



CONCEPT

COMPUTER BILD Digital (www.computerbild.de) accompanies its users while they are advancing the digitization of everyday life. As a trusted and strong brand, CB confidently gives clear recommendations and assessments of technology trends and shows how technology brings fun and joy into everybody's life. CB makes digital life easier! PCs, notebooks and smartphones only define the roots, not the limits of our Magazine. COMPUTER BILD looks at all aspects of our *Connected World* and reports as well on the networked food processor, as the Smart Home and the Connected Car as well as network policy and apps.

Key Figures/Month	Overall
page impressions ¹	42.683.738 Mio
visits ¹	21,88 Mio
unique user ²	7.87 Mio.

1) IVW November 2022

2) AGOF: daily digital facts ab 2022 12.12.2022 / 16 Jahre und älter (mit b4p-Merkmalen) Letzter Monat (Oktober 2022)

Target Group ²	Digital
male	66 %
between 20 & 49 years	58 %
net household income > € 3,000	55 %
employed	69 %

FIXED PLACEMENT

HomeRun + First Contact ¹ (multiscreen) 10 – 10 am	1 Day Guarantee AI: 300.000	1 Week Guarantee AI: 2.100.000
BASIC Desktop: Wallpaper, Fireplace, Billboard, Dynamic Sitebar Mobile: Lead Ad (6:1, 4:1 oder 2:1) + Mobile Medium Rectangle, Cube Ad (MMR)	14.800 €	82.880 €
DELUXE Desktop: Double Dynamic Sitebar, Image Reveal Ad, Billboard + Double Dynamic Sitebar, Curtain Dropper, Video Wall, Bridge Ad Mobile: Lead Ad (6:1, 4:1 oder 2:1); optionally sticky + Mobile Medium Rectangle, Cube Ad (MMR) Interstitial, Interscroller	19.100 €	106.960 €
Supreme Stationär: Big Stage Mobile (MEW + App): Video Lead Ad 2:1 + Video Interscroller + Mobile Medium Rectangle (erforderlich bei der Buchung der App)	28.500 €	upon request

Option: Tandem- / Triple Ads the next higher price category applies

1) HomeRun = Homepage stationary + Homepage mobile incl. all index pages + First Contact FC1 ROS multiscreen traffic distribution between desktop and mobile is based on availability

Technical specifications of the advertising formats and dimensions can be found at: <https://www.mediaimpact.de/specs/>

Unless otherwise noted, all prices are CPM or fixed prices, less AE, plus VAT. | Errors and omissions excepted

This price list remains valid as long as it has not been replaced by a more current version.

DAILY PLACEMENTS 2023

COMPUTER BILD DIGITAL



HomeRun+ First Contact ¹ flex ⁴ (Multiscreen) 10 – 10 am	Guarantee / Price
3 days Homerun during one week	
guaranteed Ad Impressions	900.000
BASIC	
Desktop ² : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable)	36.000 €
Mobile: Sticky Lead Ad ⁷ (4:1 / 6:1) mind. 3" + Content Ad (2:1 / 4:1 / 6:1) / Medium Rectangle	
DELUXE: Desktop - Double Dynamic Sitebar, Image Reveal Ad, Billboard + Double Dynamic Sitebar, Curtain Dropper, Video Wall, Bridge Ad /	43.200 €
Mobile - Lead Ad (6:1, 4:1, 2:1); optional sticky + Mobile Medium Rectangle, Understitial, Interscroller	
HomeRun+ First Contact ¹ Advanced (Multiscreen) I 10 – 10 am + 1 week RoS Click Booster ²	Guarantee / Price
Formate: Double Dynamic Sitebar & Mobile Interscroller	
Guaranteed Ad Impressions - Homerun	300.000 / 14.800 €
Guaranteed Clicks - Click Booster	1.000 / 1.800 €
Total	16.600 €

HomeRun+ First Contact ¹ Event Extender (Multiscreen) 10 – 10 am	Guarantee / Price
1 day Homerun and one week Run of Site	
Guaranteed Ad Impressions	650.000
BASIC: Desktop - Wallpaper, Fireplace, Billboard, Dynamic Sitebar / Mobile - Lead Ad (6:1, 4:1, 2:1) + Mobile Medium Rectangle, Understitial	28.600 €
DELUXE: desktop - Double Dynamic Sitebar, Image Reveal Ad, Billboard + Double Dynamic Sitebar, Curtain Dropper, Video Wall, Bridge Ad / Mobile - Lead Ad (6:1, 4:1, 2:1); optional sticky + Mobile Medium Rectangle, Understitial, Interscroller	37.050 €

multi screen- traffic distribution between desktop and mobile is based on availability

option: Tandem- / Triple Ads the next higher price category applies

- 1) HomeRun = Homepage stationary + Homepage mobile incl. all index pages + First Contact FC1 ROS multiscreen traffic distribution between desktop and mobile is based on availability
- 2) The price of the CLICK-BOOSTER is not special discount, but AR and AE capable.
- 3) Targeting options: regio, sozio. Customized creatives adapted to the targeting areas (up to 1,500 creatives) can be created automatically. A neutral fallback advertising included.
- 4) HomeRun Flex= 3 HomeRuns Deluxe to book weight within a week

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Advertorials	Ad Impressions	Price
Runtime	4 weeks	
Format	1 article page multiscreen	
Desktop: Homepage-Teaser, Promo-Teaser ROS, Medium Rectangle Homepage, Newsletter-Teaser Mobile: Medium Rectangle ROS	2,5 Mio.	25.000 €
Technical costs ¹	2.500 €	

multi screen- traffic distribution between desktop and mobile is based on availability
desktop/ mobile only-advertorials are possible on request

Brand Story, Interactive Story	Guaranteed Views	Runtime	Package Price
Package S	10.000	4 weeks	35.000 €
Technical costs ¹ : Brand Story			3.500 €
Technical costs ¹ : Interactive Story			6.000 €
Package M	15.000	4 – 6 weeks	50.000 €
Technical costs ¹ : Brand Story			4.000 €
Technical costs ¹ : Interactive Story			6.500 €
Package L	20.000	6 – 8 weeks (theme-specific)	62.500 €
Technical costs ¹ : Brand Story			4.500 €
Technical costs ¹ : Interactive Story			7.000 €

Product Story	Ad Impressions / Views	Price
Runtime	4 weeks	
Format	1 article page multiscreen	
Desktop: Homepage-Teaser, Promo-Teaser ROS, Medium Rectangle Homepage, Newsletter-Teaser Mobile: Medium Rectangle ROS	1,7 Mio. / 9.000 Views	33.750 €
Technical costs ¹	3.000 €	

Product Hub	Ad Impressions / Views	Price
Runtime	4 weeks	
Format	max. of 4 Productstories	
Desktop: Homepage-Teaser, Promo-Teaser ROS, Medium Rectangle Homepage, Newsletter-Teaser Mobile: Medium Rectangle ROS	2,5 Mio. / 18.000 Views	60.000 €
Technical costs ¹	7.000 €	

Video-(Live)-Talk	Content	Package
exclusive presenting	individual integration by arrangement	15.000 €
Technical Costs ¹		1.000 €

Notes

The live event must always be agreed individually regarding the type and scope of the presentation.

1) Technical costs are not discountable and AE eligible. The design of the advertising material is included in the technical costs

CPM + SPECIAL PRICES 2023

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MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)							
Mobile Content Ad 6:1 + 4:1 ¹ , Mobile Native Style Ads ¹	AdBundle, Skyscraper, Superbanner, Native Style Ads ¹ , Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace,Sitebar, Billboard ⁴		
	RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	70 €	
	Mobile Content Ad 2:1, Mobile-/ Social- ² Medium Rectangle	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	80 €
	Mobile Content Ad 1:1, Understitial ³ , Interscroller ³	RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €
VIDEO							
InText Outstream Ads ⁵	on start, bis inkl. 20 sec.	RoS & Custom	60 €	Video Wall ⁶	Desktop only	RoS & Custom	90 €

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

YouTube	cpm BumperAd max 6 sec.	cpm PreRoll max. 20 sec.
CHANNEL: COMPUTER BILD 102.000 Followers	50 €	65 €

CPC Power Products	Guanrantee	Price
POWER WEEK ¹	5.000 Clicks	10.000 €
POWER DEAL ²	5.000 Clicks	25.000 €

Explanations

- Native teasers link to partner. Delivery on CMS areas (homepage in black block; in editorial newsletters). Call-to-action and picture required. 3 different ads
Duration: 1 week
- Native teasers link exclusively to your offers on our deal page. The guaranteed clicks apply to the native teasers. Further measures with a link to the deal page:
3x image-text teaser in daily newsletter and 2x sponsored Facebook postings. Plus creation costs: 900 € (not eligible for discounts and AE)

Sponsored Posts	Facebook 174.000 Followers Guaranteed AI/4 posts: 500.000 AI	Instagram 15.800 Followers Guaranteed AI/4 posts: 200.000 AI
4 Sponsored Posts	18.000 €	10.000 €
Technical Costs ¹	800 €	800 €

Note

Maximum of 3 targeting criteria can be combined, to target brand fans is possible with other targeting criteria. No surcharge for targeting.
 Creation costs are not discountable and AE eligible.

Newsletter	CPM
Image-Text-Teaser (look & feel of COMPUTER BILD)	50 €