

WEB

Prices and formats DHV Homepage 2019

Banner size and prices per month, categories A B C are defined per number of visits

Banners can be animated GIFs but the pictures must stay 5sec before they change

Horizontal Banner: 234 x 60 Pixel
Vertical Banner: 150 x 120 Pixel

Horizontal Banner:	Vertical Banner:
234 x 60 Pixel	150 x 120 Pixel
A: 200 Euro (Forum XC Used Market)	A: 200 Euro (Forum XC Used Market)
B: 140 Euro (Weather, Sports, Training/Schools)	B: 140 Euro (Weather, Sports, Training/Schools)

www.dhv.de – Media data

www.dhv.de is the official homepage of the German Hang Gliding Association (DHV). The DHV counts more than 37.800 members. It is by far the largest association for paraglider and hang glider pilots. As early as 1996 the importance of the internet was recognized and a homepage was created.

www.dhv.de was steadily improved and developed and is the most important source of information for hang glider and paraglider pilots.

Market Situation:

A study of the association for consumer research (GfK) found out that more than 7 million Germans would like to fly with a hang glider or paraglider. At present, we have around 55.000 active pilots in Germany, Switzerland and Austria. Two thirds are paragliders and one third hang gliders.

Pilots in the German speaking countries make up more than 50 % of the world wide active pilots.

Publisher

Deutscher Hängegleiterverband e. V. (DHV) im DAeC
Fachverband der Drachenflieger und Gleitsegler in der Bundesrepublik Deutschland
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Visits (unique user):
average 79.000 visits a week

Source: Google Analytics

Google Positioning
Paragliders: Rank 4, Paragliding: Rank: 1
Hang gliders: Rank 2, Hanggliding Rank 2
Google Pagerank: 5
Source: www.pagerankcheck.de

Target group
Customer research analysis DHV-Info (DHV magazine)
We reach almost 90% of all
the pilots in Germany

**Special agreements are possible.
Minimum booking time is 6 months**