

# CPM RATECARD 2023

Rates valid from 01 January to 31 December 2023



## MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)

	AdBundle, Skyscraper,	Wallpaper,	Fireplace, Sitebar,
<b>Mobile Content Ad</b> 6:1 + 4:1 <sup>1</sup> , <b>Mobile Native Style Ads<sup>1</sup></b>	RoS & Custom 50 € RoC 40 € RoP 35 €	RoS & Custom 60 € RoC 50 € RoP 45 €	<b>RoS &amp; Custom 70 €</b> <b>RoC 60 €</b> <b>RoP 55 €</b>
<b>Mobile Content Ad 2:1,</b> Mobile-/ Social- <sup>2</sup> Medium Rectangle	RoS & Custom 60 € RoC 50 € RoP 45 €	RoS & Custom 70 € RoC 60 € RoP 55 €	<b>RoS &amp; Custom 80 €</b> <b>RoC 70 €</b> <b>RoP 65 €</b>
<b>Mobile Content Ad 1:1,</b> Interstitial <sup>3</sup> , Interscroller <sup>3</sup>	<b>RoS &amp; Custom 72 €</b> <b>RoC 62 €</b> <b>RoP 57 €</b>	<b>RoS &amp; Custom 82 €</b> <b>RoC 72 €</b> <b>RoP 67 €</b>	<b>RoS &amp; Custom 92 €</b> <b>RoC 82 €</b> <b>RoP 77 €</b>
<b>VIDEO</b>			
<b>InText Outstream Ads<sup>5</sup></b> on start, up to 20 sec.	RoS & Custom 60 € RoC 50 € RoP 40 €	<b>X-Stream Ad<sup>7</sup></b> on start, up to 20 sec.	RoS 65 € RoC - RoP 45 €
<b>Video Wall<sup>6</sup></b> Desktop only	RoS & Custom 90 € RoC - RoP -	<b>YouTube<sup>8</sup></b> PreRoll up to 20 sec.	RoS & Custom 85 € RoC - RoP -

MULTISCREEN - Traffic distribution between desktop and mobile according to availability

DISPLAY ROP - Includes targeting as preferred (options: Socio, Regio Standard, Contextual, Combi Interest+Contextual), other targetings additive (see targeting price list) / Video RoP and

### 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 format<sup>8</sup>  
highest price category plus 5€ CPM surcharge

### Notes:

- Billing RoP on CpC-basis possible (excluded: Bild.de and Bild.mobil).
- Currently bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) on AutoBild, Bild.de, finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9monate.de, herzberatung.de, harninkontinenz.de, yavivo.de). Additional media will follow. Only Google AMP bookable on Welt.de.
- Not InApp bookable (Exception: Sport1 Apps), Mobile Halfpage Ad bookable in Interscroller.
- In RoP and RoS (selected sites) also available as Cinematic Ad (surcharge +5€ in combination with a mobile format).
- Excess length (21-30 seconds) + 20 € CPM // short spots (7-15 seconds) - 10 € CPM// VPAID + 10 € CPM; Billing on CPCV basis (excluded: Bild.de and Bild)
- Can be booked on the following sites: BusinessInsider.de, autobild.de, computerbild.de, Finanzen.Net, fitbook.de, Formel1.de, motorsporttotal.com, myhomebook.de, musikexpress, Metal Hammer, RollingStone, petbook.de, Sport1.de, stylebook.de, techbook.de, transfermarkt.de, travelbook.de. Only the billboard will be delivered on tablet devices, other formats can be requested. Special instructions Bild.de: bookable only as fixed placements, FC 1/24h, no autoplay, subject to approval by editorial board, limitation to a one-off looping. Targeting is possible on CPM basis.
- Bookable on selected sites. Excess length (21-30 sec.) + 20 € CPM // Short spots (up to 15 sec.) -10 € CPM
- Further formats: Bumper Ad (up to .6 sec) - RoS & Custom 65 €, Sponsorship (up to 20 sec.) - RoS & Custom 100 €. Targeting is possible (Regio+Sozio): + 11 € CPM per targeting criteria. RoP: programmatically available.
- On Bild.de, Sportbild.de and B.Z. can only be booked as fixed placement. On Autobild.de, Computerbild.de, Welt.de, Fitbook, Stylebook, Travelbook, Techbook, myHomebook, musikexpress, Metal Hammer, RollingStone and Sportbild.de only bookable within environment and RoS.

# TARGETING RATECARD 2023

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1st PARTY TARGETING <sup>2)</sup>			Gross CPM Surcharge in € <sup>3)</sup>	
PROFILE- OR SEMANTIC-BASED TARGETING				
Sociodemography	Age	18-29 30-39 40-49 50-59 60+	10.00 €	
	Gender	Male Female		
	HHNI	< 1,000 € 1,000 €-2,000 € 2,000 €-3,000 € 3,000 €-4,000 € > 4,000 €		
Interest	IAB Tier 1 - 4 Categories	Mapping of numerous interests through semantic analysis of the reading behavior of our users.	10.00 €	Kombi-Price 10.00 €
Contextual Targeting	IAB Tier 1 - 4 Categories or customer-specific segment (e.g. competitor targeting)	This targeting method uses context on a web page to target advertising media in real time.  Can be booked as an extension to semantic interest targeting to additionally reach cookie erasers.	10.00 €	
Persona	e.g. Decision Maker, Fitness Foodies, LOHAS, Students, Travel Lover, Young Family oder Young Performers	Addressing market-relevant target groups - based on our based on our first-party data and algorithmic modeling in our data management platform.	20.00 €	
Engagement Segment	Industry	Leisure Activities, Commodities, Telecommunication, Services, Media&Entertaining, Automotive, Assurance, Handcraft, Gastronomy, Gambling, NPO/Administratives, Education, Logistics, Clothing&Accessoires, Investment&Finance, Office, Food&Drinks, Construction, Health&Care, Technology, Travel, Industry, Pharma, Energy provider, Real Estate, Erotic	20.00 €	
Customized	Client-specific segment	Creation of customer-specific segments or specific personas.	30.00 € <sup>4)</sup>	
SITUATIVES TARGETING				
Regio	Standard	All Federal States and major cities – without surrounding areas.	10.00 €	
	Flex	Campaign-specific delivery area– surrounding areas possible.	20.00 €	
	Plus	Individual delivery area down to the 5th digit of five-digit postcode (up to 1,500 creatives), including campaign reportings and screenshots.	30.00 € <sup>4)</sup>	
Wetter	Weather or temperature	Playing out the advertising message to match the current weather based on the IP address and weather data updated in real time.	20.00 € <sup>4)</sup>	
B2B	Number of employees	< 10, 10-49, 50-199, 200-999, from 1.000	30.00 € <sup>4)</sup>	
	Revenue classes	< 500k €, 500k €-2.49m. €, 2.5m. €-49.99m. €, from 50m. €		
	Industries	Automotive, Banking, Construction, Public Servants, Services, Purchasing & Logistics, Retail, Utilities, Education & Training, F&E, Hospitality, Large Trade, Craftsmen, Real Estate, Industry, Investment Managers, IT, Law & Legal, SMEs, Agriculture, Marketing & Media, Pharmaceuticals, Self-Employed, Security, Startups, Tourism, Entertainment & Recreation, Insurance		
SEQUENTIAL TARGETING				
Retargeting	Classic Retargeting	With a pixel, we mark website searchers and clickers, in order to be able to address them with a retargeting campaign.	10.00 € <sup>4)</sup>	
	Retargeting 2.0	Creation of a segment with profiling and projection of marked users. Readressing, as well as new addressing of relevant users.	20.00 € <sup>4)</sup>	
FURTHER TARGETING POSSIBILITIES				
Amazon Targeting	InMarket segments (search for specific products) or Lifestyle segments (purchase of specific products on a regular basis)	Addressing users in the MI portfolio, with a specific search or purchasing behavior on Amazon.  Targeting of users on the Media Impact portfolio, with specific searches or purchases.	20.00 € <sup>4,5)</sup>	

## Anmerkungen:

- 1) Subject to inyear price adjustment.
- 2) There are further possibilities of combinatio - send us your request
- 3) Discount & Agency commission capable; In case of targeting combinations, surcharges are to be understood as absolutely additive gross CPM surcharges - Exception: In case of combination of sociodemographic or interest with Regio Plus or Flex, the respectively higher surcharge (20€ or 30€) applies.
- 4) **CANNOT** be combined with any other targeting
- 5) Bookable with the following formats: Adbundle, Skyscraper, Superbanner, Medium Rectangle, Halfpage Ad, Billboard, Mobile Medium Rectangle, Mobile Content Ad 6:1.