

CPM RATECARD 2022

Rates valid from 01
January to 31
December 2022



MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)

	AdBundle, Skyscraper, Superbanner, Native Style Ads ¹ , Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Billboard ⁴
Mobile Content Ad 6:1 + 4:1 ¹ , Mobile Native Style Ads ¹	RoS & Custom 50 € RoC 40 € RoP 35 €	RoS & Custom 60 € RoC 50 € RoP 45 €	RoS & Custom 70 € RoC 60 € RoP 55 €
Mobile Content Ad 2:1, Mobile-/ Social- ² Medium Rectangle	RoS & Custom 60 € RoC 50 € RoP 45 €	RoS & Custom 70 € RoC 60 € RoP 55 €	RoS & Custom 80 € RoC 70 € RoP 65 €
Mobile Content Ad 1:1, Understitial ³ , Interscroller ³	RoS & Custom 72 € RoC 62 € RoP 57 €	RoS & Custom 82 € RoC 72 € RoP 67 €	RoS & Custom 92 € RoC 82 € RoP 77 €
vCPM⁵			
Sticky Sitebar + Mobile Medium Rectangle	View rate 50/1/100	RoP 75 €	VIDEO InText Outstream Ads ⁶ on start, up to 20 seconds
	View rate 100/1/100	RoP 95 €	Video Wall ⁷ Desktop only
			RoS & Custom 60 € RoC 50 € RoP 40 €
			RoS & Custom 90 € RoC n/a RoP n/a

MULTISCREEN - Traffic distribution between desktop and mobile according to availability
DISPLAY ROP - Includes targeting as preferred (options: Socio demographic, Regional Standard, Contextual, Combination Interest+Contextual), other targetings additive (see targeting price list) / vCPM RoP, Video RoP and programmatic bookings without included targeting

Additional options:

- Double Dynamic Sitebar
- Device Only
- Tandem- / Triple Ads upon request
- Other video formats upon request

CPM Sitebar plus 5€ surcharge in combination with a mobile format⁸
highest price category plus 5€ CPM surcharge

Notes:

- Billing RoP on CpC-basis possible (excluded: Bild.de and Bild.mobil).
- 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, harninkontinenz.de, yavivo.de). Additional media will follow. Only Google AMP bookable on Welt.de.
- Not InApp bookable (Exception: Sport1 Apps)
- In RoP and RoS (selected sites) also available as Cinematic Ad (surcharge +5€ in combination with a mobile format).
- Billing based on view rates 50/1 and 100/1. Billing is based on the figures from Media Impact. Delivery on portfolio optimised according to viewability (no entitlement to the use of certain pages/surroundings). Cannot be combined with targeting. Subject to intrayear price adjustment.
- Excess length (21-30 seconds) + 20 € CPM // short spots (7-15 seconds) - 10 € CPM// VPAID + 10 € CPM; Billing on CPCV basis (excluded: Bild.de and Bild mobil): RoS & Custom 19 Cent, RoC 17 Cent, RoP 15 Cent, Excess length (21-30 seconds) +8 Cent CPM, short spots (up to and incl. 15 seconds) -3 Cent CPM.
- Can be booked on the following sites: BusinessInsider.de, autobild.de, computerbild.de, Finanzen.Net, fitbook.de, Formel1.de, motorsporttotal.com, myhomebook.de, Sport1.de, stylebook.de, techbook.de, transfermarkt.de, travelbook.de. On tablets only Billboard, other formats upon request. On Bild.de: Only as fixed placement, FC 1/24h, no autoplay, subject to approval by editorial board, limitation to a one-off looping.
- 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.

TARGETING RATECARD 2022

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PROFILE- OR SEMANTIC-BASED TARGETING			Gross CPM Surcharge in € ²	
Socio-demographic	Age	18-29 30-39 40-49 50-59 60+	10.00 €	
	Gender	Male Female		
	HHNI	< 1.000 € 1,000 €-2,000 € 2,000 €-3,000 € 3,000 €-4,000 € > 4,000 €		
Interest	IAB Tier 1 - 4 Categories	Mapping of numerous interests through semantic analysis of the reading behavior of our users.	10.00 €	Combination Price 10.00 €
Contextual Targeting	IAB Tier 1 - 4 Categories or customer-specific segment (e.g. competitor targeting)	This targeting method uses context on a web page to target advertising media in real time. Can be booked as an extension to semantic interest targeting to additionally reach cookie erasers.	10.00 €	
Persona	e.g. Decision Makers, Fitness Foodies, LOHAS, Students, Travel Lovers, Young Families or Young Performers	Addressing market-relevant target groups, based on our first-party data and algorithmic modeling in our data management platform.	20.00 € ³	
Customised	Client-specific segment	Creation of customer-specific segments or specific personas.	30.00 € ³	
SITUATIONAL TARGETING				
Regional	Standard	Alle Federal States and major cities – without surrounding areas.	10.00 €	
	Flex	Campaign-specific delivery area– surrounding areas possible.	20.00 €	
	Plus	Individual delivery area down to the 5th digit of five-digit postcode (up to 1,500 creatives), including campaign reportings and screenshots.	30.00 € ³	
Weather	Weather or temperature	Playing out the advertising message to match the current weather based on the IP address and weather data updated in real time.	20.00 € ³	
B2B	Number of employees	< 10, 10-49, 50-199, 200-999, as of 1,000	30.00 € ³	
	Turnover classes	< 500k €, 500k €-2.49mill. €, 2.5mill. €-49.99m. €, from 50mill. €		
	Industries	Automotive, Banking, Construction, Civil Servants, Service, Purchasing & Logistics, Retail, Utilities, Education & Training, Research & Development, Hospitality, Large Trade, Craftsmen, Real Estate, Industry, Investment Managers, IT, Law & Legal, Small and medium-size Enterprises, Agriculture, Marketing & Media, Pharmaceuticals, Self-Employed, Security, Startups, Tourism, Entertainment & Recreation, Insurance		
SEQUENTIAL TARGETING				
Retargeting	Classic retargeting	With a pixel, we mark website searchers and clickers, in order to be able to address them with a retargeting campaign.	10.00 € ³	
	Retargeting 2.0	Creation of a segment with profiling and projection of marked users. Readdressing, as well as new addressing of relevant users.	20.00 € ³	

Notes:

- 1) Subject to intrayear price adjustment.
- 2) Discount & Agency commission can be granted; In case of targeting combinations, surcharges are to be understood as absolutely additive gross CPM surcharges - Exception: In case of combination of socio-demographic or interest with Regio Plus or Flex, the respectively higher surcharge (20€ or 30€) applies.
- 3) **CANNOT** be combined with any other targeting

PODCAST RATECARD 2022

Rates valid from 01 January to 31 December 2022¹



SPOT	EPISODE ²	ROS ³ Run of Show	ROB ⁴ Run of Bundle	ROP ⁵ Run of Portfolio
Audio Presenter (Spot 5-15 seconds)	170 €	160 €	135 €	125 €
Pre-Roll or Post-Roll	160 €	150 €	n/a	n/a
Mid-Roll	180 €	170 €	n/a	n/a
Audio Closer (Spot 5-15 seconds)	140 €	130 €	105 €	95 €
Audio Presenter & Closer (Spot 5-15 seconds)	155 €	145 €	115 €	105 €

Notes:

Bookings are made as package price, basis of the packages are the above mentioned CPMs.

- 1) Subject to intrayear price adjustment.
- 2) Placement in all episodes of a podcast in rotation in a desired time period
- 3) Placement in all episodes of a podcast in rotation; Not bookable: So geht StartUp, Macht & Millionen, Never Forget, Freiwillige Filmkontrolle, Exclusively Marketed Podcasts
- 4) Available bundles: Business & Finance, News, Sport, Lifestyle, B2B, Crime & Reportage, Special & Hobby, Entertainment
Traffic distribution is subject to availability. Minimum duration: 3 days; no fixed placement, reach according to availability. Regio targeting possible. Not included: Phrasenmäher, BILD News Update, So geht StartUp, Macht & Millionen, Never Forget, Freiwillige Filmkontrolle, Exclusively Marketed Podcasts
- 5)

Spot-Typ: Producer Native Spot