

READER TEST

with **Computer**
Bild

impassioned by

media **impact**—

COMPUTERBILD.DE – REACH AND TARGET



8.61 Million Users



66% male



19.51 Million Views



57% aged



35.30 Million PI's



55% income
> 3.000 €

20-49

THE EXPERT IN TERMS OF TECHNOLOGY

EDITORIAL POWER ON THE HIGHEST LEVEL:

As a trustworthy and strong brand, COMPUTER BILD confidently gives clear recommendations and assessments of technology trends, showing how technology brings fun and joy to life, making it easier.

RELEVANT ENVIRONMENT:

Topics related to computers, smartphones, smart home, PC and console games, audio, video, TV, and photography provide the perfect environment for your brand.

THE CONCEPT

The partner enables computerbild.de users to put their innovative products through their paces. Users apply via an exclusive and joint action on the website. The editorial team supports, accompanies, and organises the test:

- Call for participation
- Selection and notification of participants
- Accompanying the test
- Evaluation & publication of testimonials

The screenshot shows a webpage from computerbild.de. At the top, there's a navigation bar with 'Computer BILD' logo and menu items: TESTS & RATGEBER, BESTENLISTEN, DOWNLOADS, AKTIONEN, ANGEBOTE. Below the navigation, there's a breadcrumb trail: Home > Tests & Ratgeber > Notebooks > News. The main headline reads 'Leseraktion' followed by 'Produkttester gesucht: Testen Sie das Microsoft Surface Pro 8'. A circular badge on the left says 'PRODUKT-TESTER' and 'EINE BESONDERE AKTION VON Microsoft'. The main image shows a woman sitting at a desk, writing on a tablet. Below the image, there's a sub-headline: 'Microsoft Surface Pro 8: Jetzt als Produkttester bewerben.' followed by the date '02.12.2021, 16:58 Uhr von Christian Lanzerath'. The main text starts with 'Microsoft verspricht mit dem Surface Pro 8 ein starkes 2-in-1-Gerät, das die Leistung eines Premium-Laptops und die Vielseitigkeit eines Tablets bieten soll. Stimmt das? Bewerben Sie sich jetzt als Lesertester, probieren Sie es aus – und behalten Sie das Testgerät.' Below this, there's a product card for 'Surface Pro 7+ for Business - Platin, Intel Core i5, 8 GB RAM, 128 GB SSD, 4G LTE' priced at '1.329,00 €' with a 'Jetzt kaufen' button. The article body begins with 'Vielseitige Nutzung, ultraschlanke Linie, starke Performance – das Microsoft Surface Pro 8 vereint viel Leistung und praktische Funktionen in einem schmalen Gehäuse. Das 2-in-1-Gerät verwenden Sie sowohl als Laptop wie auch als Tablet. Den 13 Zoll großen Touchscreen bedienen Sie nicht nur mit den Fingern, sondern zum intuitiven Zeichnen und Schreiben auch mit dem neuen Surface Slim Pen 2. Durch den eingebauten Chip gibt das Stift über ein...

Umsetzungsbeispiel

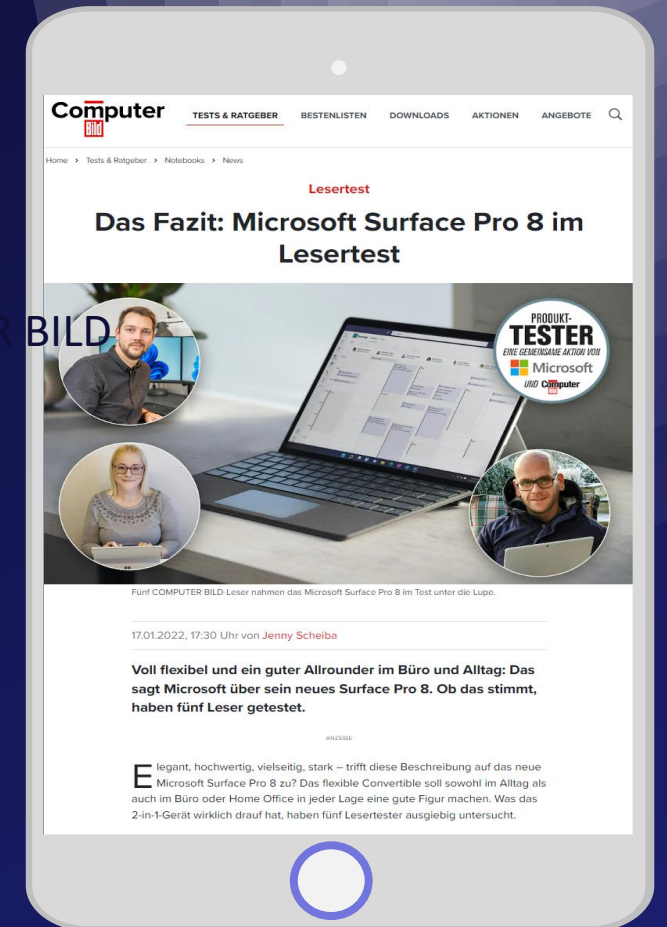
THE PROCEDURE

On computerbild.de call for a joint product test. The users selected afterwards evaluate the performance of the product and document their experiences.

The testers send the test report to the editors. In a follow-up report, the editorial team takes up the user feedback.

The product remains with the testers as a thank you.

The content, type and scope are the responsibility of the editorial team and are a free, editorial service. This depends on the relevance as well as the respective added value for the users.



Umsetzungsbeispiel

THE RECOMMENDATION MARKETING PROCEDURE

Reader testers increase the credibility of the test statements. Accompanying the editorial reader campaign, the partner has the option of placing exclusive campaign pages (e.g. product stories) and online media bearing the joint campaign logo including the COMPUTER BILD logo.

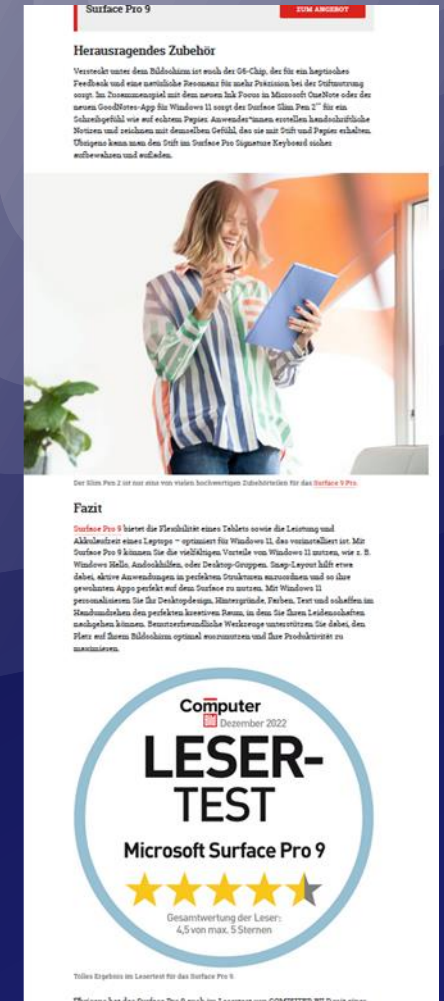
The measures offer the partner the opportunity to use the promotion for their own brand communication.

The editorial team grants permission to use all co-branded logo material.

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Umsetzungsbeispiel



THE OVERVIEW



Editorial call
and selection of
testers

A test
accompanied by
the editors

Reporting with
selected comments
from the testers

Recommendation
marketing: Use the Logo
for your own product
communication

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