



CONCEPT

AUTO BILD Digital (www.autobild.de) is the first address for editorial automotive content on the German-language web, and is, with its desktop and mobile offerings as well as its social media platforms, a digital market leader.

AUTO BILD Digital has

- the most up-to-date and most exhaustive editorial offerings in the area of automotive news and used vehicles.
- Germany’s most comprehensive test and driving report archive.
- the most comprehensive service section with tips and tricks on the topics of repair, accessories, and services.
- the highest competence in the area of sales advising thanks to detailed comparison tests.
- the largest video offerings of vehicle tests and vehicle news on the German-language web across all channels (web TV, YouTube, DVD, social media).
- seven main channels: car catalogue with all brands and models, tests, news, advice, automotive markets, actions, and videos.
- eight special-interest sections: sports cars, all-wheel, tuning, motor sports, classic, car tests, motorhomes, and connected cars.

Auto Bild sportscars

Auto Bild allrad

Auto Bild tuning

Auto Bild motorsport

Auto Bild klassik

auto TEST

Auto Bild reise mobil

Connected Car

Key figures/Month	Overall	Desktop	MEW & Apps
Page Impressions ¹⁾	224,293,079	98,425,437	125,867,642
Visits ¹⁾	37,187,550	15,327,445	21,860,105
Unique User ²⁾	9.79 million	5.28 million	5.63 million

The target group: ²⁾	Overall
male	68%
between 20 & 49 years old	59%
net household income > € 3,000	46%
employed	74%

1) IWW February 2019

2) Source: AGOF daily digital facts, base: digital BUG 16+ years (59.14 mill.); single month 2019; retrieved on: 02.04.2019



MULTISCREEN		DESKTOP			
		AdBundle, Skyscraper, Superbanner, Native Style Ads Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Floor Ad, Billboard ²	Video Wall, Cinematic Ad
MOBILE	Mobile Content Ad 6:1 / 4:1, Mobile Native Style Ads	Channel: 50 € ROS: 40 €	Channel: 60 € ROS: 50 €	Channel: 75 € ROS: 65 €	Channel: 80 € ROS: 70 €
	Mobile Content Ad 2:1, Mobile-/Social-1 Medium Rectangle, Push Ad	Channel: 60 € ROS: 50 €	Channel: 70 € ROS: 60 €	Channel: 85 € ROS: 75 €	Channel: 90 € ROS: 80 €
	Mobile Content Ad 1:1, Understitial	Channel: 70 € ROS: 60 €	Channel: 80 € ROS: 70 €	Channel: 95 € ROS: 85 €	Channel: 100 € ROS: 90 €
	Mobile Half Page Ad, Interscroller Ad	Channel: 75 € ROS: 65 €	Channel: 85 € ROS: 75 €	Channel: 100 € ROS: 90 €	Channel: 105 € ROS: 95 €
VIDEO + SNAPCHAT DISCOVER	PreRoll, MidRoll, Header Outstream Ad (up to and incl. 20 sec.) ³	Channel: 100 € ROS: 90 €			
	Bumper Ads (up to and incl. 6 sec.)	Channel: 70 € ROS: 60 €			

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Additional options:	Mobile- / desktop- / tablet-only Expandable ads InText outstream ad (CPCV, CPM) Data products Tandem / triple ads	Basic price + € 10 CPM + € 10 CPM see separate rate card see separate rate card highest price category plus device surcharge
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Notes:

- 1) Can be booked in Google AMP (Accelerated Mobile Pages)
- 2) For autobild.de, a surcharge of € 20 CPM for each booking of a billboard (combination with a mobile format or an individual booking)
- 3) Overlength (21-30 seconds) + € 20 CPM // Short spots (7-15 seconds) - € 10 CPM // VPAID + € 5 CPM



MULTISCREEN FIXED PLACEMENT 10 am - 10 am		HOME RUN ¹	
		Price zone 1: Jan. - May / Sept. - Dec. Guaranteed AI / Day ² : 150.000	Price zone 2: June - August Guaranteed AI / Day ² : 120.000
BASIC	Desktop: Skyscraper, Superbanner, Wallpaper	18,000 €	14,000 €
	Mobile: Mobile Content Ad 6:1 / 4:1, Mobile Medium Rectangle		
PREMIUM	Desktop: Fireplace, Sitebar, Billboard, Video Wall, Cinematic Ad, Special Ads ³	24,000 €	19,000 €
	Mobile: Mobile Content Ad 4:1 / 2:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Half Page Ad, Understitial, Interscroller Ad, Special Ads ⁴		

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Additional options: For tandem / triple ads the next highest price category is in effect.

Notes:

- 1) Home Run = Homepage desktop + homepage mobile, including index pages for all-wheel, classic, tuning, sports cars, motor homes, and motor sports
- 2) Weekend (Sat. + Sun.) = 1 day
- 3) Special formats: Double Dynamic site bar, curtain dropper, further on request
- 4) Special formats: Mobile video medium rectangle, further on request

MULTISCREEN FIXED PLACEMENT 10 am - 10 am		HOME RUN ¹ PROGRAMMATIC	
		We exclusively guarantee the daily reach of the AUTO BILD Homepage	
		Price zone 1: Jan. - May / Sept. - Dec.	Price zone 2: June - August
		GROSS CPM	
BASIC	Desktop: Skyscraper, Superbanner, Wallpaper	126 €	123 €
	Mobile: Mobile Content Ad 6:1 / 4:1, Mobile Medium Rectangle		
PREMIUM	Desktop: Fireplace, Sitebar, Billboard, Video Wall, Cinematic Ad, Special Ads ³	168 €	166 €
	Mobile: Mobile Content Ad 4:1 / 2:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Half Page Ad, Understitial, Interscroller Ad, Special Ads ⁴		

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Notes:

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- 2) Weekend (Sat. + Sun.) = 1 day
- 3) Special formats: Double Dynamic site bar, curtain dropper, further on request
- 4) Special formats: Mobile video medium rectangle, further on request



MULTISCREEN FIXED PLACEMENT 10 am – 10 am		HOME RUN ¹ TARGETING + // AD FORMAT		
		Price zone 1: Jan. - May / Sept. - Dec. Guaranteed AI / day ² : 150,000	Price zone 2: Jun. - Aug. Guaranteed AI / day: 120,000	Characteristics and Special Features
BASIC	Desktop: Skyscraper, Superbanner, Wallpaper	23,000 €	19,000 €	Optimal for customers with a tight branch network / retail customers. A creative pool (up to 1,500 creatives) adjusted to the targeting areas can be created automatically. For all targetings, a neutral fallback advertising material is required.
	Mobile: Mobile Content Ad 6:1 / 4:1, Mobile Medium Rectangle			
PREMIUM	Desktop: Fireplace, Sitebar, Billboard, Video Wall, Cinematic Ad, Special Ads ³	29,000 €	24,000 €	
	Mobile: Mobile Content Ad 4:1 / 2:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Understitial, Interscroller Ad Half Page Ad, Special Ads ⁴			

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Additional options: For tandem / triple ads the next highest price category is in effect.

Notes:

- 1) Home Run = Homepage desktop + homepage mobile, including index pages for all-wheel, classic, tuning, sports cars, motor homes, and motor sports
- 2) Weekend (Sat. + Sun.) = 1 day
- 3) Special formats: Double Dynamic site bar, curtain dropper, further on request
- 4) Special formats: Mobile video medium rectangle, further on request

MULTISCREEN FIXED PLACEMENT 10 am - 10 am		EVENT EXTENDER ¹	
		Price zone 1: Jan. - May / Sept. - Dec. Guaranteed AI/ week: 500,000	Price zone 2: June - August Guaranteed AI/ week: 470,000
BASIC	Desktop: Wallpaper	35,000 €	32,000 €
	Mobile: Mobile Medium Rectangle		
PREMIUM	Desktop: Fireplace, Sitebar, Billboard	52,000 €	47,000 €
	Mobile: Mobile Medium Rectangle		

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Additional options: For tandem / triple ads the next highest price category is in effect.

Notes:

1) EVENT EXTENDER = HomeRun plus 1 week RoS with FC1, condition: same format and same tracking

MULTISCREEN FIXED PLACEMENT 10 am - 10 am		HOME RUN + FIRST CONTACT ¹		FIRST CONTACT ¹
		Price zone 1: Jan. - May / Sept. - Dec. Guaranteed AI / Day ² : 320,000	Price zone 2: June - August Guaranteed AI / Day ² : 290,000	Guaranteed AI / Day ² : 170,000
BASIC	Desktop: Skyscraper, Superbanner, Wallpaper	38,000 €	35,000 €	20,000 €
	Mobile: Mobile Content Ad 6:1 / Mobile Medium Rectangle,			
PREMIUM	Desktop: Fireplace, Sitebar, Billboard, Video Wall, Cinematic Ad Special Formats ³	51,000 €	46,000 €	27,000 €
	Mobile: Mobile Content Ad 4:1 / Mobile Medium Rectangle, Mobile Content Ad 1:1, Half Page Ad, Understitial, Interscroller Special Formats ⁴			

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Additional options: For tandem / triple ads the next highest price category is in effect.

Notes:

- 1) First Contact = At least 170,000 users reaching autobild.de and AUTO BILD Mobile through search
- 2) Weekend (Sat. + Sun.) = 1 day
- 3) Special formats: Double Dynamic site bar, curtain dropper, further on request
- 4) Special formats: Mobile video medium rectangle, further on request

MULTISCREEN FIXED PLACEMENT 10 am - 10 am		TOTAL BILL¹	
		Exclusive booking on autobild.de and AUTO BILD Mobile Guaranteed AI / Day: 475,000 Price² corresponds to a discount of: 30%	
All Billboards and Mobile Medium Rectangles		38,000 €	

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Notes:

- 1) Total Bill = all billboards exclusively on autobild.de (at least 375,000 AI / day (approx. 100,000 AI homepage + approx. 275,000 AI ROS)) and all Mobile Medium Rectangle exclusively on AUTO BILD Mobile (at least 100,000 AI / day (approx. 50,000 AI homepage + approx. 50,000 AI ROS), with the exception of brand and model pages, requirements: run time = 1 day, only week days, no weekends, 5 days lead time, homepage reservation
- 2) Price is subject to rebate and discount and is binding

MULTISCREEN FIXED PLACEMENT 10 am - 10 am		TOTAL SITE¹	
		Exclusive booking on autobild.de and AUTO BILD Mobile Guaranteed AI / Day: 950,000 Price² corresponds to a discount of: 30%	
All Sitebars and Mobile Medium Rectangles		59,000 €	

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Notes:

- 1) Total Site = all (expandable) Sitebars exclusively on autobild.de (at least 850,000 AI homepage + approx. 750,000 AI RoS)) and all Mobile Medium Rectangle exclusively on AUTO BILD mobile (at least 100,000 AI / day (approx. 50,000 AI homepage + approx. 50,000 AI RoS)), with the exception of brand and model pages, requirements: run time = 1 day, only weekdays, no weekends, 5 days lead time, homepage reservation
- 2) Price is subject to rebate and discount and is binding

MULTISCREEN REACH PACKAGE¹		Package S	Package M	Package L
		Guaranteed AI: 500,000 Discount: 40%	Guaranteed AI: 1,000,000 Discount: 50%	Guaranteed AI: 1,500,000 Discount: 60%
BASIC	Desktop: Ad Bundle, Skyscraper, Superbanner, Medium Rectangle	12,000 €	20,000 €	24,000 €
	Mobile: Mobile Content Ad 6:1 / 4:1,			
PREMIUM	Desktop: Wallpaper, Halfpage Ad	18,000 €	30,000 €	36,000 €
	Mobile: Mobile Content Ad 2:1, Mobile Medium Rectangle			
DELUXE	Desktop: Fireplace, Sitebar	22,500 €	37,500 €	45,000 €
	Mobile: Mobile Content Ad 2:1, Mobile Medium Rectangle			

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Additional options: For tandem / triple ads the next highest price category is in effect.

Notes:

- 1) Reach packages do not qualify for any additional rebates, but count towards agency commissions



RUN TIME: 4 WEEKS				
ADVERTORIALS ¹		Amount of Als	CPM	Package deal Discount: 30%
MULTISCREEN	Scope: 1 article page on autobild.de and AUTO BILD Mobile Media: Homepage-Teaser, Desktop Menu Ad, Desktop Medium Rectangle, Desktop Image Text Teaser, Mobile Mobile Content Ad 4:1, Mobile Technical costs²:	1,700,000 800,000 250,000 250,000 200,000 200,000	Channel: 10 € ROS: 10 € ROS: 40 € ROS: 10 € ROS: 40 €	21,000 € 2,490 €
	Scope: 1 article page on autobild.de Media: Homepage-Teaser, Desktop Menu Ad, Desktop Medium Rectangle, Desktop Technical costs²:	1,000,000 500,000 250,000 250,000	Channel: 10 € ROS: 10 € ROS: 50 €	14,000 € 1,690 €
MOBILE	Scope: 1 article page on AUTO BILD Mobile Media: Image Text Teaser, Mobile Mobile Content Ad 4:1, Mobile Technical costs²:	400,000 200,000 200,000	Channel: 10 € ROS: 50 €	12,000 € 1,200 €

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Notes:

- 1) Specification: advertorial teaser image in two sizes: 1200 x 800 and 1010 x 568 pixels. Teaser text: kicker (always single line): max. 45 characters, headline (two versions): short max. 25 and long max. 40 characters, running text (two versions): short max. 100 characters and long max. 150 characters (this has to do with the run length of the words, their distribution and wrapping), call-to-action: max. 45 characters. Micro-site incorporation as an I-frame possible: width max. 1000 pixels, no limitation on height. Designation as "ADVERTISEMENT".
- 2) Technical costs are not subject to discounts and commissions. The creation of the advertising material is included in the technical costs.

RUN TIME: 2 WEEKS				
ADVERTORIALS ¹		Amount of Als	CPM	Package deal Discount: 20%
MULTISCREEN	Scope: 1 article page on autobild.de and AUTO BILD Mobile Media: Homepage-Teaser, Desktop Menu Ad, Desktop Medium Rectangle, Desktop Image Text Teaser, Mobile Mobile Content Ad 4:1, Mobile Technical costs²:	850,000 400,000 125,000 125,000 100,000 100,000	Channel: 10 € ROS: 10 € ROS: 40 € ROS: 10 € ROS: 40 €	12,000 € 2,490 €
	Scope: 1 article page on autobild.de Media: Homepage-Teaser, Desktop Menu Ad, Desktop Medium Rectangle, Desktop Technical costs²:	500,000 250,000 125,000 125,000	Channel: 10 € ROS: 10 € ROS: 50 €	8,000 € 1,690 €

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Notes:

- 1) Specification: advertorial teaser image in two sizes: 1200 x 800 and 1010 x 568 pixels. Teaser text: kicker (always single line): max. 45 characters, headline (two versions): short max. 25 and long max. 40 characters, running text (two versions): short max. 100 characters and long max. 150 characters (this has to do with the run length of the words, their distribution and wrapping), call-to-action: max. 45 characters. Micro-site incorporation as an I-frame possible: width max. 1000 pixels, no limitation on height. Designation as "ADVERTISEMENT".
- 2) Technical costs are not subject to discounts and commissions. The creation of the advertising material is included in the technical costs.



BRAND STORY¹		Guaranteed Views	Run Time	Package Deal
Package S Technical costs ² :	6,000	4 weeks	22,500 € 3,500 €	
Package M Technical costs ² :	15,000	4 - 6 weeks	50,000 € 4,000 €	
Package L Technical costs ² :	20,000	6 - 8 weeks	62,500 € 4,500 €	

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Notes:

- 1) Brand Story: Standardised HTML setup with 5 chapters, photo galleries, video & audio files, and quotes.
- 2) Technical costs are not subject to rebate and discount. The creation of the teasers is included in the technical costs.

INTERACTIVE STORY¹		Guaranteed Views	Run Time	Package Deal
Package S Technical costs ² :	6,000	4 weeks	22,500 € 6,000 €	
Package M Technical costs ² :	15,000	4 - 6 weeks	50,000 € 6,500 €	
Package L Technical costs ² :	20,000	6 - 8 weeks	62,500 € 7,000 €	

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Notes:

- 1) Interactive Story: Custom setup & design with web designer and programmer, key visuals focusing on image transfer, photo galleries, video & audio files, and quotes.
- 2) Technical costs are not subject to rebate and discount. The creation of the teasers is included in the technical costs.

FACEBOOK SPONSORED POST	Guaranteed AI / 4 Posts: 800,000
4 Sponsored Post ¹	28,000 €
Technical costs ²	600 €

Notes:

- 1) Maximum of 3 targeting criteria can be combined, targeting of brand fans is possible with other targeting criteria. No surcharge for targeting.
- 2) Technical costs are not subject to rebate and discount. The creation of the advertising materials is included in the technical costs.

YouTube	Bumper Ad up to 6 sec.	PreRoll up to 20 sec.
AUTO BILD	ROS: 60 €	ROS: 100 €
AUTO BILD Sportscars	ROS: 60 €	ROS: 100 €



NEWSLETTER¹	Recipients per mailing: 250,000
Teaser in the editorial look & feel of AUTO BILD ²	5,000 €

Notes:

- 1) Publication Mondays and Thursdays
- 2) Specifications: kicker (always one-line): max. 50 characters, headline (always one-line): max. 30 characters, running text (max. four-line): max. 170 characters (this has to do with the run length of the words, their distribution and wrap), call-to-action (text colour red): "Weiter" [continue button] (system-dependent, text cannot be changed), two images in the formats 1200 x 800 and 644 x 363 pixels, there cannot be a logo or a short claim by the customer in the image, no further text. Click tracker possible, no tracking pixels.

ONLY FOR AUTO BILD DIGITAL ANNUAL PARTNERS			
BRAND STAGE¹	Price zone 1: Jan. - May / Sept. - Dec.	Price zone 2: June - August	
	Guaranteed AI / day: 100,000	Guaranteed AI / day: 70,000	Guaranteed Clicks / week: 5,000
A-Teaser ²	16,000 €	11,000 €	
Power Week ³			20,000 €

- 1) Can only be booked for AUTO BILD Digital commitment partners
- 2) Native teaser which is played out in the CMS area 1. Further native teasers in rotation on the teaser areas 2 and 3.
- 3) Native teasers played out in rotation on CMS areas 1 – 3, linking to the partner's homepage, including tablet and mobile. Call-to-action necessary.

SPECIAL PRICING	CPM	
Homepage-Teaser, Desktop	Channel:	10 €
Menu Ad, Desktop	ROS:	10 €
Image Text Teaser, Mobile	ROS:	10 €
Mini Medium Rectangle (Top-Box), Desktop	Channel:	30 €
Presenter Banner, Desktop	Channel:	50 €

MULTISCREEN APP	Smartphone + Tablet Homepage
Mobile Interstitial	75 €

MULTISCREEN - Traffic distribution between smartphone and tablet depending on availability

APP	Smartphone ROS in Newsfeed	Tablet ROS in Newsfeed
Superbanner		50 €
Mobile Content Ad 6:1 / 4:1	50 €	
Mobile Content Ad 2:1, Mobile Medium Rectangle	60 €	

PREMIUM AREA APP	Smartphone + Tablet Premium Area
Premium-Ad^{1,2} Various animation possibilities: Video and audio integration, web links, picture galleries, HotSpots, configurators, interactive special concepts Technical Costs³	5,500 €
Roadblock² 4 ads exclusively in one issue Technical Costs³	800 €
Roadblock² 4 ads exclusively in one issue Technical Costs³	20,000 €
Print Plus (Combination of Print + Tablet)⁴ Composed of: 1/1 page ad (ø price, not bookable, see price list for print) Premium ad, minus discount of 50% Technical Costs³	3,200 €
Print Plus (Combination of Print + Tablet)⁴ Composed of: 1/1 page ad (ø price, not bookable, see price list for print) Premium ad, minus discount of 50% Technical Costs³	49,750 €
Print Plus (Combination of Print + Tablet)⁴ Composed of: 1/1 page ad (ø price, not bookable, see price list for print) Premium ad, minus discount of 50% Technical Costs³	47,000 €
Print Plus (Combination of Print + Tablet)⁴ Composed of: 1/1 page ad (ø price, not bookable, see price list for print) Premium ad, minus discount of 50% Technical Costs³	2,750 €
Print Plus (Combination of Print + Tablet)⁴ Composed of: 1/1 page ad (ø price, not bookable, see price list for print) Premium ad, minus discount of 50% Technical Costs³	800 €

Notes:

- 1) Weekly price for one issue and one ad.
- 2) Media costs are binding, and subject to discounts and commissions. Includes adjustment to landscape format.
- 3) Technical costs include advising and costs for animation and are not subject to discounts and commissions.
- 4) Print Plus is only subject to print discounts and commissions