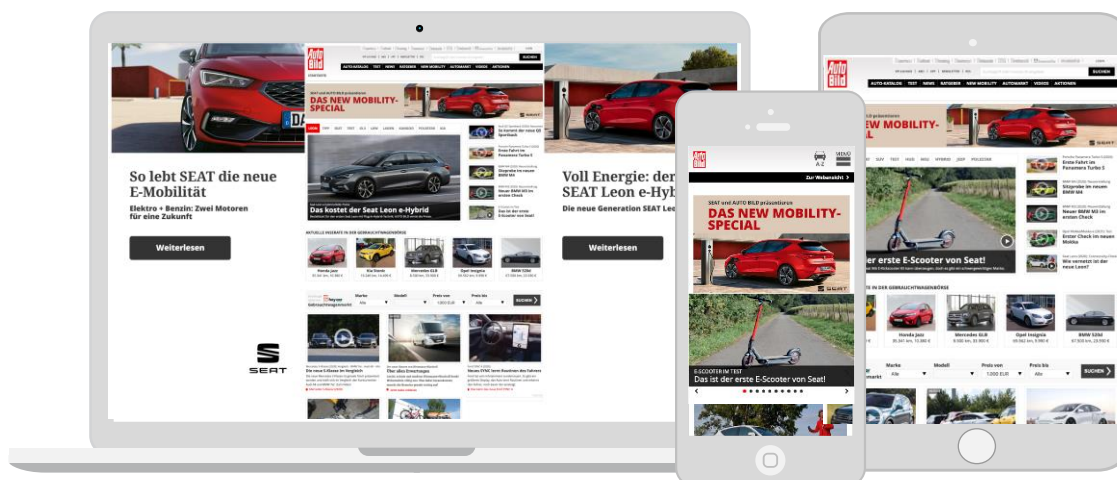




FACTS 2021

# AUTO BILD DIGITAL



## CONCEPT

AUTO BILD Digital ([www.autobild.de](http://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
Unique User <sup>1</sup>	11,13 Mio.
Daily Unique User <sup>1</sup>	1,06 Mio.
Visits <sup>2</sup>	56,80 Mio.
Page Impressions <sup>2</sup>	219,04 Mio.

The target group:	Digital
Male <sup>1</sup>	70 %
Between 20 & 49 years	54 %
Net household income > € 3,000	46 %
Employed <sup>1</sup>	72 %

1) AGOF agof daily digital facts; base: digitale WNK 16+ years, Single month december 2020 | agof daily digital facts; base: digitale WNK 16+ years, average day 01.-31.12.2020  
2) IVW December 2020

## FIXED PLACEMENTS

<b>HomeRun<sup>1</sup> (Multiscreen)   10 – 10 am<sup>2</sup></b>	<b>Guarantee / Price</b>
<b>Guaranteed Impressions</b>	<b>150.000</b>
<b>BASIC</b>	
Desktop <sup>3</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable)	9.000 €
Mobile: Sticky Lead Ad <sup>7</sup> (4:1 / 6:1) max. 3" + Content Ad (2:1 / 4:1 / 6:1) / Medium Rectangle / Understitial	
<b>DELUXE</b>	
Desktop <sup>3</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper <sup>4</sup> / Video Wall <sup>4</sup> / Bridge Ad <sup>5</sup>	15.000 €
<b>HomeRun<sup>1</sup> Flex<sup>6</sup> (Multiscreen)   10 – 10 am<sup>2</sup></b>	<b>Guarantee / Price</b>
<b>Guaranteed Impressions</b>	<b>450.000</b>
<b>DELUXE</b>	
Desktop <sup>3</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper <sup>4</sup> / Video Wall <sup>4</sup> / Bridge Ad <sup>5</sup>	36.000 €
Mobile: Sticky Lead Ad <sup>7</sup> (optional 100/1) (2:1 / 4:1) max. 3" + Medium Rectangle / Interscroller / Content Ad / Understitial	

MULTISCREEN - Traffic distribution between desktop and mobile is based on availability

1) HomeRun = Homepage Desktop + Homepage Mobil inkl. Index-Sites Allrad, Klassik, Tuning, Sportscars Reisemobil and Motorsport; 2) Weekends (Sa. + Su.) = 1 day

3) Sticky creatives follow scrolling motion / The delivery of a Dynamic Sitebar is recommended for ideal display and improved viewability on a Tablet

4) FC=1/day, a Billboard element may remain visible as fallback creatives; a Billboard element remain RoS

5) FC=1/day, a Fireplace element may remain visible as fallback creatives; a Fireplace element remain in RoS

6) HomeRun Flex= 3 HomeRuns Deluxe bookable within 1 week

7) The selected desktop and mobile formats (lead ad + main creative) are relevant for guarantee and billing. If the lead ad is not delivered, the selected main creative will be delivered on the same day in RoS in order to reach the booked guarantee



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## FIXED PLACEMENTS

HomeRun <sup>1</sup> Advanced (Multiscreen)   10 – 10 am <sup>2</sup> + 1 Week RoS Click Booster <sup>4</sup>	Guarantee / Price
Desktop <sup>3</sup> : Double Dynamic Sitebar & Mobile: Mobile Interscroller	150.000
Guaranteed Ad Impressions - Homerun	2.500
Guaranteed Clicks - Click Booster	23.750 €
Price	

Event Extender <sup>5</sup> (Multiscreen)   10 – 10 am <sup>2</sup>	Guarantee / Price		
Placement	Event Extender	EE XXL	EE XXL Plus
Guaranteed Ad Impressions BASIC	500.000	1.000.000	1.500.000
Desktop <sup>3</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) Mobile: Sticky Lead Ad <sup>8</sup> (4:1 / 6:1) max. 3" + Content Ad (2:1 / 4:1 / 6:1) / Medium Rectangle / Understitial	27.000 €	-	-
DELUXE			
Desktop <sup>3</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper <sup>6</sup> / Video Wall <sup>6</sup> / Bridge Ad <sup>7</sup> Mobile: Sticky Lead Ad <sup>8</sup> (optional 100/1) (2:1 / 4:1) max. 3" + Medium Rectangle / Interscroller / Content Ad / Understitial	43.000 €	83.000 €	99.000 €

HomeRun <sup>1</sup> Programmatic (Multiscreen)   10 – 10 am <sup>2</sup>	Brutto-CPM
BASIC	
Desktop <sup>3</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) Mobile: Sticky Lead Ad <sup>8</sup> (4:1 / 6:1) + Content Ad (2:1 / 4:1 / 6:1) max. 3" / Medium Rectangle / Understitial	63 €
DELUXE	
Desktop <sup>3</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper <sup>6</sup> / Video Wall <sup>6</sup> / Bridge Ad <sup>7</sup> Mobile: Sticky Lead Ad <sup>8</sup> (optional 100/1) (2:1 / 4:1) max. 3" + Medium Rectangle / Interscroller / Content Ad / Understitial	105 €

HomeRun <sup>1</sup> Targeting* (Multiscreen)   10 – 10 am <sup>2</sup>	Guarantee / Price
Guaranteed Ad Impressions	150.000
BASIC	11.000 €
Desktop <sup>3</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) Mobile: Sticky Lead Ad <sup>8</sup> (4:1 / 6:1) max. 3"+ Content Ad (2:1 / 4:1 / 6:1) / Medium Rectangle / Understitial	
DELUXE	
Desktop <sup>3</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper <sup>6</sup> / Video Wall <sup>6</sup> / Bridge Ad <sup>7</sup> Mobile: Sticky Lead Ad <sup>8</sup> (optional 100/1) (2:1 / 4:1) max. 3" + Medium Rectangle / Interscroller / Content Ad / Understitial	17.000 €

MULTISCREEN - Traffic distribution between desktop and mobile is based on availability

Additional option: For Tandem- / Triple Ads applies to the highest price category

Notes

1) HomeRun = Homepage Desktop + Homepage Mobil inkl. Index-Sites Allrad, Klassik, Tuning, Sportscars Reisemobil and Motorsport

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

3) Sticky creatives follow scrolling motion / The delivery of a Dynamic Sitebar is recommended for ideal display and improved viewability on a Tablet

4) Price of Click Booster is not Special discountable, but AR-discounted -and AE-capable

5) Event Extender = 1x HomeRun / 3x HomeRuns (XXL Plus) plus 1 week RoS, requires same Format and Tracking

6) FC=1/day, a Billboard element may remain visible as fallback creatives; a Billboard element remain RoS

7) FC=1/day, a Fireplace element may remain visible as fallback creatives; a Fireplace element remain in RoS

8) The selected desktop and mobile formats (lead ad + main creative) are relevant for guarantee and billing. If the lead ad is not delivered, the selected main creative will be delivered on the same day in RoS in order to reach the booked guarantee

\*Targeting options: Regio, Socio. A creative pool (up to 1,500 creatives) adapted to the targeting areas can be created automatically. A neutral fallback advertising material is required



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## FIXED PLACEMENTS

First Contact <sup>4</sup>	TagesfestPrice HomeRun <sup>1</sup> + First Contact	TagesfestPrice First Contact
Placement		
<b>Guaranteed Ad Impressions BASIC</b>	<b>320.000</b>	<b>170.000</b>
Desktop <sup>2</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable)	19.000 €	10.000 €
Mobile: Sticky Lead Ad <sup>6</sup> (4:1 / 6:1) + Content Ad (2:1 / 4:1 / 6:1) / Medium Rectangle / Understitial		
<b>DELUXE</b>		
Desktop <sup>2</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper <sup>3</sup> / Video Wall <sup>3</sup> / Bridge Ad <sup>4</sup>	32.000 €	17.000 €
Mobile: Sticky Lead Ad <sup>6</sup> (optional 100/1) (2:1 / 4:1) + Medium Rectangle / Interscroller / Content Ad / Understitial		

MULTISCREEN - Traffic distribution between desktop and mobile is based on availability

Additional option: For Tandem- / Triple Ads applies to the highest price category

1) HomeRun = Homepage Desktop + Homepage Mobil inkl. Index-Sites Allrad, Klassik, Tuning, Sportscars Reisemobil and Motorsport; Weekends (Sa. + Su.) = 1 day

2) Sticky creatives follow scrolling motion / The delivery of a Dynamic Sitebar is recommended for ideal display and improved viewability on a Tablet

3) FC=1/day, a Billboard element may remain visible as fallback creatives; a Billboard element remain RoS

4) FC=1/day, a Fireplace element may remain visible as fallback creatives; a Fireplace element remain in RoS

5) First Contact = Minimum 300.000 User, which reach autobild.de and AUTO BILD Mobile via search

6) The selected desktop and mobile formats (lead ad + main creative) are relevant for guarantee and billing. If the lead ad is not delivered, the selected main creative will be delivered on the same day in RoS in order to reach the booked guarantee

## BRAND STAGE PRODUCTS

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

Notes

1) Can only be booked for AUTO BILD Digital commitment partners

2) Native teaser which is played out in the CMS area 1. Further native teasers in rotation on the teaser areas 2 and 3

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

4) is only discount -and AE-capable

5) Technical costs are not discounted -and AE-capable but subject to VA



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# AUTO BILD DIGITAL

## NATIVE PRODUCTS

Advertorial	Guaranteed Als	Runtime: 4 Weeks	Package Price
Package: 1 Article site Multiscreen Desktop: Homepage-Teaser (RoH), Menu Ad (RoS), Native Medium Rectangle (RoS) Mobile: Image-Text-Teaser (RoH), Mobile Content Ad 4:1 (RoS)	5,0 Mio.		25.000 €
Technical costs		2.500 €	

Product Story	Guaranteed Views / Als	Runtime	Package Price
Product Story	8.000 / 1,5 Mio.	4 Weeks	30.000 €
Technical costs:			3.000 €

Vertical Brand Story	Guaranteed Views	Runtime	Package Price
Vertical Brand Story / Booster	15.000	1-2 Weeks	40.000 €
Technical costs:			5.000 €
Vertical Brand Story / Stand Alone	30.000	1-2 Weeks	80.000 €
Technical costs:			10.000 €

Brand Story & Interactive Story	Guaranteed Views	Runtime	Package Price
Brand Story / Interactive Story - Package S	10.000	4 Weeks	35.000 €
Technical costs: Brand Story			3.500 €
Technical costs: Interactive Story			6.000 €
Brand Story / Interactive Story - Package M	15.000	4 – 6 Weeks	50.000 €
Technical costs: Brand Story			4.000 €
Technical costs: Interactive Story			6.500 €
Brand Story / Interactive Story - Package L	20.000	6 – 8 Weeks (due to subject)	62.500 €
Technical costs: Brand Story			4.500 €
Technical costs: Interactive Story			7.000 €

Brand Hub	Guaranteed Views / Als	Runtime	Package Price
Brand Hub	25.000/ 4,85 Mio	6-8 Weeks	79.000 €
Technical costs: Brand Hub			10.000 €

**MULTISCREEN - Traffic distribution between desktop and mobile is based on availability**

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

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

Vertical Brand Story: Up to 5 story parts on Instagram and Snapchat with a link to the brand story or customer landing page; Booster can only be booked for an existing brand story .

Brand Hub: The Brand Hub is integrated during the entire runtime under "AKTIONEN". It is possible to supplement the brand stories in the hub with editorial content in the relevant topic area. Integration of native banners with internal links to the index of the Brand Hub, as well as to a Brand Story, is possible. Individual runtime and at least 2 and a maximum of 4 brand stories included. Traffic is routed both to the hub and to the brand stories themselves.

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. 1000pixels, no limitation on height. Designation as "ADVERTISEMENT"

Newsletter <sup>1</sup>	Editorial Newsletter
Image-Text-Teaser (Look & Feel of AUTO BILD) <sup>2</sup>	250.000 Recipients per mailing 5.000 €

1) Publication Mondays and Thursdays

2) 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



# AUTO BILD DIGITAL

## SOCIAL MEDIA

Social Media	Influencer		
	Package S	Package M	Package L
	20.000 € Numbers of Influencer: max. 3	100.000 € Numbers of Influencer: max. 4	200.000 € Numbers of Influencer: max. 2-5
Instagram	Followers total: 650.000 Postings (per Influencer: 1-2)	Follower total: 2,1 Mio. Postings (per Influencer: 1-2)	Follower total: 3,4 Mio. Postings (per Influencer: 2-4)
Instagram Story		Story Views total: 100.000 Story 2-3	Story Views total: 170.000 Story 2-3
YouTube		Ø Views /Estimated: 120.000	Ø Views /Estimated: 400.000

Social Media	Sponsored Post	
	Facebook	Instagram
	430.740 Followers Guaranteed AI/ 4 Posts: 800.000 AIs	86.900 Followers Guaranteed AI / 4 Posts: 200.000 AIs
4 Sponsored Posts	28.000 €	10.000 €
Technical costs	800 €	800 €

Social Media	Snapchat	
	Placement Ads	CPM Technical costs
	ROS / Story Ad	75 €
AUTO BILD Story Ad	Vertical Video or Fullscreen Ad (Cinemagraph, GIF or Image)	1.000 €

Social Media	Youtube	
	CPM BumperAd bis 6 Sek.	CPM PreRoll bis 20 Sek.
Channel: AUTO BILD 502.000 Followers	50 €	65 €
Channel: SPORTS CARS 37.700 Followers	50 €	65 €

Notes

Maximal 3 targeting options to combine combinable, Targeting brand fans is possible with other targeting criteria, no extra fee for targeting, Technical costs are not discounted -and AE-capable but subject to VA



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## CPM - PLACEMENTS

MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)									
		AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Floor Ad, Billboard <sup>2</sup>		Double Dynamic Sitebar <sup>3</sup>	
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- <sup>1</sup> Medium Rectangle		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 <sup>4</sup>		on start, bis inkl. 20 sec.	RoS & Custom	60 €					
Video Wall <sup>3</sup>		Desktop only	RoS & Custom	90 €					

MULTISCREEN - Traffic distribution between desktop and mobile is based on availability

**Additional options:**

Expandable Ads + 10 € CPM  
 Tandem- / Triple Ads Highest Price category  
 Further Video-Formats on request

**Notes:**

- 1) Bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages)
- 2) Also bookable as Cinematic Ad (Extra Fee +5€ as a single booking and in combination of a mobile format)
- 3) Bookable as a Fixed Placement or in RoS & Custom buchbar
- 4) Excess lenght (21-30 Sec.) + 20 € CPM // Short Spots (7-15 Sek.) - 10 € CPM // VPAID + 10 € CPM; Billing on a CPCV basis on request
- 5) Only Billboards on Tablet; Other formats on request