



Interactive features for powerful advertising messages

Media Impact's Tablet App portfolio includes applications such as BILD, WELT Edition, AUTO BILD, Sport BILD and the TV Digital App, which as usual deliver high-quality news from politics, business, culture, sports and technology combined with reports and impressive images from all areas of life.

Thanks to the many interactive functions, product features can be directly experienced and advertising messages effectively communicated.

- Always up to date!
- Multimedia through photo galleries and videos
- Interactive elements for high Involvement
- Customer-specific advertising options and special integrations possible on request
- High-quality target group with above-average willingness to pay for digital content

Tablet Prices and Formats	Environment	ROS	ROP
Superbanner	60 €	50 €	30 €
Contentbar	60 €	50 €	30 €
Medium Rectangle	60 €	50 €	30 €
Mobile Interstitial ¹	85 €	75 €	55 €

¹) Not available on AutoBild, Bilanz, BILD, Bild Sport, Bild der Frau, Business Insider, B.Z., ComputerBild, eGarden, eKitchen, eVivam, Finanzen.Net, Fitbook, Hörzu, Iconist, Klack, Noizz, SportBild, Stylebook, Techbook, Travelbook, TV Digital, TV Direkt, Welt

Technical specifications of the advertising forms and dimensions can be found at <https://www.mediaimpact.de/de/digital-formate>. All prices are (unless otherwise stated) CPM or fixed prices, less AE, plus VAT. | Changes and errors excepted.