

media **impact**—



BLACK 2022 **Bild** WEEK

THE SHOPPING EVENT OF THE YEAR

THE SHOPPING EVENT OF THE YEAR 2022 AT **BILD!**

BLACK WEEK IS ONE OF BILD'S BIGGEST SENSATIONS, BRINGING OUR USERS TO THE EDGE OF THEIR SEATS:
THE CRAZIEST DEALS AND HOTTEST PROMOTIONS ON GERMANY'S BIGGEST MEDIA BRAND!

HIGHWAY TRAFFIC ONLY AVAILABLE ON BILD

During Black Week, user reach increases significantly. Everyone in possession of a computer or smartphone checks BILD for the latest discount offers.

AWARENESS BOOST DURING BLACK WEEK OVERLOAD!

Our users search for great deals during Black Week and scan the entire BILD platform. They pay full attention to every campaign and don't want to miss any offers.

BLACK WEEK IS SACRED!

Shopping occasions, such as clearance sales or Black Friday, are also very popular during the pandemic. Especially for BILD users: 71% used Black Week as a shopping event.¹

YOUR PORTFOLIO FOR A POWERFUL BLACK WEEK

Alongside our ultimate brand of reach BILD, our special-interest media brands are the most effective platforms for successful sales. We recommend our Data & Performance products in the entire Media Impact portfolio to complement them.



media **impact** —
TECHBOOK

Computer
Bild

THE GAME IS ON: LIMITED TO 13 PLACEMENTS!

PROMOTION PERIOD: 18.11. – 30.11.

Secure exclusive placements¹ for Black Week now - with maximum attention and reach on the BILD.de homepage and the BILDDEALS platform!

- Daily exclusive placement on the BILD homepage without advertising pressure
- Promising BLACKDEALS deep integration on the BILDDEALS platform

NOVEMBER 2022

MO	DI	MI	DO	FR	SA	SO
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	X	19	20
X	22	23	X	X	26	27
X	29	X				

[6 DATES ALREADY SOLD OUT!]

BILD.DE | BLACK WEEK

**THE ULTIMATE
REACH IS
EXCLUSIVELY
AVAILABLE ON
BILD.DE!**

5.44

mill. UU / Day

TOTAL
DIGITAL REACH

3.60

mill. UU / Day

BILD.DE HOME

3.37

mill. UU / Day

MOBILE WEB

0.54

mill. UU / Day

APP

HERE'S WHAT TO EXPECT FROM BILD.DE THIS YEAR!



100% SHARE OF VOICE

On the fixed
placements



BILDDEALS PLATFORM

Sales-focused deep
integration



MARKEN POWER

High media attention
and coverage



ATTRACTIVE PORTFOLIO

Potential expansion of the
campaign in BILD Print, in
Computer BILD,
TECHBOOK, etc.



REDIRECTS

Full control over
advertising material
exchange

MAXIMUM AWARENESS ON THE HOME

YOUR PRODUCTS IN THE DIRECT FIELD OF VISION
OF 3.60 MILLION DAILY UNIQUE USERS¹ ON THE
BILD HOME!

For example, with a Double Dynamic Sitebar + Billboard
above the navigation! You will be represented in an
eye-catching way - mobile or in the app.

PACKAGE WEEK DAY

18., 22., 23., 24., 28., 29., 30.11.

37.000.000 AIs / DAY

PRICE / DAY: 388.500 €

PACKAGE WEEK DAY SPECIAL

(21. 11 & 25.11.)

37.000.000 AIs / DAY

PRICE / DAY: 427.350 €



Premium Smartphone App: Lead Ad, MR Premium Tablet App: Content Bar XXL,
Superbanner

MAXIMUM AWARENESS ON THE HOME

YOUR PRODUCTS IN THE DIRECT FIELD OF VISION
OF 3.60 MILLION DAILY UNIQUE USERS¹ ON THE
BILD HOME!

For example, with a Double Dynamic Sitebar + Billboard
above the navigation! You will be represented in an
eye-catching way - mobile or in the app.

PACKAGE WEEKEND

19.– 20.11. & 26. – 27.11.

35,000,000 AIs / DAY

PRICE / DAY: 350,000 €



Premium Smartphone App: Lead Ad, MR Premium Tablet App: Content Bar XXL,
Superbanner

IN-CHANNEL TARGETING OF AFFINE USERS

THE PERFECT ALTERNATIVE TO OUR HOME DURING BLACK WEEK!

The BILD Run Max bundles all relevant channel start pages and article pages. Throughout Black Week (11/19 - 11/30), we position you exclusively where the attention of our BILD users is highest, guaranteeing optimal viewability and maximum engagement.

Environment: Channel start pages/ article pages in-channel:
News, Politics, Money, Entertainment, Lifestyle,
Advise, Travel, Cars and Digital

PACKAGE

12,000,000 AIs / DAY

PRICE / DAY: 180,000€



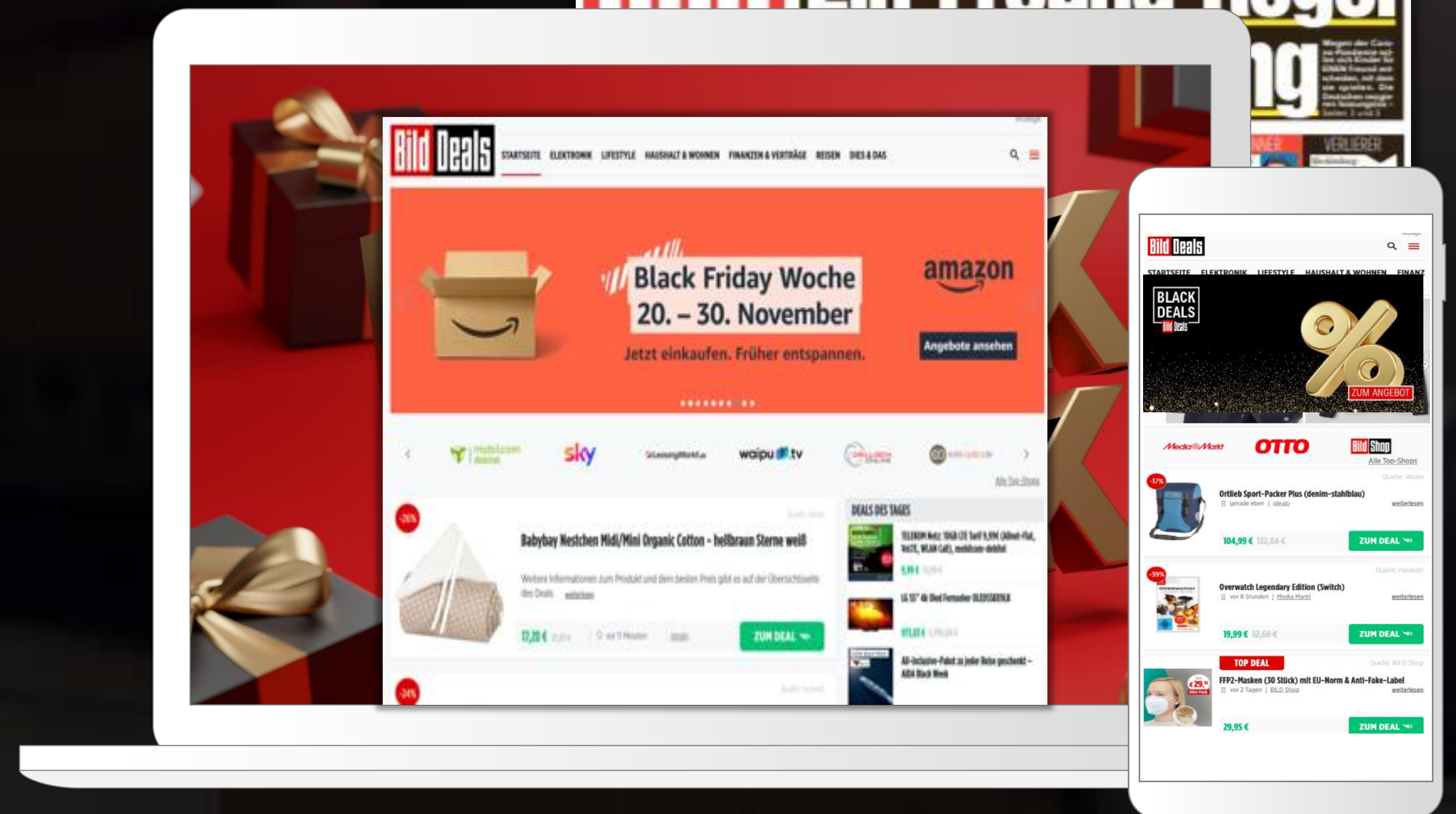
THE PERFECT ENVIRONMENT FOR DIRECT SALES

INCREASE YOUR SALES WITH OUR BLACKDEALS!

Click-affine product placements in the direct editorial environment on CMS sections throughout Black Week secure the attention you seek.

To ensure that everyone is aware of your offers, the layout also includes an optional BILD print ad. Choose between the two package variants STANDARD and PREMIUM

**BLACK WEEK
BLACK DEALS**



BLACK WEEK | BILD DEALS PLATTFORM

THE PERFECT ENVIRONMENT FOR DIRECT SALES

STANDARD PACKAGE¹

BILD DEALS

- Top Banner (3 Days)
- Sticky Deal in the Feed
- Ad banner (Standard Placements)
- optional: Content Piece

BILD.de

- Integration in Deals Section (3 Days)
- Ad banner on BILD.de (Standard Placements)
- Integration in Shopping Widget (5x)
- Newsletter (BLACKDEALS Special)
- Print (Logo integration)

At least **7.5 mill.** Ad Impressions

PRICE / PACKAGE: 30,000€

PREMIUM PACKAGE¹

BILD DEALS

- Top Banner (Entire Run Time)
- Sticky Deal in the Feed
- Ad banner (Premium Placements)
- Widget Integration
- optional: Content Piece

BILD.de

- Integration in Deals Section (7 Days)
- Ad banner on BILD.de (Premium Placements)
- Integration in Shopping Widget (12x)
- Native Placements
- Newsletter (BLACK DEALS Special)
- Print (Integration of a specific offer)

At least **15 mill.** Ad Impressions

PRICE / PACKAGE: 60,000€

BLACK DEALS 2021

4 DEALS PER SECOND – 11 DAYS LONG!



ONE LG OLED TV
EVERY **30** SECONDS



320 MOBILE PHONE
CONTRACTS PER
DAY FOR ONE WEEK!



NINTENDO
SWITCH OLED SOLD
OUT - **487** STÜCK



350 TOOL BOXES
SOLD EVERY HOUR

BLACK WEEK - YOUR SOCIAL MEDIA SPECIAL!

The Social Audience Boost **increases the advertising pressure of your campaign** by reactivating the BILD audience on Social Media. Contact previously made can be maintained immediately - a direct extension of your branding effect!

YOUR BENEFITS

- Significantly increased frequency for BILD users before and during Black Week **#TopOfMind**
- Integrated campaign consisting of MI and Social Media inventory **#MultipleTouchpoints**
- *Optional:* Advertising media that builds on each other both in BILD and on social media **#Storytelling**
- *Optional:* Optimization of the Social campaign to CPC to drive traffic to your landing page **#Performance**



INCREASE THE SALES BOOST WITH **BILD PRINT!**

In addition to our digital offerings, we are counting on another strong print sales boost: the BILD special edition on Nov. 24 with a total circulation of 5.5 million copies:

The special distribution concept: Insertion in the BILD Metropol Editions and additional free distribution to households in metropolitan areas!

The massive circulation offers you the ideal reach boost for your product right before Black Friday, the 1st Advent and Cyber Monday!

1/2 PAGE

Format:

8 Col., 376x264 mm

Gross price: 920,000 €

1000er PAGE

Format:

4 Col., 187x250 mm

Gross price: 420,000 €

**REACH
MORE THAN
28 MILL.
CONTACTS
IN ONE DAY!**



THE BEST DEALS ON COMPUTERBILD.DE

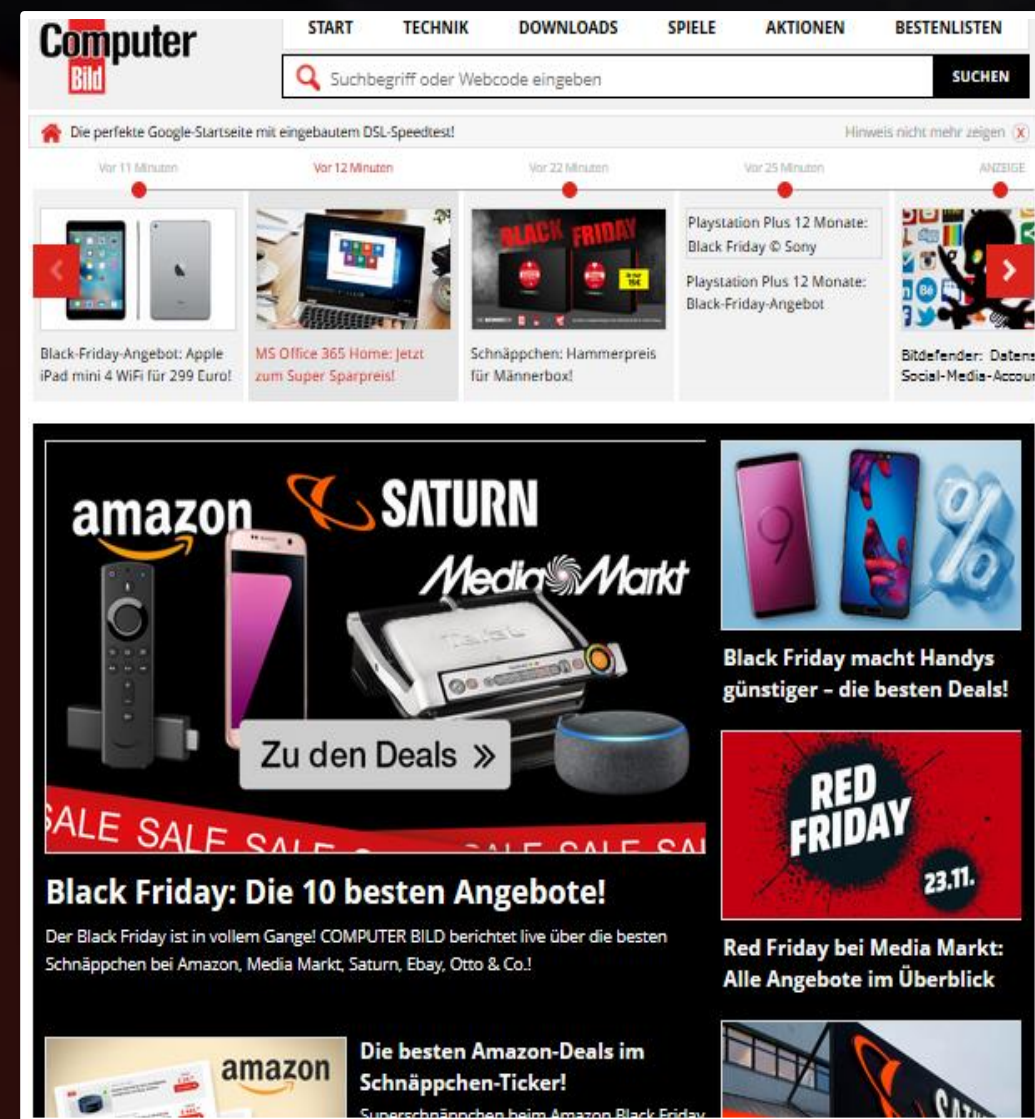
COMPUTERBILD.DE continuously informs users about bargain highlights available for purchase in the run-up to Christmas.

Between Nov. 22 and Dec. 2, almost everything revolves around Black Friday (Nov. 26) and Cyber Monday (Nov. 29).¹

NO MORE BARGAIN CHAOS BUT ONLY THE BEST OFFERS

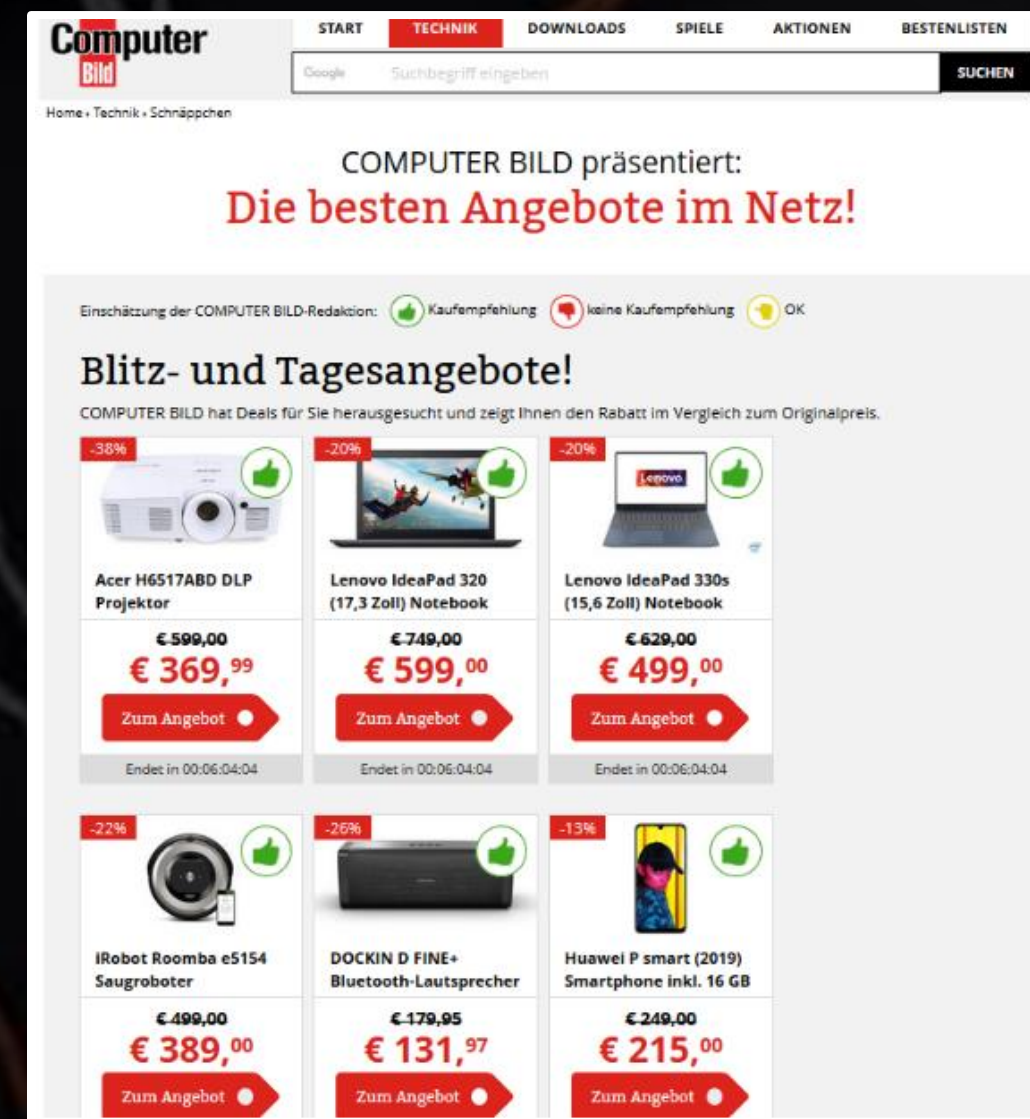


EVERYTHING FOR THE USER AT COMPUTER BILD



HOMEPAGE

The entry point that bundles all the top news around Black Friday.



DEALS PAGE

Top offers are listed here - with a direct link to the corresponding store.



NEWS

There are daily updates of news and videos about the best internet offers.



MANPOWER

Black Friday days are a significant topic for the editorial department.

MEDIA SHOWCASING AT COMPUTER BILD

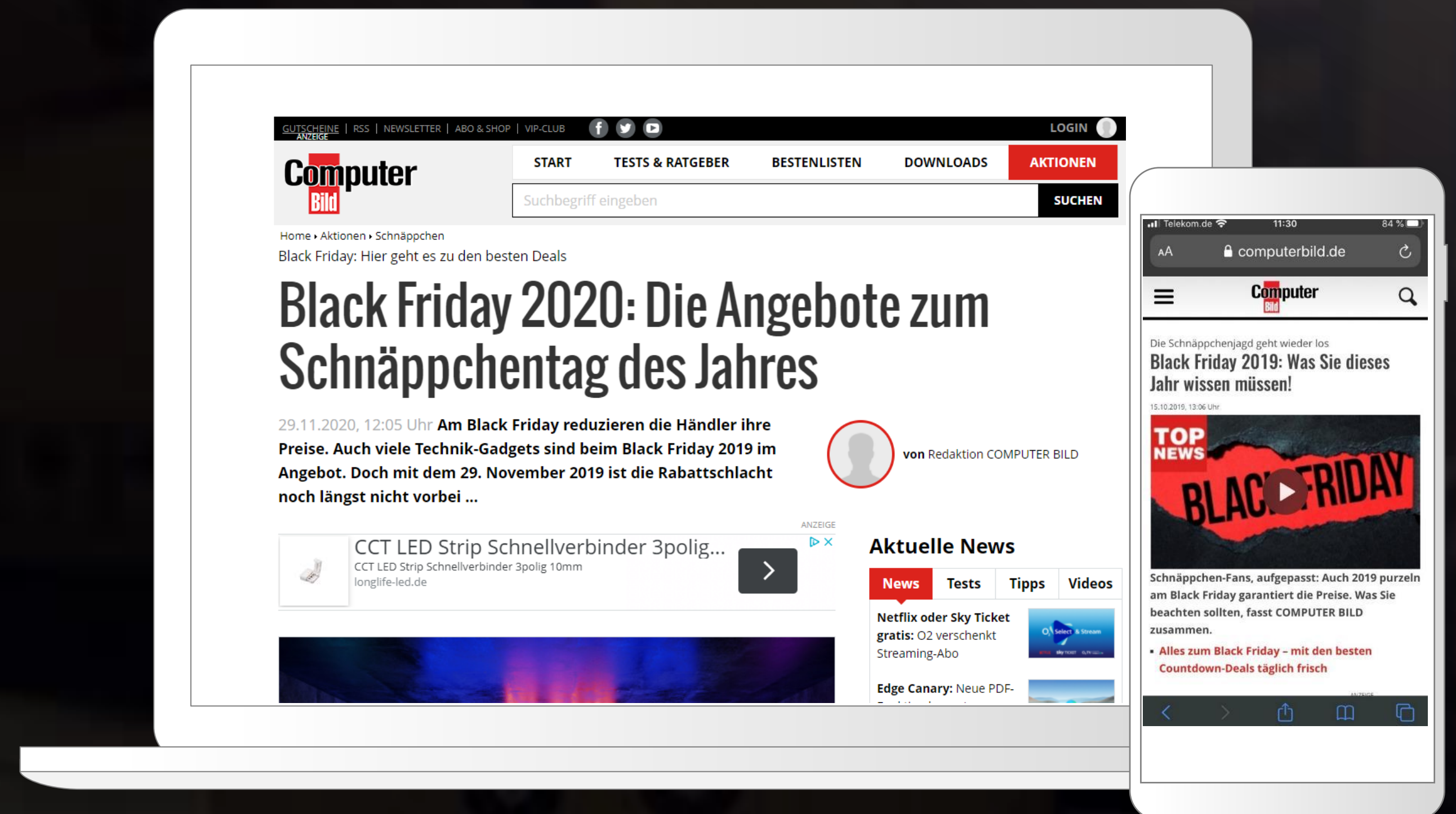
Your special deals on one of the strongest Black Friday & Cyber Monday environments!
Take advantage of our compelling reach packages with up to 1.5 million ad impressions!

WALLPAPER AND MOBILE MEDIUM RECTANGLE

500,000 AI > 8,750 €¹
1 mill. AI > 15,470 €¹
1.5 mill. AI > 19,950 €¹

SITEBAR AND MOBILE MEDIUM RECTANGLE

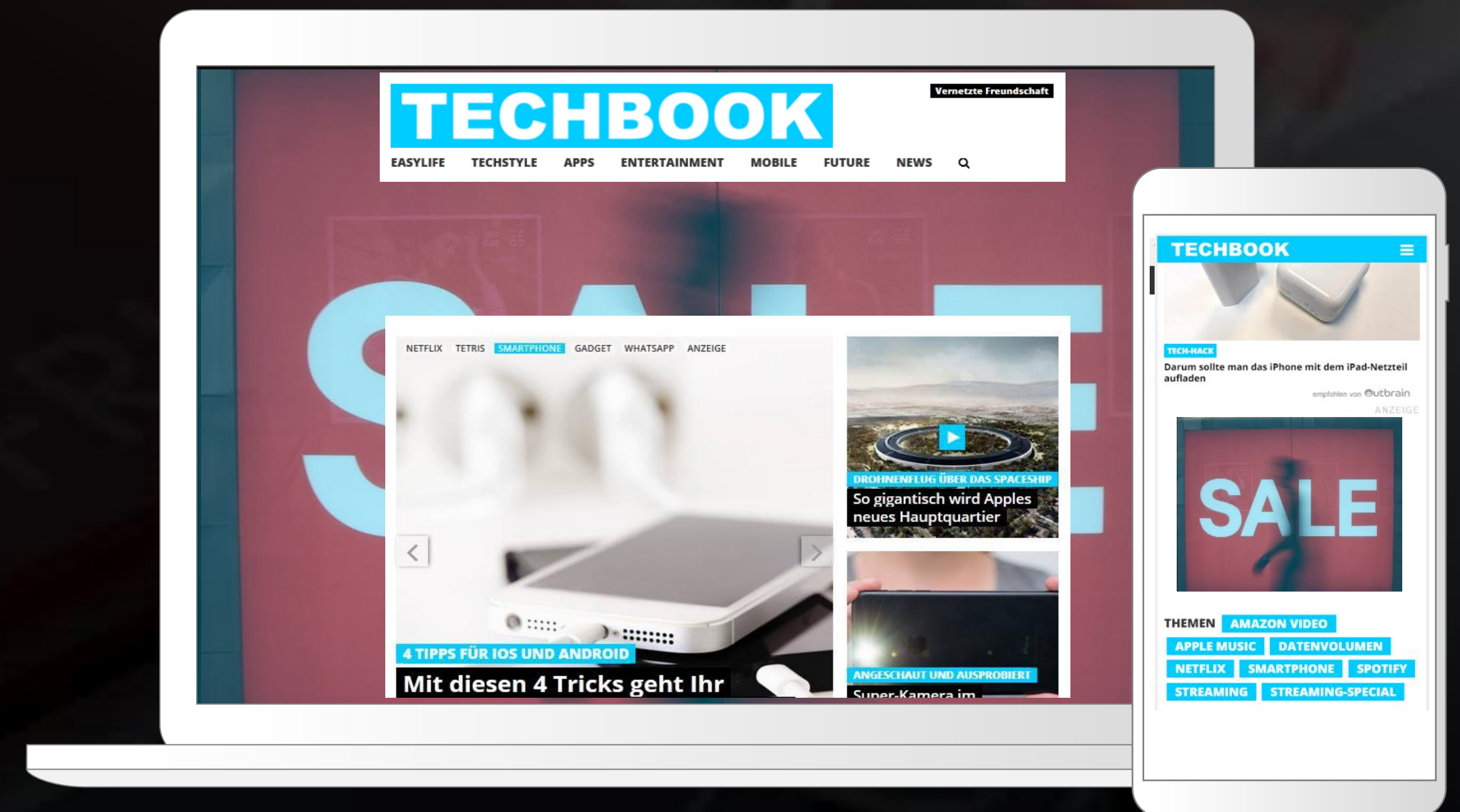
500,000 AI > 10,000 €¹
1 mill. AI > 18,000 €¹
1.5 mill. AI > 22,560 €¹



BLACK MONTH AT TECHBOOK

High-profile advertising formats exclusively as fixed placements on the TECHBOOK homepage, channel start pages and article pages, as well as AMP.

Attention-grabbing formats inspire users and bookers-to-be.



TECHBOOK IN A NUTSHELL

INFORMATIVE. CREATIVE. CAPTIVATING. EMOTIONAL. POLARIZING.

THE PLATFORM FOR TECH AND A DIGITAL LIFESTYLE

- TECHBOOK is BILD's platform for the innovative digital lifestyle
- TECHBOOK provides orientation and inspiration about the latest technology - explained in a way that everyone can understand.
- High-profile advertising formats exclusively as fixed placements on the TECHBOOK homepage, channel start pages and article pages, as well as AMP.
- Attention-grabbing formats inspire users and bookers-to-be.



REACH

- 3.08 mill. Unique User¹
- 5.87 mill. Visits²
- 7.6 mill. Page Impressions²



USERS*

- 63 % male
- 53 % between 20 and 49 years old
- 71 % employed

BLACK WEEK COUNTDOWN

HIGHLIGHT YOUR BLACK FRIDAY OFFER IN STRIKING FASHION

BLACK WEEK COUNTDOWN

The following placements are bookable:

Homepage: Bridge Ad, Fireplace, Superbanner, Dynamic Sitebar o. Billboard (desktop) & Content Ad + Medium Rectangle o. Intercroller (mobile) AMP: Content Ad + Medium Rectangle

Homepage (btf): Dynamic Sitebar (desktop) & Medium Rectangle o. Content Ad (mobile)

BLACK WEEK COUNTDOWN
(31.10.-20.11.)

500,000 Als/ Day

15,000 €¹

BLACK WEEK COUNTDOWN
(31.10.-20.11.)

3,000,000 Als/ Week

81,000 €¹

UP TO
55%
OFF

Packages
available for
booking at
all BOOKS³

BRIDGE AD

MOBILE MEDIUM
RECTANGLE

BLACK WEEK AT TECHBOOK

BLACK WEEK

The following placements are bookable:

Homepage: Bridge Ad, Fireplace, Superbanner, Dynamic Sitebar o. Billboard (desktop) & Content Ad + Medium Rectangle o. Intercroller (mobile) AMP: Content Ad + Medium Rectangle

Homepage (btf): Dynamic Sitebar (desktop) & Medium Rectangle o. Content Ad (mobile)

BLACK WEEK (21.11.-30.11.)
500,000 Als/ Day
16,250 €¹

BLACK WEEK (21.11.-30.11.)
3,000,000 Als/ Day
87,750 €¹

UP TO
55% OFF

Packages
available for
booking at
all BOOKS²

BRIDGE AD

MOBILE MEDIUM
RECTANGLE

WELT.DE | UNIQUE USER STRUCTURE

REACH USERS WITH
PURCHASING
POWER AT **WELT.DE**

25.75

mill. UU / Month

welt

68%

EMPLOYED

31%

HHNI > 4,000 €

YOUR CAMPAIGN IN THE CHANNELS OF HIGHEST REACH!

**WELT HOME RUN
+ PORTAL RUN**
4,000,000 Als / Day
129,320 € / Day

The WELT Home Run places your campaign permanently and with high visibility on the Home. With the Portal Run, our users are also presented with your imagery in other channels lasting 24 hours! Use your absolute presence for an ideal advertising presence during Black Friday!

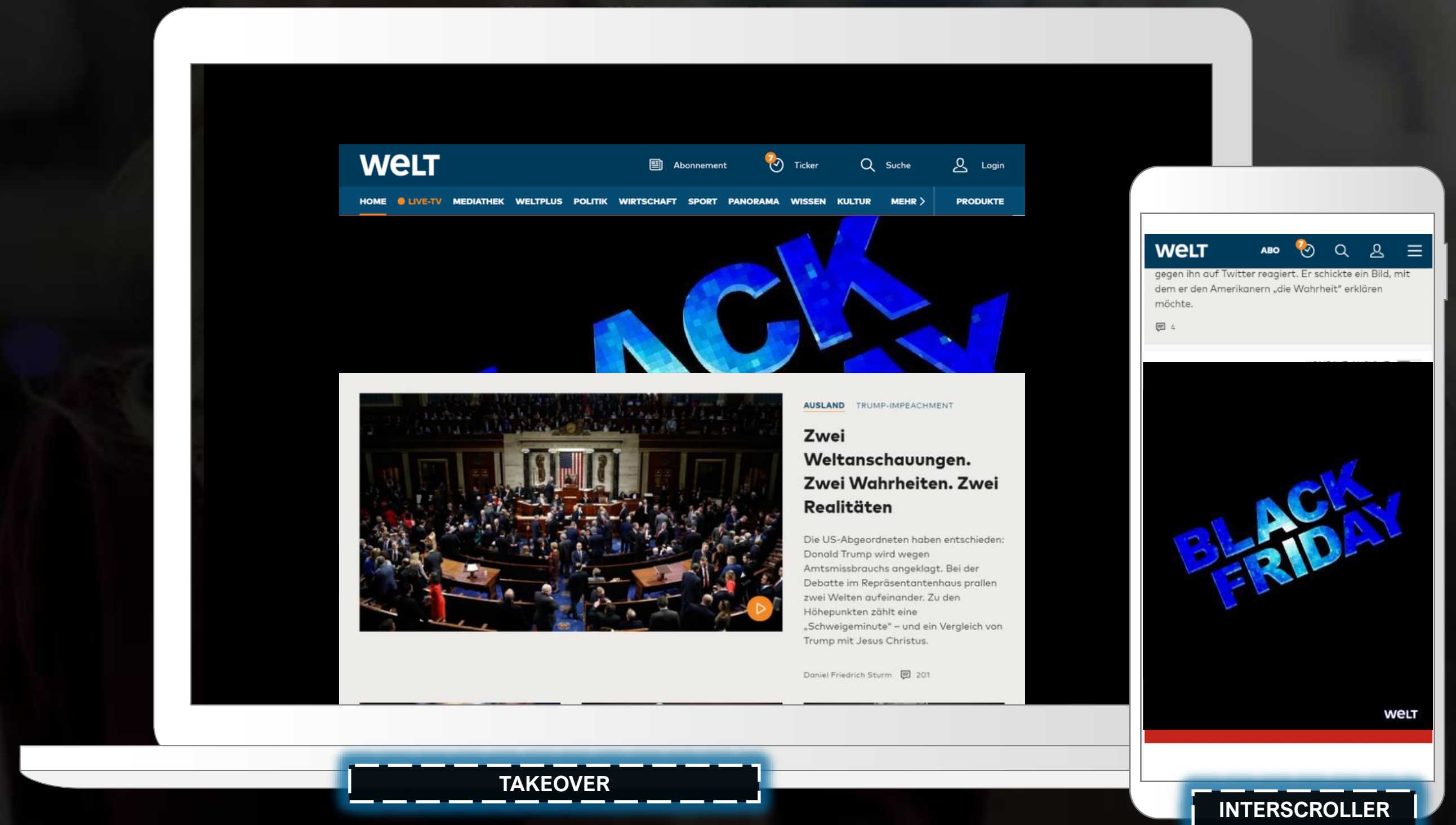
Environment: Home + RoS¹

Formats: Desktop Homerun:
Takeover (SB/BB/DDS),
BB (below navigation bar)

Mobile: Lead Ad, Interscroller, MR

APP: Lead Ad and MR

ROS: SB, BB, FP, WP



EXCLUSIVE INTEGRATION OF YOUR PROMOTIONS AND PRODUCTS

PLACEMENTS FOR DIRECT CONVERSIONS

IN THE DEALS TICKER

- Prominent link-outs in the ticker
- Constant advertising on the WELT homepage
- Designed especially according to SEO criteria including permanent optimization
- Continuous optimizations and frequent occupancy of the Google News box

IN ONE OF THE CATEGORY ARTICLES

You choose the right environment for your products from various texts!

- Category articles based on real search volume
- Designed specifically according to SEO criteria
- Continuous optimizations and frequent occupancy of the Google News box

Deal Ticker

Category article „smartphones“

BLACK WEEK Alle Deals

Smartphones

Tageslichtlampen von Beurer drastisch gesenkt

- TL 30 mit variablem Standfuß und Tasche* für 45,99 statt 84,99 Euro (-46%)
- TL 70 mit rundem Design* für 119,90 statt 164,99 Euro (-27%)

Fast 30 Prozent Rabatt auf Huawei Mate 40 Pro

- HUAWEI Mate 40 Pro* für 849 statt 1.199 Euro (-29%)

ONE Plus Smartphones jetzt reduziert

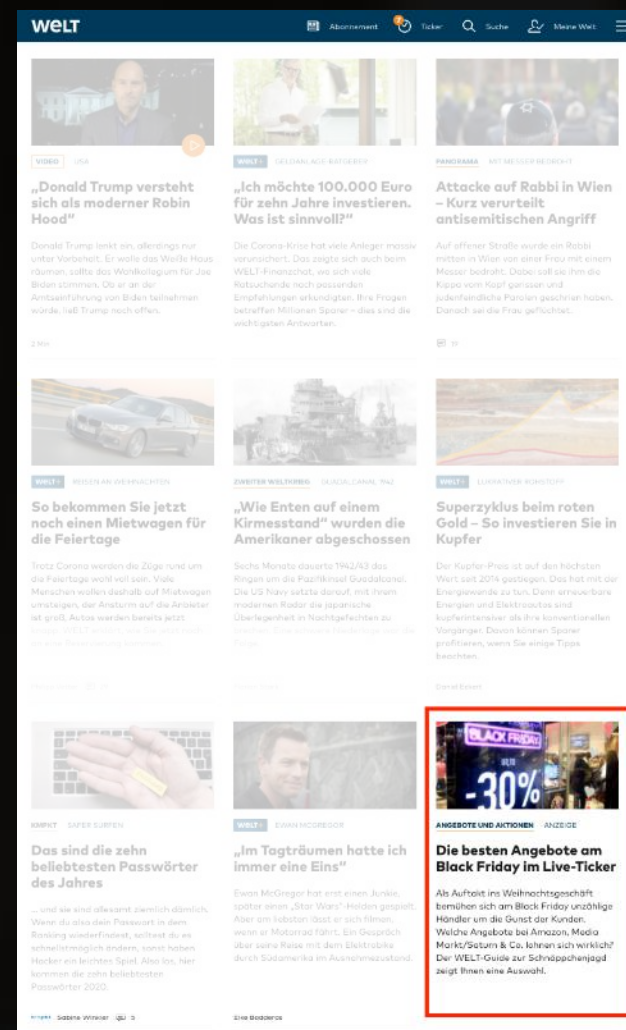
- OnePlus 8T* für 491,12 statt 599 Euro (-18%)
- OnePlus NORD* für 320 statt 399,99 Euro (-20%)

TARGET

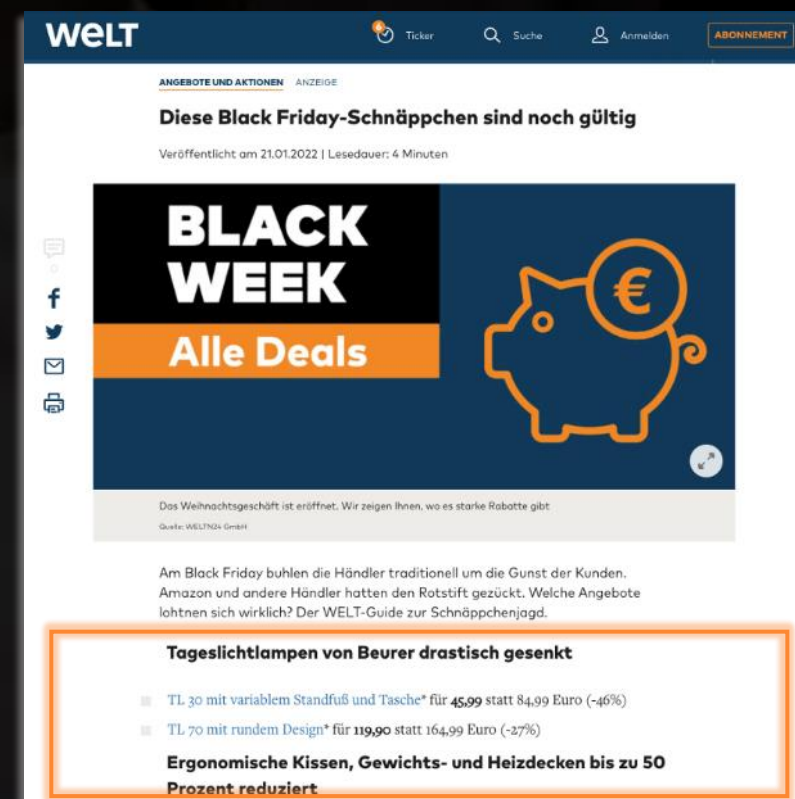
**HIGHEST POSSIBLE
GOOGLE TRAFFIC OVER
THE ENTIRE CAMPAIGN
PERIOD**

TRAFFIC SUPPLY

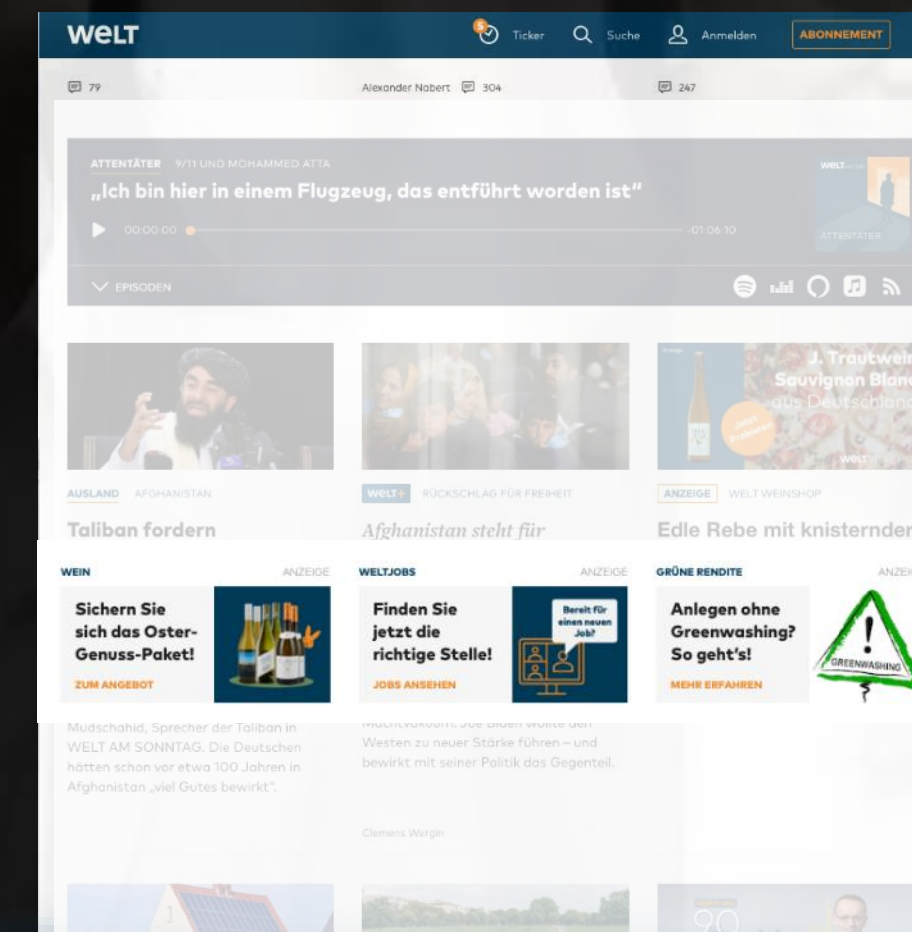
MAXIMUM AWARENESS FOR YOUR PRODUCTS



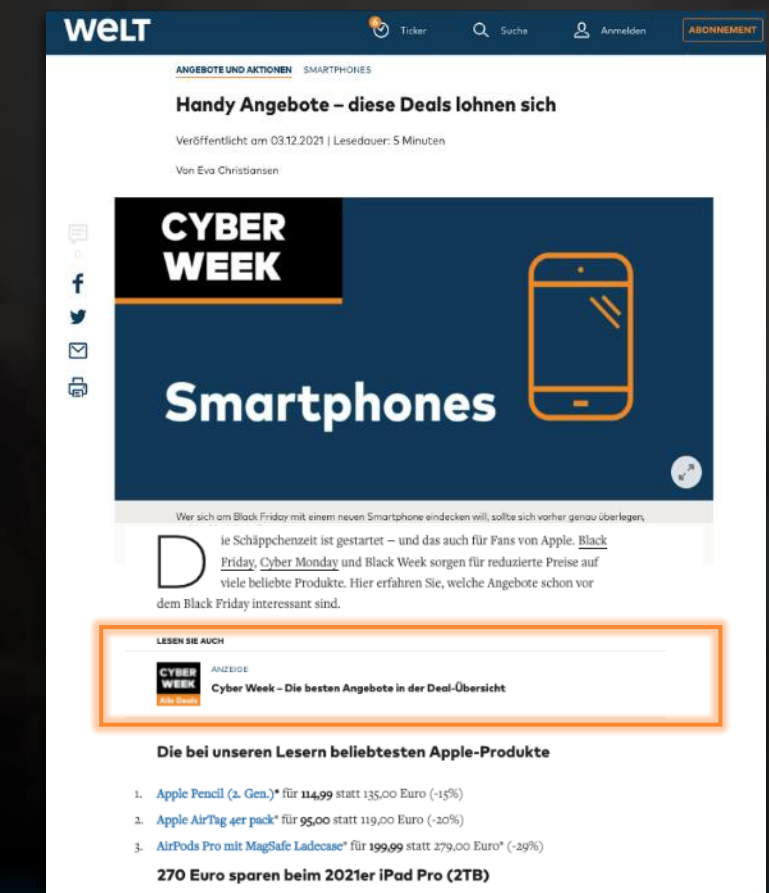
Power teaser
Visibility on WELT home and department pages



Textlinks
Visibility in Black Friday articles



Teaser trio
Visibility on WELT Home und department pages



Inline elements
Incorporation in editorial articles

BLACK WEEKEND | Offers for WELT

THE PERFECT ENVIRONMENT FOR DIRECT SALES

STARTER PACKAGE¹

WELT.de

- Integration of your products in the Deals Ticker with prominent placement as well as promotion on the WELT Home
- Guaranteed integration of 3 product links of your choice

min. **1.5 mill.** Promo Impressions

PRICING / PACKAGE: 6.500€

STANDARD PACKAGE¹

WELT.de

- Integration of your products in the Deals Ticker with prominent placement as well as promotion on the WELT Home
- Zusätzliche Integration ausgewählter Produkte in einen der Kategorieartikel wie z. B. „Apple-Produkte“ oder „Smartphones“, der basierend auf dem ermittelten Suchvolumen und speziell nach SEO-Kriterien angelegt wird
- Guaranteed integration of 6 product links of your choice

min. **4 mill.** Promo Impressions

PRICING / PACKAGE: 15.000€

PREMIUM PACKAGE²

WELT.de

- Integration of your products in the Deals Ticker with prominent placement as well as promotion on the WELT Home
- Additional integration of selected products into one of the category articles
- Guaranteed integration of 10 product links of your choice
- Placement of the partner in the teaser trio as well as in inline elements
- Placement in the power teaser 24 hours before the start of the campaign

min. **7.5 mill.** Promo Impressions

PRICING / PACKAGE: 25.000€

THE PERFORMANCE BOOST TO YOUR SALES PUSH!

Target relevant users at the right time and in the right environment to increase sales! The performance boost purposefully combines high-reach visibility with state-of-the-art ad serving technology for maximum conversions on your desired KPI.

TRIPLE DATA POWER FOR YOUR SALES:

Data from the branding component,
Data from Google DSP,
Data from the tracking pixel of your landing page.

PERFORMANCE BOOST Package S

MIN. PRICING:

20,000 € n2

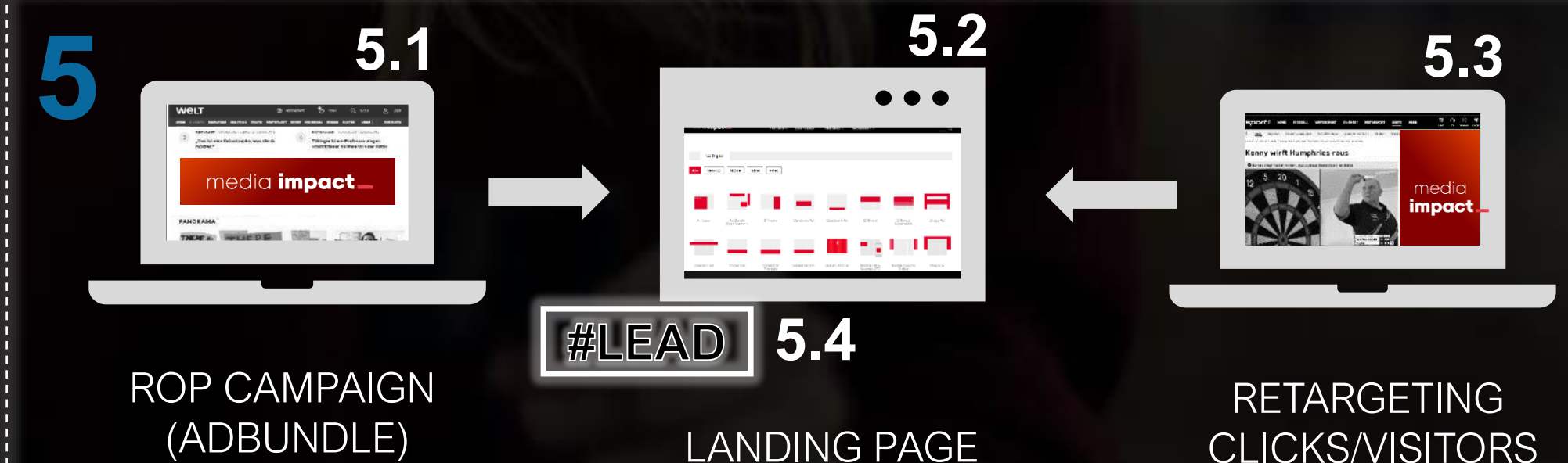
add. handling fee¹

1 Lead definition based on campaign goal

2 Creation of a valid forecast²
incl. impressions, clicks, CPA etc.

3 Tracking pixel for the landing page, branding measure
& performance advertizing format

4 - Start of your campaign -
(Start of data collection)

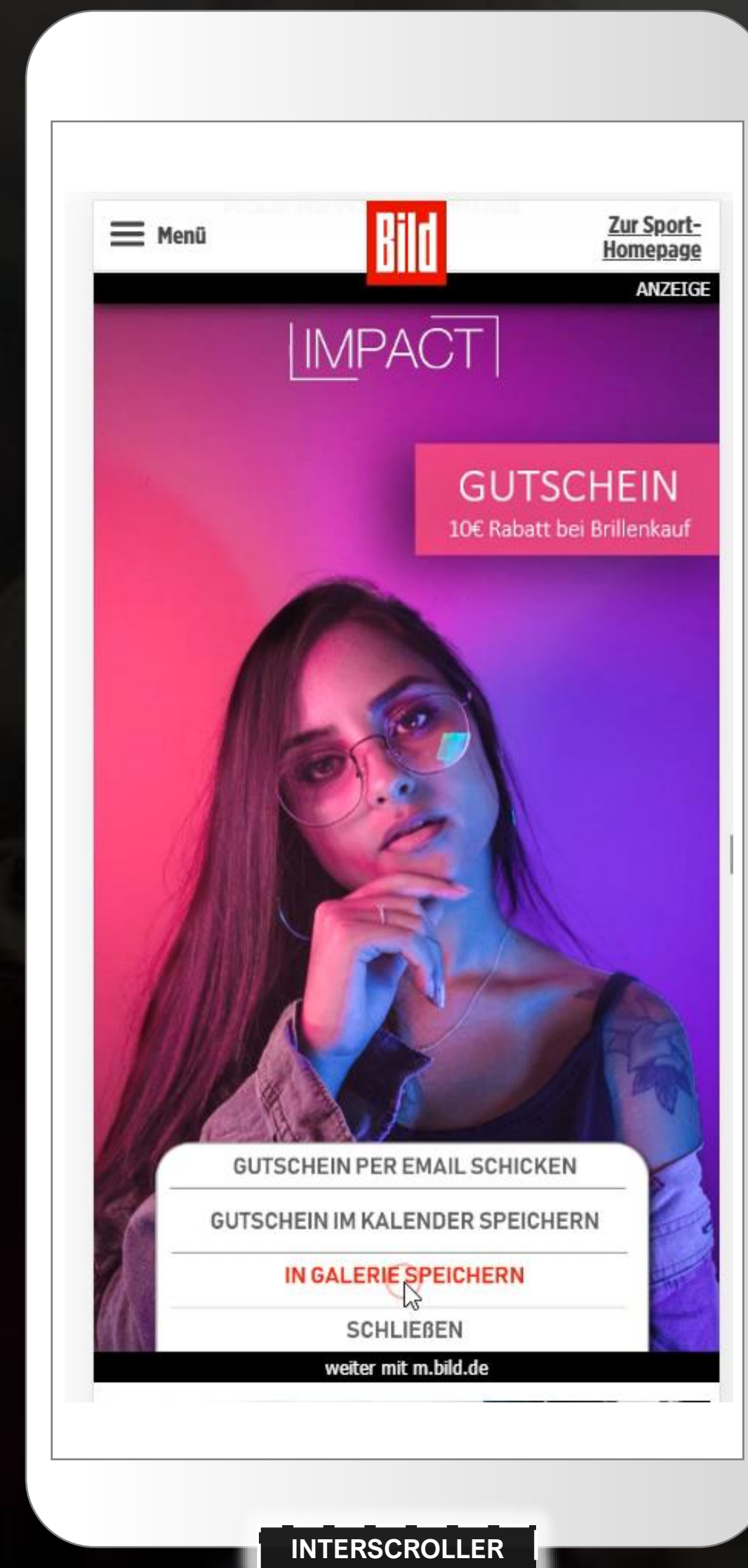


COUPON ACCESS DIRECTLY VIA PHONE

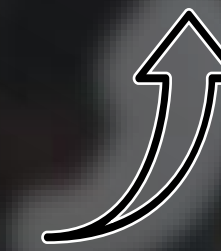
**BRING YOUR DISCOUNT AND SALES PROMOTIONS
DIRECTLY TO YOUR CUSTOMERS' SMARTPHONES –
E.G. DIRECTLY AS A COUPON IN THE WALLET APP, ETC.**

Attention-grabbing interscroller ad with performance-optimized
playout in the high-reach MI portfolio

Optional: Regional playout of advertising media using IP
targeting for an even greater target group fit.



**MOBILE
INTERSCROLLER AD**
82 € CPM¹ ROP²
add. 5 € Setup Fee



Performance-optimized
budget control



Consultation
advertising design



Consultation and setup,
selection menu,
calendar entry, etc.



Performance tracking
and reporting: Amount of
calendar entries, Wallet
storage and much more.

1 incl. 5€ device only surcharge. 2 ROP -incl. one specific targeting (options: Socio, Regio Standard, Contextual, Combi Interest+Contextual),
further targetings additive (see targeting price list).

Product can be booked standalone. Minimum € 10k media net budget. With optional regional targeting (5th digit zip code).
Bookable starting at one week runtime.

BLACK FRIDAY DATA SPECIAL

DATA SURCHARGE
VOLUME BOOKING DISPLAY
PRICING: 10€ CPM

**ENCOUNTER BARGAIN HUNTERS WITH PURCHASING
POWER AND SHOPPING FANS!**

YOUR ADVERTISING IN THE MATCHING ARTICLES¹
Your campaign will be integrated in all Black Friday articles across our entire portfolio.

YOUR ADVERTISING FOR ALL „SHOPPING FANS“²
Users who read through several Black Friday articles are defined as "shopping fans". Your advertising is shown to them everywhere in the portfolio - regardless of the article content.



OUR DOOH BLACK WEEK SPECIAL

REACH UP TO **37.8 MILL.**
IMPRESSIONS A WEEK.

Take advantage of the exclusive reach of our DOOH spaces and address your target group in the appropriate environment with your products and/or brand messages.

KICK OFF

10.11. – 01.12.
3 WEEKS
PLACEMENT: ROP

2 MILL.
IMPRESSIONS

55,000 € GROSS
INCL. 8% PRE-DISCOUNT

TOTAL REACH

10.11. – 01.12.
3 WEEKS
PLACEMENT: ROP

82 MILL.
IMPRESSIONS

2,000,000 € GROSS
INCL. 18% PRE-DISCOUNT

DOUBLE UP

10.11. – 01.12.
3 WEEK
PLACEMENT: ROP

4 MILL.
IMPRESSIONS

100,000 € GROSS
INCL. 16% VORRABATT

STRIKING ENVIRONMENT WITH A HIGH LEVEL OF ADVERTISING ACCEPTANCE

94 % of podcast listeners accept advertising
and **53 %** have visited the advertiser's
website after listening.

With the Podcast Story you have the opportunity to place your deals in a podcast episode with up to four spots! You can't get more attention in one episode! With a Podcast ROP booking you get maximum reach in one week runtime!

PODCAST STORY

Two – four spots in one
podcast episode,
Runtime: four weeks

up to
320,000
IMPRESSIONS

From 5,700 € GROSS
INCL. PRE-DISCOUNT

PODCAST ROP

Presenter & Closer,
Runtime: seven days

up to
310,000
IMPRESSIONS

32,550 € GROSS

CONTACT INTERNATIONAL SALES

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Director International Sales

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DAS SHOPPING-EVENT DES JAHRES