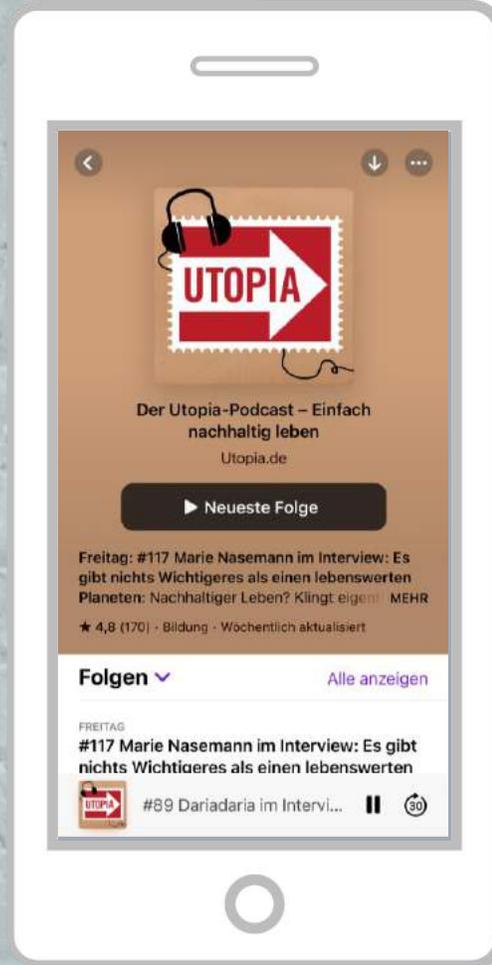
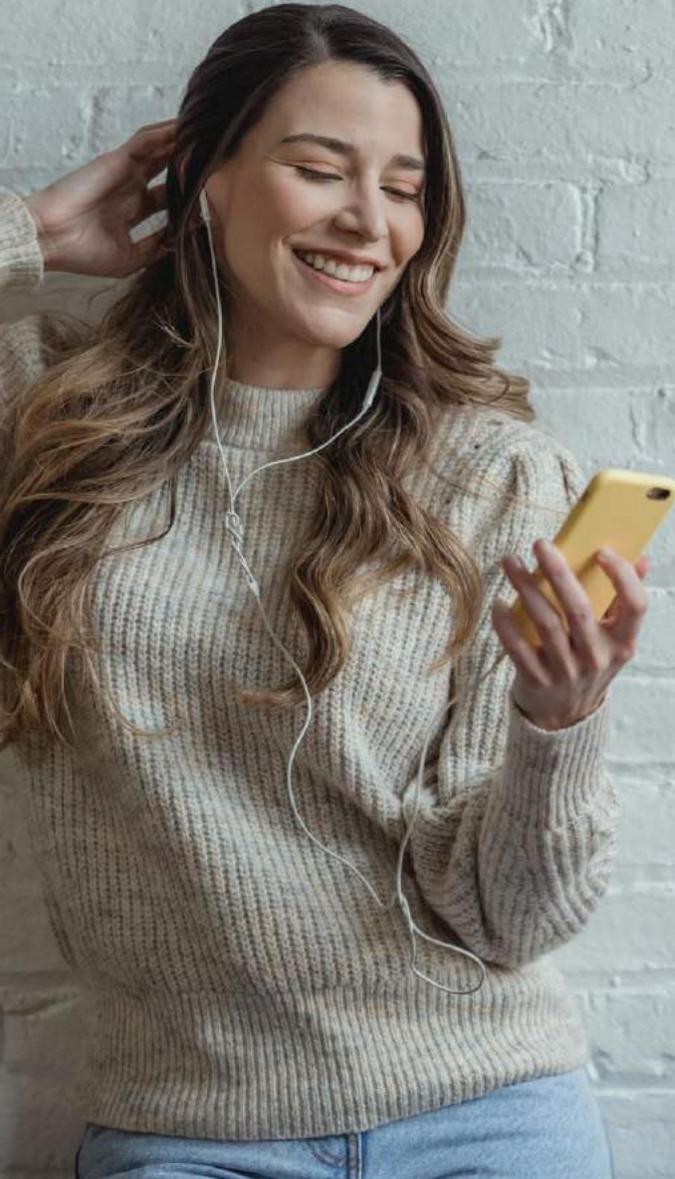
- Image and branding
- Trust and credibility for your brand
- High awareness in a highly involved target group

## Approach

- Become a partner of our Utopia podcast in form of a recommendation by our podcast host
- Permanent integration of your podcast advertising in form of a pre-roll or mid-roll ad
- High-coverage **promotion** of the Utopia podcast via editorial outlets (articles on Utopia.de, newsletter, social media)

Please note our [criteria for the selection of advertising partners](#).

# Podcast Sponsoring



For example: [Polarstern](#)

## Standard sponsorship with pre- or mid-roll ad

- Host reads ad as a pre-roll or mid-roll in the sponsored episode
- Text is supplied by you and edited by the editorial team
- Duration: unlimited

**Price: 1.000 €**

## Exclusive sponsorship with pre- & mid-roll ad

- Become the exclusive partner of an episode of the Utopia podcast (pre- and mid-roll ad)
- Text is supplied by you and edited by the editorial team
- Presence: exclusive (no other partner in this episode)
- Duration: unlimited

**Price: 1.800 €**

Please note our [criteria for the selection of advertising partners](#).



# Storytelling & Reach

- Advertorial
- Product Test

# Advertorial

For example: [Rapunzel](#)

## Goal

- High reach for your topics
- Image, branding & brand awareness
- Premium option: Generating new newsletter subscribers

## Approach

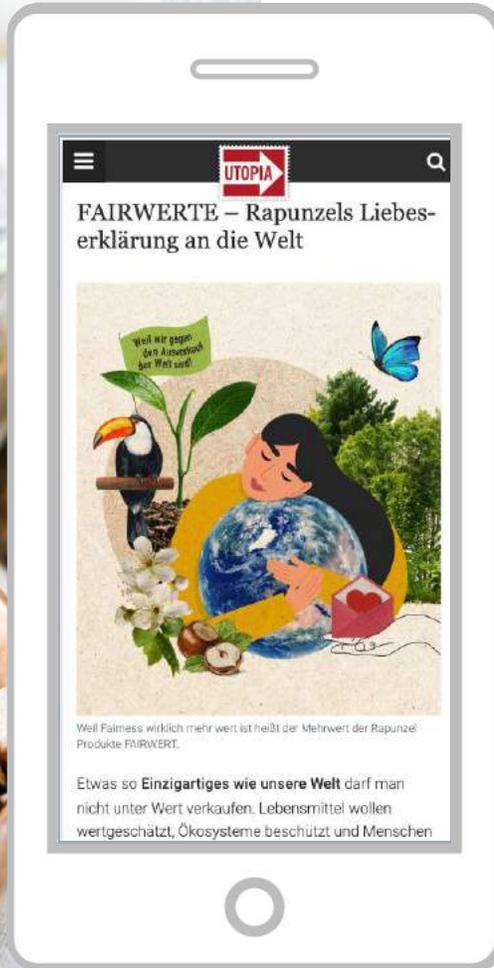
- Basic option: Presentation of your products on an **own promotion page** incl. giveaway integration (max. 20 winners)
- Premium option: Extensive communication of your sustainability topic on your own campaign page **incl. links to your homepage**, SEO and conversion optimization, giveaway integration (max. 30 winners) and **generating new subscribers for your newsletter**



YOUR TOPICS COMBINED WITH A GIVEAWAY

# Advertorial

For example: [Rapunzel](#)



Base price (+ Media kit)	Basic 3.900 €	Premium 5.300 €
Landing page incl. raffle	x	x
Number of modules	max. 2	freely selectable*
Duration	2 weeks	4 weeks
Content optimization		x**
Generating newsletter subscribers		x

\*galleries/videos can also be integrated \*\*incl. SEO/conversion optimization

Media kits	M	L
Utopia-Newsletter standard	1x	2x
Aktionen-Newsletter standard	1x	1x
Aktionen-Newsletter top-position	1x	1x
Push Notification	1x	1x
Banner advertising on Utopia (AI's)	100.000	150.000
Banner advertising on ÖKO-TEST (AI's)		100.000
ÖKO-TEST-Newsletter		1x
<b>Price</b>	<b>4.340 €</b>	<b>7.220 €</b>

# Product Test

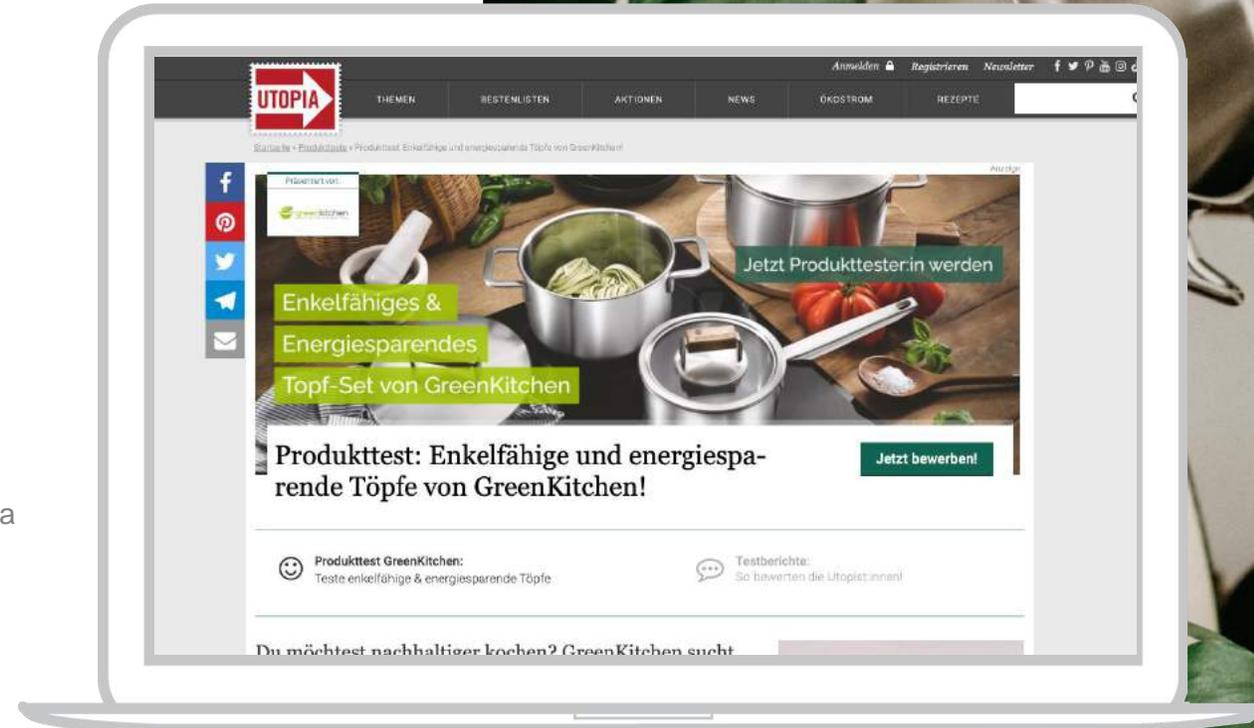
For example: [Green Kitchen](#)

## Goal

- High reach
- Win conscious consumers as ambassadors for your brand
- Get insights into your target group
- Receive feedback on your brand and products

## Approach

- **Up to 50 participants** receive a test package with your products and a **customized test guide**
- **Consumer generated content** through direct user feedback
- All participants participate in a **digital survey**
- We **advertise** the product test with high-coverage **Utopia media channels** (incl. newsletter, social and banner advertising)



# Product Test

For example: [Green Kitchen](#)

## Media kit call phase

- 1x Aktionen-Newsletter top-position
- 1x Aktionen-Newsletter standard
- 1x Utopia-Newsletter standard
- 1x Social Push
- 200.000 Ad Impressions (ROS Utopia.de, Focus on thematically suitable articles)

## Media kit result phase

- 1x Utopia-Newsletter top-position
- 1x Utopia-Newsletter standard
- 1x Aktionen-Newsletter standard
- 1x Push notification
- 200.000 Ad Impressions (ROS Utopia.de, Focus on thematically suitable articles)

**Price: 18.000 €**





# Market Research & Target Group Insights

- Survey

# Survey

For example: REWE

## Goal

- Trends and consumer insights on sustainability-related topics and challenges
- Feedback on attitudes and behaviours of conscious consumers and their expectations of products and brands

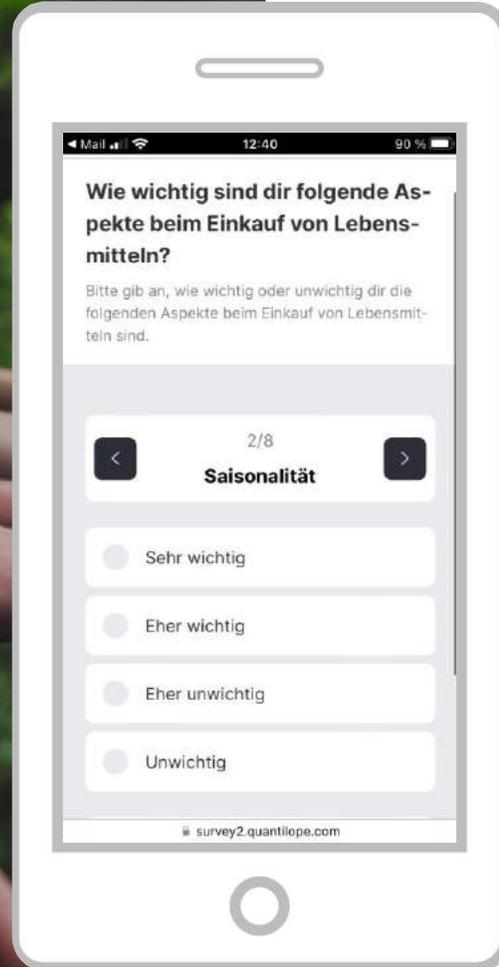
## Approach

- On-demand market research: Tailor-made survey of **sustainability-sensitive consumers** based on your questions and needs
- You offer an attractive prize for the participants to **motivate them to take part** (the prize is sent via your company)
- We advertise the survey widely via the **Utopia media channels** (incl. newsletter, social, banner advertising)
- Premium option: Evaluation of the results based on the Utopia types of consumption (6 consumption types: consequent, green shopper, thoughtful, occasional, carefree, denier)



# Survey

For example: REWE



Base price (+ media kit)	Basic 7.500 €	Premium 12.500 €
Creation of the survey, support & editing with the questions	x	x
Evaluation according to consumption types (see page 5)		x
Presentation of the results		x
Export of the results as a PDF from the tool	x	
Project management & raffle handling	x	x

Media kits	S	M	L
Utopia-Newsletter standard	1x	1x	2x
Aktionen-Newsletter standard	2x	2x	2x
Banner advertising on Utopia (AI's)	50.000	100.000	150.000
Banner advertising on ÖKO-TEST (AI's)		100.000	150.000
Instagram Post & Story		1x	1x
ÖKO-TEST-Newsletter			1x
<b>Price</b>	<b>2.570 €</b>	<b>5.170 €</b>	<b>7.550 €</b>



# Branding & Website Traffic

- Green Shopping Campaign
- Facebook Ad

# Green Shopping Campaign

For example: LANIUS

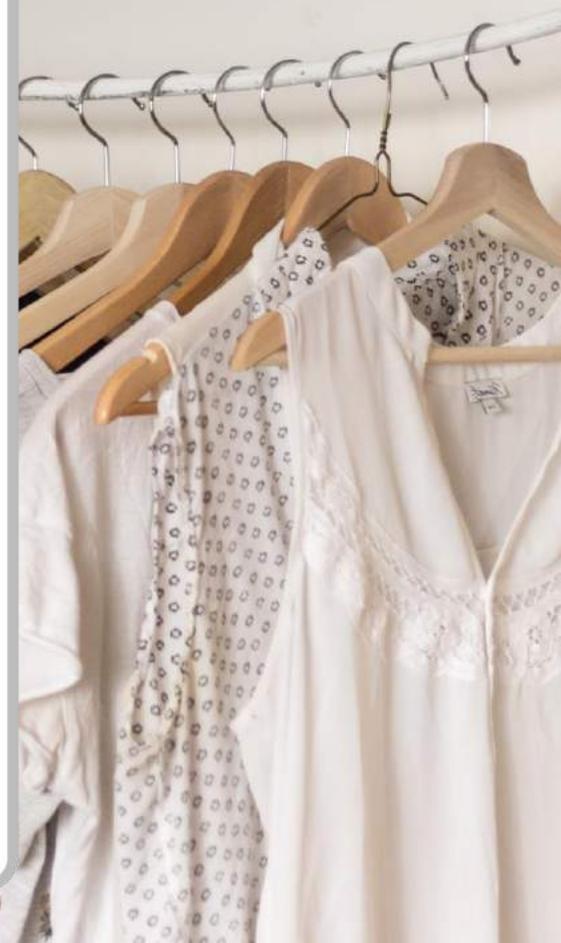
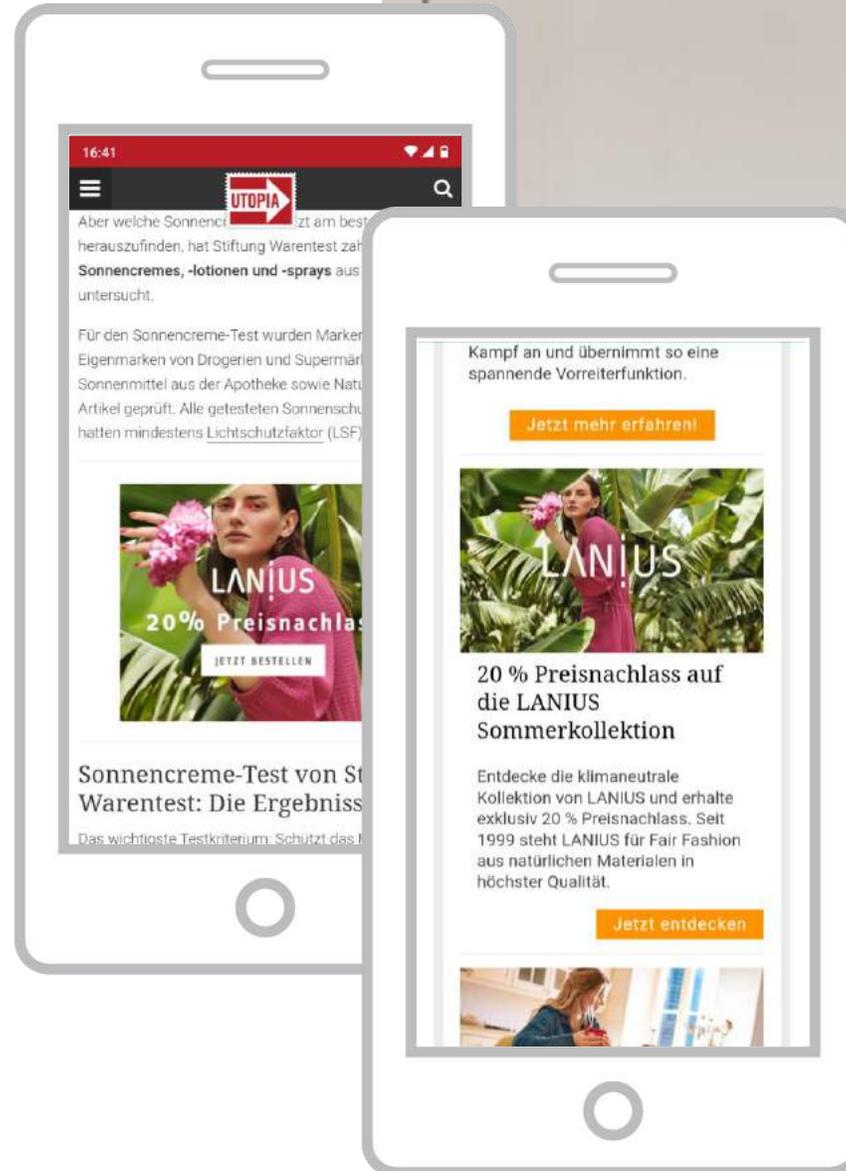
## Goal

- Traffic to your online shop
- Image, branding & brand awareness

## Approach

- You offer Utopia users an incentive to buy via a media campaign by **advertising an attractive discount**
- Your advertising media **link to your online store without any detours**

Media kits	S	M	L
Utopia-Newsletter standard	1x	1x	2x
Aktionen-Newsletter standard	1x	2x	2x
Standard ad bundle (Skyscraper, Content Ad, Medium Rectangle) in Als	200.000		
Premium ad bundle (Fireplace, Halfpage Ad) in Als		200.000	300.000
<b>Price</b>	<b>3.380 €</b>	<b>4.970 €</b>	<b>7.110 €</b>



# Facebook Ad

For example: [Fairtrade](#)

## Goal – selectable according to focus

- Image, branding & awareness
- Traffic to your site

## Approach

- Your brand/product/promotion is promoted via an **ad on the Utopia Facebook channel**
- Our social media editorial team designs the ad in a way that you benefit from **maximum interest in the target group**
- If desired, your own Facebook profile will be tagged in the post to **generate new followers for you**

## KPIs

- Focus on reach: ca. 50.000 views
- Focus on ad clicks: ca. 400 - 600 clicks

**Price: 2.100 €**

**Regional  
targeting  
possible**





# Instagram

- Instagram Post & Story
- Instagram Story
- Instagram Advertorial

# Instagram Post & Story

For example: [Seifenbrause](#)

## Goal

- Image, branding & awareness

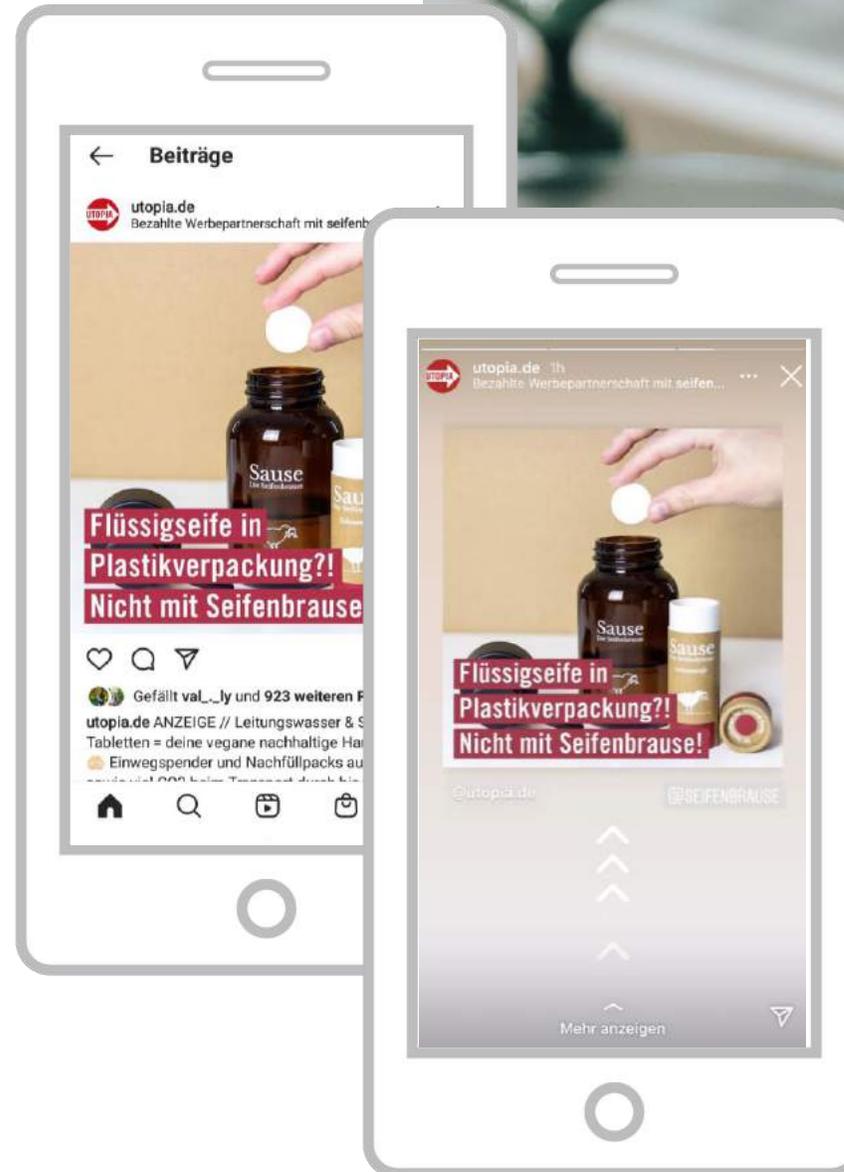
## Approach

- Your brand/product/promotion will be promoted via a **post on the Utopia Instagram profile**. Additionally we share the post in the story **incl. link sticker** to your page
- Our social media editorial team designs the post and story in a way that you benefit from **maximum interest of the target group** and **optimized reach**
- If desired, your own profile will be tagged in the post/story to **generate new followers for you**

**Price one piece post & story: 2.200 €**

**Price multi part post (max. 3) & story: 2.700 €**

**Price video-post & story: 3.050 €**



Placement  
subject to case-  
by-case review

# Instagram Story

For example: DeutscheUmwelthilfe

## Goal

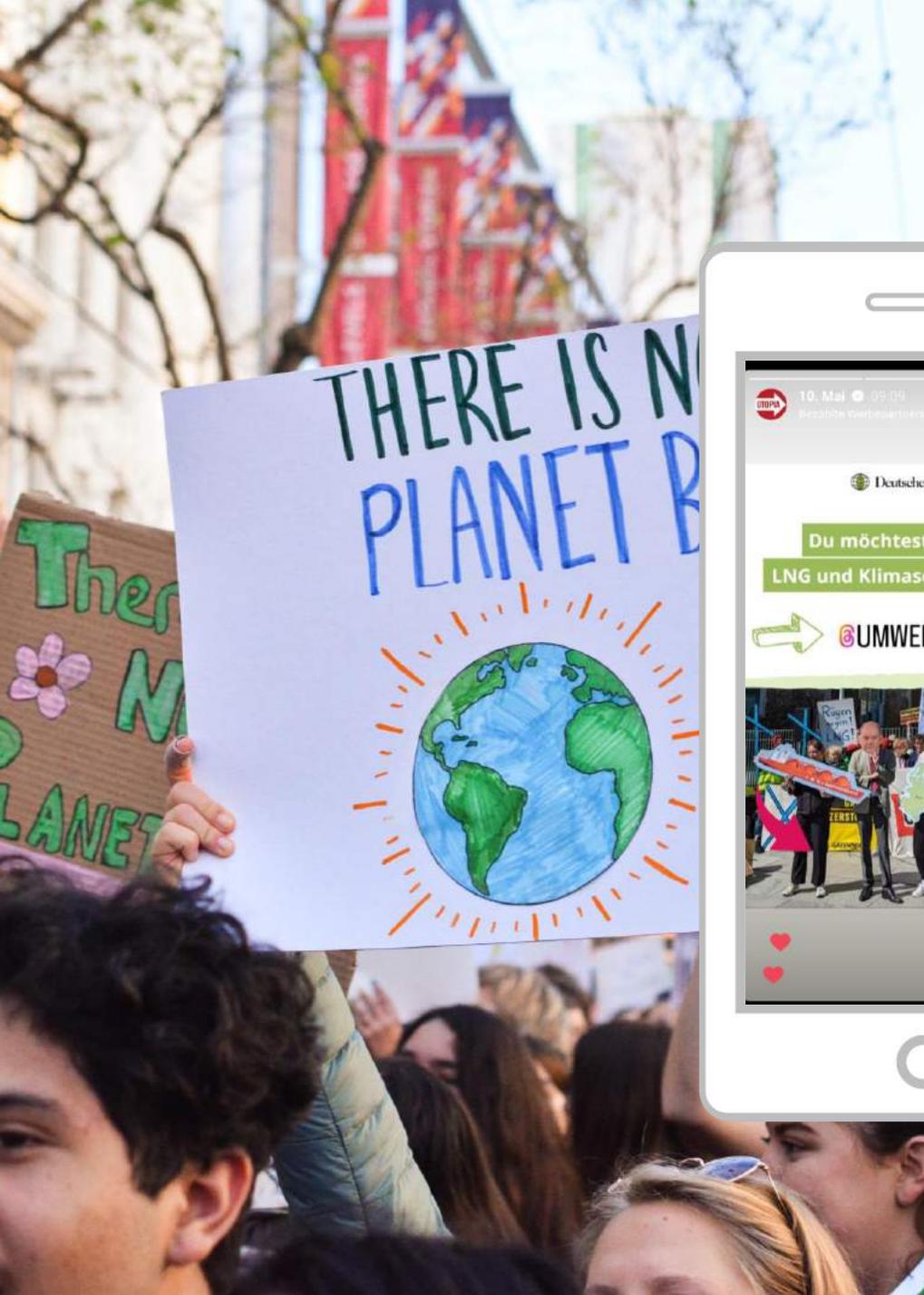
- Moving image storytelling

## Approach

- Your brand/product/promotion will be promoted via a **three-part story** incl. **link sticker** to your page on the Utopia Instagram profile
- Duration: 24 h
- If desired, your own profile will be tagged to **generate new followers**

**Price: 1.575 €**

Placement  
subject to case-  
by-case review



Please note our [criteria for the selection of advertising partners](#).

# Instagram Raffle

For example: [Dopper](#)

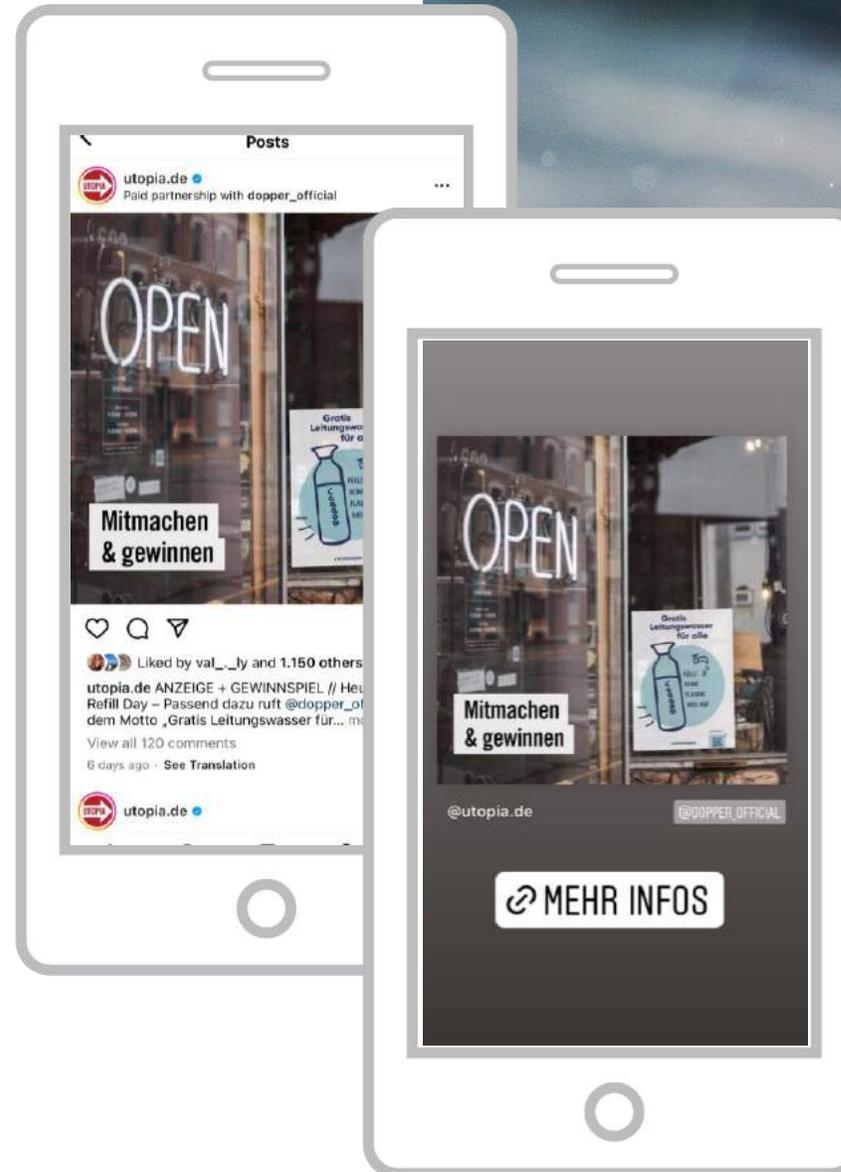
## Goal

- Generate new followers for your Instagram account
- Create desire for your products

## Approach

- Your **raffle** will be promoted via a post on the Utopia Instagram profile. Additionally, we share the post in the story with reference to the giveaway
- Our social media editorial team designs the post and story in a way that you benefit from **maximum interest of the target group** and **optimized reach**
- Instagram users can enter the giveaway via the "**Follow the giveaway provider and comment the post**"

**Price: 3.200 €**

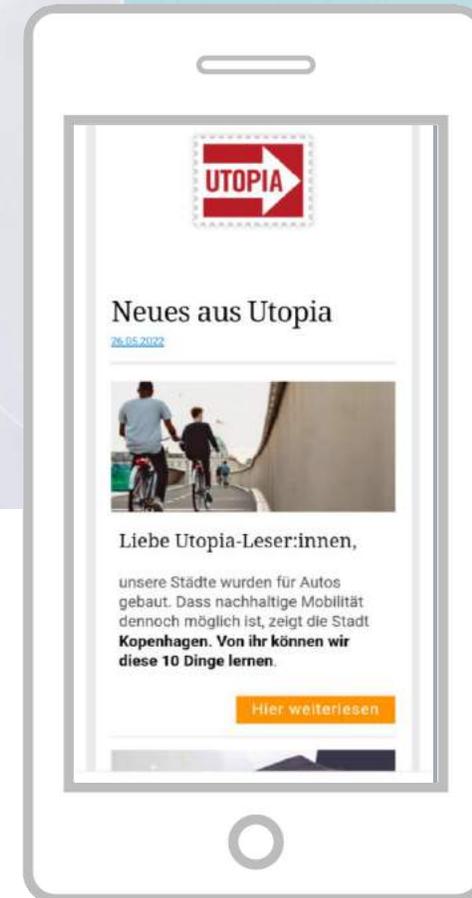


Placement  
subject to case-  
by-case review



# Media

- Newsletter Placement
- Banner Advertising
- Homepage Event



# Newsletter

**Utopia-Newsletter:** With the editorial „Utopia-Newsletter“ you can reach **strongly involved readers** who are **interested** in news and **trends** around **sustainability**.

Subscribers: 58.426\*

**Aktionen-Newsletter:** With the „Aktionen-Newsletter“, you can reach readers with an affinity for special offers who are particularly interested in product innovations, new brands and green deals.

Subscribers: 24.883\*

# Newsletter

Choose between an ad in our editorial or our Aktionen-Newsletter.



top-position  
(1. ad space)

**Price: 1.150 €**

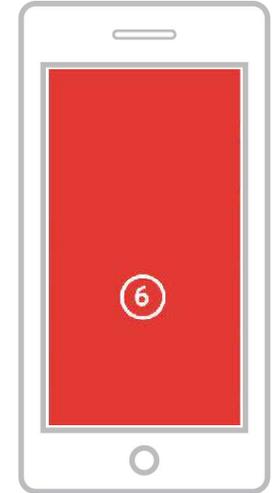
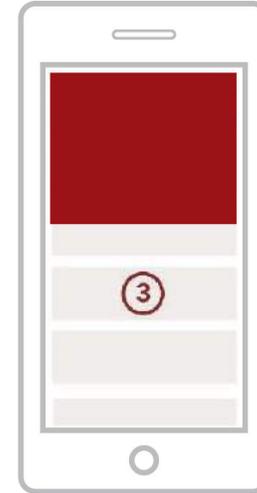
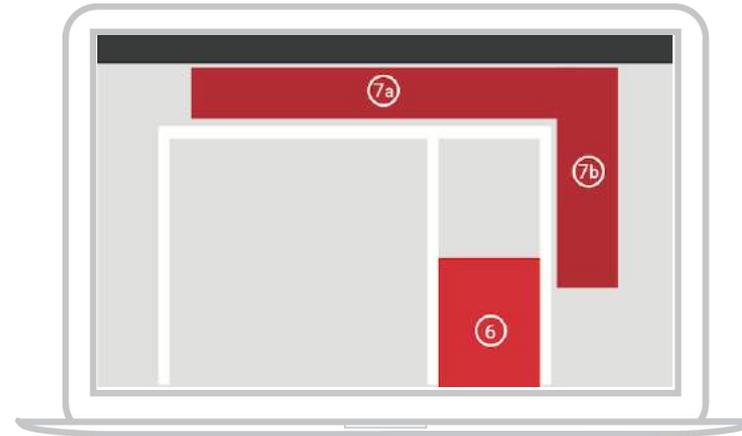
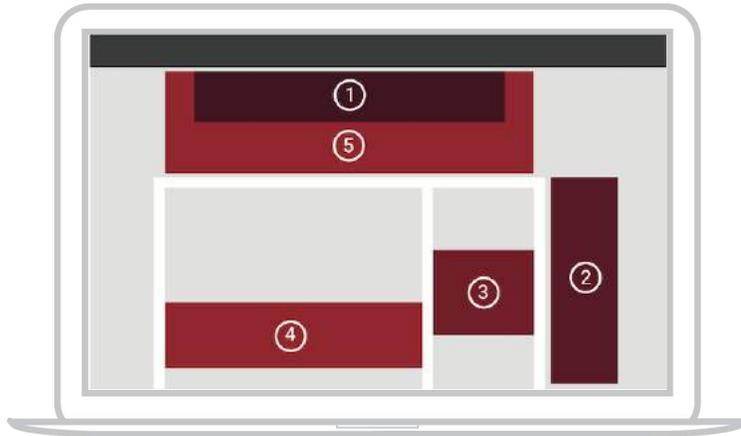


standard-position

**Price: 875 €**

# Formats Desktop & Mobile

Regional targeting and capping possible on request



## Standard formats

1 Leaderboard (728 x 90 px)	12 €
2 (Wide) Skyscraper (120/160 x 600 px)*	12 €
3 (Mobile) Medium Rectangle (300 x 250 px)	12 €
4 Content Ad (640 x 200 px)	12 €

## TAI

## Premium formats

5 Billboard (800/970 x 250 px)	16,50 €
6 (Mobile) Halfpage Ad (300 x 600 px)	15,50 €
7 Wallpaper (728 x 90 px (a) + *160 x 600 px (b))	16,50 €

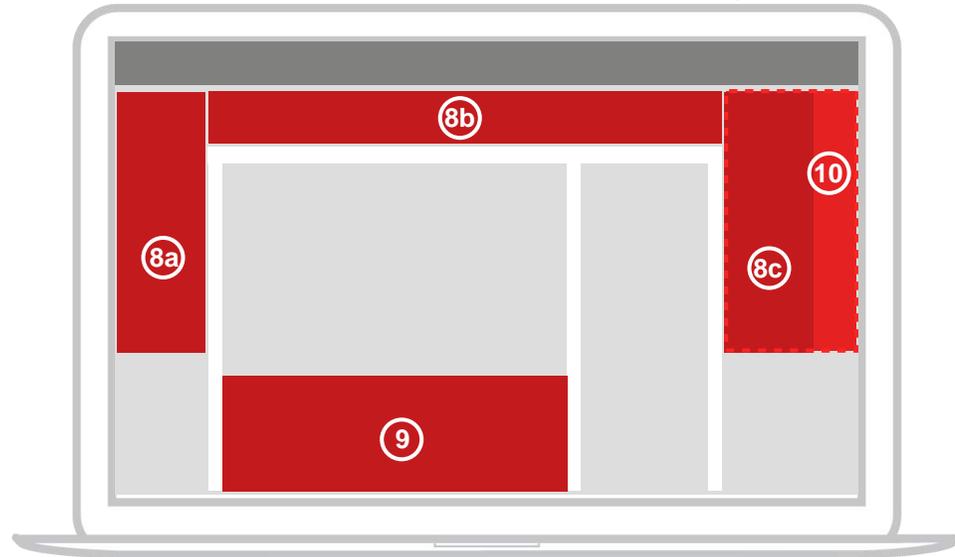
## TAI

\*is included as a Sticky Ad by default.

# Formats Desktop



Regional targeting and capping possible on request



## More premium formats

## TAI

8 Fireplace with wallpaper (160 x 600 px (a), 1.000 x 90 px (b), 160 x 600 px (c))	18,50 €
9 Outstream Video (640 x 360 / 480 px)	16,50 €
10 Dynamic Sitebar (300 x 600 px)*	18,50 €

\*is included as a Sticky Ad by default.



# Special: Homepage Event with fixed position



+



## Placement

Homepage utopia.de and Instagram (Utopia-Instagram-Bio links to it)

## Reach

ca. 70.000 Ad Impressions per week

## Fix price

4.550 € per week

# Your contact persons



**MICAELA MARTI**

Senior Sales  
Manager

[micaela.marti@utopia.de](mailto:micaela.marti@utopia.de)

+49 152 087 278 46



**VALERIE RAMM**

Senior Sales  
Manager

[vr@utopia.de](mailto:vr@utopia.de)

+49 157 353 706 18



**RAFAJA BERTELE**

Sales- and  
Projectmanager

[rb@utopia.de](mailto:rb@utopia.de)

+49 152 087 326 29



**REGINA NOWAK**

Head of  
Projectmanagement

[rn@utopia.de](mailto:rn@utopia.de)

+49 157 501 660 60

UTOPIA GMBH . KÜHBACHSTR. 11 . 81543 MUNICH

The prices shown are not AE eligible.

The minimum booking volume is 1.000,- Euro.

**Fotocredits:** CC0 Public Domain/Unsplash: S. 0/1/39: Andrew Neel, S. 7: Blake Cheek, S.10/11: Boudhayan Bardhan, S.12/13: Theme Photos, S. 14/15: Jeremy Bezanger, S.19/20: Micheile Dot Com, S. 21/22: Annie Spratt, S. 24/25: Shane Rounce, S.27/28: Priscilla du Preez, S.30: Jason Jarrach, S. 31: Li An Lim, S. 34: Erica Steeves, S. 36/37/38: Hello Im Nik; CC0 Public Domain/Pexels: S. 2: Andrea Piacquadio, Malte Helmhold, S. 16/17: George Milton; CC0 Public Domain/Shutterstock: S. 3: Jacob Lund; CC0 Public Domain/Adobe Stock: S. 3: Jacob Lund; S.10: REWE Group; © CC0 Public Domain/Pixabay: S.32: JonasKIM