Media kit ClimateChangePost

Advertise with us. Our offer in 6 sheets:
• A global overview of our visitors
• The core of our advertisement strategy
• Our menu with advertisement rates
• Percentage visitors per country page (high – medium – low rate)
• How our advertisement rates are calculated
• About guest posts and sponsored articles

Contact us at: info@climatechangepost.com
Where did our readers come from in 2019?

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Unique Visitors</th>
<th>Compared with 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2019</td>
<td>61,100</td>
<td>Up 35%</td>
</tr>
<tr>
<td>Q2 2019</td>
<td>77,900</td>
<td>Up 57%</td>
</tr>
<tr>
<td>Q3 2019</td>
<td>64,430</td>
<td>Up 39%</td>
</tr>
<tr>
<td>Q4 2019</td>
<td>78,680</td>
<td>Up 30%</td>
</tr>
<tr>
<td>Total 2019</td>
<td>275,400</td>
<td>Up 38%</td>
</tr>
</tbody>
</table>

Desktop: 67.0%
Tablet: 6.0%
Mobile: 27.0%
The core of our advertisement strategy

Option 1: advertise on all item pages for one country

Option 2: advertise on our homepage

Option 3: advertise on the news page for one category
**Option 1: All item pages for one country**

<table>
<thead>
<tr>
<th>Rates for Q1 2020 (January – March)</th>
<th>High rate Most visited countries</th>
<th>Medium rate</th>
<th>Low rate Least visited countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop/laptop/tablet</td>
<td><strong>Billboard</strong> 970 x 250 pixels</td>
<td>Not yet available</td>
<td>Not yet available</td>
</tr>
<tr>
<td>Desktop/laptop/tablet</td>
<td><strong>Leaderboard</strong> 728 x 90 pixels</td>
<td>€ 157</td>
<td>€ 70</td>
</tr>
<tr>
<td>Desktop/laptop/tablet</td>
<td><strong>Rectangle</strong> 300 x 250 pixels</td>
<td>€ 157</td>
<td>€ 70</td>
</tr>
<tr>
<td>Desktop/laptop/tablet</td>
<td><strong>Half page</strong> 300 x 600 pixels</td>
<td>€ 224</td>
<td>€ 99</td>
</tr>
<tr>
<td>Desktop/laptop/tablet</td>
<td><strong>Mobile</strong> 300 x 250 pixels</td>
<td>Not yet available</td>
<td>Not yet available</td>
</tr>
</tbody>
</table>

**Option 2: Our homepage**
- Not yet available
- € 200
- € 50

**Option 3: Our news item pages**
- Not yet available
- Not yet available
- Not yet available
- Not yet available
Option 1: advertise on all item pages for one country

High rate
57% of all visits to the country pages are made to the pages of these countries

Medium rate
25% of all visits to the country pages are made to the pages of these countries

Low rate
18% of all visits to the country pages are made to the pages of these countries

Visits (%)
Our advertisement rates are calculated as follows:

- The number of visitors to our site is increasing. We update our rates every quarter.
- Rates are based on the numbers of visitors to the various pages in the previous quarter and a fixed rate per 1000 impressions (CPM).
- Advertisement space is sold for 3 month periods; other agreements are possible.
- We sell 3 types of advertisement space: leaderboard, rectangle, half page.
- We make a distinction between 3 parts of the news site: homepage, news categories, country pages.
- For our country pages we have a high (10 countries most visited), medium and low rate.
About guest posts and sponsored articles

- We welcome contributions (guest posts, sponsored articles) that are focused on climate change vulnerabilities and adaptation.
- The topics on the ClimateChangePost are mainly about ‘Europe in a changing climate’. Topics that refer to other parts of the world can be published as well.
- The articles should not exceed 600 words, must be written in English, and will include one image (photo). Links can be included in the text to other references or websites.
- In the header we will mention the status of the contribution (‘Guest post’ or Sponsored article’), the name of the author and, where appropriate, the name of the organisation to which the author is affiliated.
- The guest post or sponsored article will be posted on the home page at the top left (yellow square in figure to the right).
- We reserve the right to refuse an article that in our opinion does not fit in the context of our news site.
- The costs of the publication and the number of days that the publication is online will be determined in mutual consultation.