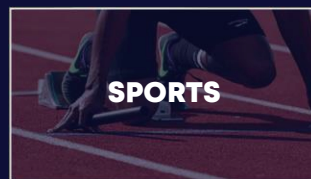
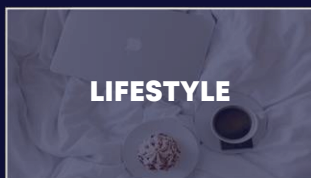


CHANNEL



WITH ONE CLICK TO THE CHANNEL

CHANNEL

CAR

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTO BILD	Total	x	only MEW
BILD	Car, Motorsports, Formula 1	x	x
CLEVER-TANKEN	Total	x	only MEW
COMPUTER BILD	Connected Car	x	only MEW
FORMEL 1	Total	x	only MEW
MOTORSPORT TOTAL	Total	x	only MEW
MOTORSPORT.COM	Total	x	only MEW
SPORTBILD	Motorsports	x	x
WELT	Sports (Formula 1), Motor	x	x

- 74% of users are male
- 33% of users are between 20 and 39 years old
- 71% are employed
- 44% have a high level of education (at least high school diploma/technical diploma)
- 56% have a net household income of 3,000 euros or more



1,00 monthly Mio. UU¹



1,94 monthly Mio. UU¹



2,89 monthly Mio. UU¹

BEAUTY & FASHION

Portal	Channel	Stationary	Mobile (MEW+APP)
ICON	Fashion, Jewels, Beauty, Watches	x	only MEW
STYLEBOOK	Total	x	only MEW
WELT	Lifestyle (Fashion, Trends)	x	x

- 54% of users are male
- 34% of users are between 20 and 39 years old
- 70% are employed
- 47% have a high level of education (at least high school diploma/technical diploma)
- 54% have a net household income of 3,000 euros and more



1,02 monthly Mio. UU¹



2,85 monthly Mio. UU¹



3,79 monthly Mio. UU¹

CHANNEL

ENTERTAINMENT

Portal	Channel	Stationary	Mobile (MEW+APP)
B.Z.	Culture, Boulevard	x	only MEW
BILD	Entertainment, BILD plays	x	x
COMPUTER BILD	Games	x	only MEW
METAL HAMMER	Total	x	only MEW
MUSIK EXPRESS	Total	x	only MEW
MYHOMEBOOK	DIY, Fun, Howto	x	only MEW
ROLLING STONE	Total	x	only MEW
STYLEBOOK	Celebrities, News	x	only MEW
TECHBOOK	Entertainment	x	only MEW
WELT	Culture, Panorama, Lifestyle (Service)	x	x

- 54% of users are male
- 34% of users are between 20 and 39 years old
- 70% are employed
- 47% have a high level of education (at least high school diploma/technical diploma)
- 54% have a net household income of 3,000 euros and more



6,90 monthly Mio. UU¹



14,19 monthly Mio. UU¹



19,13 monthly Mio. UU¹

CHANNEL

FAMILY

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Lifestyle, News, Guide, Entertainment, Health	x	x
COMPUTER BILD	Tip center, Video	x	only MEW
FITBOOK	Total	x	only MEW
MYHOMEBOOK	Total	x	only MEW
PETBOOK	Total	x	only MEW
STYLEBOOK	Total	x	only MEW
TECHBOOK	Total	x	only MEW
TRAVELBOOK	Total	x	only MEW
WELT	ICON, Travel, Health	x	x

- 48% of users are female
- 34% of users are between 20 and 39 years old
- 70% are employed
- 47% have a high level of education (at least high school diploma/technical diploma)
- 54% have a net household income of 3,000 euros and more



7,93 monthly Mio. UU¹⁾



13,55 monthly Mio. UU¹⁾



19,19 monthly Mio. UU¹⁾

CHANNEL

FOOD

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Lifestyle, Guide, Health	x	x
STYLEBOOK	Food	x	only MEW
TRAVELBOOK	World food	x	only MEW
WELT	Food, Lifestyle (Food & Drink)	x	x

- 51% of users are male
- 36% of users are between 20 and 39 years old
- 74% are employed
- 49% have a high level of education (at least high school diploma/technical diploma)
- 54% have a net household income of 3,000 euros and more



0,32 monthly Mio. UU¹



0,70 monthly Mio. UU¹



2,89 monthly Mio. UU¹

WOMEN

Portal	Channel	Stationary	Mobile (MEW+APP)
FITBOOK	Fitness, Food, Health, Howto, Mind & Body, Style, News	x	only MEW
ICON	Total	x	only MEW
METAL HAMMER	Total	x	only MEW
MUSIKEXPRESS	Total	x	only MEW
MYHOMEBOOK	DIY, Gardening, Garden, Howto, Projects, Rooms, Plants	x	only MEW
ROLLINGSTONE	Total	x	only MEW
STYLEBOOK	Total	x	only MEW
TRAVELBOOK	Total	x	only MEW
WELT	Panorama, Knowledge, Real Estate, Health, Lifestyle	x	x

- 51% of users are female
- 34% of users are between 20 and 39 years old
- 69% are employed
- 48% have a high level of education (at least high school diploma/technical diploma)
- 53% have a net household income of 3,000 euros and more



3,43 monthly Mio. UU¹



9,99 monthly Mio. UU¹



12,76 monthly Mio. UU¹

CHANNEL

FOOTBALL

Portal	Channel	Stationary	Mobile (MEW+APP)
B.Z.	Sports (Hertha BSC)	x	only MEW
BILD	Bundesliga, Sports, Football	x	x
SPORT BILD	Football, Bundesliga	x	x
WELT	Football	x	x

- 67% of users are male
- 35% of users are between 16 and 29 years old
- 70% are employed
- 46% have a high level of education (at least high school diploma/technical diploma)
- 55% have a net household income of 3,000 euros and more



8,10 monthly Mio. UU¹⁾



11,77 monthly Mio.UU¹⁾



17,16 monthly Mio. UU¹⁾

HEALTH

Portal	Channel	Stationary	Mobile (MEW+APP)
FITBOOK	Total	x	only MEW
STYLEBOOK	Total	x	only MEW
WELT	Health, Lifestyle (Fitness & Wellness)	x	x

- 55% of users are female
- 34% of users are between 20 and 39 years old
- 71% are employed
- 50% have a high level of education (at least high school diploma/technical diploma)
- 53% have a net household income of 3,000 euros and more



1,08 monthly Mio. UU¹⁾



3,01 monthly Mio. UU¹⁾



4,01 monthly Mio. UU¹⁾

CHANNEL

JOB & CAREER

Portal	Channel	Stationary	Mobile (MEW+APP)
B.Z.	Jobs	x	only MEW
BILD	Guide	x	x
BUSINESS INSIDER	Total	x	only MEW
FINANZEN.NET	Total	x	x
WELT	Economy, Finance	x	x

- 63% of users are male
- 32% of users are between 30 and 39 years old
- 69% are employed
- 48% have a high level of education (at least high school diploma/technical diploma)
- 54% have a net household income of 3,000 euros and more



7,86 monthly Mio. UU¹



8,16 monthly Mio. UU¹



14,45 monthly Mio. UU¹

CHANNEL

LIFESTYLE

Portal	Channel	Stationary	Mobile (MEW+APP)
B.Z.	Culture	x	only MEW
BILD	Lifestyle	x	x
COMPUTER BILD	eVivam	x	only MEW
FITBOOK	Total	x	only MEW
METAL HAMMER	Total	x	only MEW
MUSIK EXPRESS	Mestyle	x	only MEW
MYHOMEBOOK	Total	x	only MEW
PETBOOK	Total	x	only MEW
ROLLING STONE	Total	x	only MEW
STYLEBOOK	Total	x	only MEW
TECHBOOK	Total	x	only MEW
TRAVELBOOK	Total	x	only MEW
WELT	Culture, Panorama, Lifestyle	x	x

- 53% of users are male
- 34% of users are between 20 and 39 years old
- 69% are employed
- 48% have a high level of education (at least high school diploma/technical diploma)
- 53% have a net household income of 3,000 euros and more



4,10 monthly Mio. UU¹⁾



11,47 monthly Mio. UU¹⁾



14,53 monthly Mio. UU¹⁾

CHANNEL

MEN

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTO BILD	Total	x	only MEW
B.Z.	Sports	x	only MEW
BILD	Car, Digital, Football, Sports, Games, Bundesliga	x	x
BUSINESS INSIDER	Total	x	only MEW
COMPUTER BILD	Total	x	only MEW
FINANZEN.NET	Total	x	x
FITBOOK	Total	x	only MEW
FORMEL 1	Total	x	only MEW
ICON	Watches	x	only MEW
METAL HAMMER	Total	x	only MEW
MOTORSPORT TOTAL	Total	x	only MEW
MOTORSPORT.COM	Total	x	only MEW
MUSIK EXPRESS	Total	x	only MEW
MYHOMEBOOK	Total	x	only MEW
PETBOOK	Total	x	only MEW
ROLLING STONE	Total	x	only MEW
SPORT BILD	Total	x	x
TECHBOOK	Total	x	only MEW
TRAVELBOOK	Total	x	only MEW
WELT	Motor, Sports, Football, Money, Economy, Science, Politics, Finance	x	x
WIE IST MEINE IP	Total	x	only MEW

- 60% of users are male
- 35% of users are between 20 and 39 years old
- 68% are employed
- 47% have a high level of education (at least high school diploma/technical diploma)
- 54% have a net household income of 3,000 euros and more



17,86 monthly Mio. UU¹



22,15 monthly Mio. UU¹



31,63 monthly Mio. UU¹

CHANNEL

NEWS

Portal	Channel	Stationary	Mobile (MEW+APP)
B.Z.	Total	x	only MEW
BILD	News, Politics, Money	x	x
BUSINESS INSIDER	Total	x	only MEW
FINANZEN.NET	Total	x	x
WELT	Economy, Science, Finance, Politics, News	x	x

- 59% of users are male
- 33% of users are between 20 and 39 years old
- 69% are employed
- 48% have a high level of education (at least high school diploma/technical diploma)
- 54% have a net household income of 3,000 euros and more



12,29 monthly Mio. UU¹



17,11 monthly Mio. UU¹



24,82 monthly Mio. UU¹

CHANNEL

GUIDES

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTO BILD	Guidebook, New Mobility, Test	x	only MEW
BILD	Guidebook	x	x
BUSINESS INSIDER	Strategy	x	only MEW
B.Z.	Guidebook, City, Life, Service	x	only MEW
COMPUTER BILD	Guidebook	x	only MEW
FINANZEN.NET	Total	x	x
FITBOOK	How to	x	only MEW
MYHOMEBOOK	Total	x	only MEW
PETBOOK	Total	x	only MEW
STYLEBOOK	Total	x	only MEW
TECHBOOK	Easylife, Techstyle, Apps	x	only MEW
TRAVELBOOK	Total	x	only MEW
WELT	Lifestyle	x	x
WIE IST MEINE IP	Homepage, Pingtest, Speedtest	x	only MEW

- 63% of users are male
- 36% of users are between 20 and 39 years old
- 70% are employed
- 49% have a high level of education (at least high school diploma/technical diploma)
- 55% have a net household income of 3,000 euros and more



9,24 monthly Mio. UU¹⁾



6,34 monthly Mio. UU¹⁾



14,25 monthly Mio. UU¹⁾

CHANNEL

TRAVEL

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTOBILD	Travel, motorhomes	x	only MEW
BILD	Travel	x	x
TRAVELBOOK	Total	x	only MEW
WELT	Travel	x	x

- 55% of users are male
- 33% of users are between 20 and 39 years old
- 70% are employed
- 49% have a high level of education (at least high school diploma/technical diploma)
- 55% have a net household income of 3,000 euros and more



0,90 monthly Mio. UU¹



2,84 monthly Mio. UU¹



3,65 monthly Mio. UU¹

CHANNEL

SPORTS

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTO BILD	Motorsports, Sportscars, Motorsporttotal	x	only MEW
B.Z.	Sport	x	only MEW
BILD	Sports, Football, Bundesliga	x	x
COMPUTERBILD	Connected Sports	x	only MEW
FITBOOK	Total	x	only MEW
FORMEL 1	Total	x	only MEW
MOTORSPORT TOTAL	Total	x	only MEW
MOTORSPORT.COM	Total	x	only MEW
SPORT BILD	Total	x	x
WELT	Sports, Football	x	x

- 64% of users are male
- 35% of users are between 16 and 29 years old
- 70% are employed
- 47% have a high level of education (at least high school diploma/technical diploma)
- 54% have a net household income of 3,000 euros and more



8,87 monthly Mio. UU¹



14,29 monthly Mio. UU¹



19,94 monthly Mio. UU¹

CHANNEL

TECHNOLOGY

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTOBILD	Connected Car	x	only MEW
BILD	Digital, Games, BILD plays	x	x
BUSINESS INSIDER	Tech	x	only MEW
COMPUTER BILD	Total	x	only MEW
TECHBOOK	Total	x	only MEW
WELT	Digital, Science	x	x
WIE IST MEINE IP	Total	x	only MEW

- 64% of users are male
- 37% of users are between 20 and 39 years old
- 71% are employed
- 50% have a high level of education (at least high school diploma/technical diploma)
- 55% have a net household income of 3,000 euros and more



5,91 monthly Mio. UU¹



6,58 monthly Mio. UU¹



11,60 monthly Mio. UU¹

TOP DECISION-MAKER & B2B

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Money, Politics	x	x
BUSINESS INSIDER	Total	x	only MEW
FINANZEN.NET	Total	x	x
WELT	Money, Economy, Politics	x	x

- 61% of users are male
- 33% of users are between 20 and 39 years old
- 70% are employed
- 48% have a high level of education (at least high school diploma/technical diploma)
- 54% have a net household income of 3,000 euros and more



10,43 monthly Mio. UU¹



13,88 monthly Mio. UU¹



21,00 monthly Mio. UU¹

CHANNEL

TRENDS

Portal	Channel	Stationary	Mobile (MEW+APP)
METAL HAMMER	Total	x	only MEW
MUSIKEXPRESS	Total	x	only MEW
ROLLING STONE	Total	x	only MEW
STYLEBOOK	Total	x	only MEW
TECHBOOK	Total	x	only MEW
TRAVELBOOK	Total	x	only MEW
WELT	Lifestyle	x	x

- 57% of users are male
- 35% of users are between 20 and 39 years old
- 72% are employed
- 48% have a high level of education (at least high school diploma/technical diploma)
- 55% have a net household income of 3,000 euros and more

1,92 monthly Mio. UU¹5,01 monthly Mio. UU¹6,68 monthly Mio. UU¹

ECONOMY & FINANCE

Portal	Channel	Stationär	Mobile (MEW+APP)
BILD	Money, Politics	x	x
BUSINESS INSIDER	Total	x	only MEW
COMPUTER BILD	Test, Guidebook, Finances	x	only MEW
FINANZEN.NET	Total	x	x
WELT	Economy, Politics, Money	x	x

- 61% of users are male
- 33% of users are between 20 and 39 years old
- 70% are employed
- 48% have a high level of education (at least high school diploma/technical diploma)
- 54% have a net household income of 3,000 euros and more

10,43 monthly Mio. UU¹13,88 monthly Mio. UU¹21,00 monthly Mio. UU¹

CPM PRICE LIST

PROGRAMMATIC PURCHASING

- All channels can be booked programmatically
- Individual channels can be mapped programmatically = customizable via Transparent Private Auction/Deals

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)

	AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard	
Mobile Content Ad 6:1 + 4:1	RoC	40 €	RoC	50 €	RoC	60 €
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoC	50 €	RoC	60 €	RoC	70 €
Mobile Content Ad 1:1, Understitial¹, Interscroller¹, Prestitial (InApp)², Sticky Lead Ad 4:1³	RoC	62 €	RoC	72 €	RoC	82 €

VIDEO

InText Outstream Ad⁴ on start, up to incl. 20 sec.	RoC	50 €	Livestream Ad⁵ up to incl. 20 sec.	RoC	75 €
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MULTISCREEN - Traffic distribution between stationary and mobile is based on availability

Additional options:	Double Dynamic Sitebar	CPM Sitebar plus 5 € surcharge in combination with a mobile format
	Dynamic Fireplace	CPM Fireplace plus 5 € surcharge in combination with mobile format
	Desktop Only	highest price category plus 10 € CPM surcharge
	Tandem- / Triple Ads on request	
	Other video formats on request	

Notes:

- 1) Not bookable InApp. Mobile Halfpage Ad bookable in Interscroller.
- 2) Exclusively bookable InApp. Layout takes place with FC 1/campaign.
- 3) Not bookable InApp.
- 4) 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 cents, RoC 17 cents, RoP 15 cents, excess length (21 to incl. 30 sec.) +8 cents surcharge, shorter spot (up to incl. 15 sec.) -3 cents discount. Paid targeting possible for a CPM surcharge.
- 5) 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 incl. 6 sec.) -10€ CPM. Excess length (31+ sec.) on request, surcharge depending on excess length.