



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. COMPUTER BILD looks at all aspects of our *Connected World* and reports as well on the networked food processor, as the Smart Home and the Connected Car as well as network policy and apps.

Key Figures/Month	Overall
page impressions ¹	208.069.747
visits ¹	75.652.208
unique user ²	18,67 Mio.

1) IWW December 2020

2) AGOF daily digital facts 15.01.2021 / Medienanalyse 16 Jahre und älter (mit VuMA-Merkmalen)

Target Group ² :	Digital
male	56 %
between 20 & 49 years	57 %
net household income > € 3,000	49 %
employed	71 %

FIXED PLACEMENT 2021

HomeRun ¹ (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	10.900 €	61.000 €
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	13.200 €	73.900 €

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

1) HomeRun = homepage desktop + homepage mobile + channel Index pages

2) multiscreen traffic distribution between desktop and mobile is based on availability

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This price list remains valid as long as it has not been replaced by a more current version.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 flex (Multiscreen) 10 – 10 am	Guarantee / Price
3 days Homerun during one week	
Guatanteed Ad Impressions	600.000
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	26.200 €

HomeRun ¹ Advanced (Multiscreen) 10 – 10 am + 1 week RoS Click Booster ²	Guarantee / Price
Format: Double Dynamic Sitebar & Mobile Interscroller	
Guaranteed Ad Impressions - Homerun	200.000 / 13.200 €
Guaranteed Clicks - Click Booster	1.000 / 1.800 €
Total	15.000 €

HomeRun ¹ Event Extender (Multiscreen) 10 – 10 am	Guarantee / Price
1 day Homerun and one week Run of Site	
Guaranteed Ad Impressions	550.000
BASIC: Desktop - Wallpaper, Fireplace, Billboard, Dynamic Sitebar / Mobile - Lead Ad (6:1, 4:1, 2:1) + Mobile Medium Rectangle, Understitial	24.700 €
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	31.000 €

HomeRun ¹ Programmatic (Multiscreen) 10 – 10 am	CPM 1 day
BASIC: Desktop - Wallpaper, Fireplace, Billboard, Dynamic Sitebar / Mobile - Lead Ad (6:1, 4:1, 2:1) + Mobile Medium Rectangle, Understitial	57,22 €
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	69,30 €

HomeRun ¹ Targeting ³ (Multiscreen) 10 – 10 am	Guarantee / Price
Guaranteed Ad Impressions	200.000
BASIC: Desktop - Wallpaper, Fireplace, Billboard, Dynamic Sitebar / Mobile - Lead Ad (6:1, 4:1, 2:1) + Mobile Medium Rectangle, Understitial	12.900 €
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	15.200 €

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
- 2) The price of the CLICK-BOOSTER is not special discount, but AR and AE capable.
- 3) 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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DAILY PLACEMENTS 2021

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First Contact ²	1 day	1 week	1 day	1 week
Fixed Placement	HomeRun ¹⁺ First Contact		First Contact	
Guaranteed Ad Impressions	470.000	3.300.000	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	23.200 €	130.000 €	13.000 €	75.000 €
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	29.900 €	167.000 €	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

2) 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 ¹	2.500 €	

multi screen- traffic distribution between desktop and mobile is based on availability
desktop/ mobile only-advertorials are possible on request

Brand Story, Interactive Story	Guaranteed Views	Runtime	Package Price
Package S	10.000	4 weeks	35.000 €
Technical costs ¹ : Brand Story Technical costs ¹ : Interactive Story			3.500 € 6.000 €
Package M	15.000	4 – 6 weeks	50.000 €
Technical costs ¹ : Brand Story Technical costs ¹ : Interactive Story			4.000 € 6.500 €
Package L	20.000	6 – 8 weeks (theme-specific)	62.500 €
Technical costs ¹ : Brand Story Technical costs ¹ : Interactive Story			4.500 € 7.000 €

Product Story	Ad Impressions / Views	Price
Runtime	4 weeks	
Format	1 article page multiscreen	
Desktop: Homepage-Teaser, Promo-Teaser ROS, Medium Rectangle Homepage, Newsletter-Teaser Mobile: Medium Rectangle ROS	1,5 Mio. / 8.000 Views	30.000 €
Technical costs ¹	3.000 €	

Product Hub	Ad Impressions / Views	Price
Runtime	4 weeks	
Format	max. of 4 Productstories	
Desktop: Homepage-Teaser, Promo-Teaser ROS, Medium Rectangle Homepage, Newsletter-Teaser Mobile: Medium Rectangle ROS	2,5 Mio. / 18.000 Views	60.000 €
Technical costs ¹	7.000 €	

Facebook & YoTube Live-Event	Content	Package
exclusive presenting	common sender, pre- and post-presenter, banderole, product placement	15.000 €
Technical Costs ¹		1.000 €

Notes

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

1) Technical costs are not discountable and AE eligible. The design of the advertising material is included in the technical costs

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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 regular price + 10 € cpm
 Expandable Ads + 10 € cpm
 Tandem- / Triple Ads highest category plus 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

YouTube	cpm BumperAd max 6 sec.	cpm PreRoll max. 20 sec.
CHANNEL: COMPUTER BILD 102.000 Followers	50 €	65 €

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

Explanations

- Native teasers link to partner. Delivery on CMS areas (homepage in black block; in editorial newsletters). Call-to-action and picture required. 3 different ads 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)

Sponsored Posts	Facebook 174.000 Followers Guaranteed AI/4 posts: 500.000 AI	Instagram 15.800 Followers Guaranteed AI/4 posts: 200.000 AI
4 Sponsored Posts	18.000 €	10.000 €
Technical Costs ¹	800 €	800 €

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.

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

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