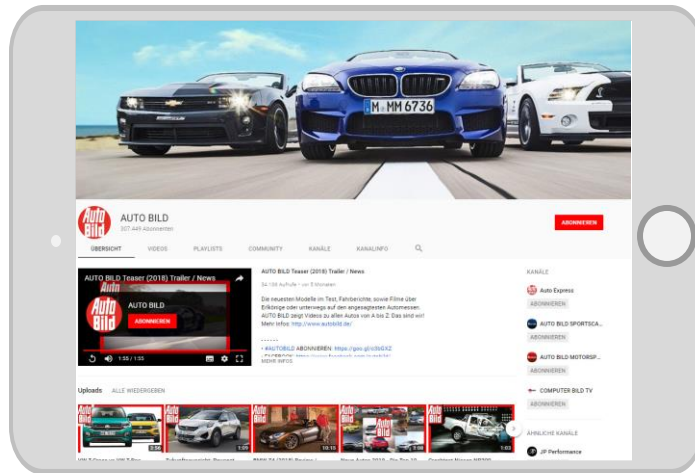


FACTSHEET 2021

YOUTUBE



Concept

Long Range

Reach a young target group with our different brands on YouTube.

Your video ad on YouTube

Extend your tv campaign on Youtube. PreRolls can be up to 20s long and cannot be skipped by the user. This guarantees that your spot will be seen.

PRICES

Channel	YouTube Subscribers	Monthly Reach ¹ (Video Views)	CPM Bumper Ad up to 6s	CPM PreRoll up to 20s
BILD	622,000	8,900,000	65,- €	85,- €
WELT ²	747,000	18,500,000		
AUTO BILD	415,000	1,400,000		
COMPUTER BILD	125,000	165,000		

- 1) Please always ask for a forecast before booking at hello.brandstudios@mediainpact.de. Technical specifications of the advertising forms as well as dimensions can be found at <https://www.mediainpact.de/de/digital-formate>.
- 2) Another english-speaking channel of WELT („WELT Documentary“) has 396,000 subscribers on YouTube and can be booked, too.

Material for YouTube Ads has to be delivered at least 1 week before the start of the campaign.
All rates are fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. Subject to alteration and printing errors.