

WE TAKE IT

THE UNIQUE MAGAZINE TO WATCH

MEDIA-INFORMATION
2019

WHAT WE DO

We-take-it is a unique information site with video contributions, built in magazine style. But that's not all: The individual contributions are moderated and ensure an increased information and an absolute entertainment value. Studies have shown that video presentations convert at a much higher rate than other forms of marketing. One main reason for this is because explainer videos are easy to digest (quick and to the point), entertaining and very targeted. We created videos that are custom to their particular needs and desires. This includes everything from the way that we talk, to the issues that drive them to watch the video in the first place. The conversion rates can skyrocket with these highly targeted videos.

This provides attractive information about hotels, surroundings, restaurants, mobility, technology, coaching, fashion, beauty and more that meets the eye. After all, we are all looking for reliability and security when buying or booking for example, travel. In a spontaneous, lifelike and authentically moderated video you can rely much more on the fact, that nothing has been improved or deliberately improved. The moderator, interviewees or other people become reliable eyewitnesses whose opinions can be trusted.

With we-take-it.com we have created an objective portal to all areas of life, editorially and with high quality, sympathetic, trustworthy and welcoming moderated. In addition to the webpage, we-take-it.com is also available on the most influential social media channels. Complimented by publications in the high-gloss print area.

That people read less and less, is well known. Nevertheless, they are extremely interested in content and education. The fact, that content has always been passed on orally throughout the history of mankind, and that children are still read out books, that humans are accustomed to listening, watching and then imitating, has us as creators of we-take-it inspired, telling content and bringing stories into a completely new shape.

Important in clearing oneself from the rush of influencers, are substance and purport. Stories, anecdotes, a transfer of knowledge, life content and background information are a fundamental part of our contributions. Because people, more visually than ever, want to benefit from the naturally presented content, to get something out of themselves, to be guided and to receive inspiration for their own lives.

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TERMS OF PAYMENT
To pay within 10 days after date of invoice

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DISTRIBUTION

TRIPADVISOR: CIRCA 30.000 READER/VIEWER
 LIFESTYLE-INSIDER.COM: CIRCA 5.000 READER/VIEWER
 YOUTUBE: CIRCA 4.000 VIEWER
 INSTAGRAM: CIRCA 2.500 VIEWS PER POST
 FACEBOOK: CIRCA 2.200 VIEWS PER POST
 WE-TAKE-IT.COM: CIRCA 4.500 VIEWS

WWW.WE-TAKE-IT.COM

YOUTUBE
 TRIPADVISOR
 LIFESTYLE-INSIDER.COM
 INSTAGRAM
 FACEBOOK

WEBPAGES
 OF PARTNERS IN COOPERATION

RUBRICS

TRAVEL	EVENTS	COACHING
MOBILITY	TECHNOLOGY	
BEAUTY	MEDICINE	SPORTS
LIVING	FOOD	

TARGET GROUP

BETWEEN

20 to 65 years old

SUCCESSFUL

mostly selfemployed, in a managerial position

WEALTHY

want and can afford luxury

QUALITY AWARENESS

ready to spend more money on high quality

CONSUMPTION ORIENTED

can afford luxury and premium goods in the areas of: living, automobiles, technology, fashion, accessories, watches, beauty, gourmet, hotels and restaurants

PASSIONATE

about exclusive trips and wellness stays, for sports and healthy living as well as for the latest medical measures or art, culture and trendy events. Inspired by interviews with out of the ordinary personalities

ANTICIPATORY

strong interest in real estates and investment themes

VALUE EDUCATION

interested in coaching and coaching themes

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ADVERTISING/ADVERTORIALS

SUPERBANNER-VIDEO ON FRONTPAGE
BILLBOARD-AD 3.500

SUPERBANNER-VIDEO ON HEADING HOME
SUPERBANNER+ 1.500

FRONT PAGE ADS
SITEBAR AD 900
MEDIUM RECTANGLE AD 600
UNDERSTITAL 2.500

HEADING HOME ADS
SITEBAR AD 450
MEDIUM RECTANGLE AD 450

FILM WITH 1 MONTHLY FEE 5-9 MIN 2.500
FILM WITH 1 MONTHLY FEE 3-5 MIN 1.500
FILM WITH 1 MONTHLY FEE 1-3 MIN 1.000

ADJUSTMENT FEE / MONTHLY 9,90

Net prices plus VAT in Euro. Special formats and advertising forms on request.
Ad rates / fees per month.

DISCOUNTS

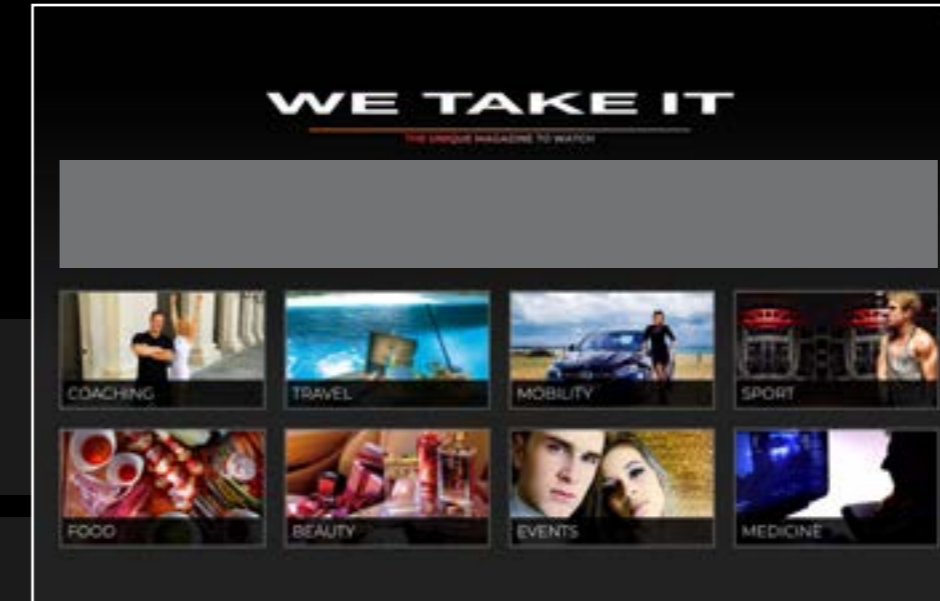
2 ADS 5%
3 ADS 10%
4 ADS 15%

If accepted within one insertion year. Special prices and additional technical services will not be discounted.

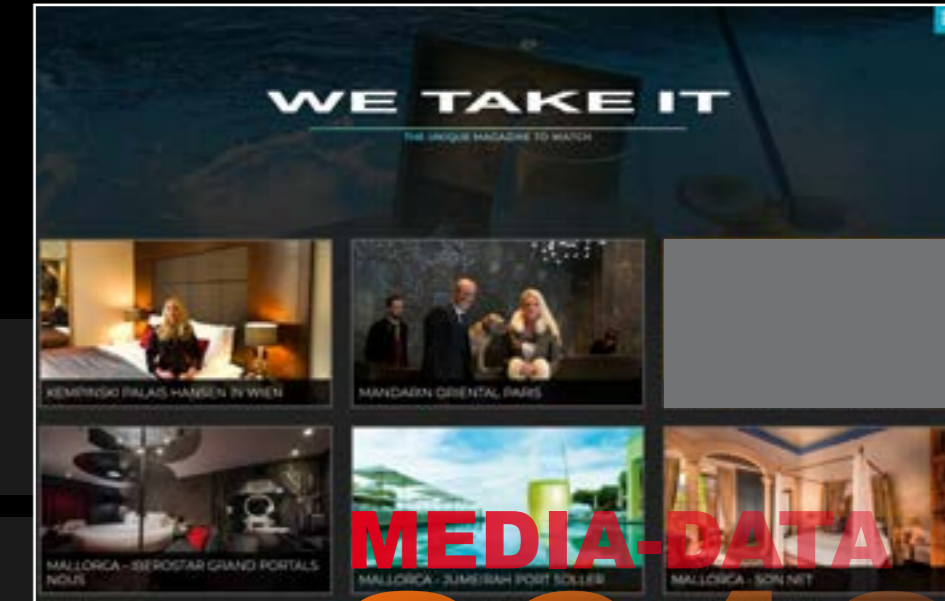
AGENCY COMMISSION 15%

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SUPERBANNER VIDEO ON FRONTPAGE



MEDIUM RECTANGLE AD



MEDIA-DATA

2019

BUSINESS CONDITIONS

1. Area of application

These terms and conditions apply to all advertisement orders given to WE TAKE IT regarding the dissemination of a publication issued by WE TAKE IT. Editorial ads, PR articles and PR or marketing-videos are also regarded as advertisements in this context. Should any individual terms be applicable only to commercial activities, i.e. with respect to those customers who are merchants, legal entities under public law or special assets under public law, this will be indicated in the following. It is in every case the customer order rendered in the form accepted by WE TAKE IT (hereinafter referred to as the 'Contract') which is of defining importance regarding the content and extent of the services to be performed by WE TAKE IT and the respective remuneration payable. Any conditions applied by the customer are hereby contradicted. Such conditions shall only acquire applicability if they have been expressly accepted by WE TAKE IT. In commercial business, any arrangements deviating from or amending the contract shall only be applicable if they are set in writing or if such requirement of the written form has been previously declared in writing to be unnecessary.

2. Services performed

An obligation for WE TAKE IT to perform a service only exists once an advertisement order has been expressly confirmed by WE TAKE IT. Statements made in information and publicity materials by WE TAKE IT, in particular statements regarding the number of users of the magazine published on WE TAKE IT shall only form part of the contract if expressly stated in the contract. Date deadlines are only binding if expressly confirmed by WE TAKE IT. The place of fulfilment for the obligation to perform resting on WE TAKE IT is Grünwald.

WE TAKE IT reserves the right to reject advertisements in accordance with uniform, factually justified factors if these – whether with regard to content or form – constitute a violation of legal regulations, government orders or public morals, or if it can not be reasonably expected that WE TAKE IT publish the advertisement, unless WE TAKE IT has expressly committed itself to publishing the advertisement in the knowledge of its content and form. The customer shall only receive videos if this is expressly agreed in the contract.

3. Prices

In return for the performance of the arranged services, the customer undertakes to render payment of the price as stated in the contract. The correction of writing errors or obvious calculation mistakes is re-

served. If no price is stated in the contract, the price given in the advertisement price list valid upon acceptance of the order shall be deemed to have been agreed. WE TAKE IT reserves the right to amend prices for orders already received. Outlays, e.g. the cost of producing or returning printing manuscripts or of forwarding to the customer replies to box number advertisements will be charged separately in accordance with the price list. The prices stated in the contract and in the price list are exclusive of value added tax. The discounts for multiple insertions stated in the price list shall only apply when the insertions referred to in the contract are to be made within a year, unless otherwise provided for in the contract. The place of fulfilment for the customer's payment obligation is Grünwald. All invoice payments are due within the deadline stated in the price list unless a different payment deadline has been agreed in the contract. In the event of payment arrears, the customer is obliged to pay interest on arrears at a rate of 8 % p.a. above the respective bank rate set by the Deutsche Bundesbank. The assertion of further damages due to arrears is reserved.

4. Changes to and cancellation of contract

The cancellation of an advertisement order by the customer is permissible. In such an event, WE TAKE IT will, if possible, endeavour to replace said advertisement with a different advertisement or an article or video, however, irrespective of this, it shall still be entitled to demand payment of the arranged remuneration accordingly under application of § Business Conditions 649 BGB (German Civil Code). This is payable immediately. The right of both parties to cancel the contract on important grounds remains unaffected. If the customer desires to make amendments to the contract, in particular if he should wish to suspend the advertisement order, WE TAKE IT will endeavour to comply with this wish. Should this not be possible, the contract shall be deemed to have been cancelled unless the customer has expressly given deviating instructions. Any costs incurred as a result of the amendment shall be charged to the customer over and above the agreed price.

5. Warranty and liability of WE TAKE IT

WE TAKE IT warrants that the advertisements shall conform with the contractual agreements made with the customer regarding the editorial quality for the selected object. Should this not be the case, the customer shall be entitled either to demand a reduction in the

agreed price or the insertion of a free additional advertisement of standard quality, as he may choose, however this may only be to the extent that the purpose of the advertisement was impaired. The right of the customer to cancel the contract in the event that the additional advertisement is also faulty or does not appear within a reasonable period of time, is unaffected. Advertisements with obvious defects shall be deemed to have been accepted if no communication to the contrary is received by WE TAKE IT within four weeks of their publication.

A claim for a reduction in remuneration is excluded if WE TAKE IT has informed the customer of the reduction in circulation in sufficient time before publication to allow the latter to cancel the contract. A contractual or noncontractual obligation to give compensation for damage on the part of WE TAKE IT, its employees and vicarious agents shall only exist if said damage is attributable to gross negligence or intent. The liability of WE TAKE IT is limited to the capital disadvantage that WE TAKE IT should have predicted upon conclusion of the contract as a possible consequence of contractual violation, unless the damage is attributable to gross negligence on the part of a body or senior executive at WE TAKE IT or to intent. Warranty or damage compensation claims against WE TAKE IT, with the exception of damage compensation claims due to unpermitted acts shall expire by limitation in accordance with the legal regulations, however after a period of two years at the latest following the performance of the service to which the claim refers.

6. Liability of the customer

In the event that the customer does not perform his service or does this after a delay, in particular if he does not comply with the agreed deadlines for providing his texts and printing manuscripts, WE TAKE IT shall, after having set an appropriate subsequent deadline, as far as this is possible, be released from its obligation to perform and shall be entitled to demand remuneration under according application of § 646, subsection 1 BGB (German Civil Code). This shall be payable immediately. The customer shall be liable for the content of the advertisement; in this regard the customer shall indemnify WE TAKE IT against any claims with respect to third parties.

7. Final provisions

All declarations which are to be furnished in accordance with the

contract or these conditions are only effective in writing. The customer shall only be entitled to transfer rights arising out of a contract with the prior consent of WE TAKE IT – with the exception of payment claims. This consent can only be refused should important grounds exist. Setting off against claims with respect to WE TAKE IT is excluded if these have not been legally established or are legally disputed. The exercising of a right of retention, including the commercial right of retention, is only admissible if based on the same contractual relationship.

Should one or several terms of the contract or of these conditions be or become ineffective or impossible to implement, this shall not affect the validity of the remaining terms.

The contractual relationships between the parties are subject to German law. For all disputes arising out of or in the context of the contract or these conditions, the courts in Grünwald/Munich shall be exclusively responsible, as long as (a) the customer is a general merchant, a legal entity under public law or a special asset under public law or (b) if the place of residence or normal abode of the customer at the time of institution of legal proceedings is either not within this country or is not known.

WE TAKE IT 2018 Court of jurisdiction: Munich