

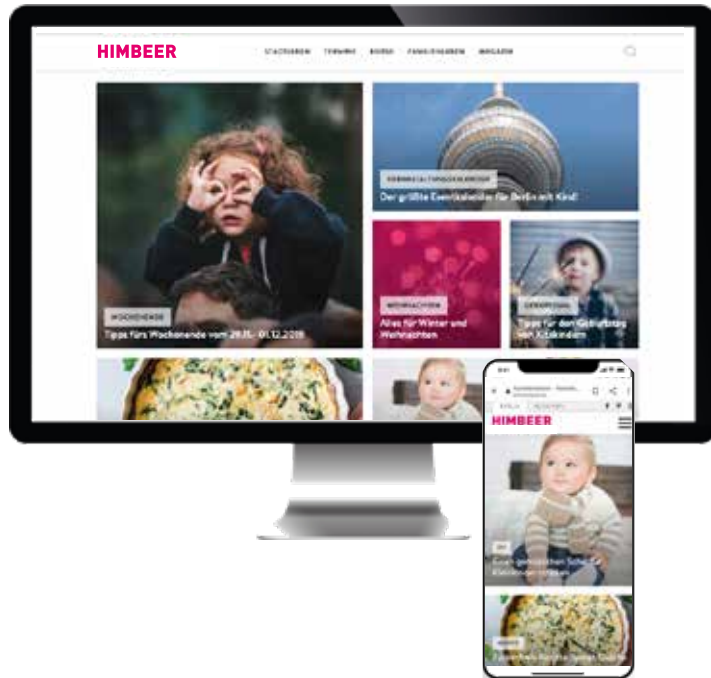
**HIMBEER**



# HIMBEER Online

Media kit 2021 – Berlin and Munich

# Content

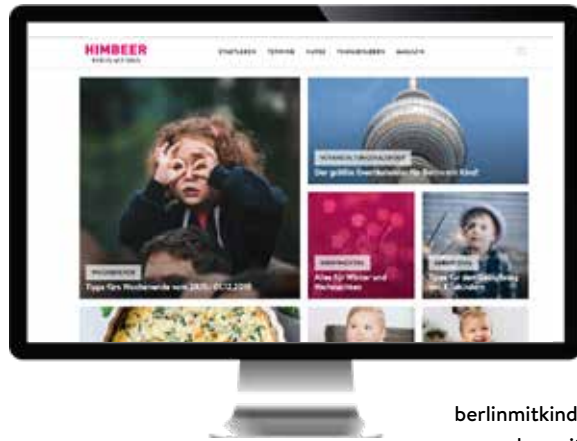


berlinmitkind.de

muenchenmitkind.de

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For our Terms and Conditions (in German), please go to: [agb.himbeer-verlag.com](http://agb.himbeer-verlag.com)



[berlinmitkind.de](https://berlinmitkind.de)  
[muenchenmitkind.de](https://muenchenmitkind.de)

#### Online family guides

Reach audience 2020:

**Berlin:** Unique Visitors: 1.086.851, Visits: 1.445.013, Page Impressions: 2.787.137

**München:** Unique Visitors: 251.535, Visits: 354.907, Page Impressions: 722.087



#### HIMBEER magazine

##### Family city magazine for Berlin

Media kits in German and English:  
[mediadaten.himbeer-verlag.com](https://mediadaten.himbeer-verlag.com)



#### Berlin with kids Munich with kids

##### Printed family city guides

Media kits in German and English:  
[mediadaten.himbeer-verlag.com](https://mediadaten.himbeer-verlag.com)

# HIMBEER Verlag

HIMBEER publishing company has been producing the bi-monthly HIMBEER magazine in Berlin since 2008. We also publish two family leisure guides, BERLIN MIT KIND (Berlin with Kids) and MÜNCHEN MIT KIND (Munich with Kids) once a year. In addition to our well-established printed publications, our HIMBEER portfolio includes the highly successful online family guides [berlinmitkind.de](https://berlinmitkind.de) and [muenchenmitkind.de](https://muenchenmitkind.de).

#### Our readers

- are families with children aged 0-14, grandparents and parents-to-be
- are active and cultured city dwellers, looking for a certain quality of life
- are highly educated with above-average incomes

#### HIMBEER websites [berlinmitkind.de](https://berlinmitkind.de) and [muenchenmitkind.de](https://muenchenmitkind.de)

Our websites focus on events and activities with children. They are divided into four areas: Under TERMINE (event dates), our readers will find the city's most comprehensive calendar of events and current event tips from the editorial team. The range of courses for children, teenagers and parents is huge in Berlin and Munich, and you can search for specific courses in the directory under KURSE (courses). Under STADTLIBEN (city life), our readers will find regional tips on excursions, exhibitions and sustainable family life. The travel reports and product presentations, recipe suggestions and DIY ideas under FAMILIENLEBEN (family life) are also very popular and ensure constantly increasing access numbers.

Current access figures: [mediadaten.himbeer-verlag.com](https://mediadaten.himbeer-verlag.com)

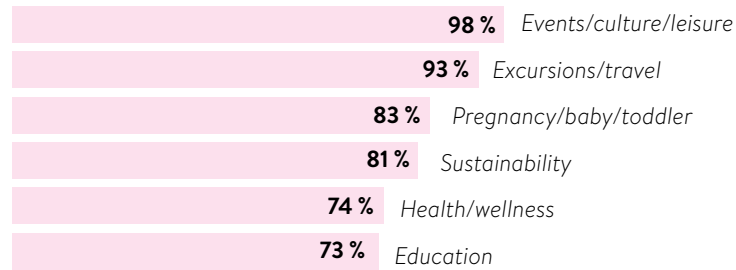
#### Contact

##### HIMBEER Verlag

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 +4930-92900573



Topics of interest



Advertising as an incentive to buy

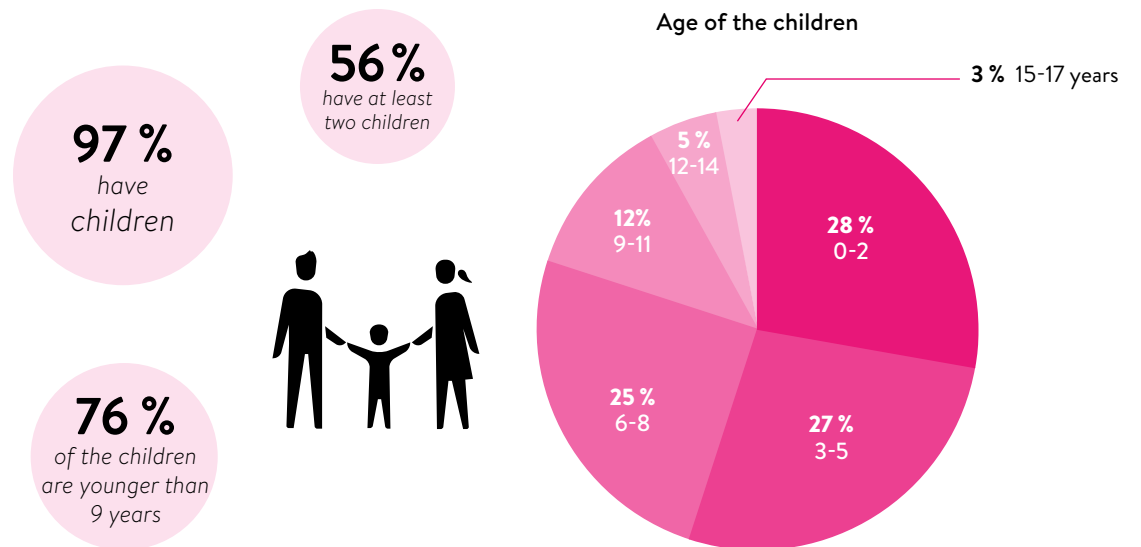
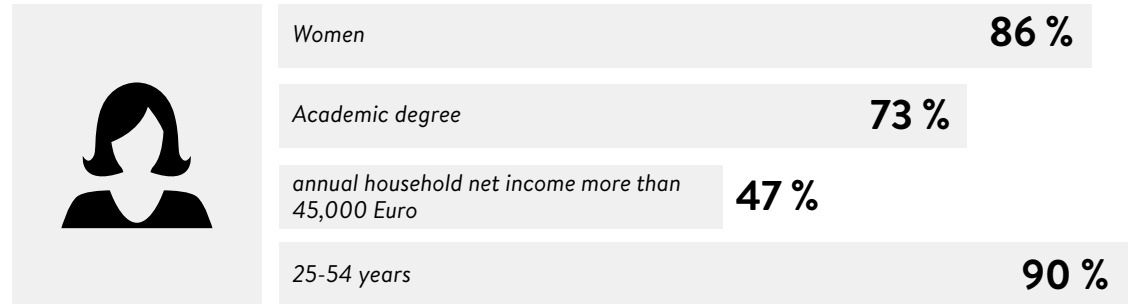
73%

of the readers have bought products or attended events due to an advertising

85%

of the readers perceive the advertising as appropriate and informative

# HIMBEER target group



(Survey among HIMBEER readers and users, June 2020)

# Topic overview 2021



**Raffles**  
 Raffles are particularly popular with our readers and can be placed on our websites all year round. Three times a year we offer raffle specials: as a countdown to Easter, as a start to summer and in December we shorten the time until Christmas with our big Advent calendar. Our specials are announced in an eye-catching way on our social media channels and in our print magazine. More information on our raffles from **page 8**



WERBUNG

**FAMILIENTAG: Neuer Aktionsraum**

14.09., 12:00-17:00, Berlinische Galerie, Kreuzberg

Zum Auftakt von "207 m² Raum für Aktion und Kooperation" lädt die Berlinische Galerie Familien ein, das Museum kostenfrei zu besuchen. Zwei offene Workshops bieten Gelegenheit, den neuen Raum kennenzulernen und im Anschluss die aktuellen Ausstellungen zu besuchen. Ab 12:00 könnt ihr schneiden, bauen, fädeln, zeichnen, knicken, lochen und kleben. Ab 15:00 findet ein GIF- und Videoworkshop mit der Filmmacherin Anna Caroline Amst statt. [Mehr dazu](#)

Example: Promote an event



WERBUNG

**DAS RADHAUS: Familien-Rabatt-Aktion**

Setzt Rabatte bis 50 % auf viele ausgewählte Bikes! Kommt vorbei und fahrt sie Probe! Familiengelände seit 1994 – große Teststrecke – Reiseauswahl auf insgesamt über 28.500 Quadratmetern! Schaut einfach in der nächsten Radhaus-Filiale vorbei! 8 x in Berlin und Brandenburg – 1 x auch in eurer Nähe! Mehr Infos zur Aktion unter [das-radhaus.de](http://das-radhaus.de)

Example: Discount promotion

# Advertise in the newsletter weekend tips

## Address our subscribers weekly

The subscribers of the weekly weekend tips newsletter for Berlin and Munich are particularly interested in events, excursion destinations and family topics. By integrating your advertising in one of our newsletters, you can target these readers.

Exclusive offers for our subscribers are also possible, such as discount codes or ticket raffles. The contribution will be marked as „Werbung“ (advertisement).

**Dispatch:** weekly (Thursdays)

Current subscriber figures: [mediadaten.himbeer-verlag.com](http://mediadaten.himbeer-verlag.com)

## Prices per newsletter:

	Berlin	Munich
Direct price:	320	300
Agency price:	376	353

### Material requirements:

- IMAGE: 620 pixels wide x 380-540 pixels high, image resolution 72 dpi, without logo or font, with indication of the copyright
- HEADLINE: max. 50 characters including spaces (for format see example on the left)
- INFOLINE: possibly date, time, age, place, costs, max. 65 characters including spaces
- TEXT: max. 400 characters including spaces, the editorial team reserves the right to make changes and adjustments in the HIMBEER style in consultation with the customer
- LINKING: one URL possible



Excerpt: Mini-Tipps-Newsletter



Example: Promotion of a new product

# Advertise in the newsletter mini tips

## Address our subscribers monthly

Berlin and Munich offer a lot for parents with babies and toddlers. Every month we send out our mini tips newsletter and inform our readers about great events, locations as well as offers and products for parents-to-be, babies and toddlers up to four years of age.

Exclusive offers for our subscribers are also possible, such as discount codes or ticket raffles. The contribution will be marked as „Werbung“ (advertisement).

**Dispatch:** monthly (on the 1st of the month)

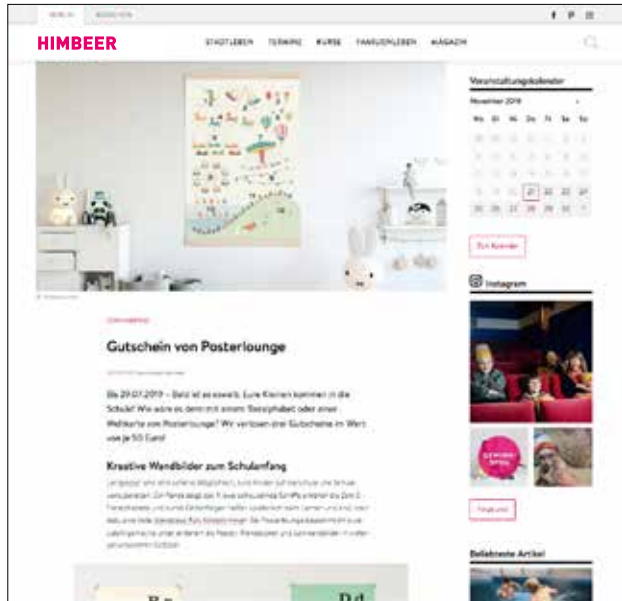
Current subscriber numbers: [mediadaten.himbeer-verlag.com](http://mediadaten.himbeer-verlag.com)

## Prices per newsletter:

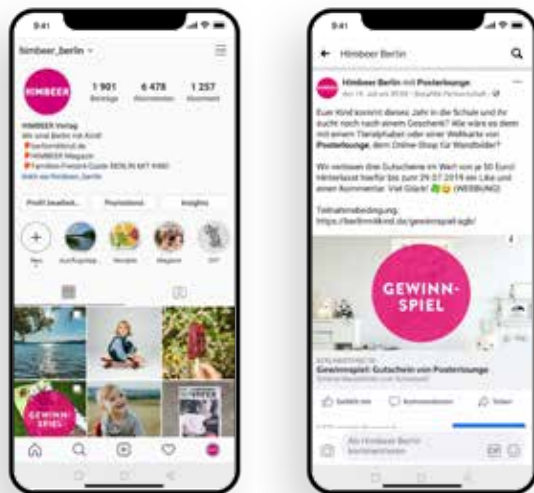
	Berlin	Munich
Direct price:	250	230
Agency price:	294	271

### Material requirements:

- **IMAGE:** 620 pixels wide x 380-540 pixels high, image resolution 72 dpi, without logo or font, with indication of the copyright
- **HEADLINE:** max. 50 characters including spaces (for format see example on the left)
- **INFOLINE:** possibly date, time, age, place, costs, max. 65 characters including spaces
- **TEXT:** max. 400 characters including spaces, the editorial team reserves the right to make changes and adjustments in the HIMBEER style in consultation with the customer
- **LINKING:** one URL possible



Example: Article view on the website



Example: Social media integration

# Raffles

## Draw attention to your brand with attractive prizes

Your raffle will be integrated in form of a contribution in the editorial environment. Whether it's products, tickets or vacations – the raffles are very popular.

After the customer is responsible for processing the shipment. Participation takes place via the participation form on the website or via a comment under the social media posts. Conditions of participation: berlinmitkind.de/gewinnspiel-agb or at muenchenmitkind.de/gewinnspiel-agb. The contribution will be marked as „WERBUNG“ (advertisement).

### Visibility/Advantages:

- Teaser for the article on the homepage for the duration of the raffle, rotating\*
- Teaser on all pages of the categories STADTLIBEN (city life) and FAMILIENLEBEN (family life), rotating\* in the article area
- In the newsletter as a button for the current raffle
- Posts on our Facebook and Instagram pages, marked as „WERBUNG“ (advertisement)

### Prices:

**Duration:** up to 4 weeks (Participation period)

	Berlin	Munich
Direct price:	490	410
Agency price:	576	482

### Material requirements:

- IMAGES: max. 3 pictures, 1,400 pixels wide x 1,000-1,600 pixels high (lead picture: 1,400 pixels wide x 790 pixels high), image resolution 72 dpi, without logo or font, with indication of the copyright, there is also the option of including videos
- HEADLINE: max. 35 characters including spaces
- TEASER: max. 200 characters including spaces
- TEXT: max. 2,000 characters including spaces, the editorial team reserves the right to make changes and adjustments in the HIMBEER style in consultation with the customer
- LINKING: several URLs possible

\* Rotating means that all current raffles are randomly distributed to the fixed advertising spaces alternately with each page view.



# Raffle specials

## Easter, summer, Advent – be present in our popular specials

As a countdown to Easter, you can place your products and offers for spring. We welcome the beginning of summer with great prizes for our favorite season and for travelling. And at the end of the year, our readers are looking forward to our big Advent calendar. Use the raffle specials to draw attention to your brand in this attractive and popular environment.

After the customer is responsible for processing the shipment. Participation is takes place via the participation form on the website or via a comment under the social media posts. Conditions of participation: [berlinmitkind.de/gewinnspiel-agb](http://berlinmitkind.de/gewinnspiel-agb) or [muenchenmitkind.de/gewinnspiel-agb](http://muenchenmitkind.de/gewinnspiel-agb). The contribution will be marked as „WERBUNG“ (advertisement).

### Visibility/Advantages:

- Teaser for the daily raffle on the homepage of our website
- Announcement on our website, in the weekly newsletter and via our social media channels
- Daily post of the current raffle on our respective Facebook and Instagram pages, marked as „WERBUNG“ (advertisement)

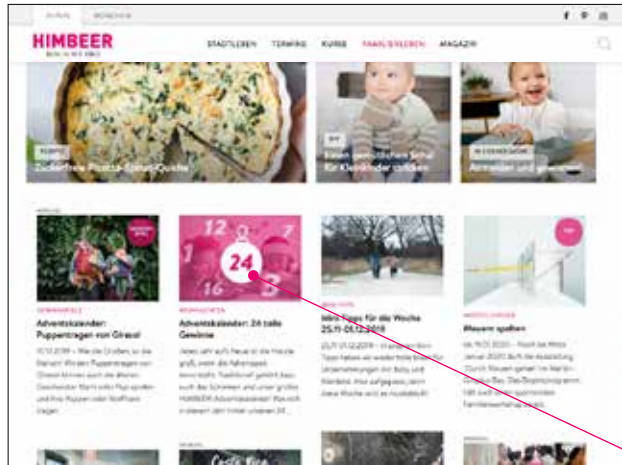
### Prices:

**Duration:** 1 day (Participation period)

	Berlin	Munich
Direct price:	410	340
Agency price:	482	400

### Material requirements:

- IMAGES: max. 3 pictures, 1,400 pixels wide x 1,000-1,600 pixels high (lead picture: 1,400 pixels wide x 790 pixels high), image resolution 72 dpi, without logo or font, with indication of the copyright, there is also the option of including videos
- HEADLINE: max. 35 characters including spaces
- TEASER: max. 200 characters including spaces
- TEXT: max. 2,000 characters including spaces, the editorial team reserves the right to make changes and adjustments in the HIMBEER style in consultation with the customer
- LINKING: several URLs possible



Example: Teaser integration on the start page



Example: Social media integration

# Advertorials

## Detailed presentation in a suitable environment

Our websites offer an attractive environment to present products, offers and services or events and courses in detail with an editorial look. The post will be marked as as „WERBUNG“ (advertisement).

We offer the possibility to work out an **individual concept** in cooperation with you. It is also possible to have the text written by our editorial team. **Conditions on request.**

### Visibility/Advantages:

- Teaser for the article on the start page and in the sidebar of all pages for 4 weeks, rotating\*
- on the article overview of the thematically appropriate category, e.g. BABY, including Facebook post, marked as „WERBUNG“ (advertisement)
- Instagram post and newsletter integration also possible, **conditions on request**

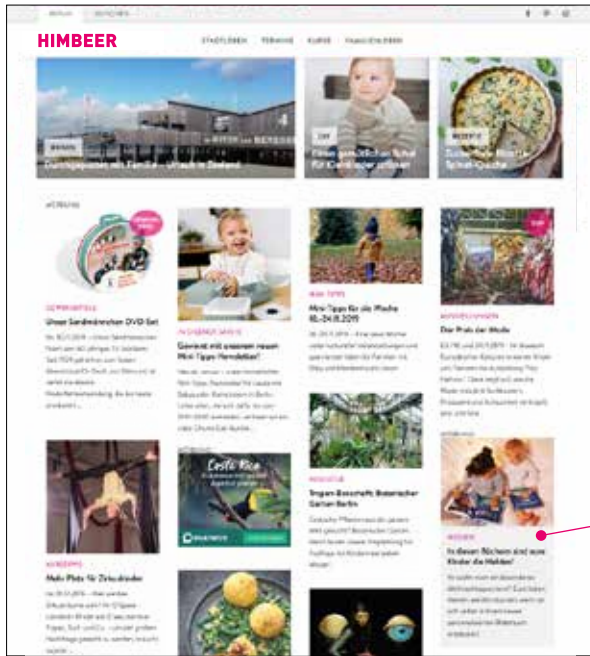
### Prices:

Duration	Berlin		Munich	
	Direct Price	Agency Price	Direct Price	Agency Price
up to 4 weeks	540	635	450	529
up to 12 months	850	1.000	720	847
unlimited	1.800	2.118	1.500	1.765

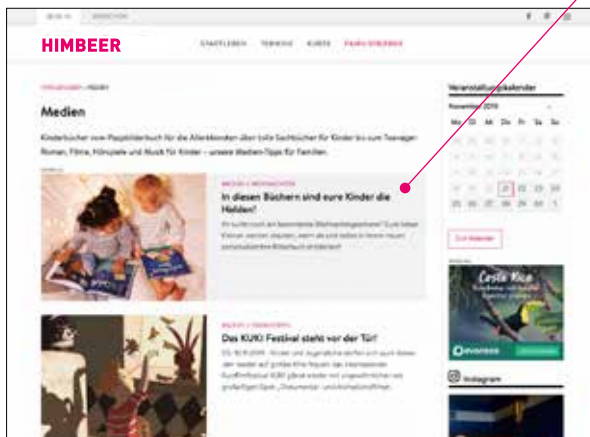
### Material requirements:

- **IMAGES:** max. 7 pictures, 1,400 pixels wide x 1,000-1,600 pixels high (lead picture: 1,400 pixels wide x 790 pixels high), image resolution 72 dpi, without logo or font, with indication of the copyright, there is also the option of including videos
- **HEADLINE:** max. 35 characters including spaces
- **TEASER:** max. 200 characters including spaces
- **TEXT:** max. 3,000 including spaces, the editorial team reserves the right to make changes and adjustments in the HIMBEER style in consultation with the customer
- **LINKING:** several URLs possible

\* Rotating means that all current advertorials are randomly distributed to the fixed advertising spaces alternately with each page view.



Example: Teaser integration on the start page



Example: Teaser integration in the rubric overview

# Advertise in articles

## Placement in an editorial environment

Use our most popular articles to place your ad in the editorial environment. You can benefit in the short term from the high reach of our weekend or mini tips articles, for example, or in the long term from the lasting popularity of certain articles in the DIY, birthday or travel sections, for example. The post will be marked as „WERBUNG“ (advertisement).

## Visibility/Advantages:

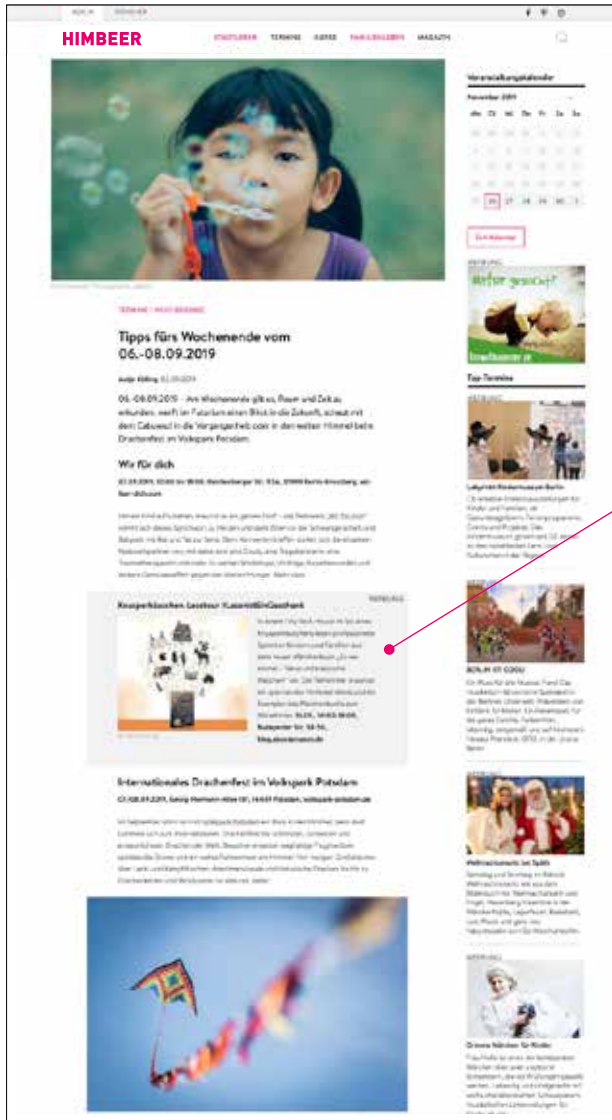
- Placement in one of our most popular or thematically appropriate articles; rotating\*, if several advertisements are placed in one article
- frequent posts linking to the articles on our social media channels

## Prices:

Duration	Berlin		Munich	
	Direct price	Agency price	Direct price	Agency price
up to 4 weeks	320	376	270	318
up to 12 months	660	776	550	647

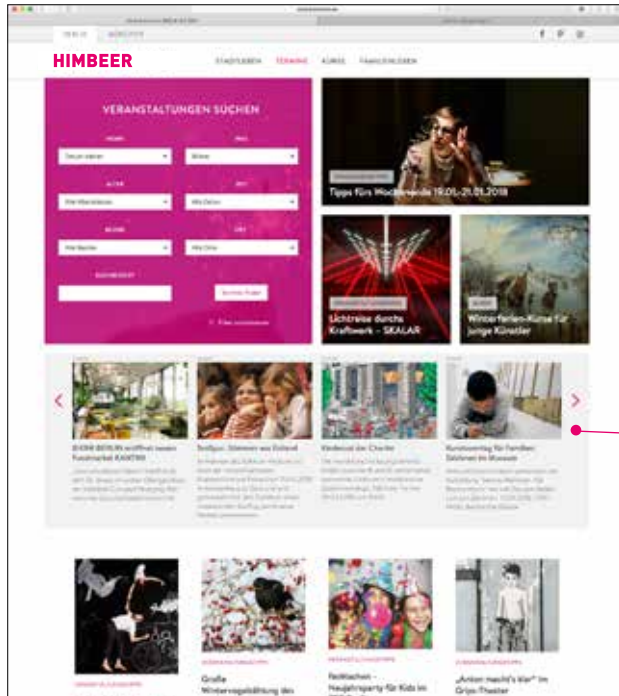
## Material requirements:

- IMAGE: 640 pixels wide x 570 pixels high, image resolution 72 dpi, without logo or font, with indication of the copyright
- HEADLINE: max. 50 characters including spaces
- TEXT: max. 330 characters including spaces, the editorial team reserves the right to make changes and adjustments in the HIMBEER style in consultation with the customer
- LINKING: one URL possible

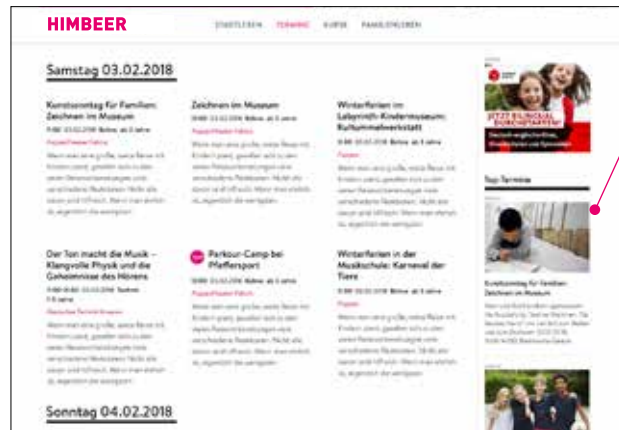


Example: Placement in an article

\* Rotating means that all current advertisements are randomly distributed to the fixed advertising spaces alternately with each page view.



Example: Integration in the slider in the TERMINE section



Example: Integration in the sidebar of the event calendar

# Top dates

## Get noticed in the most extensive event calendar

The TERMINE (event dates) section is the most frequently visited section of our website. This is where families find out about upcoming events and highlights. As a top date, your event will receive special attention with a picture, a short text and a link. The post will be marked as marked as „WERBUNG“ (advertisement).

### Visibility:

- on the TERMINE start page, rotating\* as a slider
- on all search results pages in the event calendar, rotating\* in the sidebar
- on the „Top-Termine“ page, on which all current top dates can be seen, rotating\*

### Prices:

Duration: up to 4 weeks

	Berlin	Munich
Direct price:	170	145
Agency price:	200	171

### Material requirements:

- IMAGE: 600 pixels wide x 400 pixels high, image resolution 72 dpi, without logo or font, with indication of the copyright
- HEADLINE: max. 35 characters including spaces
- TEXT: max. 200 characters including spaces
- LINKING: one URL possible

\* Rotating means that all current advertisements are randomly distributed to the fixed advertising spaces alternately with each page view.

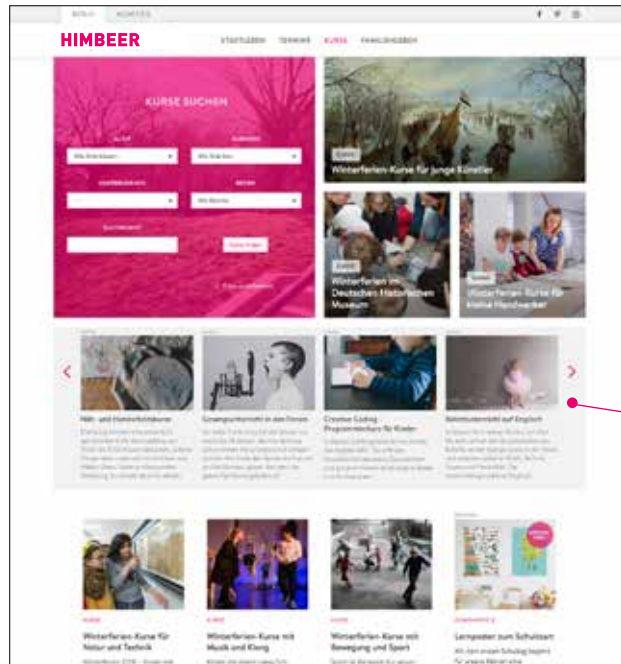
# Top courses

## Highlight your workshops, holiday or children's birthday offers

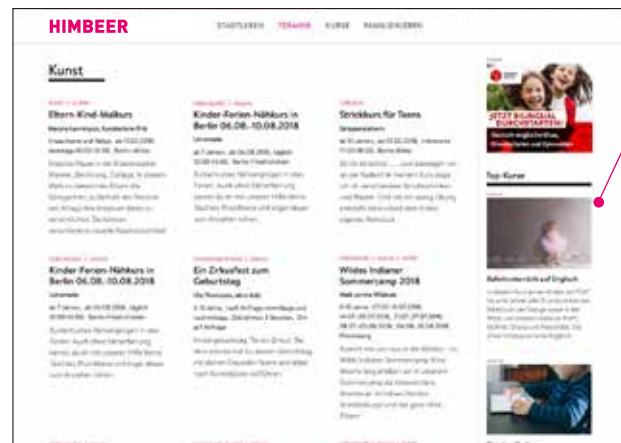
In our KURSE (courses) section, families can find out more about the extensive range of courses and holiday programmes. They are also looking for offers for children's birthdays here. As a top course, your offer with pictures, short text and link will enjoy special attention. The post will be marked as „WERBUNG“ (advertisement).

### Visibility:

- on the KURSE start page, rotating\* as a slider
- on all search results pages in the course search, rotating\* in the sidebar
- on the „Top-Kurse“ page, on which all current top courses can be seen, rotating\*



Example: Integration in the slider in the KURSE section



Example: Integration in the sidebar of the course directory

### Prices:

Duration: up to 4 weeks

	Berlin	Munich
Direct Price:	170	145
Agency Price:	200	171

### Material requirements:

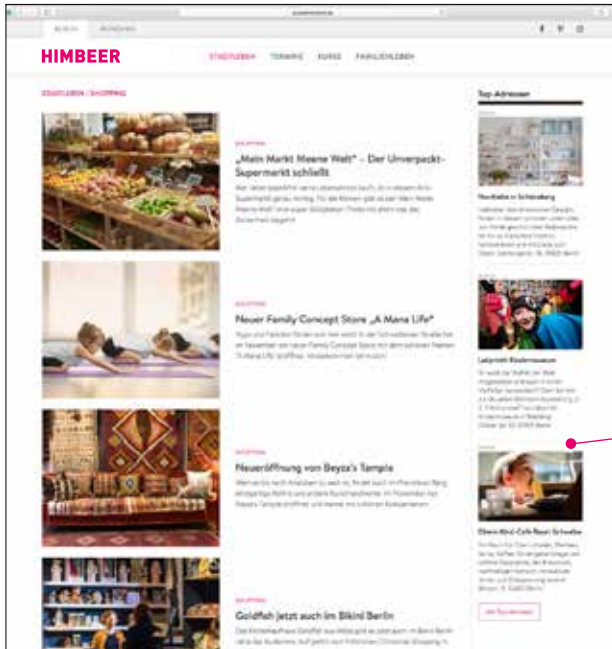
- IMAGE: 600 pixels wide x 400 pixels high, image resolution 72 dpi, without logo or font, with indication of the copyright
- HEADLINE: max. 35 characters including spaces
- TEXT: max. 200 characters including spaces
- LINKING: one URL possible

\* Rotating means that all current advertisements are randomly distributed to the fixed advertising spaces alternately with each page view.

# Top locations

## Always present in city life

In the STADTLEBEN (city life) section, our readers will find articles on what's going on in the city, tips on restaurants, shopping, exhibitions and excursions. Here you can present your shop, your cultural institution or your excursion destination with a picture, a short text and a link. The post will be marked as marked as „WERBUNG“ (advertisement).



Example: Integration in the sidebar under STADTLEBEN

### Visibility:

- on all pages of the sub-headings (e.g. shopping, excursion tips, exhibitions) in STADTLEBEN, rotating\* in the sidebar
- on the „Top-Adressen“ page, on which all current top addresses can be seen, rotating\*

### Prices:

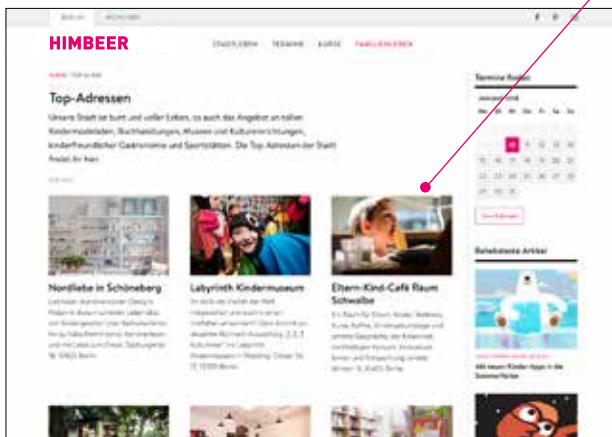
**Duration:** up to 12 months

#### Berlin

Direct price: **360**  
Agency price: **424**

#### Munich

Direct price: **300**  
Agency price: **353**



Example: Integration on the overview page „Top-Adressen“

### Material requirements:

- IMAGE: 600 pixels wide x 400 pixels high, image resolution 72 dpi, without logo or font, with indication of the copyright
- HEADLINE: max. 35 characters including spaces
- TEXT: max. 200 characters including spaces
- LINKING: one URL possible

\* Rotating means that all current advertisements are randomly distributed to the fixed advertising spaces alternately with each page view.

# Top travel destinations

## Be present where families look for travel inspiration

The category REISEN (travel) is of the greatest interest to our readers, who can find information and inspiration in the FAMILIENLEBEN (family life) section on the subject of travelling at home and abroad. There you can present your holiday offer, holiday home, hotel or an entire region with a picture, a short text and a link. The post will be marked as „WERBUNG“ (advertisement).

### Visibility:

- on all pages of the category REISEN, rotating\* in the sidebar
- on the „Top-Urlaubsziel“ page, on which all current top holiday destinations can be seen, rotating\*

### Prices:

**Duration:** up to 12 months

#### Berlin

Direct price: **360**  
Agency price: **424**

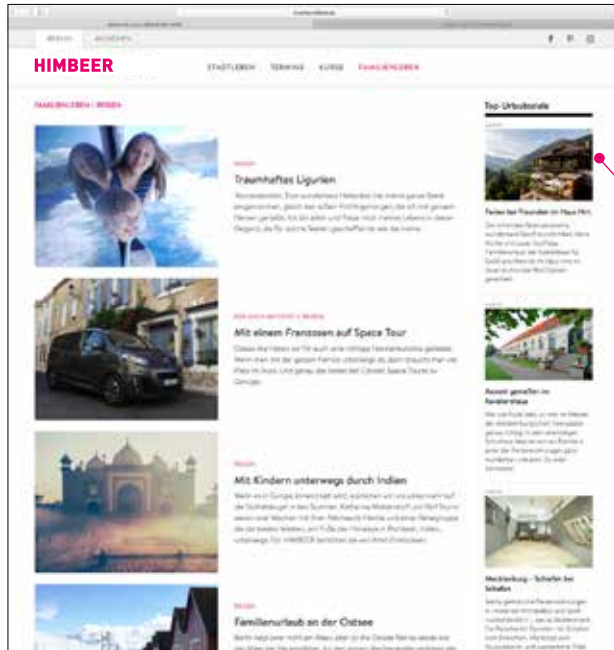
#### Munich

Direct price: **300**  
Agency price: **353**

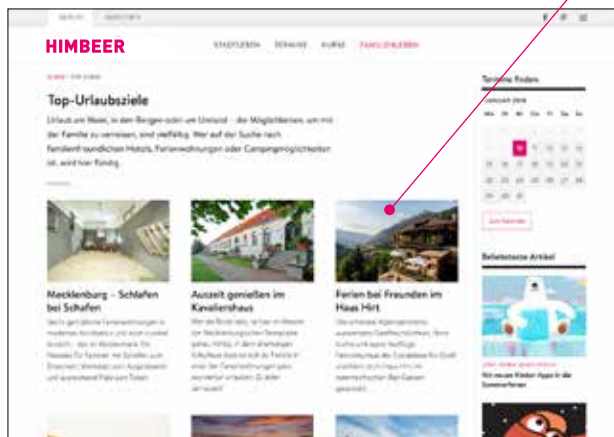
### Material requirements:

- IMAGE: 600 pixels wide x 400 pixels high, image resolution 72 dpi, without logo or font, with indication of the copyright
- HEADLINE: max. 35 characters including spaces
- TEXT: max. 200 characters including spaces
- LINKING: one URL possible

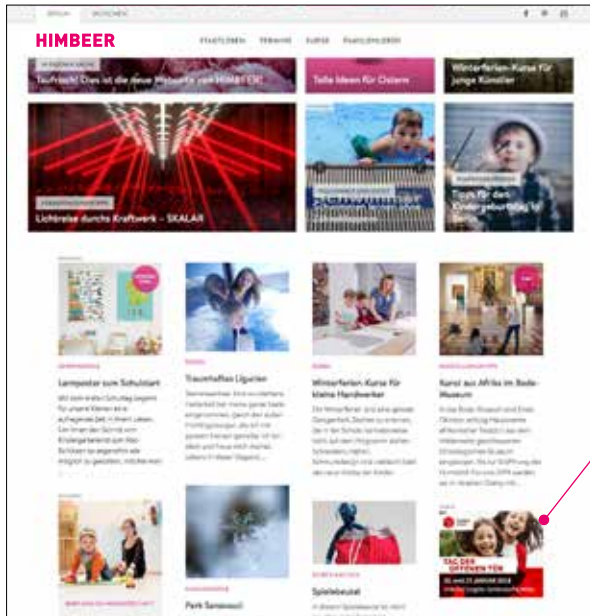
\* Rotating means that all current advertisements are randomly distributed to the fixed advertising spaces alternately with each page view.



Example: Integration in the sidebar under REISEN



Example: Integration on the overview page „Top-Urlaubsziele“



Example: Integration on the start page

# Banner

## Classic online presence

The content of the websites berlinmitkind.de and muenchenmitkind.de gives you the opportunity to target families in and around Berlin and Munich, but also nationwide, with your online ad in the form of a content ad. **Visibility:** on the homepage and in all sidebars, rotating\*

### Prices:

**Duration:** up to 4 weeks

	Berlin	Munich
Direct price:	810	680
Agency price:	953	800

To increase the reach, an additional display is possible on all article pages, **price on request.**



Example: Mobile display within an article

### Material requirements:

Static image sources such as GIF, animGIF, jpg or Flash or html banners. The advertising material may be animated. Format: 300 x 250 pixels, max. 100 kB

\* Rotating means that all current advertisements are randomly distributed to the fixed advertising spaces alternately with each page view.





Example: Facebook post



Example: Instagram post

# Social media

## Reach our followers

Are you interested in a presence on our social media channels? We offer different possibilities for cooperation. When cooperating, we make sure that the content and visual language are similar to ours. The post will be marked as marked as „WERBUNG“ (advertisement).



facebook.com/himbeer.berlin  
facebook.com/himbeer.muenchen



instagram.com/himbeer\_berlin  
instagram.com/himbeer\_muenchen



pinterest.de/himbeer

**Prices:** on request  
**current reach:**  
mediadaten.himbeer-verlag.com

### Material requirements:

#### INSTAGRAM

- IMAGE: max. 5 pictures, 1,080 pixels wide x 1,080 pixels high (story: 1,080 pixels wide x 1,920 pixels high), image resolution 72 dpi, without logo or font, with indication of the copyright, adapted to the visual language of HIMBEER
- TEXT: max. 400 characters including spaces, the editorial team reserves the right to make changes and adjustments in the HIMBEER style in consultation with the customer
- HASHTAGS

#### FACEBOOK

- BILD: max. 5 pictures, 1,200 Pixel wide x 1.200 Pixel high, image resolution 72 dpi, without logo or font, with indication of the copyright; there is also the option of including a video
- TEXT: max. 200 characters including spaces, the editorial team reserves the right to make changes and adjustments in the HIMBEER style in consultation with the customer
- LINKING: one URL possible

**Print: Magazine**

HIMBEER magazine in Berlin

Format	Direct price	Agency price
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**ANZEIGEN**

U4	<b>2,599</b>	3,058
U2, U3	<b>2,486</b>	2,925
1/1	<b>2,260</b>	2,659
1/2, vertical or horizontal	<b>1,290</b>	1,518
1/3 quer	<b>880</b>	1,035
1/4 rectangle, vertical or horizontal	<b>670</b>	788
1/8, vertical or horizontal	<b>390</b>	459
1/16	<b>198</b>	233

**ADVERTORIALS**

1/1	<b>2,712</b>	3,191
1/2, vertical or horizontal	<b>1,548</b>	1,821
1/3, horizontal	<b>1,056</b>	1,242
1/4, rectangle	<b>804</b>	946

**PRODUCTS**

Package S (1 field)	<b>210</b>	247
Package M (2 fields)	<b>380</b>	447
Package L (3 fields)	<b>540</b>	635

**SUPPLEMENTS**

Full (20,000), < 20 g	<b>1,640</b>	1,929
Full (20,000), > 20 g	<b>1,880</b>	2.212
Partial (10,000), < 20 g	<b>820</b>	965
Partial (10,000), > 20 g	<b>940</b>	1,106

**Print: Family leisure guides**

BERLIN MIT KIND/MÜNCHEN MIT KIND  
(Berlin with Kids/Munich with Kids)

Format	Direct price	Agency price
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**ANZEIGEN**

U2, U4	<b>3,981</b>	4,684
U3	<b>3,808</b>	4,480
1/1	<b>3,462</b>	4,073
1/2, vertical or horizontal	<b>1,820</b>	2,141
1/3, horizontal	<b>1,455</b>	1,712
1/4, horizontal	<b>1,240</b>	1,459
1/4, rectangle	<b>973</b>	1,145
1/8, vertical or horizontal	<b>541</b>	636
1/16	<b>304</b>	358

**PRODUCTS**

Package S (1 field)	<b>335</b>	394
Package M (2 fields)	<b>630</b>	741
Package L (3 fields)	<b>940</b>	1,106

**ADVERTORIAL**

1/1	<b>4,154</b>	4,887
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All prices are in euros, per city and plus VAT, the agency discount is 15%. When booking a combination of both cities, we grant a discount of 5% on the respective price. Details on the individual advertising formats can be found in the respective media data.  
The prices are valid from 01.01.-31.12.2021.

[mediadaten.himbeer-verlag.com](http://mediadaten.himbeer-verlag.com)  
[agb.himbeer-verlag.com](http://agb.himbeer-verlag.com)

**Online:**

[berlinmitkind.de/muenchenmitkind.de](http://berlinmitkind.de/muenchenmitkind.de)

Format	Berlin		Munich	
	Direct price	Agency price	Direct price	Agency price

**ADVERTISE IN NEWSLETTER**

Weekend tips (weekly)	<b>320</b>	376	<b>300</b>	353
Mini tips (monthly)	<b>250</b>	294	<b>230</b>	271

**RAFFLES**

Raffles (up to 4 weeks)	<b>490</b>	576	<b>410</b>	482
Raffle specials (1 day)				
Easter	<b>410</b>	482	<b>340</b>	400
Summer	<b>410</b>	482	<b>340</b>	400
Advent calendar	<b>410</b>	482	<b>340</b>	400

**ADVERTORIALS**

up to 4 weeks	<b>540</b>	635	<b>450</b>	529
up to 12 months	<b>850</b>	1,000	<b>720</b>	847
unlimited	<b>1,800</b>	2.118	<b>1.500</b>	1,765

**ADVERTISE IN ARTICLES**

(up to 4 weeks)	<b>320</b>	376	<b>270</b>	318
(up to 12 months)	<b>660</b>	776	<b>550</b>	647

**TOP FORMATS**

Top date (up to 4 weeks)	<b>170</b>	200	<b>145</b>	171
Top course (up to 4 weeks)	<b>170</b>	200	<b>145</b>	171
Top address (up to 12 months)	<b>360</b>	424	<b>300</b>	353
Top holiday destination (up to 12 months)	<b>360</b>	424	<b>300</b>	353

<b>BANNER</b> (up to 4 weeks)	<b>810</b>	953		800
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**SOCIAL MEDIA**

on request