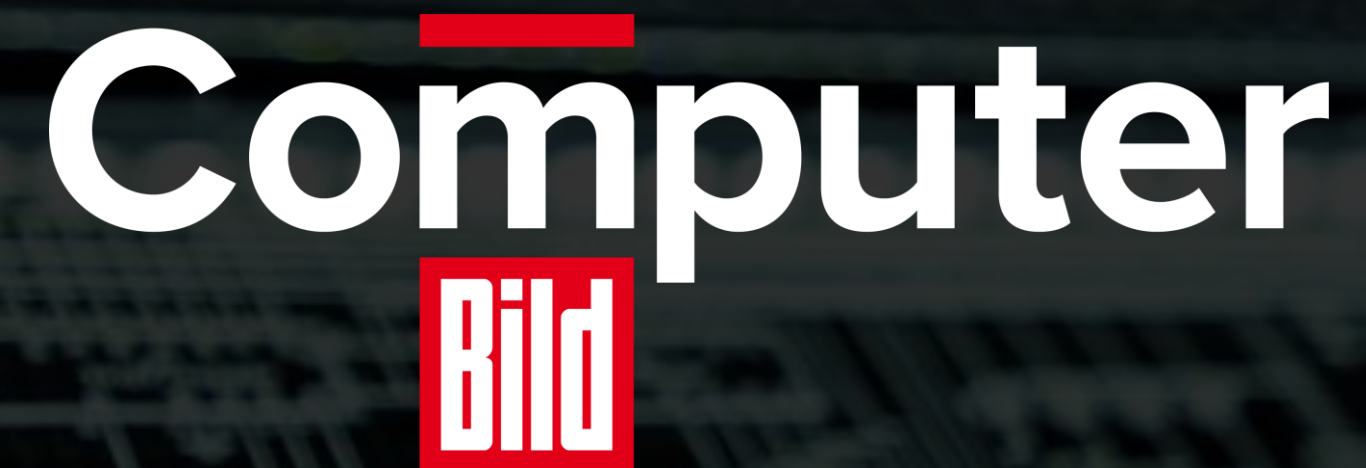




Readers-TEST

WITH COMPUTERBILD.DE



COMPUTERBILD DIGITAL | Ranges

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.

7,78
MILLIONEN
UNIQUE USER¹

21,89
MILLIONEN
VISITS²

48,68
MILLIONEN
PAGE IMPRESSIONS²

Quelle: AGOF daily digital facts, Basis: digitale WNK 16+ Jahre (61,17 Mio.); Einzelmonat
Dezember 2020; abgerufen am: 15.01.2021
²IWV September 2021



66%
male¹



49%
20 – 49 year¹



79%
income > 2.000 €¹



69%
employed¹

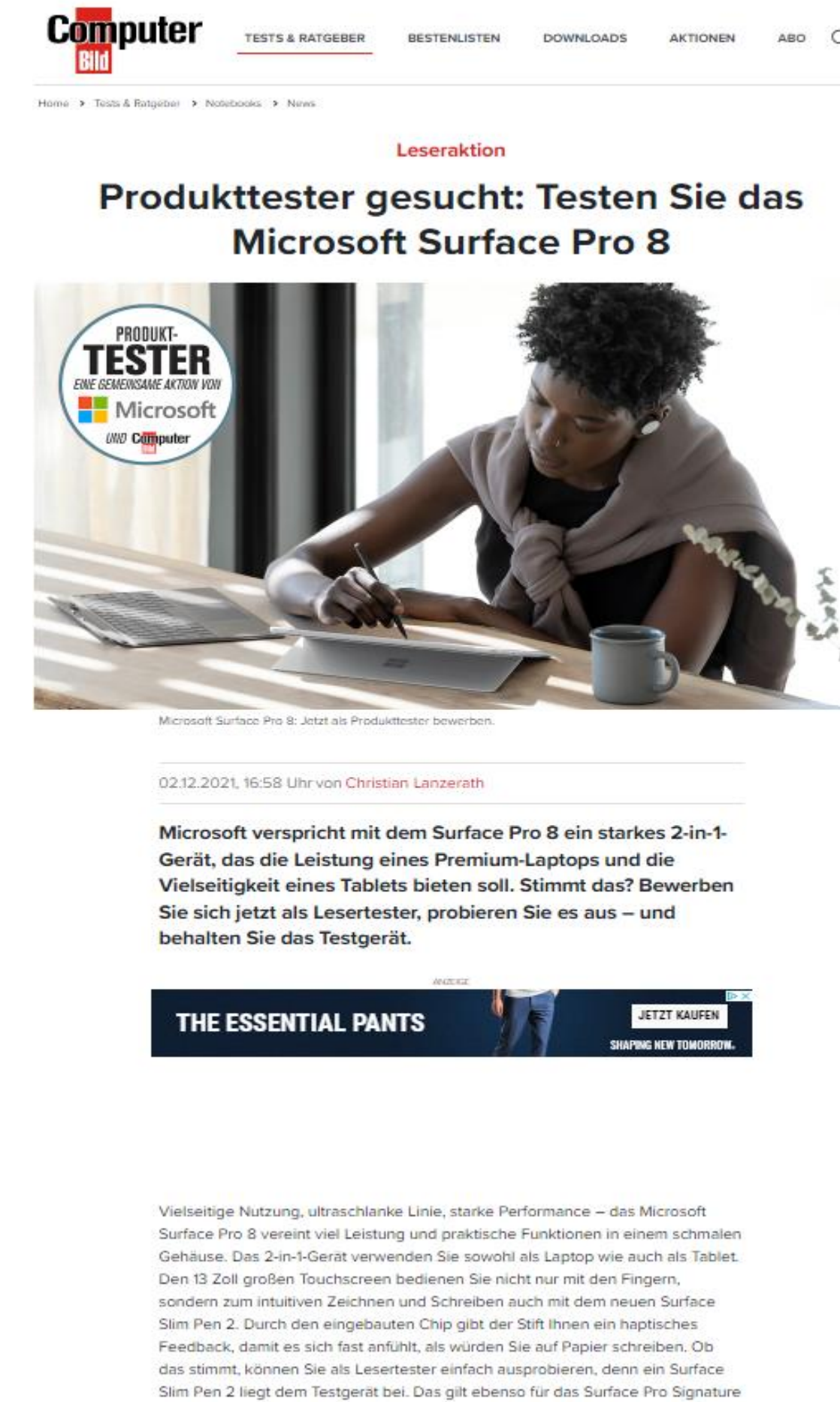
THE CONCEPT

The partner enables computerbild.de user to put their innovative products through their paces

Users apply via an exclusive and joint action on the website

The editorial team supports, accompanies and organizes the test

- Call for participation
- Selection and notification of participants
- Accompanying the test
- Evaluation & publication of testimonials



example

THE PROCEDURE

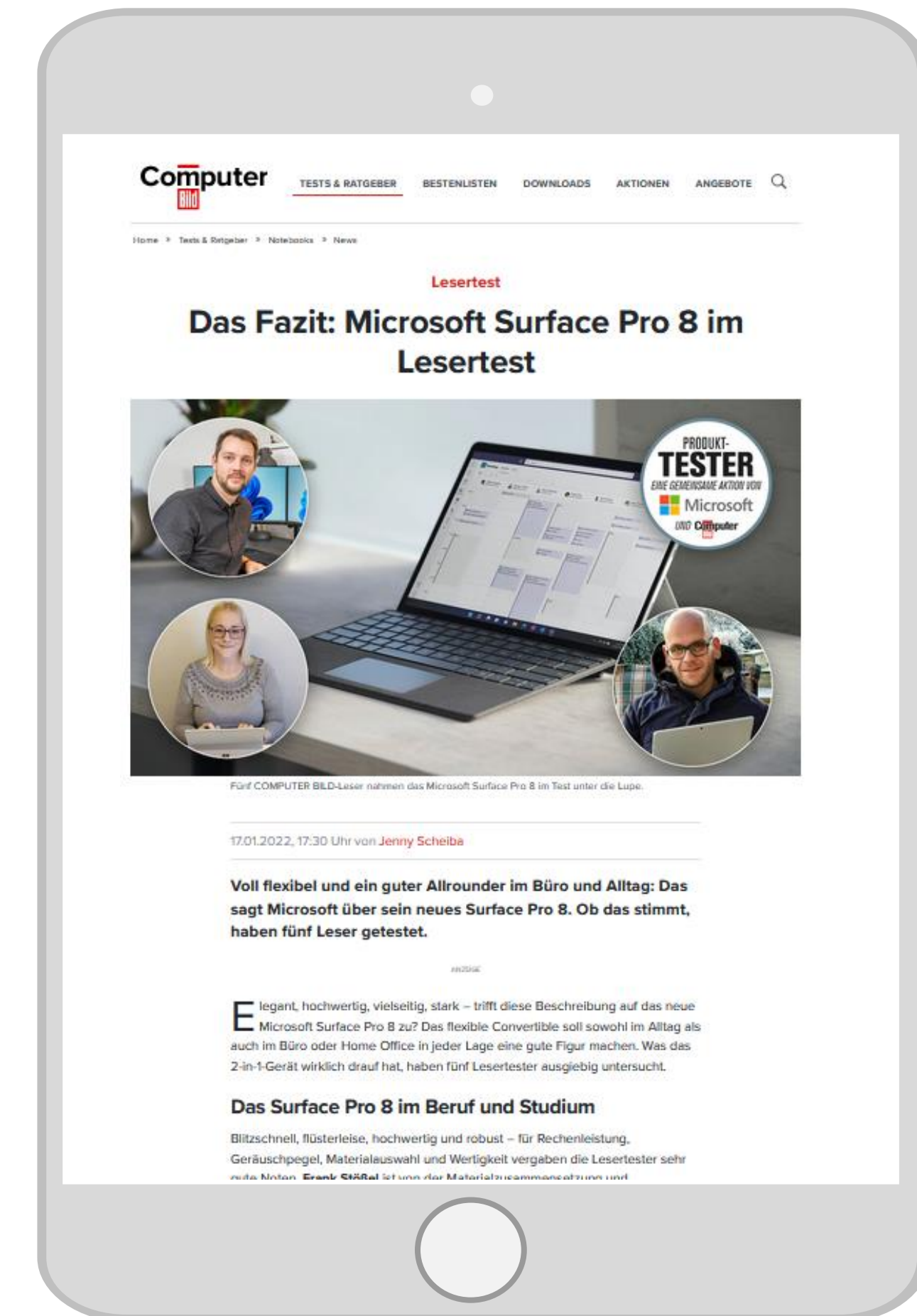
On computerbild.de call for a joint product test

The users selected afterwards evaluate the performance of the product and document their experiences

The testers send the test report to the editors

In a follow-up report, the editorial team takes up the user feedback

The product remains with the testers as a thank you



Example

DIGITAL USER TEST TOGETHER WITH COMPUTER BILD

RECOMMENDATION MARKETING

Reader testers increase the credibility of the test statements.

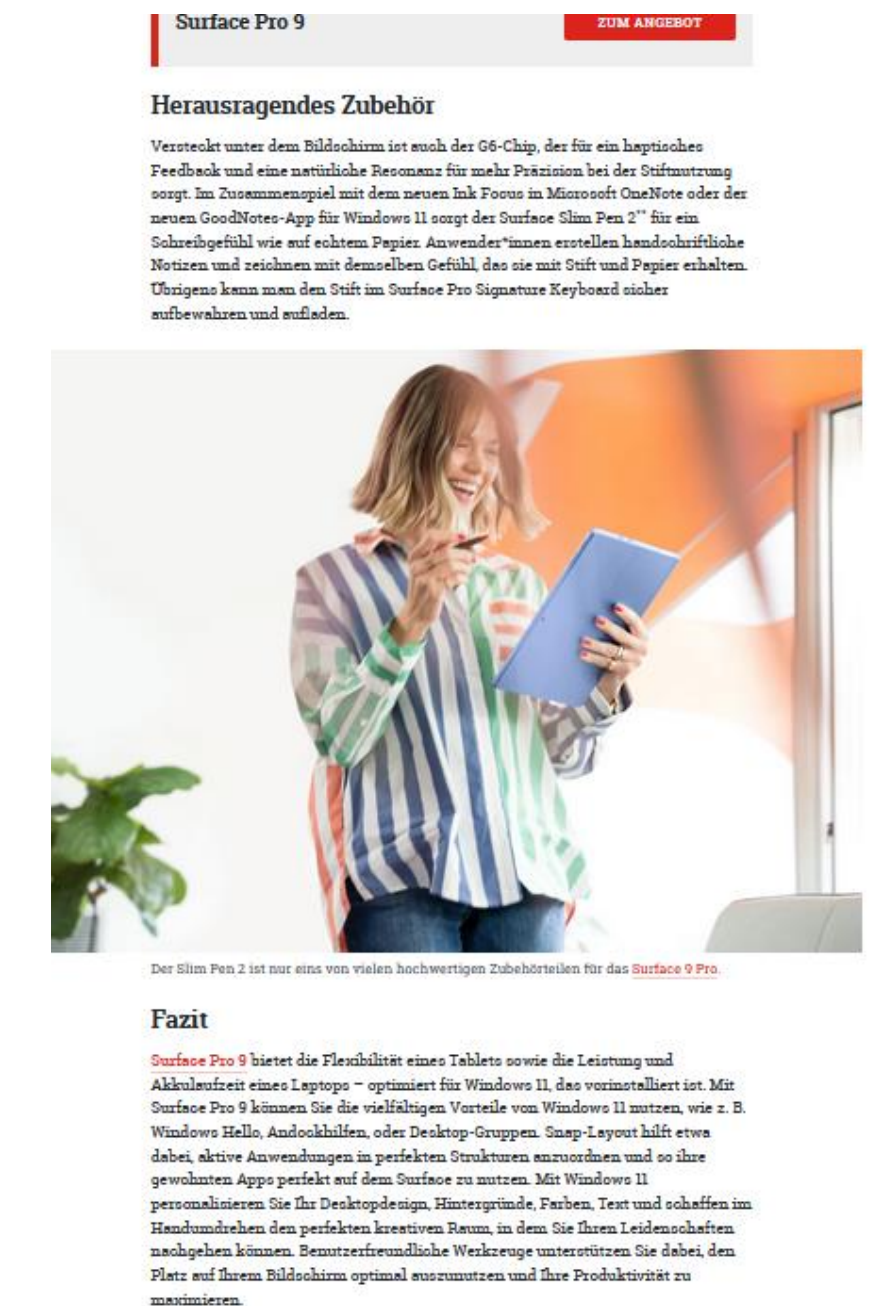
Accompanying the editorial reader campaign, the partner has the option of placing exclusive campaign pages (e.g. product stories) and online media bearing the joint campaign logo including the COMPUTER BILD logo.

The measures offer the partner the opportunity to use the promotion for their own brand communication.

The editorial team grants permission to use all co-branded logo material.



display ad with the test logo



Tolles Ergebnis im Lesertest für das Surface Pro 9.
Unigens hat das Surface Pro 9 auch im Lesertest von COMPUTER BILD mit einer

An example of the product story incl.test logo

DIGITAL USER TEST TOGETHER WITH COMPUTER BILD

OVERVIEW



Editorial call and selection of testers

A test accompanied by the editors

Reporting with selected comments from the testers

Recommendation marketing: Logo use for your communication