



MEDIAKIT

COMPUTERBILD.DE

THE EXPERT IN TERMS OF TECHNOLOGY

EDITORIAL POWER ON HIGHEST LEVEL

As a trustworthy and strong brand, COMPUTER BILD confidently gives clear recommendations and assessments of technology trends and shows how technology brings fun and joie de vivre and makes life easier.

RELEVANT ENVIRONMENT

Topics related to computers, smartphones, smart home, PC and console games, audio, video, TV and photography provide the perfect environment for your brand.

7,87

MILLIONEN
UNIQUE USER¹

21,88

MILLION
VISITS²

42,68

MILLION
PAGE IMPRESSIONS²

Source: ¹ agof digital facts, Base: digitale WNK 16+ years (61,63 Mio.); monthly October 2022; actually 12th of December
² IVW November 2022



66%
male¹



58%
20 – 49 years old¹



55%
income > 3,000 €¹



69%
employed¹

PRODUCT INTERESTS STRONG/VERY STRONG ON COMPUTERBILD.DE

TARGET GROUPS



Affinity index 130

Computer software and games



Affinity index 118

Mobile apps



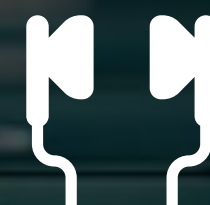
Affinity index 128

Computer, notebooks and tablets



Affinity index 118

Cars



Affinity index 126

Music and films



Affinity index 136

Credits and construction
financing

SELECTION OF THE MAIN TOPICS IN 2023



Tests & Guides

Hardly on the market, already professionally and informatively tested by us



Shopping Events

All information about shopping events like Christmas, Black Friday or Prime/Single-Day



User Campaigns

Various promotions all year round: user tests, competitions, etc. – be there!



Purchasing consultants

Always at the side of our users - all important information for the right purchase decision



Current highlights

On the pulse of time - which current topics interest the tech-savvy user - at a glance



New Energie

Current developments and possible solutions in the areas of sustainability and renewable energies

SELECTION OF THE THEMENSPECIALS 2023

SMART HOME

All about: How to digitize my home with the latest trends and gadgets

NEW MOBILITY

What does the mobile world of tomorrow look like? From e-scooters to autonomous driving, everything takes place in this special

STREAMING

Television was yesterday! What the new streaming services offer and what television will look like in the future

YOUR SPECIAL

We are happy to design an individual content hub together with you

A smartphone is shown in the background, slightly out of focus, with a colorful bokeh effect. The phone is white and has a home button. The background is dark with various colored circles in shades of blue, green, yellow, and red.

INTEREST & ENGAGEMENT

Use our diverse communication capabilities to reach tech savvy and interested users. For a target group-oriented approach, Computerbild.de offers a wide range of products in the fields of telecommunications and consumer electronics.

Our USP: Excellent click and above-average length of stay due to the intensive search for information by our users. Your suitably placed products achieve the best possible attention.

PREMIERE- OR PRODUCT TESTS WITH USERS

Computerbild.de users will have the chance to extensively test and comment on new and/or innovative products.

Users can apply through an exclusive promotion. The editorial team supports, accompanies and organizes the test.

The selected users evaluate the performance of the product and document their experiences. In a follow-up report, the editorial team takes up the user feedback. At the end of the test, the client can use the test results as well as user quotes and receives a special computer image seal.

The reader campaign is accompanied by advertising materials, such as the common campaign logo, reader quotes and result logos.

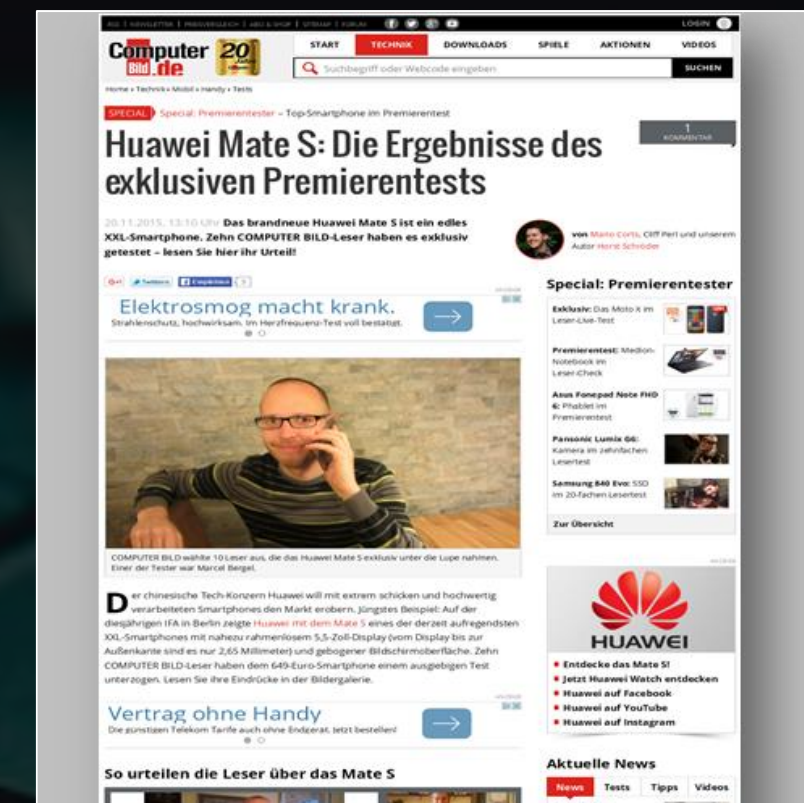
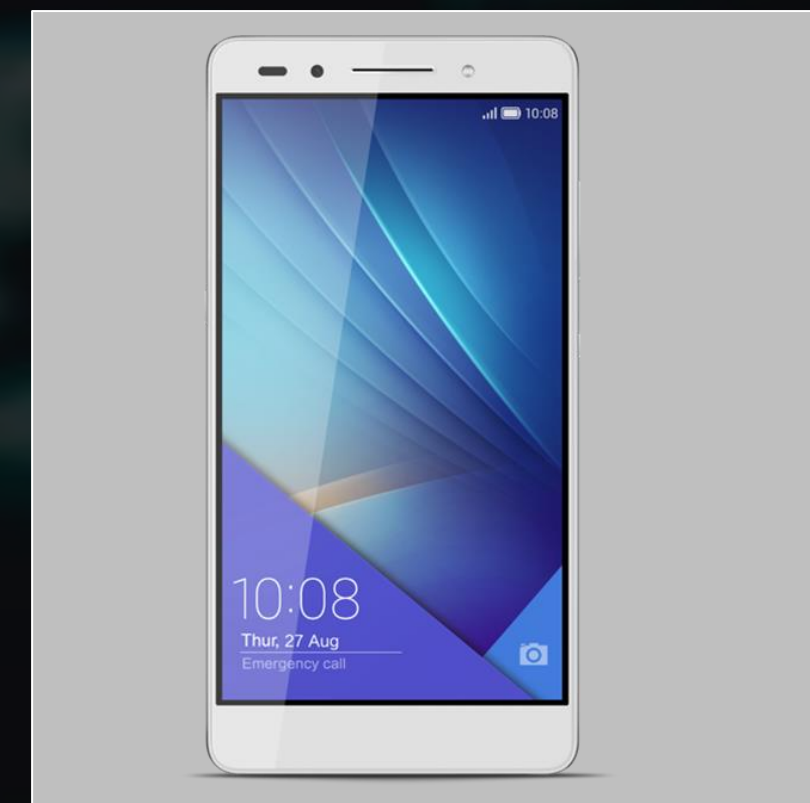
What convinces a user more than the test judgment of other users?



SUCCESS CONCEPT PREMIERE/PRODUCT TESTER

Presence on COMPUTER BILD.de for several months

also crossmedial possible



Advertising campaign of the client

CALL

Exclusive and cross-media editorial appeal*

TEST

Accompanied by the editorial staff*

REVIEW

Detailed reporting* with selected comments from the testers

TEST-LOGO

Recommendation marketing: Logo use for your communication

EDITORIAL CONTENT SPECIAL

The editorial content specials bundle multimedia content from different topic areas. These can include topics such as "New Mobility," "Smart Home," "Finance," or "Fitness & Health."

The integration of the partner can take place individually and flexibly, including own product stories and/or brand stories. The traffic feed takes place via an accompanying media package (product story), which is created in cooperation with you by our brand studio, or via extensive integrations of image-text teasers (brand story) within the special and on other content-relevant environments.

It would also be possible to implement your own product hub, consisting only of your content and the corresponding product stories. This implementation would be carried out together with you by our brand studio.

BRAND STORY ON COMPUTERBILD



The brand story is not a product advertisement, but editorial content that offers added value and that users like to share, like and comment on.

A brand story is an excellent way to cover a topic and tell a story. The story is in the foreground and not necessarily the product. The brand story is implemented in multimedia, including appropriate content such as image galleries, animations and videos. If you want it even more individual, an interactive story would also be possible.

The brand story is played out multiscreen and consists of several chapters that can illuminate various topics in detail. The creation takes place in close coordination between you and a freelance editor, whom we provide for you. We guarantee a certain number of views for your brand story (depending on the package booked).

PRODUCT STORY ON COMPUTER- BILD

The grand entrance! In a product story, we put all product facets in a high-quality editorial setting. Whether it's a product launch or a clear presentation of the USP's - together with the Brand Studios we make sure that your product is presented in the best light.

The high dwell times on product stories show that we hit the nerve of the users with this concept and arouse a corresponding interest in your product. The traffic is fed via an accompanying media package, which is also created in cooperation with you by our brand studio.

We guarantee at least 9.000 views on your product story within 4 weeks.



INTEREST & ENGAGEMENT |
PRODUCT STORY

BEST CASE: SANDISK OUTDOOR-SSDS

SanDisk is known as a manufacturer of SD cards and wants to promote its new outdoor product line accordingly.

Among other things, a product story should present the advantages of the SD Extreme in a comprehensive and clearly understandable way, so that the reader can quickly see the benefits of this product.

In the successful product story, the reader was successfully introduced to the technical product in an entertaining and easy-to-understand way. Thanks to the integrated links, many readers were forwarded directly to SanDisk.

15,426

Story Views

Views: + 92.83 %¹

3,715

Click Through

Ø 02:28 Min.

Article dwell time

12,516

Clicks

0.71%

CTR

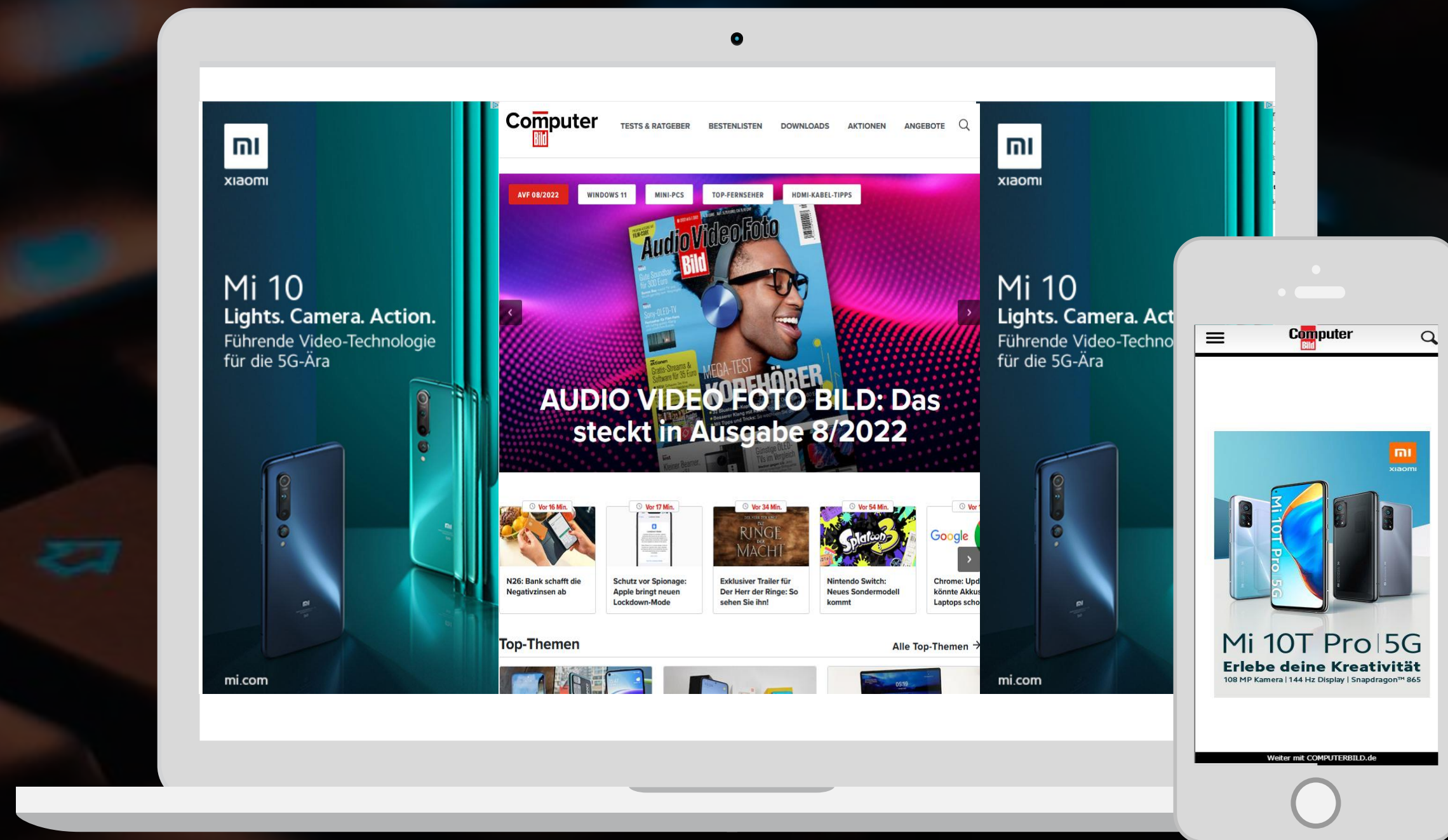
1,772,027

Ad Impressions

BEST CASE



HOMERUNS: FIXED PLACEMENTS



One day - all impressions on the homepage and all index pages on Computerbild.de! Our product combinations design your homepage placement as individual as possible.

- Home page fixed placement on a daily or weekly basis
- Homepage Extender: TFP + 350,000 Als in RoS
- Homepage-Advance: TFP + Click Booster (1,000 guaranteed clicks RoS)
- Homepage Flex: 3 TFPs within a week

In addition, you can post other options such as targeting or first-contact options.

ACTION & PURCHASE

Leverage user trust in the Computerbild brand to make your brand integration appear competent and reputable.

Our data- and performance-based products give your campaign an additional boost. In this way, we specifically reduce wastage, select your relevant target group and ensure the corresponding success of your campaign.

ACTION & PURCHASE | COMPUTERBILD DIGITAL

POWER WEEK: CLICKBASED ON COMPUTERBILD

Power Week generates high-quality clicks in a native advertising environment. Native teasers are played prominently on the homepage and within editorial newsletters.

In order to achieve a high level of attention, at least 3 different motifs should be delivered.

The linkout leads directly to the partner website and thus offers the possibility to achieve an optimal conversion rate.

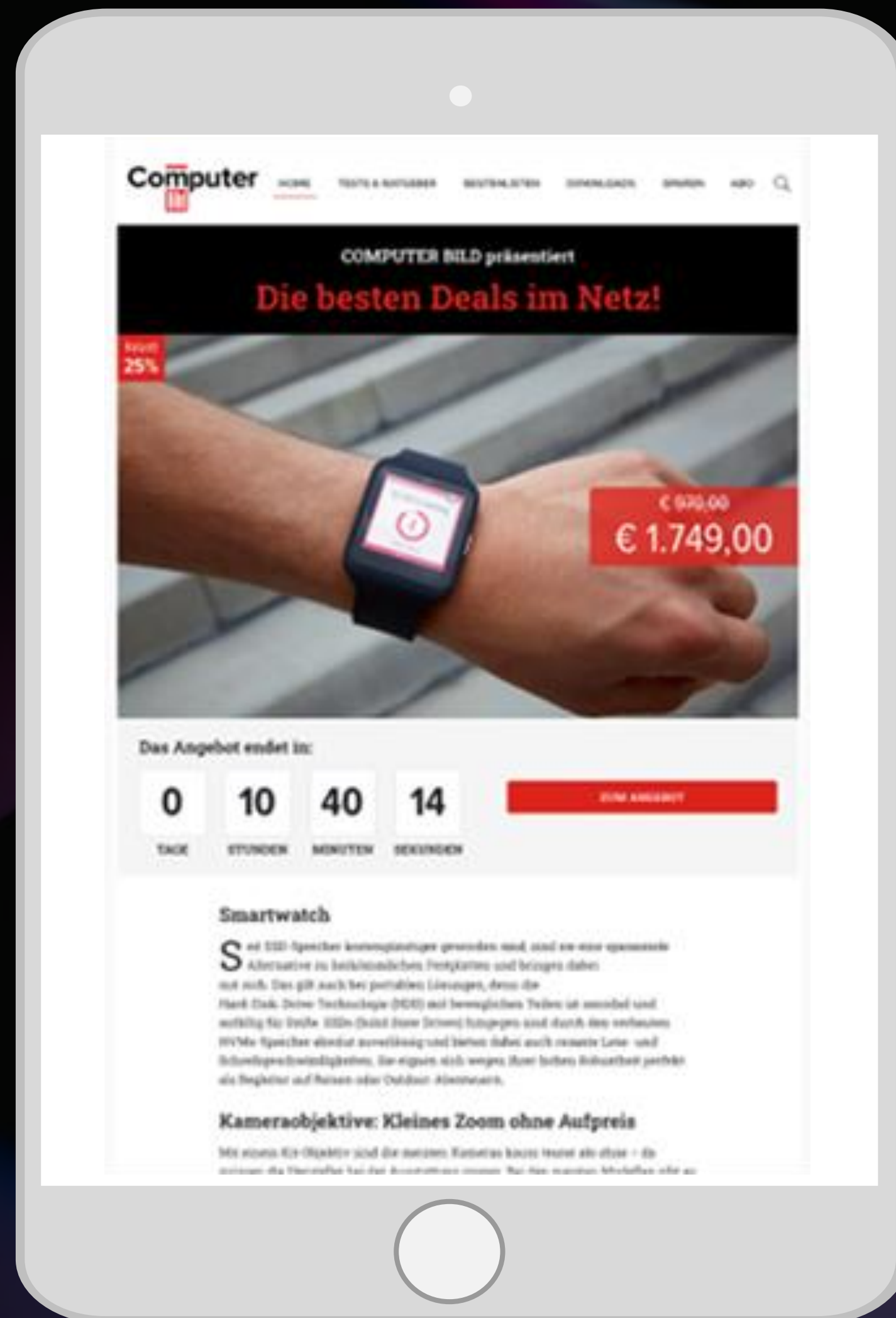
5,000 clicks are guaranteed per week.

DEALPAGE: YOUR OFFER IN THE FOCUS

Computerbild.de users are ambitious online shoppers. The Deals page, on which a "bargain of the day" can be found continuously, is suitable for the buyer's target group.

You have the option to offer a product of your choice at short notice on a day of your choice at an unbeatable price.

(Almost) everything from a single source: They provide us with product information, image materials and display ads – we take over the integration and design of accompanying measures, e.g. Facebook posts and image text teasers within the website.



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