



# NATIVE STORIES

Your content in the look and feel of Computerbild

*impassioned by*

media **impact**—

Product story

ENTERTAINING, EMOTIONAL AND INFORMATIVE

# NATIVE ADVERTISING ROCKS AND...

.. is completely individual, tailored to your goals!

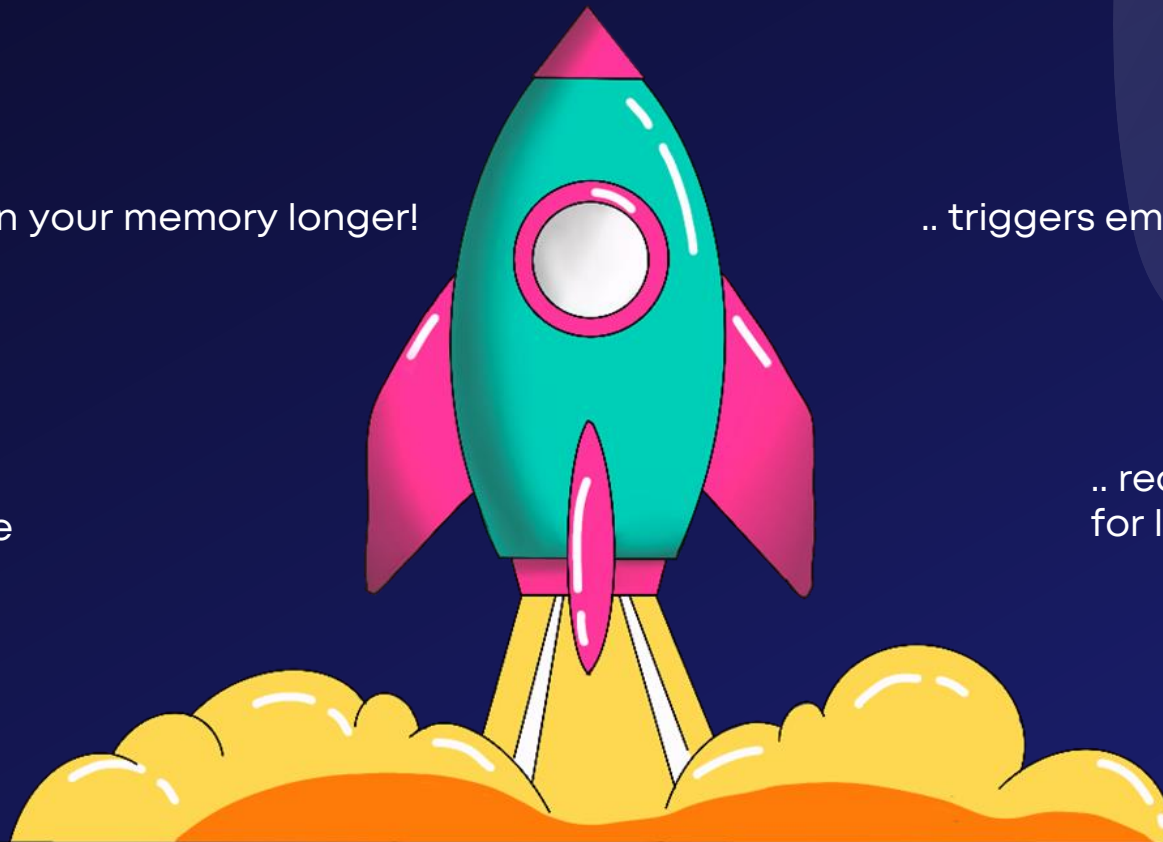
.. remains in your memory longer!

.. product benefits are anchored in the minds of the readers!

.. builds trust in your brand with the reader!

.. triggers emotions in the reader!

.. readers engage with the content for longer!



# PRODUCT STORY

Focus on your product

*impassioned by*

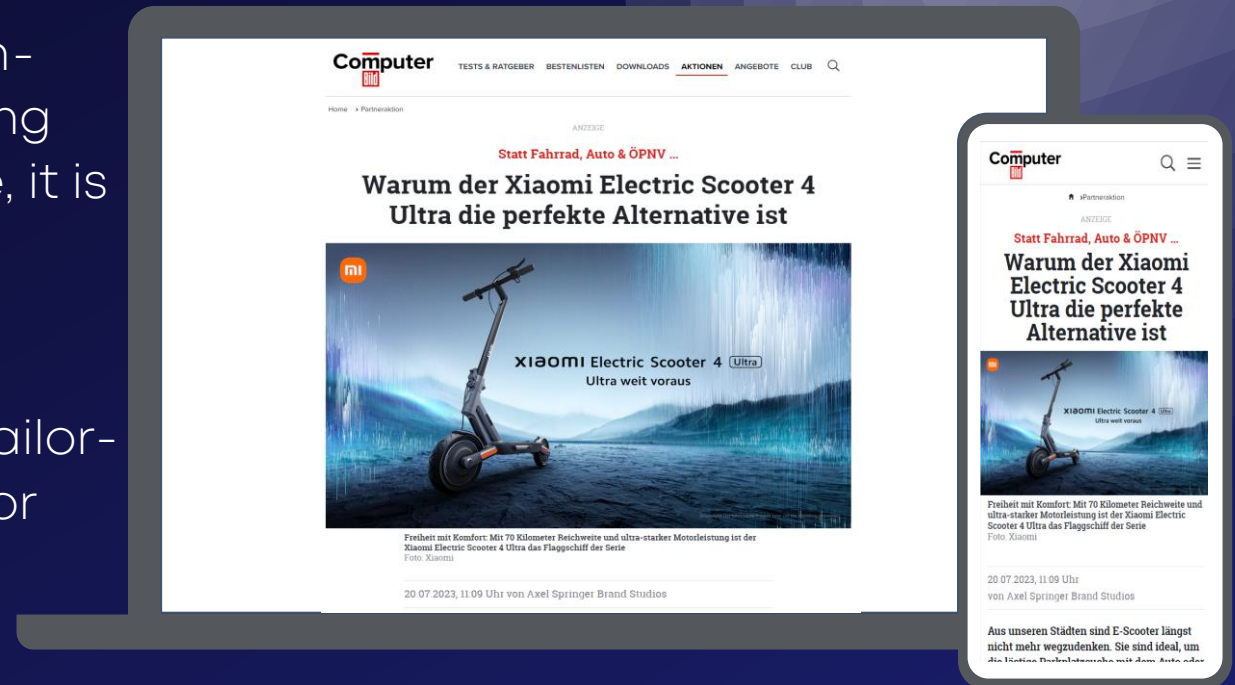
media **impact**—

# PRODUCT STORY

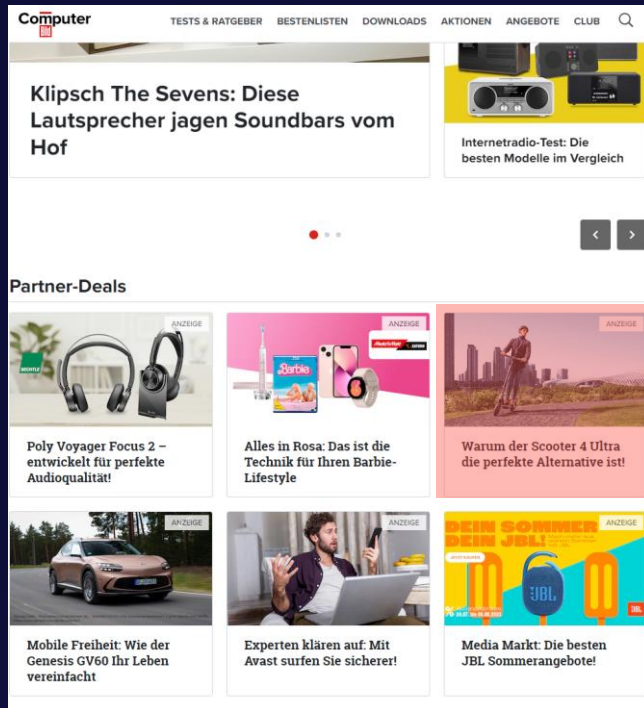
Present your own product story in the high-affinity computerbild.de environment, giving your product the visibility it deserves. Here, it is staged in all its facets in a high-quality manner.

Our credo: User first – each campaign is tailor-made, individually set up, and optimized for your target group. Success thus becomes transparent and measurable.

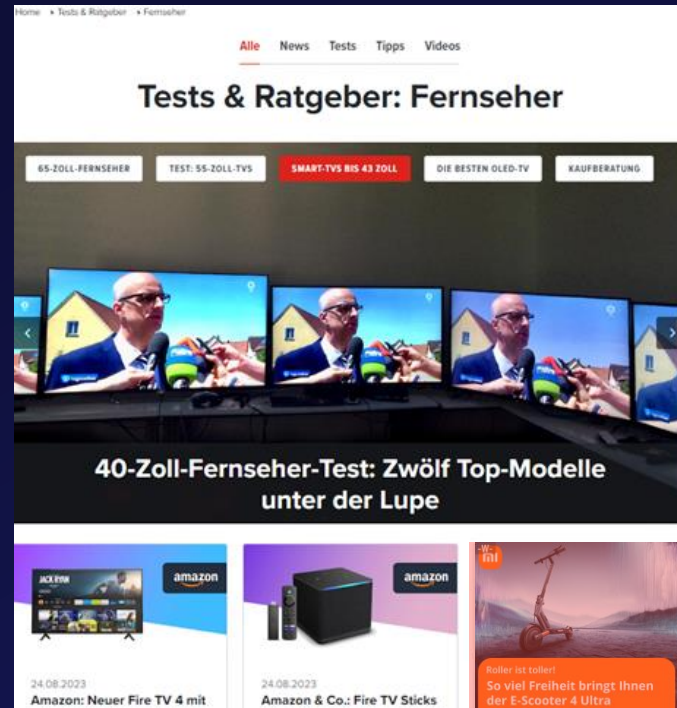
Benefit from our all-round service of high journalistic quality, extensive feedback loops, and detailed final reporting.



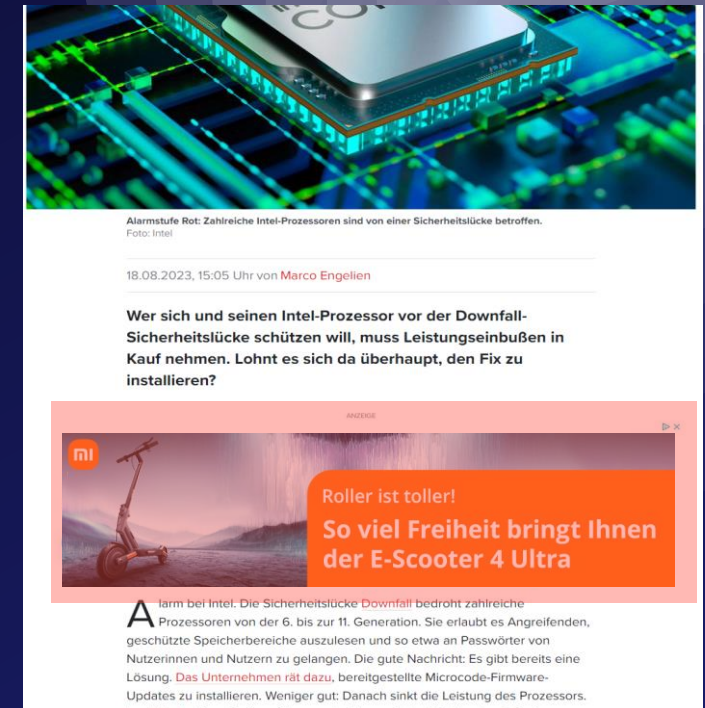
# MEDIA PACKAGE



Special-Teaser/Homepage

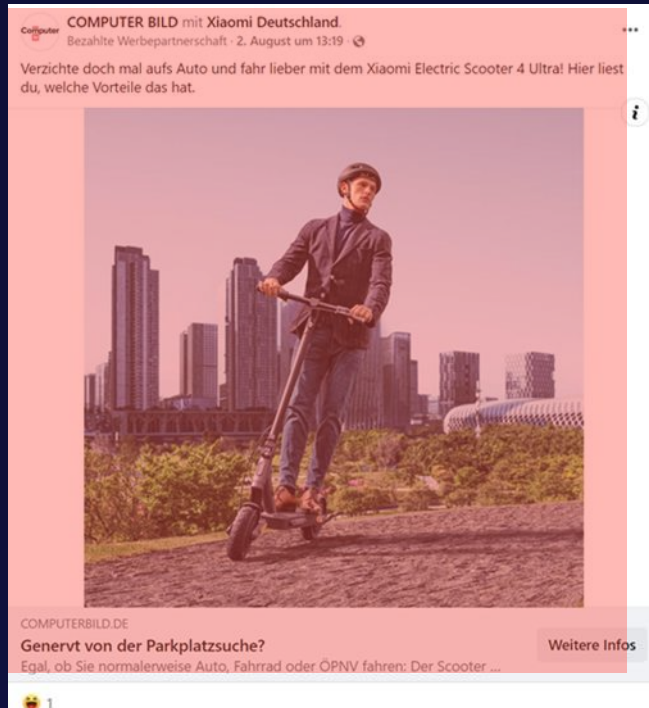


Medium Rectangle in Run of Site



Promo-Teaser in Run of Site

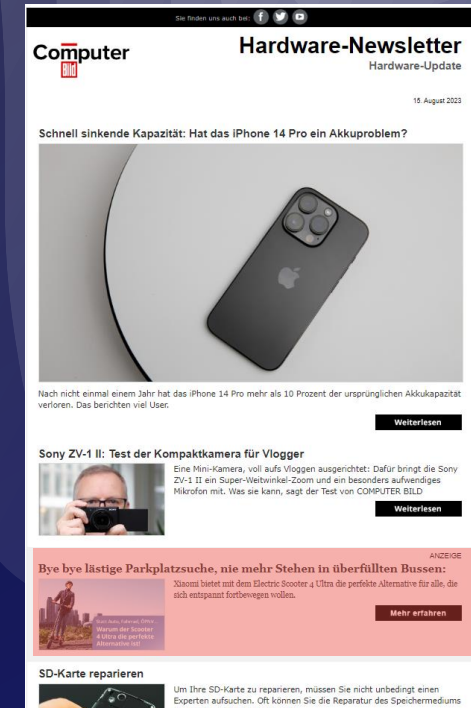
# MEDIA PACKAGE



social post



... and some more traffic drivers:  
mobile medium rectangle in run of site

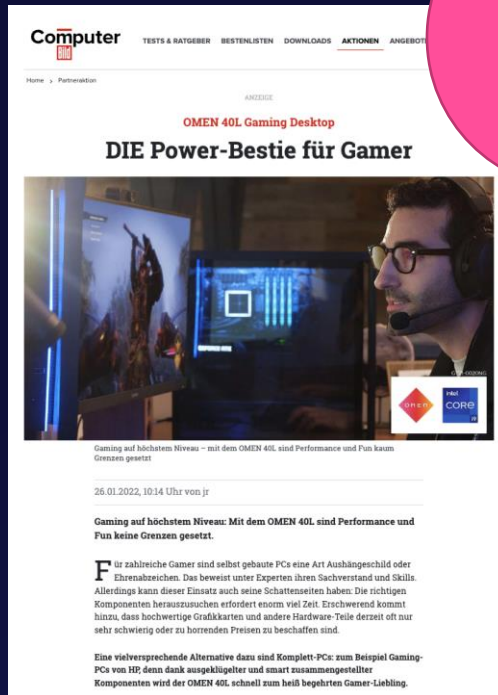


newsletter teaser

# THIS IS HOW USERS BECOME CUSTOMERS – BEST CASES



30,46%  
3.673  
Linkout-  
Klicks



Page views: 12.057  
Length of stay: 02:20 min



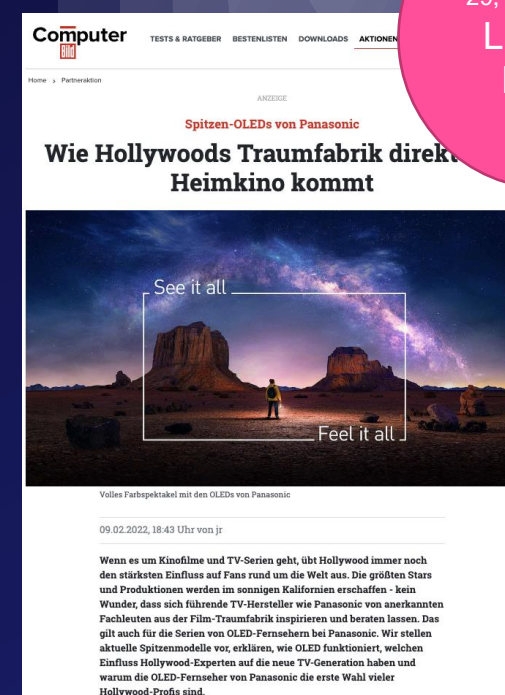
29,44% 5.858  
Linkout-  
Klicks



Page views: 19.901  
Length of stay: 02:54 min



29,10% 2.681  
Linkout-  
Klicks



Page views: 11.398  
Length of stay: 03:22 min

# VIDEO PRODUCT STORY

Your product in a video

*impassioned by*

media **impact**—

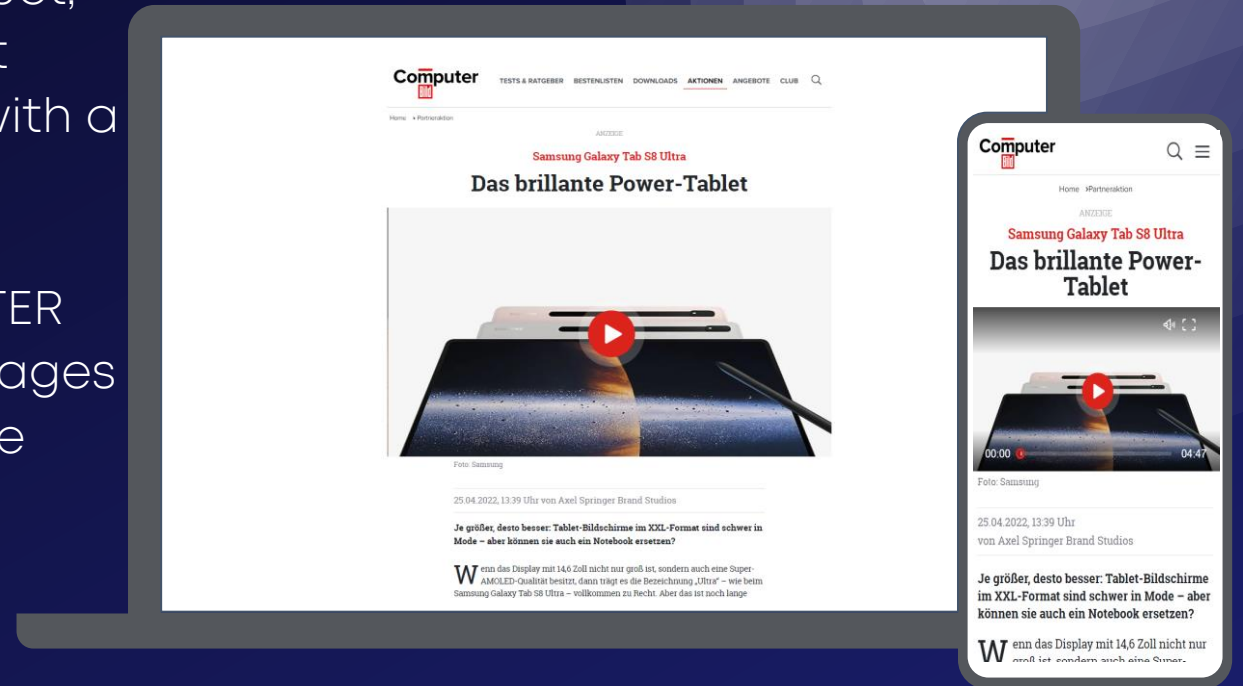


# VIDEO PRODUCT STORY

When purchasing a new technology product, many users struggle to decide on the right model. This challenge can be addressed with a digital purchase advisory.

A freelance video editor from the COMPUTER BILD environment will highlight the advantages of your product in a video lasting up to five minutes.

The video is seamlessly integrated across multiple screens and is presented ad-free within a product story, accompanied by the same product story traffic package.



# OVERVIEW

Poduct Story	Guaranteed Views	Runtime	Package price
incl. traffic-boosting media package of 1.7 million guaranteed impressions	9.000	4 weeks	33.750 €
Creative costs			3.500 €
Video Product Story	Guaranteed Views	Runtime	Package price
Incl. a traffic-boosting media package with a 1.7 million guaranteed impressions, along with 100.000 video pre-roll impressions	9.000	4 weeks	39.750 €
Creative costs			9.140 €