



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. Besides the most up-to-date and most exhaustive editorial offerings in the area of automotive news and used vehicles AUTO BILD Digital offers Germany's most comprehensive test and driving report archive as well as 8 special interest categories from classic to connected car.

Key figures/Month	Overall
Page Impressions ¹	218.184.387
Visits ¹	50.337.883
Unique User ²	10,74 Mio.

1) IVW October 2019

2) AGOF daily digital facts, base: digitale WNK 16+ years (59,14 Mio.); single month October 2019

target group ² :	Digital
male	77 %
between 20 & 49 years	56 %
net household income > € 3,000	46 %
employed	73 %

FIXED PLACEMENT 2020

HomeRun ¹ (Multiscreen) 10 am – 10 am ²	Guaranteed Ad / Price
Guaranteed Ad Impressions BASIC Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) Mobile (MEW + Phone App): Medium Rectangle & Lead Ad (2:1 / 4:1 / 6:1) / Understitial	150.000 18.000 €
DELUXE Desktop: Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Curtain Dropper / Cinematic Ad / Billboard (100/1) / Homepage Takeover Mobile (MEW + Phone App): Content Ad 1:1 / Lead Ad (6:1, 4:1 or 2:1) optional sticky + Medium Rectangle / Understitial / Interscroller	24.000 €

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability
 Additional options: For tandem / triple ads the next highest price category is in effect.

1) Home Run = Homepage desktop + homepage mobile, including index pages for all-wheel, classic, tuning, sports cars, motor homes, and motor sports

2) Weekend (Sa. + Su.) = 1 day

For technical specs of the different ad types and their measurements, see: <https://www.mediaimpact.de/specs/>

All prices are CPM or fixed prices minus agency rebate plus VAT (unless otherwise stated) | Changes and errors reserved

This price list will remain valid until it is replaced by a more current version. As of: 19.03.2019

FIXED PLACEMENT 2020

AUTO BILD DIGITAL



HomeRun ¹ Programmatic (Multiscreen) 10 – 10 am ²	Gross-CPM
BASIC: Desktop - Wallpaper, Fireplace, Billboard, Dynamic Sitebar / Mobile - Lead Ad (6:1 or 4:1) + Mobile Medium Rectangle, Understitial	126 €
DELUXE: Desktop - Double Dynamic Sitebar, Image Reveal Ad, Billboard + Double Dynamic Sitebar, Curtain Dropper, Video Wall, Bridge Ad / Mobile - Lead Ad (6:1 or 4:1; optional sticky + Mobile Medium Rectangle, Understitial, Interscroller	168 €
HomeRun ¹ Targeting* (Multiscreen) 10 – 10 am ²	Guarantee / Price
Guaranteed Ad Impressions	150.000
BASIC: Desktop - Wallpaper, Fireplace, Billboard, Dynamic Sitebar / Mobile - Lead Ad (6:1 or 4:1) + Mobile Medium Rectangle, Understitial	23.000 €
DELUXE: Desktop - Double Dynamic Sitebar, Image Reveal Ad, Billboard + Double Dynamic Sitebar, Curtain Dropper, Video Wall, Bridge Ad Mobile - Lead Ad (6:1 or 4:1; optional sticky + Mobile Medium Rectangle, Understitial, Interscroller	29.000 €
Event Extender ³ (Multiscreen) 10 – 10 am ²	Guarantee / Price
Guaranteed Ad Impressions	500.000
BASIC: Desktop - Wallpaper, Fireplace, Billboard, Dynamic Sitebar / Mobile - Lead Ad (6:1 or 4:1) + Mobile Medium Rectangle, Understitial	35.000 €
DELUXE: Desktop - Double Dynamic Sitebar, Image Reveal Ad, Billboard + Double Dynamic Sitebar, Curtain Dropper, Video Wall, Bridge Ad Mobile - Lead Ad (6:1 or 4:1; optional sticky + Mobile Medium Rectangle, Understitial, Interscroller	52.000 €
HomeRun ¹ Advanced (Multiscreen) 10 – 10 am ² + 1 week RoS Click Booster ⁴	Guarantee / Price
Formate: Double Dynamic Sitebar & Mobile Interscroller	
Guaranteed Ad Impressions - Homerun	150.000
Guaranteed Clicks - Click Booster	2.500
Total	30.250 €

In the case of a mixed formats from both categories (e.g. desktop format from Basic and mobile format from the Deluxe category), the higher-priced format is always decisive for the package price.

First Contact ⁵	Guarantee / Price	Guarantee / Price
Fixed Placement	HomeRun + First Contact	First Contact
Guaranteed Ad Impressions	320.000	170.000
BASIC: Desktop - Wallpaper, Fireplace, Billboard, Dynamic Sitebar / Mobile - Lead Ad (6:1 or 4:1) + Mobile Medium Rectangle, Understitial	39.000 €	20.000 €
DELUXE: Desktop - Double Dynamic Sitebar, Image Reveal Ad, Billboard + Double Dynamic Sitebar, Curtain Dropper, Video Wall, Bridge Ad / Mobile - Lead Ad (6:1 or 4:1; optional sticky + Mobile Medium Rectangle, Understitial, Interscroller	51.000 €	27.000 €

TOTAL BILL ⁶ (Multiscreen) 10 – 10 am	AUTO BILD DIGITAL 1 day RoS
Guaranteed Ad Impressions	475.000
All Billboards and Mobile Medium Rectangles	38.500 €

M
A
1)

2) Weekend sat. + Sun.) = 1 day

3) EVENT EXTENDER = HomeRun plus 1 Week RoS with FC1; requirement: same format and tracking, only one event extender per week

4) The price for CLICK-BOOSTERS is not discounted -and AE-capable but subject to VAT

5) First Contact = min. 170.000 users reaching autobild.de and AUTO BILD Mobile through search

6) Total Bill = all billboards exclusive on autobild.de (min. 375.000 AI / day (approx. 100.000 AI homepage + approx. 275.000 AI ROS)) and all mobile medium rectangle exclusive on AUTO BILD Mobile (min. 100.000 AI / day (approx. 50.000 AI homepage + approx. 50.000 AI ROS)), except brand and modell sites, requirement: run-time = 1 day, only weekday, no weekend, 5 days preorder time, reservation homepage

*Targetingoptions: Regio, Sozio. A creative pool (up to 1,500 creatives) adapted to the targeting areas can be created automatically. A neutral fallback advertising tool is required

For technical specs of the different ad types and their measurements, see: <https://www.mediaimpact.de/specs/>

All prices are CPM or fixed prices minus agency rebate plus VAT (unless otherwise stated) | Changes and errors reserved

This price list will remain valid until it is replaced by a more current version. As of: 19.03.2019

AUTO BILD DIGITAL



ADVERTORIALS ¹	Runtime: 4 Weeks		Runtime: 2 Weeks	
	Ad Impressions	Package Price	Ad Impressions	Package Price
Umfang: 1 Artikelseite Multiscreen Desktop: Homepage-Teaser (RoH), Menu Ad (RoS), Native Medium Rectangle (RoS) Mobile: Bild-Text-Teaser (RoH), Mobile Content Ad 4:1 (RoS)	5 Mo.	25.000 €	2,5 Mio.	12.500 €
Technical costs	2.490 €			

BRAND STORY, INTERACTIVE STORY	Guaranteed Views	Runtime	Package Price
Package S	6.000	4 weeks	22.500 €
Technical costs: Brand Story Technical costs: Interactive Story			3.500 € 6.000 €
Package M	15.000	4 – 6 weeks	50.000 €
Technical costs: Brand Story Technical costs: Interactive Story			4.000 € 6.500 €
Package L	20.000	6 – 8 weeks	62.500 €
Technical costs: Brand Story Technical costs: Interactive Story			4.500 € 7.000 €

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Brand Story: Standardised HTML setup with 5 chapters, photo galleries, video & audio files, and quotes

Interactive Story: InteractiveStory: Custom setup & design with web designer and programmer, key visuals focusing on image transfer, photo galleries, video & audio files, and quotes
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"

Product Story	Guaranteed Views	Runtime	Package Price
Product Story mit zuführender Media (1,5 Mio. Als)	8.000	4 Wochen	30.000 €
Technical costs			3.000 €

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Technical costs sind nicht rabatt- und Aef-ähig. Die Gestaltung der Werbemittel ist in den technischen Costs enthalten.

SOCIAL MEDIA	SPONSORED POST	
	FACEBOOK 427.580 Followers Guaranteed AI/ 4 Posts: 800.000 Als	INSTAGRAM 71.100 Followers Guaranteed AI / 4 Posts: 200.000 Als
4 Sponsored Posts	28.000 €	10.000 €
Creation Costs	600 €	600 €

Note

Max. 3 targeting options, Targeting auf Markenfans ist mit anderen Targetingkriterien möglich, no extra fee for targeting, Creation costs are not discounted -and AE-capable but subject to VAT

SOCIAL MEDIA	YOUTUBE	
	CPM BumperAd till 6 sec	CPM PreRoll till 20 sec
CHANNEL: AUTO BILD 102.000 Followers	60 €	100 €
CHANNEL: SPORTS CARS 102.000 Followers	60 €	100 €

For technical specs of the different ad types and their measurements, see: <https://www.mediaimpact.de/specs/>

All prices are CPM or fixed prices minus agency rebate plus VAT (unless otherwise stated) | Changes and errors reserved

This price list will remain valid until it is replaced by a more current version. As of: 19.03.2019

AUTO BILD DIGITAL



SOCIAL MEDIA	INFLUENCER		
	Package S	Package M	Package L
	20.000 Euro Numbers Influencer: max. 3	100.000 Euro Numbers Influencer: max. 4	200.000 Euro Numbers Influencer: max. 2-5
Instagram	Follower : 650.000 Postings (pro Influencer: 1-2)	Follower : 2,1 Mio. Postings (per Influencer: 1-2)	Follower : 3,4 Mio. Postings (per Influencer: 2-4)
Instagram Story		Story Views : 100.000 Posts per Story 2-3	Story Views : 170.000 Posts per Story 2-3
YouTube		Ø Views: 120.000	Ø Views: 400.000

APP NEWSFEED	ROS SMARTPHONE	ROS TABLET
	Superbanner	
Mobile Content Ad 6:1 / 4:1	60 €	
Mobile Content Ad 2:1/ Mobile Medium Rectangle	70 €	

PREMIUM BEREICH APP	SMARTPHONE & TABLET
	Premium-Ad ^{1,2} Various animation possibilities: Video and audio integration, web links, picture galleries, HotSpots, configurators, interactivesspecial concepts Technical costs ³
Roadblock ² 4 ads exclusively in one issue Technical costs ³	20.000 € 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 costs ³	50.600 € 47.850 € 2.750 € 800 €

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

For technical specs of the different ad types and their measurements, see: <https://www.mediaimpact.de/specs/>

All prices are CPM or fixed prices minus agency rebate plus VAT (unless otherwise stated) | Changes and errors reserved

This price list will remain valid until it is replaced by a more current version. As of: 19.03.2019

CPM + SPECIAL FORMATS 2020

AUTO BILD DIGITAL



MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)									
		AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Floor Ad, Billboard		Double Dynamic Sitebar	
Mobile Content Ad 6:1 + 4:1, Mobile Native Style Ads		RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	75 €	RoS & Custom	80 €
Mobile Content Ad 2:1, Mobile-/ Social- ¹ Medium Rectangle, Push Ad		RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	85 €	RoS & Custom	90 €
Mobile Content Ad 1:1, Understitial		RoS & Custom	70 €	RoS & Custom	80 €	RoS & Custom	95 €	RoS & Custom	100 €
Interscroller Ad		RoS & Custom	75 €	RoS & Custom	85 €	RoS & Custom	100 €	RoS & Custom	105 €
VIDEO									
InText Outstream Ads ²		on start, till incl. 20 sec.	RoS & Custom	60 €		Video Wall ³	Desktop only	RoS & Custom	90 €

MULTISCREEN - Traffic distribution between desktop and mobile depending on availability

Additional options:

Mobile- / Desktop- / Tablet-only

Regular Price + 10 € CPM

Expandable Ads

+ 10 € CPM

Tandem- / Triple Ads

highest price category + device surcharge

Further Video-Formats on request

Notes:

- Also bookable as Cinematic Ad (surcharge +5€ for individual bookings and in combination with a mobile format).
- Overlength (21-30 sec) + 20 € CPM : Short spots(7-15 sec.) -10 € CPM : VPAID + 10 € CPM; Billing on a CPCV basison request
- Prices correspond to desktop only, if combined with any mobile format, device surcharge iHv10€ CPM is no longer applicable. FC 1/24h, no autoplay, subject to editorial approval, limitation to one-time looping

BRAND STAGE ¹	ONLY FOR AUTO BILD DIGITAL ANNUAL PARTNER	
	Price	Performance
POWER WEEK ²	25.000 € + 600 € techn. Costs ⁵	5.000 Clicks
POWER WEEK EXTENDER ³	31.250 € + 600 € techn. Costs ⁵	7.500 Clicks
VIDEO POWER WEEK ⁴	35.000 € + 600 € techn. Costs ⁵	100.000 Videos (0,35 € CPCV)

Explanations

- Can only be booked for AUTO BILD Digital commitment partners
- Native teaser which is played out in the CMS area 1. Further native teasers in rotation on the teaser areas 2 and 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
- is only discount -and AE-capable
- Technical costs are not discounted -and AE-capable but subject to VAT

NEWSLETTER ¹	EDITORIAL NEWSLETTER
Image-Text-Teaser (look & feel of AUTO BILD) ²	250.000 Recipients per mailing 5.000 €

- Publication Mondays and Thursdays
- Specifications: max. 50 characters, headline (always one-line): max. 30 characters, runningtext (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 coloured): "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 pixel

For technical specs of the different ad types and their measurements, see: <https://www.mediaimpact.de/specs/>

All prices are CPM or fixed prices minus agency rebate plus VAT (unless otherwise stated) | Changes and errors reserved

This price list will remain valid until it is replaced by a more current version. As of: 19.03.2019