



CONCEPT

COMPUTER BILD Digital (www.computerbild.de) accompanies its users while they are advancing the digitization of everyday life. As a trusted and strong brand, CB confidently gives clear recommendations and assessments of technology trends and shows how technology brings fun and joy into everybody's life. CB makes digital life easier! PCs, notebooks and smartphones only define the roots, not the limits of our Magazine. In reality COMPUTER BILD looks at all aspects of our *Connected World* and reports as well on the networked food processor, as the SmartHome and the Connected Car as well as network policy and apps.

Key Figures/Month	Overall
page impressions ¹	129.300.091
visits ¹	44.642.485
unique user ²	14,56 Mio.

1) IWW October 2019

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

Target Group ² :	Digital
male	60 %
between 20 & 49 years	59 %
net household income > € 3,000	46 %
employed	71 %

FIXED PLACEMENT 2020

HomeRun (multiscreen) 10 – 10 am	1 Day Guarantee AI: 200.000	1 Week Guarantee AI: 1.400.000
BASIC Desktop: Wallpaper, Fireplace, Billboard, Dynamic Sitebar Mobile: Lead Ad (6:1, 4:1 oder 2:1) + Mobile Medium Rectangle, Understitial	12.000 €	64.000 €
DELUXE Desktop: Double Dynamic Sitebar, Image Reveal Ad, Billboard + Double Dynamic Sitebar, Curtain Dropper, Video Wall, Bridge Ad Mobile: Lead Ad (6:1, 4:1 oder 2:1); optionally sticky + Mobile Medium Rectangle, Understitial, Interscroller	14.000 €	82.000 €

multiscreen- traffic distribution between desktop and mobile is based on availability

Option: Tandem- / Triple Ads the next higher price category applies

1) HomeRun = homepage desktop + homepage mobile + channel Index pages AUDIO- + VIDEO- + FOTO BILD games, mobile, computer

Technical specifications of the advertising formats and dimensions can be found at: <https://www.mediaimpact.de/specs/>

Unless otherwise noted, all prices are CPM or fixed prices, less AE, plus VAT. | Errors and omissions excepted

This price list remains valid as long as it has not been replaced by a more current version.

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HomeRun ¹ programmatic	CPM 1 day	CPM 1 week
BASIC: desktop - Wallpaper, Fireplace, Billboard, Dynamic Sitebar / Mobile - Lead Ad (6:1, 4:1, 2:1) + Mobile Medium Rectangle, Understitial	55 €	42 €
DELUXE: Desktop - Double Dynamic Sitebar, Image Reveal Ad, Billboard + Double Dynamic Sitebar, Curtain Dropper, Video Wall, Bridge Ad / Mobile - Lead Ad (6:1, 4:1, 2:1); optional sticky + Mobile Medium Rectangle, Understitial, Interscroller	64 €	54 €

HomeRun ¹ Targeting*	Guarantee / Price
Guaranteed Ad Impressions	230.000
BASIC: desktop - Wallpaper, Fireplace, Billboard, Dynamic Sitebar / Mobile - Lead Ad (6:1, 4:1, 2:1) + Mobile Medium Rectangle, Understitial	12.000 €
DELUXE: desktop - Double Dynamic Sitebar, Image Reveal Ad, Billboard + Double Dynamic Sitebar, Curtain Dropper, Video Wall, Bridge Ad / Mobile - Lead Ad (6:1, 4:1, 2:1); optional sticky + Mobile Medium Rectangle, Understitial, Interscroller	14.000 €

HomeRun ¹ Advanced (Multiscreen) 10 – 10 am ² + 1 week RoS Click Booster ²	Guarantee / Price
Format: Double Dynamic Sitebar & Mobile Interscroller	
Guaranteed Ad Impressions - Homerun	230.000
Guaranteed Clicks - Click Booster	1.000
Total	15.800 €

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

First Contact ³	1 day	1 week	1 day	1 week
Fixed Placement	HomeRun + First Contact		First Contact	
Guaranteed Ad Impressions	500.000	3.500.000	270.000	1.890.000
BASIC: desktop - Wallpaper, Fireplace, Billboard, Dynamic Sitebar / Mobile - Lead Ad (6:1, 4:1, 2:1) + Mobile Medium Rectangle, Understitial	25.000 €	140.000 €	13.000 €	76.000 €
DELUXE: desktop - Double Dynamic Sitebar, Image Reveal Ad, Billboard + Double Dynamic Sitebar, Curtain Dropper, Video Wall, Bridge Ad / Mobile - Lead Ad (6:1, 4:1, 2:1); optional sticky + Mobile Medium Rectangle, Understitial, Interscroller	32.000 €	179.000 €	17.000 €	96.000 €

multi screen- traffic distribution between desktop and mobile is based on availability

option: Tandem- / Triple Ads the next higher price category applies

- 1) Home Run = homepage desktop + homepage mobile + channel Index pages AUDIO- + VIDEO- + FOTO BILD + games, mobile, computer
- 2) The price of the CLICK-BOOSTER is not special discount, but AR and AE capable.
- 3) First Contact = minimum 300.000 users who reach computerbild.de and COMPUTER BILD mobile via search

* Targeting options: regio, sozio. Customized creatives adapted to the targeting areas (up to 1,500 creatives) can be created automatically. A neutral fallback advertising included.

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Advertorials	Ad Impressions	Price
Runtime	4 weeks	
Format	1 article page multiscreen	
Desktop: Homepage-Teaser, Promo-Teaser ROS, Medium Rectangle Homepage, Newsletter-Teaser Mobile: Medium Rectangle ROS	5,0 Mio.	25.000 €
Technical costs	2.490 €	

multi screen- traffic distribution between desktop and mobile is based on availability

Technical costs are not discountable and AE eligible. The design of the advertising material is included in the technical costs. desktop/ mobile only-advertorials are possible on request

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 (theme-specific)	62.500 €
Technical costs: Brand Story Technical costs: Interactive Story			4.500 € 7.000 €

multi screen- traffic distribution between desktop and mobile is based on availability

Descriptions:

Brand Story / Product Story: standardized HTML structure with 5 chapters, picture galleries, video & audio files and quotations

Interactive Story: Individualized structure & design by our web designer and programmer, key visuals with a focus on image transfer, picture galleries, video & audio files and quotations.

Technical costs are not eligible for discounts and AE. The design of the advertising material is included in the technical costs.

Sponsored Posts	FACEBOOK 187.000 Followers Guaranteed AI/4 posts: 500.000 AI	INSTAGRAM 10.000 Followers Guaranteed AI/4 posts: 200.000 AI
4 Sponsored Posts	18.000 €	10.000 €
<i>Creation Costs</i>	600 €	600 €

Note

Maximum of 3 targeting criteria can be combined, to target brand fans is possible with other targeting criteria. No surcharge for targeting. Creation costs are not discountable and AE eligible.

Facebook & YouTube Live-Event	Content	Package
exclusive presenting	common sender, pre- and post-presenter, banderole, product placement	15.000 €
<i>Creation Costs</i>		1.000 €

Notes

The live event must always be agreed individually regarding the type and scope of the presentation.

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YouTube	cpm BumperAd max 6 sec.	cpm PreRoll max. 20 sec.
CHANNEL: COMPUTER BILD 102.000 Followers	60 €	100 €

CPM + SPECIAL PRICES 2020

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MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)									
		AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Floor Ad, Billboard ¹		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

Options:

Mobile- / Desktop- / Tablet-only
Expandable Ads
Tandem- / Triple Ads
Further video formats on request

regular price + 10 € cpm
+ 10 € cpm
highest category plus device surcharge

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

CPC Power Products	Price	Performance
POWER WEEK ¹	10.000 €	5.000 Clicks
POWER DEAL ²	25.000 €	5.000 Clicks

Explanations

- Native teasers link to partner. Delivery on CMS areas (homepage in black block; in editorial newsletters). Ccall-to-action and picture required. Duration: 1 week
- Native teasers link exclusively to your offers on our deal page. The guaranteed clicks apply to the native teasers. Further measures with a link to the deal page: 3x image-text teaser in daily newsletter and 2x sponsored Facebook postings. Plus creation costs: 900 € (not eligible for discounts and AE)

Newsletter	CPM
Image-Text-Teaser (look & feel of COMPUTER BILD)	50 €

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