

WHY VAPING360?

The restrictions placed on online advertising, prevent brands from gaining exposure on the world's largest ad networks and social media platforms. This is a major challenge for key players seeking to gain market share, in what has become a fiercely competitive marketplace with ever increasing customer acquisition costs.

Vaping360 has established itself as the leading and most respected vaping media website on the internet, with over 1.5 million pageviews a month. With our proven track record and high-quality content, written by industry experts, we attract an exclusive audience consisting of smokers, vapers and vaping professionals a-like. This guarantees advertisers a more focused form of exposure, as well as a higher ROI, when compared with other online publishers.

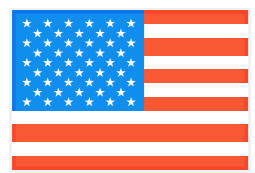
Being the only premium, contextually relevant outlet for high quality online brand exposure, Vaping360 is the answer you've been looking for! Stay ahead of the competition and place your order today – spaces are limited.

IN SUMMARY:

- World's leading online vaping media website
- Established and respected brand
- 1.5 million monthly page views
- Highly relevant daily content written by industry experts
- Highly targeted audience, consisting of smokers, vapers and vaping professionals
- Only premium online outlet for brand exposure
- Unrivalled customer service, expertise and advertising software

UPDATED: December 4, 2018

MONTHLY TRAFFIC BREAKDOWN



53%
USA



10%
UK

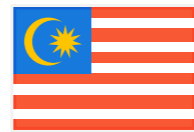
3%

PHILIPPINES



2%

MALAYSIA



2%

INDONESIA



1%

GERMANY



7%
CANADA



2%
AUSTRALIA



25%
DESKTOP



4%
TABLET



71%
MOBILE

EMAIL US @

ADVERTISE NOW

ZONE PRICING

BRONZE

- ✓ Shared with 5+ advertisers
- ✓ PNG and JPG allowed
- ✓ CPM based pricing

ZONE

C \$7 CPM

SILVER

- ✓ 1/3 shared coverage
- ✓ Shared with 1 or 2 other advertisers
- ✓ ~500K estimated impressions
- ✓ Up to 2 active creatives
- ✓ PNG and JPG allowed
- ✓ Fixed monthly pricing

ZONE

A \$7000

B \$5000

GOLD

- ✓ 2/3 shared coverage
- ✓ Shared with 1 other advertiser
- ✓ ~1M estimated impressions
- ✓ Up to 4 active creatives
- ✓ PNG and JPG allowed
- ✓ Fixed monthly pricing

ZONE

A \$14000

B \$10000

DIAMOND

- ✓ 100% exclusive coverage
- ✓ ~1.5M estimated impressions
- ✓ Up to 8 active creatives
- ✓ PNG, JPG, GIF allowed
- ✓ Tailored performance feedback & recommendations
- ✓ Fixed monthly pricing

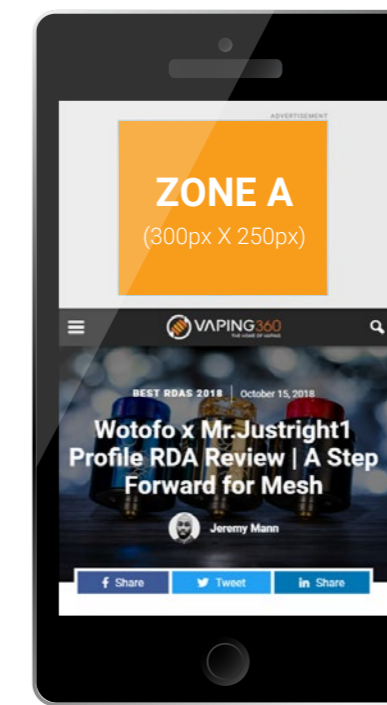
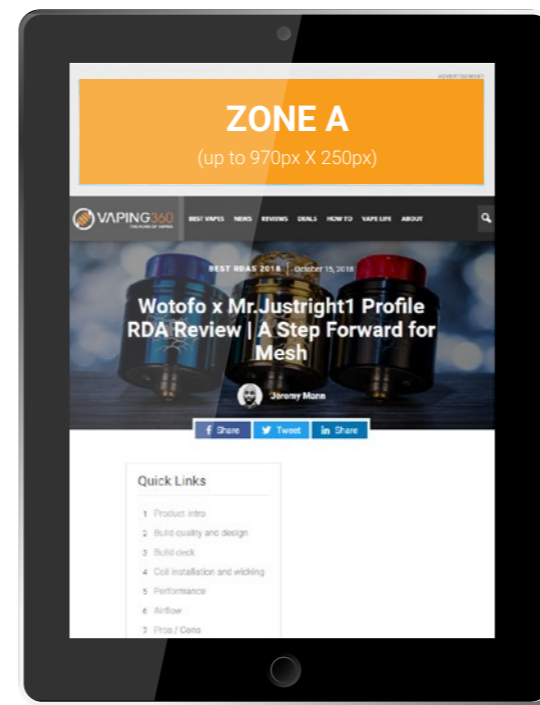
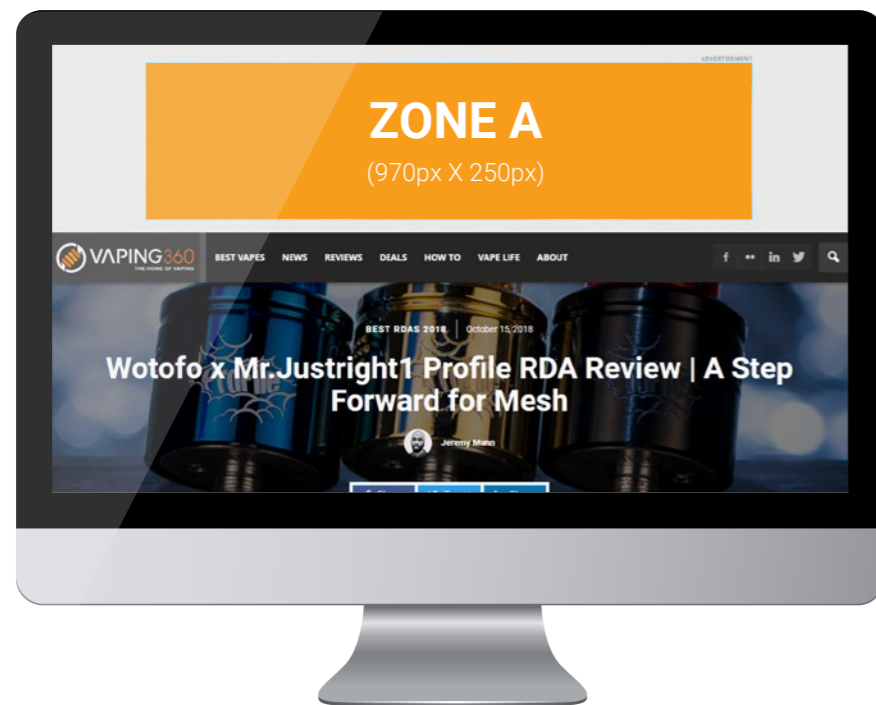
ZONE

A \$21000

B \$15000

ZONE A

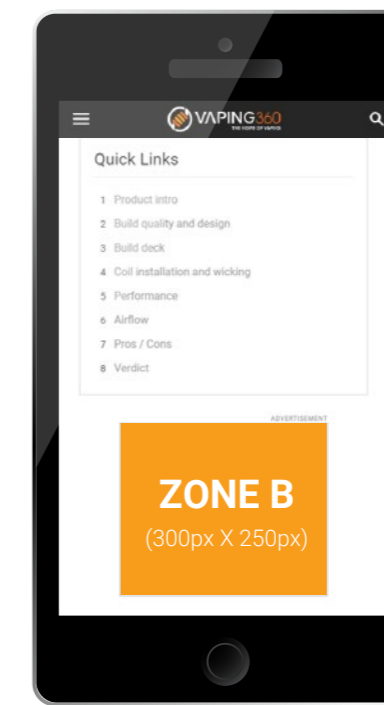
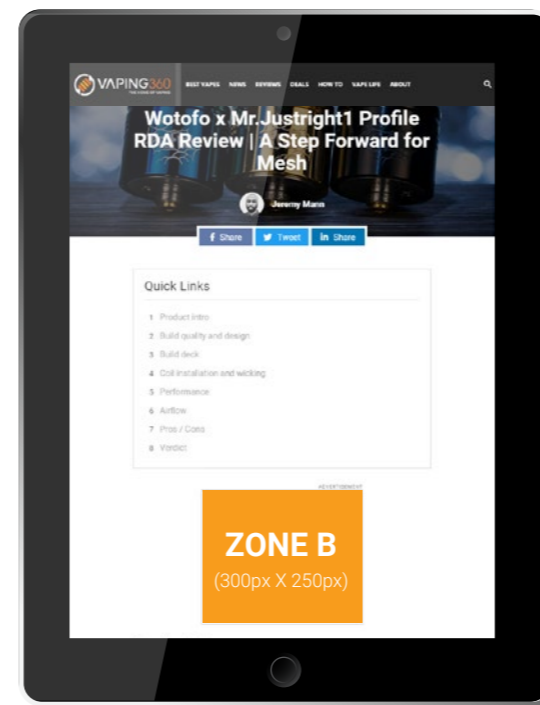
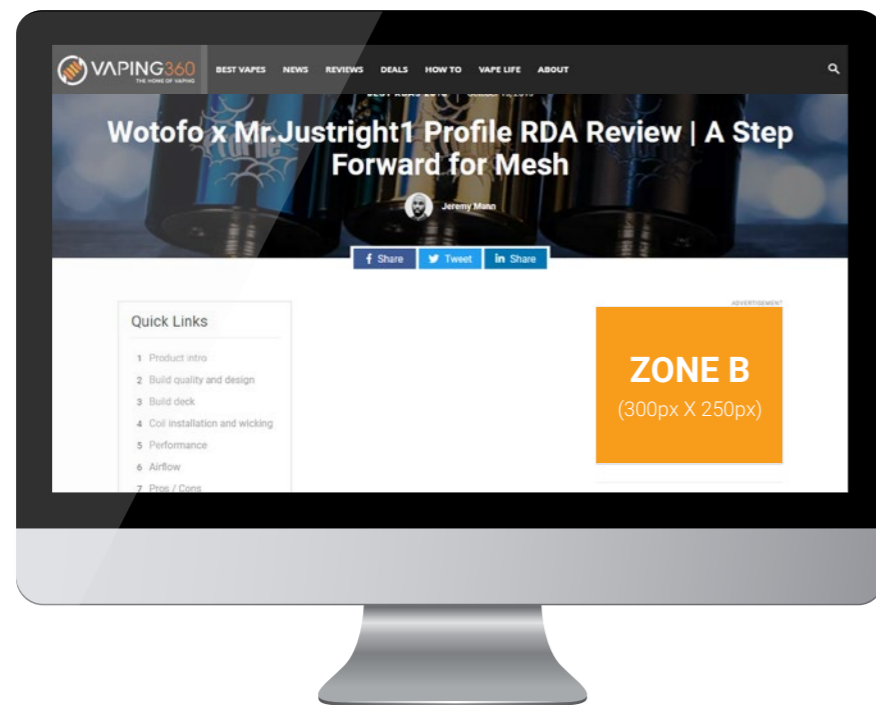
PLACEMENT & SIZING





- i** This zone is displayed above the main menu.
- i** Whilst we aim to display your creative(s) at the sizes and positions shown above, your creative(s) may be scaled down and/or placed as necessary to conform to the page being accessed and the resolution of the device used, when accessing the Vaping360 website.

ZONE B

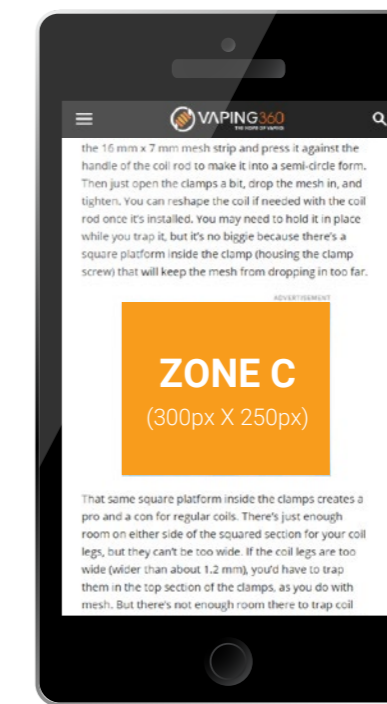
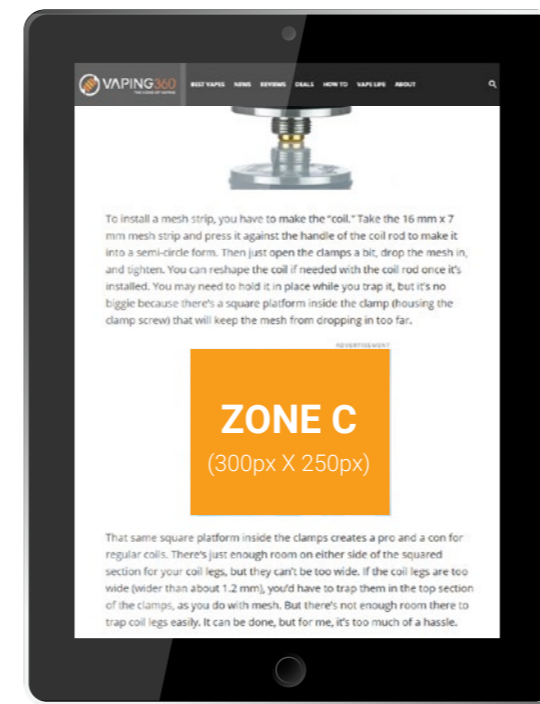
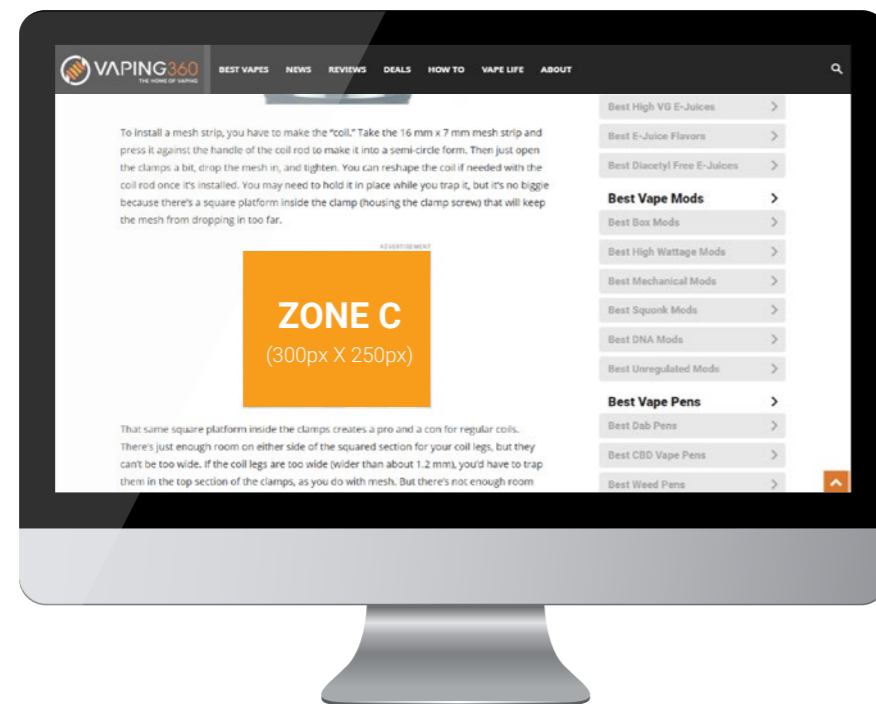
PLACEMENT & SIZING



-  This zone is displayed where possible, at the top of the sidebar or alternatively above the content on the page.
-  Whilst we aim to display your creative(s) at the sizes and positions shown above, your creative(s) may be scaled down and/or placed as necessary to conform to the page being accessed and the resolution of the device used, when accessing the Vaping360 website.

ZONE C

PLACEMENT & SIZING



- i** This zone is displayed between the content on the page (dependent on length) and/or under the related content block.
- i** Whilst we aim to display your creative(s) at the sizes and positions shown above, your creative(s) may be scaled down and/or placed as necessary to conform to the page being accessed and the resolution of the device used, when accessing the Vaping360 website.

ORDER GUIDELINES

Ad Sizes to provide for each unique creative (sizes in pixels):

Zone A – one 300×250^{px} and one 970×250^{px} creative

Zone B – one 300×250^{px} creative

Zone C – one 300×250^{px} creative

- i** For bronze, silver and gold packages, creatives must be in either a JPG or PNG format.
- i** For diamond packages, creatives must be in either a JPG, PNG or GIF format.
- i** For businesses located in the US we advise that creatives feature the FDA required warning statement.

FAQ

GENERAL

1.1 I have a question about advertising or about my order, who do I contact?

Please email us via advertise@vaping360.com and we will get back to you as soon as possible.

1.2 What are your working hours?

9:00 –18:00 German time (CET), Monday to Friday.

1.3 What payment options do you offer?

For diamond, gold and silver packages we only accept payments via bank transfer. For bronze orders we accept Paypal as well as bank transfers (preferred).

1.4 Do you charge a handling fee?

Yes, for all transactions we charge a small handling fee. For more information please contact us.

1.5 Where can I find my advertisement on the website?

Please refer to the media kit. Please note, if you have purchased impressions in zone C, you may need to refresh your page a few times to see your campaign, as there are multiple campaigns running on rotation in this zone.

FAQ

GENERAL

1.6 Can I change my advertisement?

Yes. Simply send the new creative to advertise@vaping360.com and we will replace it as soon as possible.

1.7 Which file formats do you accept?

Please make sure your ad has the correct dimensions for the advertising spot you have purchased. We only accept PNGs or JPGs for bronze, silver and gold packages. For diamond packages we accept PNGs, JPGs and GIFs.

1.8 What advertisement options do you offer?

We currently offer three different ad zones: A, B and C. Zones A and B can be purchased exclusively or can be shared with either 1 or 2 other advertisers depending on the package purchased. All packages for zones A and B run for a period of three months. Zone C is sold on a CPM basis and will rotate between 5-10 different advertisers.

1.9 How are orders prioritized?

All diamond orders receive priority over gold and silver and gold orders receive priority over silver, whilst inventory space lasts. If multiple advertisers purchase diamond packages, they will be awarded on a first-come, first-serve basis. For bronze purchases campaigns are sold on a first-come, first-serve basis.

FAQ

GENERAL

1.10 How do I purchase an advertisement?

Please fill out our online form, which can be found at the bottom of the page (via advertise now button). By submitting the form, you will be automatically added to the order queue. We will then get into contact with you and discuss further details.

1.11 What statistics will I receive about my campaign?

We will send a link for each campaign. You will be able to see how many impressions are being served each day, as well as the amount of clicks your creative is receiving. You will also get a geographical breakdown of where the clicks are coming from as well as the browser, device type, operating system and browser language of the users that have been served an impression. For diamond orders only, customers will receive a more detailed monthly summary including tailored feedback and recommendations.

1.12 Can I geographically target my ads?

No, this is currently not possible. We only have global targeting available. For a geographical breakdown of our users, please see the “traffic breakdown” page above.

1.13 Why are prices at Vaping360 higher than on other vaping websites?

We pride ourselves on our quality content and our targeted audience reflects the content we produce. Our users are made up of smokers, vapers and those working within the industry. Whilst our pricing is slightly higher than on other websites, we have put a lot of work into making sure our zones are tailored for optimal brand exposure. We only serve 3 different advertisement positions to ensure minimal competition between zones, which allows for better user experience and a higher CTR when compared with other websites. There are no other outlets like Vaping360 for guaranteeing high quality brand exposure online.

FAQ

ZONE A & B

2.1 What is “shared coverage”? (silver and gold packages)

Silver and gold packages both feature 1/3 and 2/3 shared coverage respectively. If you opt for a silver package you will receive one third (1/3) of the impressions that zone receives on the website over the course of a 3-month period. You will share the spot either with one or two other advertisers. By purchasing the gold package, you will receive two thirds (2/3) of the impressions the zone receives and will share the spot with only one other advertiser.

2.2 What is “exclusive coverage”? (diamond package only)

By purchasing the diamond package for either zone A or B, you are guaranteed exclusive coverage for that zone for the period of 3 months. Exclusive coverage means the zone is not shared with any other advertisers i.e. no other ads are rotated in this position aside from yours and your ad receives the full amount of impressions and exposure for this zone.

2.3 How many impressions will I receive in zones A and B?

Please see the pricing slide for the estimated impressions included in each package. However, we cannot guarantee an impression amount for zones A or B. You are simply purchasing the zone in its entirety or a portion of the zone for the period of 3 months and the subsequent brand exposure and clicks that it receives.

FAQ

ZONE C

3.1 How is zone C different from zones A and B?

Zones A and B are sold on either an exclusive basis or shared between a maximum 2-3 advertisers. Zone C, on the other hand, is sold on a CPM basis and will rotate between 5-10 different advertisers.

3.2 What is CPM Advertising?

CPM stands for cost per mille, with mille being the Latin for thousand. Therefore, the CPM pricing model means advertisers pay per 1000 impressions of their creative. For CPM pricing please see the pricing section of the media kit.

3.3 How quickly will my campaign be served?

The speed at which we can serve your campaign depends on how many other campaigns are running in that spot already. As impressions are split equally among advertisers in this spot, this means the more advertisers there are, the longer it will take for your ad to be served. For estimates on how long it will take for your campaign to serve, please send us an email and we can provide an estimate. However, we cannot guarantee how quickly a campaign will be served if you pay on a CPM basis.

3.4 Do you have special rates for public holidays?

We may introduce special rates during US public holidays and commemorative days (e.g. Valentine's day and US Independence Day). These special rates will only apply to zone C. Please contact us for more information.