



FACTS 2023

AUTO BILD DIGITAL



CONCEPT

AUTO BILD Digital (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 ¹	8,98 Mio.
Daily Unique User ¹	1,04 Mio.
Visits ²	12,9 Mio.

The target group:	Digital
Male ¹	69%
Between 20 & 49 years	49 %
Net household income > € 3,000	50 %
Employed ¹	71 %

1) AGOF agof daily digital facts; base: digitale WNK 16+ years, Single month december 2022 | agof daily digital facts; base: digitale WNK 16+ years, average day 01.-31.12.2022
2) IWV December 2022

FIXED PLACEMENTS

HomeRun ¹ (Multiscreen, Sat-Sun = 1 day) 10 – 10 am ²	Guarantee / Price
Guaranteed Impressions iHR+ First Contact	250.000
BASIC Desktop ³ : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) Mobile: Sticky Lead Ad ⁷ (4:1 / 6:1) max. 3" + Content Ad (2:1 / 4:1 / 6:1) / Medium Rectangle / Understitial	13.000 €
DELUXE Desktop ³ : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper ⁴ / Video Wall ⁴ / Bridge Ad ⁵ Mobile: Sticky Lead Ad ⁷ (optional 100/1) (2:1 / 4:1) max. 3" + Medium Rectangle / Interscroller / Content Ad / Understitial	22.000 €
SUPREME AD³ – Stationär Big Stage (Automatic Pre Expanding Video Wall) Bsp: https://www.autobild.de/artikel/jrmscher-is3-opel-insignia-gst-2023-tuning-limousine-preis-21008795.html?zast_override_diversuperbanner:299823847 Mobile MEW: Sticky Lead Ad ² (optional 100/1) (2:1 / 4:1 / 6:1) + Medium Rectangle / Interscroller / Content Ad / Understitial	25.300
HomeRun ¹ Flex ⁶ (Multiscreen, Sat-Sun = 1 day) 10 – 10 am ²	Guarantee / Price
Guaranteed Impressions	750.000
DELUXE Desktop ³ : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper ⁴ / Video Wall ⁴ / Bridge Ad ⁵ Mobile: Sticky Lead Ad ⁷ (optional 100/1) (2:1 / 4:1) max. 3" + Medium Rectangle / Interscroller / Content Ad / Understitial	60.000 €

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



FACTS 2023

AUTO BILD DIGITAL

FIXED PLACEMENTS

HomeRun ¹ Advanced (MS+First Contact) ¹ 10 – 10 am ² , Sat-Sun = 1 day + 1 Week RoS Click Booster ⁴		Guarantee / Price	
Desktop ³ : Double Dynamic Sitebar & Mobile: Mobile Interscroller + Sticky Lead		250.000	
Guaranteed Ad Impressions – Homerun (22.000 .-)		2.500	
Guaranteed Clicks - Click Booster (8.750 .-)		30.750 €	
Price			
Event Extender ⁵ (Multiscreen, Sat-Sun = 1 day) 10 – 10 am ²		Guarantee / Price	
Placement	Event Extender	EE XXL 2x HR-FC + RoS	EE XXL Plus 3x HR-FC + RoS
Guaranteed Ad Impressions BASIC	600.000	1.100.000	1.600.000
Desktop ³ : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) Mobile: Sticky Lead Ad ⁸ (4:1 / 6:1) max. 3" + Content Ad (2:1 / 4:1 / 6:1) / Medium Rectangle / Understitial	33.000 €	-	-
DELUXE			
Desktop ³ : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper ⁶ / Video Wall ⁶ / Bridge Ad ⁷ Mobile: Sticky Lead Ad ⁸ (optional 100/1) (2:1 / 4:1) max. 3" + Medium Rectangle / Interscroller / Content Ad / Understitial	50.000 €	90.000 €	106.000 €
HomeRun ¹ Programmatic (Multiscreen, Sat-Sun = 1 day) 10 – 10 am ²		Brutto-CPM	
BASIC			
Desktop ³ : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) Mobile: Sticky Lead Ad ⁸ (4:1 / 6:1) + Content Ad (2:1 / 4:1 / 6:1) max. 3" / Medium Rectangle / Understitial		63 €	
DELUXE			
Desktop ³ : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper ⁶ / Video Wall ⁶ / Bridge Ad ⁷ Mobile: Sticky Lead Ad ⁸ (optional 100/1) (2:1 / 4:1) max. 3" + Medium Rectangle / Interscroller / Content Ad / Understitial		105 €	
HomeRun (HR + First Contact FC1) ¹ Targeting* (Multiscreen, Sat-Sun = 1 day) 10 – 10 am ²		Guarantee / Price	
Guaranteed Ad Impressions		250.000	
BASIC		15.000 €	
Desktop ³ : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) Mobile: Sticky Lead Ad ⁸ (4:1 / 6:1) max. 3" + Content Ad (2:1 / 4:1 / 6:1) / Medium Rectangle / Understitial			
DELUXE			
Desktop ³ : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper ⁶ / Video Wall ⁶ / Bridge Ad ⁷ Mobile: Sticky Lead Ad ⁸ (optional 100/1) (2:1 / 4:1) max. 3" + Medium Rectangle / Interscroller / Content Ad / Understitial		24.000 €	

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



FACTS 2023

AUTO BILD DIGITAL

PERFORMANCE PRODUCTS

BRAND STAGE ¹	ONLY FOR AUTO BILD DIGITAL ANNUAL PARTNER	
	Performance	Package Price
POWER WEEK ²	5.000 Clicks	25.000 € + 600 € tec. costs ⁵
POWER WEEK EXTENDER ³	7.500 Clicks	31.250 € + 600 € tec. costs ⁵
VIDEO POWER WEEK ⁴	10.000 Clicks	35.000 € + 600 € tec. costs ⁵

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



FACTS 2023

AUTO BILD DIGITAL

NATIVE PRODUCTS

Advertorial	Guaranteed Als	Runtime: 4 Weeks	Package Price
Package: 1 Article site Multiscreen Native Medium Rectangle 300x250 (MS, RoS, RoH)	2,5 Mio.		25.000 €
Technical costs		2.500 €	

Product Story	Guaranteed Views / Als	Runtime	Package Price
Product Story	9.000 / 1,7 Mio.	4 Weeks	33.750 €
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 ¹	Editorial Newsletter
Image-Text-Teaser (Look & Feel of AUTO BILD) ²	4x70.000 recipients, min. 280.000 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



FACTS 2023

AUTO BILD DIGITAL

SOCIAL MEDIA

Social Media	Sponsored Post	
	Facebook 430.740 Followers Guaranteed AI/ 4 Posts: 800.000 AIs	Instagram 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
AUTO BILD Story Ad	ROS / Story Ad	75 €
	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	65 €	85 €
Channel: SPORTS CARS 37.700 Followers	65 €	85 €

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