



cliquenabend.de is an important internet portal about parlor games and boardgames of every kind. We offer independent critical and high leverage authentic advice for the purchase of games. Therefore we are one of the most important points of contact on the internet for all ambitious boardgame players.

Boardgame enthusiasts can find news, articles, interviews, video explanations, and of course, comprehensive game reviews with the opinion of our editorial staff on a daily basis on **cliquenabend.de**.

We visit important boardgame fairs every year (like „The Spiel“ in Essen or „Nürnberger Spielwarenmesse – Toyfair“ in Nuremberg) and also a lot of boardgame events (like „Herner SpieleWahnsinn“, Munich Spielwiesn, Karlsruhe Spielt, Darmstadt Spielt, Hannover Spielt, et cetera) and create up-to-date reports with videos, pictures, podcasts, and of course, written articles. We also have organized our own prototype event since 2009 where a lot of publishers are present with their games and all work together to make the games even better and we produce a lot of video footage where we show the upcoming games and already inform our users of the upcoming boardgames.

You can find 3.320 Videos and 7.757 introductions and reviews about games on our website (status 05.01.2017).

Our Facebook-Group has got 1.903 users.



Contact:

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Advertising Media:
Please send your banners or videos to Andreas Buhlmann. We need them 5 days before the starting date at the latest.

Bill:
Payment should be done within 14 days after invoice.



www.cliquenabend.de statistics

- 135.711 page impressions per month (almost equal compared to 2016)
- 55.308 visits per month (almost equal compared to 2016)
- 29.625 unique visitors per month(+ 5,4 % compared to 2016)
- 25.723 videoplays per month(+ 14,22 % compared to 2016)
- 2:20 minutes average visiting time

Source: Google Analytics , 05.01.2016 ▫ Ø of the last 12 month

Advertisement	Pixel size	Size	Price for 2 weeks
Fullsize-Banner Position on the welcome page	468 x 60	40 kb	150,- €
Rectangle Position on the welcome page	215 x 197	40 kb	170,- €
Leaderboard Position on all webpages	728 x 90	50 kb	370,- €
Superbanner Position on all webpages	960 x 100	50 kb	395,- €
Wide Skyscraper Position on all webpages	160 x 600	40 kb	355,- €
Tandem Ad Position on all webpages	728 x 90 und 160 x 600	80 kb	715,- €
video advertisement up to 10 sec. As Pre-Roll infront of all videos	mov, MPEG 2, AVI oder MP4		1.050,- €

All banner advertisements have a rotating mechanism (maximum 3 advertisements per place).
We allow only one video advertisement costumer at the same time.

Discount:

2 Monaten = 3% Discount 4 Monaten = 6% Discount
6 Monaten = 10% Discount 8 Monaten = 15% Discount
10 Monaten = 20% Discount



Target Audience:

Early Adopters:

39% of our readers buy games on the first day they are coming out.

Opinion Leader:

over 70% of our readers have given advice to their friends and influence their shopping behaviour significantly.

Constancy:

53% of our readers only inform themselves about boardgames on the internet on **cliquenabend.de**

Countries:

Due to the fact that our content is mainly in German of course our visitors are mainly living in Germany, but we also have some visitors from other countries especially when it comes to our preview Videos (prototypes) and our yearly „The Spiel – Preview“.

81,47 %	Germany
6,07 %	Austria
5,36 %	Switzerland
7,10 %	USA, Netherland, France, Belgium, Italy and UK

Gender:

Male: 83,03% Female: 16,97%

Age:

14 - 19 years	= 11%
20 - 29 years	= 20%
30 - 39 years	= 34%
40 - 49 years	= 20%
50 - 59 years	= 12%
60 +	= 3%

Technical details:

72,11% of our visitors use their PC to visit our website and 27,89% use mobile devices.

Browser:

31,60 %	Firefox
25,72 %	Chrome
21,91 %	Safari
11,73 %	Internet Explorer
9,04 %	Others like Android, Opera, etc.



Video Advertisement Statistic:

Advertisement Project „Fincallorca“:

Different Clips: 2

Time Period: 2 weeks

Views: 17.734

Advertisement Project „Trist wie Arle“ (Feuerlandspiele):

Different Clips: 13

Time Period: 2 weeks

Views: 28.455

Important Facts:

- The video advertisement will always be played and can't be avoided.
- Very high attention in a short time period
- Different video clips are possible and it's good advice, so the viewers keep being interested.



Example for: Fullsize-Banner >>> Size: 468 x 60 Pixel

The screenshot shows the homepage of cliquenabend.de. At the top, there is a navigation bar with links for 'Startseite', '4900 News', '1991 Spiele', '1158 Videos', '136 Artikel', 'Shop', and '1617 Verlage & Autoren'. Below this is a search bar and a 'Suchen' button. The main content area is divided into several sections: 'Aktuelle News' on the left, 'Highlights' on the right, and a 'facebook' section at the bottom right. In the 'Aktuelle News' section, there are three news items. The first one is 'Mallorca Gathering of Friends 2012: Village Song Live'. Below it, there is a large pink rectangular area with a pink arrow pointing to it from the left. The second news item is 'Spieltest: LEGO Star Wars - Battle of Hoth (LEGO)'. The third is 'Spieltest: Die Tore der Welt - Das Kartenspiel (Kosmos)'. The 'Highlights' section features a colorful graphic of a yellow and red sofa. The 'facebook' section shows the Cliquenabend Facebook page profile and a list of users who liked it.

This screenshot is identical to the one above, showing the homepage of cliquenabend.de. However, the pink arrow now points to a large pink rectangular area in the 'Highlights' section, which is currently blank. The rest of the page layout, including the navigation bar, news items, and social media section, remains the same.



Example for: Rectangle >>> Size: 215 x 197 Pixel

The screenshot shows the homepage of cliquenabend.de. At the top, there is a navigation bar with links for 'Startseite', '4900 News', '1991 Spiele', '1158 Videos', '136 Artikel', 'Shop', and '1617 Verlage & Autoren'. The main content area is divided into several sections:

- Aktuelle News:** A section with a date 'Donnerstag 02.08.2012'. The main article is 'Mallorca Gathering of Friends 2012: Village Song Live', dated 'Nachricht von 15:07 Uhr, Smucker, - Kommentare'. It features a small image of a yellow and red bench. Below it is a 'MONDO' banner with the text 'Erstschaffe eine neue Welt'. Further down are two 'Spieltest' articles: 'LEGO Star Wars - Battle of Hoth (LEGO)' and 'Die Tore der Welt - Das Kartenspiel (Kosmos)'. Each article includes a small image and a brief description.
- Highlights:** A section with a large image of a yellow and red bench, similar to the one in the news article. Below it is the text 'Mallorca Gathering of Friends 2012: Village Song Live'. A large pink arrow points from the right towards this section.
- Beliebte Themen:** A list of popular topics including 'Essen 2012 Neuheit', 'Mallorca 2012', 'k2 kingdom builder milestones', 'village small world gonicoia', 'Mallorca Gathering of friends 2012 nurnberger', 'Martin Schlegel', 'intellego Georg', 'Schumacher feudalherren munchkin', and 'cavus Michael Menzel vegas'.
- facebook:** A section for the Cliquenabend Facebook page, showing the profile picture, name, and a list of users who liked the page, including Christian, Lali, Christian, Janna, Anna Maria, Christina, Mario, and Andreas.



Example for: Leaderboard >>> Size: 728 x 90 Pixel

The screenshot shows the homepage of cliquenabend.de. At the top, there is a navigation bar with links for 'Startseite', '4900 News', '1991 Spiele', '1158 Videos', '136 Artikel', 'Shop', and '1617 Verlage & Autoren'. A search bar is located on the right. Below the navigation bar, a large pink rectangular area is highlighted with a pink arrow, indicating a placeholder for a leaderboard. The main content area is divided into several sections: 'Aktuelle News' with a sub-section for 'Donnerstag 02.08.2012' featuring an article about 'Mallorca Gathering of Friends 2012: Village Song Live'; 'Highlights' featuring a carousel of game-related images; 'Beliebte Themen' with a list of popular topics; and a 'facebook' section showing the site's profile and a notification that 723 people liked it. The website also features a 'MONDO' banner and several other news items.



Example for: Superbanner >>> Size: 960 x 100 Pixel

The screenshot shows the homepage of cliquenabend.de. At the top, there is a navigation bar with links for 'Startseite', '4900 News', '1991 Spiele', '1158 Videos', '136 Artikel', 'Shop', and '1617 Verlage & Autoren'. Below this is a search bar with the text 'Suche' and a 'Suchen' button. The main content area is divided into several sections: 'Aktuelle News' with a sub-section for 'Donnerstag 02.08.2012' featuring an article about 'Mallorca Gathering of Friends 2012: Village Song Live'; 'Highlights' with a carousel of featured content; 'Beliebte Themen' with a list of popular topics; and a 'facebook' section at the bottom. A large pink arrow on the left points to a large pink rectangular area above the 'Aktuelle News' section, which is intended for a superbanner.



Example for: Tandem Ad >>> Size: 728 x 90 and 160 x 600 Pixel

The screenshot shows the homepage of cliquenabend.de. At the top, there is a navigation bar with links for 'Startseite', '4900 News', '1991 Spiele', '1158 Videos', '136 Artikel', 'Shop', and '1617 Verlage & Autoren'. The main content area is divided into several sections:

- Aktuelle News:** A section with an RSS icon. The latest news item is titled 'Mallorca Gathering of Friends 2012: Village Song Live', dated 'Donnerstag 02.08.2012'. The text below the title reads: 'Nachricht von 15:07 Uhr, Smukey, - Kommentare'. Below the text is a small image of a yellow and red sofa. The article snippet says: 'Auf unserer Mallorca Gathering of Friends 2012 Prototypenwoche war auch Viktor Schutz von eggertspiele vor Ort. Er hat zum Kennerspiel des Jahres 2012 "Village" einen Song verfasst und diesen... > ...'.
- Highlights:** A section featuring a large image of a yellow and red sofa, similar to the one in the news article. Below the image is the text 'Mallorca Gathering of Friends 2012: Village Song Live'.
- MONDO:** A section with a banner image showing an elephant and a horse. The text below reads: 'Es gab eine neue Welt'. To the right of the banner is a small icon of a film strip.
- Spieltest: LEGO Star Wars - Battle of Hoth (LEGO):** A section with a small image of the LEGO set. The text below reads: 'Nachricht von 13:17 Uhr, Jörg, - Kommentare'. The article snippet says: 'Der Film Star Wars ist das erfolgreichste Filmprojekt vom Drehbuchautor, Produzent und Regisseur George Lucas. Mehr als 20 Milliarden US-Dollar erwirtschaftete man mit diversen Merchandising Produkten... > ...'.
- Spieltest: Die Tore der Welt - Das Kartenspiel (Kosmos):** A section with a small image of the game box. The text below reads: 'Nachricht von 13:08 Uhr, Jörg, - Kommentare'. The article snippet says: 'Nach dem Brettspiel Die Tore der Welt aus dem Jahr 2010 hat es'.
- Beliebte Themen:** A list of popular topics including 'Essen 2012 Neuheit Mallorca 2012', 'k2 kingdom builder milestones', 'village small world agricola Mallorca', 'Gathering of friends 2012 nürnberg', 'Martin Schlegel Intelleco Geora', 'Schumacher feudalthemen munchkin', and 'cavus Michael Menzel vegas'.
- facebook:** A section showing a Facebook post from 'Cliquenabend' with the text 'Gefällt mir' and 'Dir gefällt das'.

A pink arrow points from the left towards a large pink rectangular area on the right side of the page, which is highlighted to indicate the location of a Tandem Ad.



Example for: Wide Skyscraper >>> Size: 160 x 600 Pixel

The screenshot shows the homepage of cliquenabend.de. At the top, there is a navigation bar with links for 'Startseite', '4900 News', '1991 Spiele', '1158 Videos', '136 Artikel', 'Shop', and '1617 Verlage & Autoren'. Below this, the main content area is divided into several sections: 'Aktuelle News' with a featured article about 'Mallorca Gathering of Friends 2012: Village Song Live', 'Highlights' featuring a LEGO set, 'Spieltest: LEGO Star Wars - Battle of Hoth (LEGO)', 'Spieltest: Die Tore der Welt - Das Kartenspiel (Kosmos)', 'Beliebte Themen' with a list of popular articles, and a 'facebook' widget showing the site's profile and a list of users who liked it. A pink arrow on the right side of the page points to a vertical pink bar, which is a placeholder for a wide skyscraper advertisement.



Up to 10 seconds video advertisement, in all videos.

Vorstellung vom 18.07.2012

Videovorstellung: Perplexus Ball (Pegasus Spiele)

"Perplexus Original bringt dir eine spannende Herausforderung, die du nicht weglegen kannst! Mit vielen verwirrenden und herausfordernden Hindernissen zwischen Start und Ziel! Roll die Kugel zu einem der Startpunkte. Dreh und wende Perplexus Original in alle Richtungen, um die Kugel auf dem nummerierten Weg zu halten. Wenn die Kugel herunterfällt, und das wird bestimmt passieren, versuch es einfach noch einmal von vorne! Wenn du es bis zum Ende schaffst, darfst du dir auf die Schulter klopfen. Fordere dann deine Freunde heraus oder spiele auf Zeit! Aber Vorsicht: Wenn du einmal mit dem Spielen angefangen hast, kannst du nicht mehr aufhören. Nimm die Herausforderung aller drei Perplexus- Kugeln an und werde zum Meister! EINFACH ZU SPIELEN - SCHWER ZU MEISTERN" Quelle: Pegasus Spiele

Wir haben uns den Ball vor offiziellem Erscheinungstermin in Deutschland genau angesehen und berichten euch hier im Video unseren Eindruck.

Videovorstellung: Perplexus Ball (Pegasus Spiele)
from Cliquenabend on Vimeo

09:52

Videovorstellung: Perplexus Ball (Pegasus Spiele) from Cliquenabend on Vimeo

Verknüpfte Spiele

- Perplexus: Rookie**
Pegasus Spiele
Michael McGinnis
- Perplexus: Original**
Pegasus Spiele
Michael McGinnis
- Perplexus: Epic**
Pegasus Spiele
Michael McGinnis

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