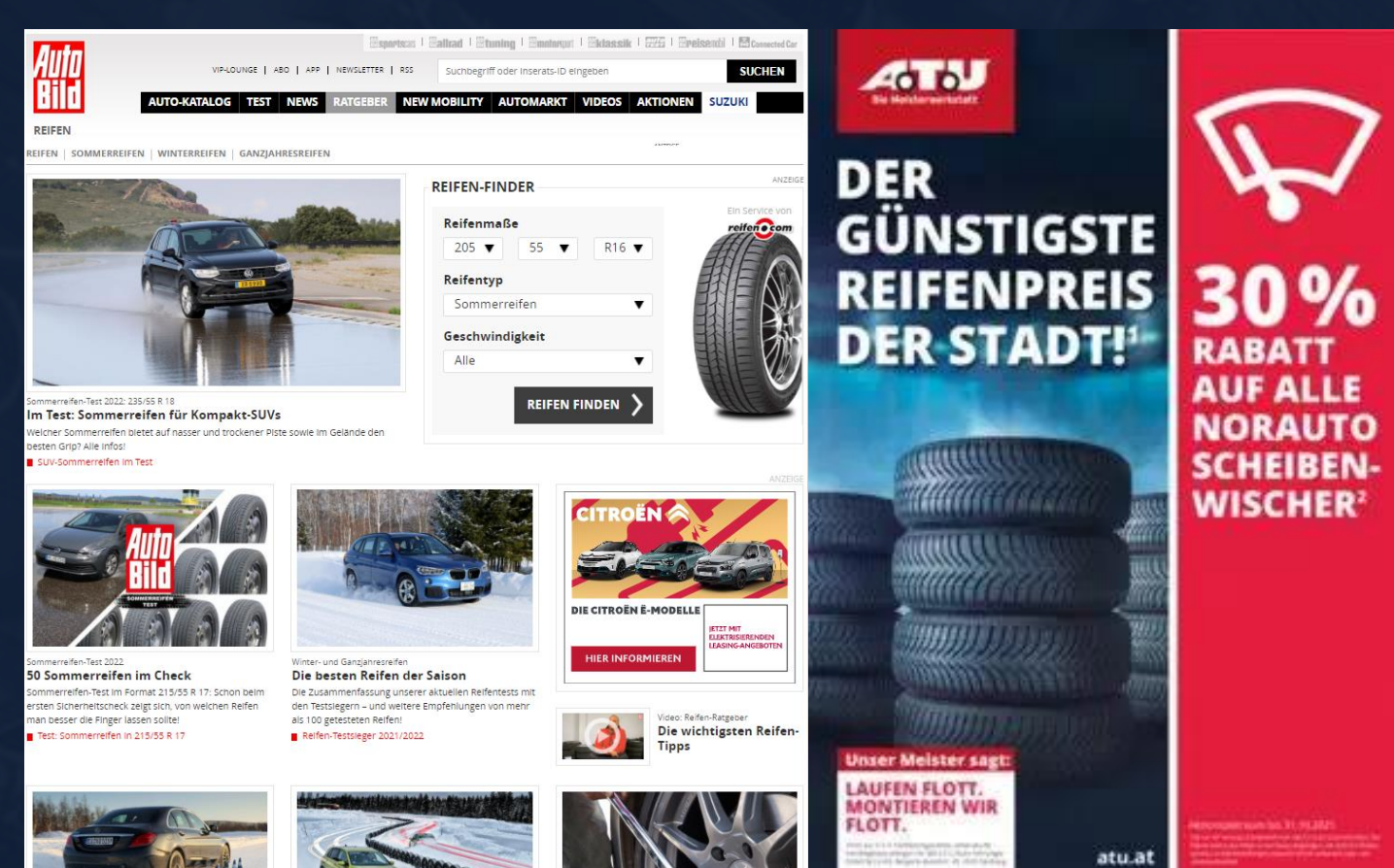


PERFECT FIT

INTEREST & CONTEXTUAL = PERFECT FIT

Your ad in matching articles



NO-CONSENT & NO-COOKIE

The screenshot shows a webpage from 'Auto Bild' with a search bar and navigation menu. A large advertisement for tires is overlaid on the right side of the page. The ad features the text 'DER GÜNSTIGSTE REIFENPREIS DER STADT!' and '30% RABATT AUF ALLE NORAUTO SCHEIBENWISCHER'. There are also smaller articles visible on the page, such as '30 Sommerreifen im Check' and 'Die besten Reifen der Saison'.

+

Your ad for all „Heavy Users“



COOKIEBASED

The icon consists of a car with a wrench and a heart, representing a user's interest in cars. Below it are four stylized human figures with their arms raised, representing 'heavy users' or frequent visitors.

Your ad in all thematically relevant articles¹
– all over the portfolio

Formats: freely selectable

Gross CPM: 10€³ surcharge over the volume order

Your ad for all (Heavy) Users², who has read several articles
on the matching topic – independently of current article
content – all over the portfolio

6 ¹through contextual targeting, ²through interest targeting ³discountable