

CHANNEL



CAR

Portal	Channel	Stationär	Mobile (MEW+APP)
AUTO BILD	Entire	x	x
BILD	Car, Motorsports, Formular 1	x	x
WELT	Sports (Formular 1), Motor	x	x
SPORTBILD	Motorsports	x	x
KAUFDA	Garage, Gas Station	x	-
MOTORSPORT TOTAL	Entire	x	x
FORMEL 1	Entire	x	x
COMPUTER BILD	Connected Car	x	x
MOTORSPORT.COM	Entire	x	x

6,20 Mio.

4,03 Mio.

9,10 Mio.

- 74% the users are male
- 34% the users are between 20 and 39 years old
- 75% are employed
- 38% have a high educational level (at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

BEAUTY & FASHION

Portal	Channel	Stationary	Mobile (MEW+APP)
STYLEBOOK	Entire	x	x
KAUFDA	Sports, Furniture, Fashion, Jewelry, Shoes	x	-
ICONIST	Entire	x	x

2,01 Mio.*

2,58 Mio.*

4,85 Mio.*

- 60% the users are female
- 36% the users are between 20 and 39 years old
- 45% are employed
- 72% have a high educational level (at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

CHANNEL



ENTERTAINMENT

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Entertainment, BILDspielt	x	x
B.Z.	Culture, Boulevard	x	x
WELT	Culture, Panorama	x	x
ROLLING STONE	Entire	x	x
METAL HAMMER	Entire	x	x
MUSIK EXPRESS	Entire	x	x
COMPUTER BILD	Games	x	x
STYLEBOOK	Star, News	x	x
TECHBOOK	Entertainment	x	x
SPORT1	Entire	x	x
MYHOMEBOOK	DIY, Fun, How to	x	x

15,29 Mio.*

11,86 Mio.*

22,77 Mio.*

- 50% the users are male
- 36% the users are between 20 and 39 years old
- 73% are employed
- 44% have a high educational level (at least Abitur/Fachabitur)
- 45% have a net household income of 3.000 Euro and more

FAMILY

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Byou, Lifestyle, News, Counselor, Entertainment	x	x
COMPUTER BILD	eKitchen, Tippcenter, Video	x	x
LIFELINE	Entire, 9Monate, Herzberatung.de, special-harninkontinenz.de	x	x
STYLEBOOK	Entire	x	x
TRAVELBOOK	Entire	x	x
WELT	ICON, Travel, Health	x	x
MYHOMEBOOK	Entire	x	x

15,59 Mio.*

12,36 Mio.*

23,33 Mio.*

- 52% the users are female
- 36% the users are between 20 and 39 years old
- 71% are employed
- 41% have a high educational level (at least Abitur/Fachabitur)
- 45% have a net household income of 3.000 Euro and more

CHANNEL



FOOD

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Lifestyle	x	x
YAVIVO	Entire	x	x
KAUFDA	Biomarkets, Supermarket, Bakery, Drinkshops, Restaurants	x	-
LIFELINE	Entire	x	x
KAUFDA	Entire	x	-
TRAVELBOOK	World dishes	x	x
STYLEBOOK	Food	x	x
MYHOMEBOOK	DIY, Gardening, Garden, Howto, Projects, Rooms	x	x



2,22 Mio.*



1,56 Mio.*



3,58 Mio.*

- 50% the users are female
- 36% the users are between 20 and 39 years old
- 71% are employed
- 43% have a high educational level(at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

WOMEN

Portal	Channel	Stationary	Mobile (MEW+APP)
WELT	Panorama, Science, real estate, health, ICONIST	x	x
STYLEBOOK	Entire	x	x
9 MONATE	Entire	x	x
LIFELINE	Entire	x	x
KAUFDA	Entire	x	-
MYHOMEBOOK	DIY, Gardening, Garden, Howto, Projects, Rooms	x	x
ICONIST	Entire	x	x



8,02 Mio.



14,35 Mio.



19,85 Mio.

- 50% the users are female
- 36% the users are between 20 and 39 years old
- 71% are employed
- 43% have a high educational level(at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

CHANNEL



FOOTBALL

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Bundesliga, Sports, Football	x	x
B.Z.	Sports (Hertha BSC)	x	x
WELT	Football	x	x
TRANSFERMARKT	Entire	x	x
SPORT BILD	Football, Bundesliga	x	x



6,72 Mio.



6,00 Mio.



10,90 Mio.

- 75% the users are male
- 22% the users are between 16 and 29 years old
- 74% are employed
- 43% have a high educational level (at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

HEALTH

Portal	Channel	Stationary	Mobile (MEW+APP)
WELT	Health	x	x
LIFELINE	Entire	x	x
9 MONATE	Entire	x	x
HERZBERATUNG	Entire	x	x
SPECIAL HARNINKONTINENZ	Entire	x	x
FITBOOK	Food, Health	x	x



1,79 Mio.



1,23 Mio.



2,89 Mio.

- 54% the users are female
- 41% the users are between 20 and 39 years old
- 74% are employed
- 46% have a high educational level (at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

CHANNEL



JOB & CAREER

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Advisor	x	x
B.Z.	Jobs	-	x
WELT	Economy, Finance	x	x
BUSINESS INSIDER	Entire	x	x
FINANZEN.NET	Entire	x	x

- 62% the users are male
- 19% the users are between 20 and 39 years old
- 72% are employed
- 47% have a high educational level (at least Abitur/Fachabitur)
- 41% have a net household income of 3.000 Euro and more

6,55 Mio.

6,90 Mio.

12,18 Mio.

LIFESTYLE

Portal	Channel	Stationary	Mobile (MEW+APP)
WELT	Culture, Panorama, ICONIST	x	x
BILD	Lifestyle	x	x
B.Z.	Culture	x	x
ROLLING STONE	Entire	x	x
MUSIK EXPRESS	Mestyle	x	x
TRAVELBOOK	Entire	x	x
LIFELINE	Beauty	x	x
COMPUTER BILD	eVivam	x	x
FITBOOK	Entire	x	x
MYHOMEBOOK	Entire	x	x

- 50% the users are male
- 36% the users are between 20 and 39 years old
- 44% are employed
- 73% have a high educational level (at least Abitur/Fachabitur)
- 45% have a net household income of 3.000 Euro and more

6,38 Mio.

5,71 Mio.


9,7 Mio.


CHANNEL



MEN

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTO BILD	Entire	x	x
BILD	Auto, Digital, Football, Sports, Games, German soccer league	x	x
BUSINESS INSIDER	Entire	x	x
B.Z.	Sports	x	x
COMPUTER BILD	Entire	x	x
FINANZEN.NET	Entire	x	x
WELT	Motor, Sports, Football, Money, Economy, Science, Politics, Finance	x	x
TRANSFERMARKT	Entire	x	x
TRAVELBOOK	Entire	x	x
WIE IST MEINE IP	Entire	x	x
SPORT BILD	Entire	x	x
KAUFDA	Toolstore, Garage, Elektromarket, Sports	x	-
TECHBOOK	Entire	x	x
MUSIK EXPRESS	Entire	x	x
ROLLING STONE	Entire	x	x
METAL HAMMER	Entire	x	x
SPORT 1	Entire	x	x
BILANZ	Entire	x	x
FITBOOK	Entire	x	x
MOTORSPORT.COM	Entire	x	x
MYHOMEBOOK	Entire	x	x
MOTORSPORT TOTAL	Entire	x	x
FORMEL 1	Entire	x	x


22,33 Mio.


24,05 Mio.


34,49 Mio.

- 59% the users are male
- 36% the users are between 20 and 39 years old
- 70% are employed
- 41% have a high educational level (at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

CHANNEL



NEWS

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	News, Politics, Money	x	x
BUSINESS INSIDER	Entire	x	x
B.Z.	Entire	x	x
WELT	Economy, Science, Finance, Politics, News	x	x
FINANZEN.NET	Entire	x	x
SPORT1	Entire	x	x



19,06 Mio.



13,03 Mio.



26,36 Mio.

- 60% the users are male
- 35% the users are between 20 and 39 years old
- 70% are employed<
- 43% have a high educational level (at least Abitur/Fachabitur)
- 45% have a net household income of 3.000 Euro and more

ADVISOR

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Advisor	x	x
STYLEBOOK	Beauty	x	x
LIFELINE	Yavivo, 9monate, special-harninkontinenz, News, Community	x	x
BZ	Advisor, Citylife, Service	x	x
WIE IST MEINE IP	Homepage, Pingtest, Speedtest	x	x
AUTO BILD	Service, Car Market, Testberichte	x	x
COMPUTER BILD	Advisor, E KITCHEN, E VIVAM und E GARDEN	x	x
TRAVELBOOK	Service	x	x
TECHBOOK	Easylife, Techstyle, Apps	x	x
FITBOOK	How to	x	x
BUSINESS INSIDER	Strategy	x	x
FINANZEN.NET	Entire	x	x
MYHOMEBOOK	Entire	x	x



8,05 Mio.*



8,26 Mio.*



14,58 Mio.*

- 59% the users are male
- 37% the users are between 20 and 39 years old
- 72% are employed
- 45% have a high educational level (at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

CHANNEL



TRAVEL

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Travel	x	x
WELT	Travel	x	x
TRAVELBOOK	Entire	x	x
AUTOBILD	Travel, Caravans	x	x



3,07 Mio.



1,67 Mio.



4,58 Mio.

- 63% the users are male
- 37% the users are between 20 and 39 years old
- 77% are employed
- 46% have a high educational level (at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

SPORT

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTO BILD	Motorsports, Sportscars, Motorsporttotal	x	x
BILD	Sports, Football, Championship	x	x
B.Z.	Sports	x	x
WELT	Sports, Football	x	x
SPORT BILD	Entire	x	x
TRANSFERMARKT	Entire	x	x
FORMEL 1	Entire	x	x
MOTORSPORT TOTAL	Entire	x	x
FITBOOK	Entire	x	x
COMPUTERBILD	Connected Sports, eVivam	x	x
SPORT 1	Entire	x	x
KAUFDA	Sportshop	x	-
MOTORSPORT.COM	Entire	x	x



12,59 Mio.



8,47 Mio.



17,86 Mio.

- 71% the users are male
- 22% the users are between 16 and 29 years old
- 72% are employed
- 41% have a high educational level (at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

CHANNEL



TECHNOLOGY

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Digital, Games, BILD plays	x	x
COMPUTER BILD	Entire	x	x
WELT	Digital, Science	x	x
TECHBOOK	Entire	x	x
WIE IST MEINE IP	Entire	x	x
BUSINESS INSIDER	Tech	x	x
KAUFDA	Electronic Markets	x	-
AUTOBILD	Connected Car	x	x

8,56 Mio.

13,13 Mio.

19,05 Mio.

- 59% the users are male
- 38% the users are between 20 and 39 years old
- 71% are employed
- 43% have a high educational level (at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

TOP DECISIONERS & B2B

Portal	Channel	Stationary	Mobile (MEW+APP)
BILANZ	Entire	x	-
BUSINESS INSIDER	Entire	x	x
FINANZEN.NET	Entire	x	x
WELT	Geld, Wirtschaft, Politik	x	x
BILD	Geld, Politik	x	x

10,73 Mio.

10,25 Mio.

18,16 Mio.

- 62% the users are male
- 34% the users are between 20 and 39 years old
- 71% are employed
- 45% have a high educational level (at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

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TRENDS

Portal	Channel	Stationary	Mobile (MEW+APP)
TECHBOOK	Entire	x	x
ROLLING STONE	Entire	x	x
MUSIKEXPRESS	Entire	x	x
STYLEBOOK	Banks	x	x
TRAVELBOOK	Entire	x	x

- 60% the users are male
- 41% the users are between 20 and 39 years old
- 76% are employees
- 45% have a high educational level (at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

5,37 Mio.

2,03 Mio.

7,17 Mio.

ECONOMY & FINANCE

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Money, Politics	x	x
BUSINESS INSIDER	Entire	x	x
FINANZEN.NET	Entire	x	x
WELT	Economy, Politics, Money	x	x
KAUFDA	Banks	x	-

- 62% the users are male
- 34% the users are between 20 and 39 years old
- 71% are employees
- 45% have a high educational level (at least Abitur/Fachabitur)
- 46% have a net household income of 3.000 Euro and more

12,32 Mio.

10,06 Mio.

19,17 Mio.



Programmatic Purchase

- All channels can be booked programmatically
- Individuelle Channel sind programmatisch abbildbar = anpassbar über Transparente Private Auktion/Deals

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)									
		AdBundle, Skyscraper, Superbanner, Native Style Ads ¹ , Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace,Sitebar, Floor Ad, Billboard ³		Double Dynamic Sitebar ⁴	
Mobile Content Ad 6:1 + 4:1 ¹ , Mobile Native Style Ads ¹		RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	75 €	RoS & Custom	80 €
		RoC	30 €	RoC	40 €	RoC	55 €	RoC	60 €
		RoP	20 €	RoP	30 €	RoP	45 €	RoP	50 €
Mobile Content Ad 2:1, Mobile-/ Social- ² Medium Rectangle, Push Ad		RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	85 €	RoS & Custom	90 €
		RoC	40 €	RoC	50 €	RoC	65 €	RoC	70 €
		RoP	30 €	RoP	40 €	RoP	55 €	RoP	60 €
Mobile Content Ad 1:1, Understitial		RoS & Custom	70 €	RoS & Custom	80 €	RoS & Custom	95 €	RoS & Custom	100 €
		RoC	50 €	RoC	60 €	RoC	75 €	RoC	80 €
		RoP	40 €	RoP	50 €	RoP	65 €	RoP	70 €
Interscroller Ad		RoS & Custom	75 €	RoS & Custom	85 €	RoS & Custom	100 €	RoS & Custom	105 €
		RoC	55 €	RoC	65 €	RoC	80 €	RoC	85 €
		RoP	45 €	RoP	55 €	RoP	70 €	RoP	75 €
VIEWABILITY SPECIALS									
View Impact ⁵	Sticky Halfpage Ad + Sticky Content Ad 6:1 / 4:1	RoS & Custom	n/a		View Fuse Ad ⁵	Billboard + Mobile Medium Rectangle	RoS & Custom	n/a	
		RoC	50 €				RoC	n/a	
	Sticky Billboard / Sitebar + Sticky Content Ad 6:1 / 4:1	RoP	40 €			Billboard + Content Ad 1:1	RoP	65 €	
		RoS & Custom	n/a				RoS & Custom	n/a	
		RoC	65 €			RoC	n/a		
		RoP	55 €			RoP	75 €		
VIDEO									
InText Outstream Ads ⁶	on start, up to 20 seconds	RoS & Custom	60 €		Video Wall ⁷	Desktop only	RoS & Custom	90 €	
		RoC	50 €				RoC	n/a	
		RoP	40 €				RoP	n/a	

MULTISCREEN - Traffic distribution between desktop and mobile according to availability

Additional options:

Mobile- / Desktop- / Tablet-only
Expandable Ads
Tandem- / Triple Ads
Other video formats upon request

Basic price + 10 € CPM
+ 10 € TCPM
Highest pricing category plus device surcharge.

Remarks:

- 1) Billing RoP on CpC-basis possible (excluded: Bild.de and Bild.mobil).
- 2) Currently bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) on AutoBild, Bild.de, finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9monate.de, herzberatung.de, harminkontinenz.de, yavivo.de). Additional media will follow. Only Google AMP bookable on Welt.de.
- 3) For autobild.de a surcharge of 20€ CPM on each booking of a Billboard (combination with a mobile format or individual booking) applies. In RoP and RoS (selected sites) also available as Cinematic Ad (surcharge +5€ in case of individual booking and in combination with a mobile format).
- 4) On Bild.de, Sportbild.de and B.Z. can only be booked as fixed placement. On Autobild.de, Computerbild.de, Welt.de, Fitbook, Stylebook, Travelbook, Techbook and myHomebook only bookable within environment and RoS.
- 5) Delivery guarantee on viewability 100/1 (not bookable on Bild.de and Bild.mobil).
- 6) Excess length (21-30 seconds) + 20 € CPM // short spots (7-15 seconds) - 10 € CPM// VPAID + 10 € CPM; Billing on CPCV basis upon request.
- 7) Rates concerning Desktop only, in case of combination with any mobile format, a device surcharge of 10€ CPM applies. On tablets only Billboard delivered, other formats upon request. Bild.de specifics: Only as fixed placement, FC 1/24h, no autoplay, subject to approval by editorial board, limitation to one single looping.

All rates plus VAT, where applicable. Subject to alteration and printing errors.