

CPM RATECARD 2024

Prices valid from 01. January to 31. December 2024



MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)

	AdBundle, Skyscraper, Superbanner, Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Billboard ¹
Mobile Content Ad 6:1 + 4:1	RoS & Custom 50 € RoC 40 € RoP 35 €	RoS & Custom 60 € RoC 50 € RoP 45 €	RoS & Custom 70 € RoC 60 € RoP 55 €
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoS & Custom 60 € RoC 50 € RoP 45 €	RoS & Custom 70 € RoC 60 € RoP 55 €	RoS & Custom 80 € RoC 70 € RoP 65 €
Mobile Content Ad 1:1, Understitial ² , Interscroller ² , Prestitial (InApp) ³ , Sticky Lead Ad 4:1 ⁴	RoS & Custom 72 € RoC 62 € RoP 57 €	RoS & Custom 82 € RoC 72 € RoP 67 €	RoS & Custom 92 € RoC 82 € RoP 77 €
VIDEO			
InText Outstream Ad ⁵ on start, up to 20 sec.	RoS & Custom 60 € RoC 50 € RoP 40 €	X-Stream Ad ⁷ up to 20 sec.	RoS 65 € RoC - RoP 45 €
Livestream Ad ⁶ up to 20 sec.	RoS & Custom 85 € RoC 75 € RoP 65 €	YouTube ⁸ PreRoll up to 20 sec.	RoS & Custom 85 € RoC - RoP -

MULTISCREEN - Traffic distribution between stationary and mobile is based on availability

DISPLAY ROP - incl. a targeting of your choice (options: Socio, Regio Standard, Interest, Contextual, Perfect Fit) / further targetings additive (see targeting price list)

Additional options:	Double Dynamic Sitebar Dynamic Fireplace Video Wall Desktop Only Mobile Only Tandem / Triple Ads on request Other video formats on request	CPM sitebar plus €5 surcharge in combination with a mobile format CPM Fireplace plus €5 surcharge in combination with mobile format Desktop only, RoS&Custom: 90€ CPM ⁹ highest price category plus € 10 CPM surcharge highest price category
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- 1) Can also be booked as a cinematic ad in RoP and RoS (selected pages) (surcharge +€5 in combination with a mobile format).
- 2) Not bookable InApp. Mobile Halfpage Ad bookable in Interscroller.
- 3) Exclusively bookable InApp. Payout takes place with FC 1/campaign.
- 4) Not bookable InApp.
- 5) Excess length (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM; billing on CPCV basis (not bookable on BILD): RoS & Custom 19 cent, RoC 17 cent, RoP 15 cent, excess length (21 to incl. 30 sec.) +8 cent surcharge, shorter spot (up to incl. 15 sec.) -3 cent discount. Paid targeting possible for a CPM surcharge.
- 6) Bookable in the WELT TV livestream, BILD event livestream and the FAST channels of AUTO BILD, BILD and SPORT BILD. Longer spots (21-30 sec.) +€10 CPM // Short spots (up to and including 6 sec.) -€10 CPM. Excess length (31+ sec.) on request, surcharge depending on excess length.
- 7) Bookable on selected pages. Excess length (21-30 sec.) + 20 € CPM // Short spots (up to and including 6 sec.) -10 € CPM.
- 8) Other formats: Bumper Ad (up to incl. 6 sec) - RoS & Custom 65 €, Sponsorship (up to incl. 20 sec) - RoS & Custom 100 €. Targeting possible (Regio+Sozio): + € 11 CPM surcharge per targeting criterion. RoP: programmatically available.
- 9) Bookable on the following sites: businessinsider.de, autobild.de, computerbild.de, finanzen.net, fitbook.de, formel1.de, motorsporttotal.com, myhomebook.de, petbook.de, stylebook.de, techbook.de, travelbook.de. Only the billboard is displayed on tablets, other formats on request. Special features bild.de: Only bookable as fixed placement, FC 1/24h, no autoplay, subject to editorial approval, limited to one-time looping.

TARGETING RATECARD 2024

Prices valid from 01. January to 31. December 2024¹

PROFILE-BASED OR SEMANTIC TARGETING			Gross CPM surcharge in € ^{2,3}
Sociodemographics (Consent or No-Consent)	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	OVK Classifier Tier 1 - 4 Categories	Mapping of numerous interests by analysing the past reading behaviour of our users.	10.00 €
Contextual targeting (No-Consent)	OVK Classifier Tier 1 - 4 Categories	With this targeting method, advertising media are controlled in real time based on the context on a website.	10.00 €
Perfect Fit	Perfect Fit is a combination of interest and contextual targeting	To maximise reach, both cookie-based movement data and cookie-independent content data are used in combination.	10.00 €
Engagement	e.g. Automotive, Education, Food & Drinks, Health & Care, Media & Entertaining, Telecommunication	Reach those users who have shown increased interest in products of a certain product category.	20.00 € ⁴
Persona	e.g. Decision Maker, Fitness Foodies, LOHAS, Students, Travel Lover, Young Family or Young Performers	Addressing market-relevant target groups - based on first-party data and algorithmic modelling in our data management platform.	20.00 €
Customized	Customised segment	Creation of customised segments or specific personas.	30.00 €
SITUATIONAL (NO-CONSENT) TARGETING			
Regio	Standard	All federal states and large cities - without radius	10.00 €
	Flex	Campaign-specific payout area - radius possible	20.00 €
	Plus	Individual advertising area in the 5th postcode (unlimited number of creatives possible), including campaign reports and screenshots	30.00 €
Weather	Weather or temperature	Display of the advertising message in line with the current weather based on the IP address and weather data updated in real time.	20.00 €
B2B	Number of employees	< 10, 10-49, 50-199, 200-999, ab 1,000	30.00 €
	Revenue classes	< 500k €, 500k €-2,49Mio €, 2,5Mio €-49,99m €, from 50m €	30.00 €
	Industries	Automotive, banking, construction, civil servants, services, purchasing & logistics, retail, energy suppliers, education & training, F&E, gastronomy, wholesale, craftsmen, real estate, industry, investment managers, IT, law & law, SMEs, agriculture, marketing & media, pharmaceuticals, self-employed, security, start-ups, tourism, entertainment & recreation, insurance	30.00 € 10.00 € <i>combination price - all industries</i>
SEQUENTIAL TARGETING			
Retargeting	Classic retargeting	We use an MI Adserver Pixel to mark website visitors & clickers in order to address them again as part of a retargeting campaign.	10.00 €
	Retargeting 2.0	Retargeting and retargeting of relevant users. Creation of a segment by profiling and extrapolating the marked clickers and adding look-a-likes.	20.00 €
ID-BASED TARGETING			
ID Targeting		With our ID targeting, we can address users across all devices with highly relevant advertising. Our audiences are continuously supplemented with additional ID solutions.	20.00 € ²
Match_ML	Strategic data partnership	Activate your first-party target group with the help of our Data Clean Room solution exclusively in our portfolio and realise the full potential of your data.	30.00 € ²
DATA ANALYSES			
Audience Insight Report		Gain valuable insights into the actual target group. Use these insights (e.g. as the basis for customised personas) to increase the efficiency of follow-up campaigns.	750 € ^{4,6}
Iterative focussing		Based on the first Audience Insights Report, we change the campaign in consultation with you to improve the campaign result.	1,500 € ^{4,6}
FURTHER TARGETING OPTIONS			
Amazon Targeting	InMarket segments (search for specific products) or Lifestyle segments (regular purchase of certain products)	Addressing users in the MI portfolio with a specific search or purchase behaviour on Amazon.	20.00 € ^{4,5}

Notes:

- 1) Subject to price adjustments during the year
- 2) Further combination options available. Please contact us.
- 3) Discount & AE capable; for targeting combinations, the surcharges are absolute additive gross CPM surcharges - exception: when combining Sozio or Interest with Regio Plus or Flex, the higher surcharge **CANNOT** be combined with **ANY** other targeting
- 4) Only bookable on the following ad formats: Adbundle, Skyscraper, Superbanner, Medium Rectangle, Halfpage Ad, Billboard, Mobile Medium Rectangle, Mobile Content Ad 6:1.
- 5) Net price; **NOT** discount & AE capable
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