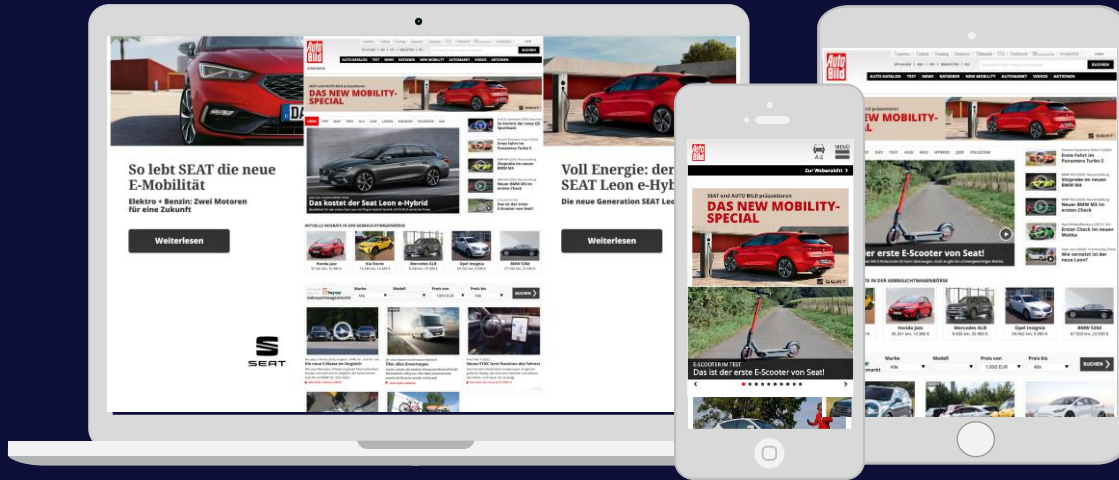


AUTO BILD DIGITAL



CONCEPT

AUTO BILD Digital (www.autobild.de) is the first address for editorial automotive content on the German-language web and is the digital market leader with its stationary and mobile offerings as well as its social media platforms. In addition to the latest editorial content in the areas of new and used cars, AUTO BILD Digital offers an extensive driving report archive and 8 special interest sections ranging from classic to connected cars.

Key figures/month	Desktop, MEW & Apps (Total)
Unique User ^{1,2}	9,06 Mio.
Visits ²	37,4 Mio.
Page Impressions ²	148,495 Mio.

Target group	Desktop, MEW & Apps (Total)
Male ¹	69%
20 - 49 years ¹	49 %
NHI of at least 3.000 € ¹	50 %
Employed ¹	71 %

1) b4p 2023 II Basis: German-speaking population aged 14 and over (70,08 Mio) 2) IVW November 2023, inkl. Clever Tanken

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DAILY FIXED PLACEMENTS

Home Run ¹ 10 a.m. – 10 a.m. (Sat. + Sun.) = 1 day	Guarantee / Price
Guaranteed Impressions Placement (HR + First Contact FC1) ¹	250.000 AI
BASIC Stationary ² : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky oder expandable) Mobile: Sticky Lead Ad ⁷ (4:1 / 6:1) max. 3 Sec. + Content Ad (2:1 / 4:1 / 6:1) / Medium Rectangle / Understitial	13.000 €
DELUXE Stationary ² : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper ³ / Video Wall ³ / Bridge Ad ⁴ , Catalogue Ad ⁵ , Direction Ad ⁶ Mobile: Sticky Lead Ad ⁷ (optional 100/1) (2:1 / 4:1) max. 3 Sek. + Medium Rectangle / Interscroller / Content Ad / Understitial / Catalogue Ad ⁵	22.000 €

MULTISCREEN - Trafficverteilung zwischen stationär und mobil erfolgt nach Verfügbarkeit

Zusatzoption: Für Tandem- / Triple Ads gilt die nächst höhere Preiskategorie

1) HomeRun MSI inkl. Index Allrad, Klassik, Tuning, Sportscars Reisemobil und Motorsport, + First Contact FC1 ROS, Wochenende (Sa. + So.) = 1 Tag, + First Contact = User, die über Search auf einen Artikel der autobild.de und AUTO BILD Mobile gelangen, FC1/Tag

2) Sticky Werbemittel floaten beim Scrollen nach / für eine optimale Darstellung und verbesserte Viewability auf dem Tablet wird die Anlieferung einer Dynamic Sitebar empfohlen

3) FC=1/Tag auf der Home, als Reminder bleibt ein Billboard stehen; in RoS wird ein Billboard eingesetzt

4) FC=1/Tag auf der Home, als Reminder bleibt ein Fireplace stehen; in RoS wird ein Fireplace eingesetzt

5) Die Catalogue Ad wird als Sitebar und Mobile Medium Rectangle + Layer ausgespielt

6) Bei Kreation über Media Impact fallen Kreationskosten an

7) Garantie- und abrechnungsrelevant sind jeweils das gewählte stationäre sowie beide mobilen Formate (Lead Ad + Hauptwerbemittel). Bei Nichtanlieferung des Leads Ads wird das gewählte mobile Hauptwerbemittel am gebuchten Tag zusätzlich in RoS ausgeliefert, um die gebuchte Garantiesumme zu erreichen

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DAILY FIXED PLACEMENTS

Home Run Supreme ¹ 10 a.m. – 10 a.m. (Sat. + Sun.) = 1 day	Guarantee / Price
Guaranteed Impressions	250.000 AI
Placements (HR + First Contact FC1) ¹	
SUPREME AD² – Stationary Big Stage (Automatic Pre Expanding Video Wall)	25.300 €
Example: https://www.autobild.de/artikel/irmscher-is3-opel-insignia-gsi-2021-tuning-limousine-preis-21008795.html/?ast_override_div=superbanner:299823847	
Mobile MEW: Sticky Lead Ad ³ (optional 100/1) (2:1 / 4:1 / 6:1) + Medium Rectangle / Interscroller / Content Ad / Understitial	

MULTISCREEN - Traffic distribution between stationary and mobile is subject to availability

1.) HomeRun MSI incl. Index Allrad, Klassik, Tuning, Sportscars Reisemobil and Motorsport, + First Contact FC1 ROS, weekend (Sat. + Sun.) = 1 day, + First Contact = users who reach an article of autobild.de and AUTO BILD Mobile via search, FC1/day

2) plus creation 4.800.- if the advertising material is to be created by MI. Production 15 days lead time from delivery of image and video material. Animation FC1/day. MEW & App: various formats to choose from.

3) Sticky advertising material floats when scrolling / for an optimal display and improved viewability on the tablet, the delivery of a dynamic sitebar is recommended. The selected stationary and both mobile formats (lead ad + main advertising material) are relevant for guarantee and billing. If the lead ad is not delivered, the selected mobile main advertising medium will also be delivered in RoS on the booked day in order to achieve the booked guarantee amount.

HomeRun plus Targeting ¹ 10 a.m. – 10 a.m. (Sat. + Sun.) = 1 day	Guarantee / Price
Guaranteed Impressions	250.000 AI
BASIC	15.000 €
Stationary ² : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable)	
Mobile: Sticky Lead Ad ⁵ (4:1 / 6:1) max. 3 Sek., Content Ad (2:1 / 4:1 / 6:1) / Medium Rectangle / Understitial	
DELUXE	24.000 €
Stationary ² : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper ³ / Video Wall ³ / Bridge Ad ⁴ ,	
Mobile: Sticky Lead Ad ⁵ (optional 100/1) (2:1 / 4:1) max. 3 Sek., Medium Rectangle / Interscroller / Content Ad / Understitial	

MULTISCREEN - Traffic distribution between stationary and mobile is subject to availability. Additional option: The next higher price category applies for tandem / triple ads

1) HomeRun = Homepage stationary + Homepage mobile incl. index pages Allrad, Klassik, Tuning, Sportscars Reisemobil and Motorsport, targeting options: Regio, Socio. A creative pool adapted to the targeting areas (up to 1,500 creatives) can be created automatically. A neutral fallback ad media is required.

2) Sticky ads float when scrolling / for an optimal display and improved viewability on the tablet, the delivery of a dynamic sitebar is recommended

3) FC=1/tag on the home page, a billboard remains as a reminder; a billboard is used in RoS

4) FC=1/day on the Home, a Fireplace remains as a reminder; a Fireplace is used in RoS

5) The selected stationary and both mobile formats (lead ad + main advertising medium) are relevant for the guarantee and billing. If the lead ad is not delivered, the selected main mobile advertising medium is also delivered in RoS on the booked day in order to achieve the booked guarantee amount.

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DAILY FIXED PLACEMENTS

HomeRun – Flex ¹ (Multiscreen) 3 x Events 10 a.m. – 10 a.m. (Sat. + Sun.) = 1 day	Guarantee / Price
Guaranteed Impressions	750.000 AI
DELUXE	60.000 €
Stationary ² : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper ³ / Video Wall ³ / Bridge Ad ⁴	
Mobile: Sticky Lead Ad ⁵ (optional 100/1) (2:1 / 4:1) max. 3 Sec.+ Medium Rectangle / Interscroller / Content Ad / Understitial	

1) HomeRun Flex= 3 HomeRuns Deluxe to be delivered within three weeks, exact dates if possible, otherwise with the right to postpone.

2) Sticky advertising material floats when scrolling / for an optimal display and improved viewability on the tablet, the delivery of a Dynamic Sitebar is recommended

3) FC=1/day, a billboard remains as a reminder

4) FC=1/day, a fireplace remains as a reminder 5) The selected stationary and both mobile formats (lead ad + main advertising medium) are relevant to the guarantee and billing. If the lead ad is not delivered, the selected main mobile advertising medium is also delivered in RoS on the booked day in order to achieve the booked guarantee amount.

FIXED PLACEMENTS

Event Extender ⁴ (Multiscreen) 10 a.m. – 10 a.m. ² (Sat. + Sun. = 1 day)	Guarantee / Price
Guaranteed Impressions	600.000 AI
Placements – (HR + First Contact FC1)+ additional payout 1 week at ROS	
BASIC	33.000 €
Stationary ³ : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+optional sticky or expandable)	
Mobile: Sticky Lead Ad ⁸ (optional 100/1) (4:1 / 6:1) max. 3" + Content Ad (2:1 / 4:1 / 6:1) / Medium Rectangle / Understitial	
DELUXE	50.000 €
Stationary ³ : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Curtain Dropper ⁵ / Video Wall ⁵ / Bridge Ad ⁶	
Mobile: Sticky Lead Ad ⁷ (optional 100/2) (2:1 / 4:1) max 3" + Medium Rectangle / Interscroller / Content Ad / Understitial	

MULTISCREEN - Traffic distribution between stationary and mobile is subject to availability. Additional option: The next higher price category applies for tandem/triple ads

1) HomeRun MSI incl. Index Allrad, Klassik, Tuning, Sportscars, Reisemobil and Motorsport + First Contact FC1, First Contact = users who reach Autobild.de and AUTO BILD Mobile via search.

2) Weekend (Sat. + Sun.) = 1 day

3) Sticky ads float when scrolling for an optimal display and improved viewability, on the tablet the delivery of a Dynamic Sitebar is recommended

4) Event Extender = 1x HomeRun + 1 week RoS. Requirement same format and same tracking

5) FC = 1/day on the Home, a Fireplace remains as a reminder; a billboard is used in RoS

6) FC = 1/day on the Home, a Fireplace remains as a reminder; a Fireplace is used in RoS

7) The selected stationary and both mobile formats (lead ad + main advertising medium) are relevant for guarantee and billing. If the lead ad is not delivered, the selected main mobile advertising medium is also delivered in RoS on the booked day in order to achieve the booked guarantee amount. Targeting options: Regio, Socio. A creative pool (up to 1,500 creatives) anchored to the targeting areas can be created automatically. A neutral fallback advertising medium is required.

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FIXED PLACEMENTS

DESCRIPTION	RUNTIME	KLICKS	PACKAGE PRICE
Produkt-News incl. Mediapaket 475.000 AI	2 weeks	2.000	13.000 €
Technical costs			800 € ⁴

PERFORMANCE PRODUCTS¹

DESCRIPTION	EXTENSIVE	PACKAGE PRICE
POWER WEEK ²	5.000 Clicks	25.000 € + 600 € techn. costs

1) Only bookable for AUTO BILD Digital Commitment partners or by arrangement

2) Native teaser in rotation on CMS areas 1 - 3, incl. tablet and mobile; optional + newsletter + Facebook posts, link to partner, delivery of 3 motifs and call-to-action required

3) Only bookable after prior consultation with ABDE Marketing: A-teaser on the CMS areas HOME 1 - 3, incl. tablet and mobile plus native teaser ads in ROS; optional + newsletter + Facebook posts, linking to the partner, delivery of 3 motifs and call-to-action required, plus native ad on the Med Rec position in RoS, special discounts by arrangement, AE-capable

4) Technical costs are not eligible for discount and AE

NATIVE PRODUCTS

DESCRIPTION	EXTENSIVE	Guaranteed AIs	PACKAGE PRICE
ADVERTORIAL	1 article page Multiscreen Runtime: 4 Wochen Native Medium Rectangle (MS, RoS, RoH)	2,5 Mio.	25.000 € + 2.500 € creation costs

DESCRIPTION	GUARANTEED VIEWS/AIS	RUNTIME	PACKAGE PRICE
PRODUCT STORY	9.000 / 1,7 Mio.	4 weeks	33.750 € + 3.500 € creation costs

DESCRIPTION	GUARANTEED VIEWS	RUNTIME	PACKAGE PRICE
VERTICAL BRAND STORY/ BOOSTER	15.000	1-2 weeks.	40.000 € + 5.000 € creation costs
VERTICAL BRAND STORY/ STAND ALONE	30.000	1-2 weeks	80.000 € + 10.000 € creation costs

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NATIVE PRODUKTE

DESCRIPTION	GUARANTEED VIEWS	RUNTIME	PACKAGE PRICE
BRAND STORY/INTERACTIVE STORY – PACKAGE S Creation costs: Brand Story Creation costs: Interactive Story	10.000	4 weeks	35.000 € 3.500 € 6.000 €
BRAND STORY/INTERACTIVE STORY –PACKAGE M Creation costs: Brand Story Creation costs: Interactive Story	15.000	4-6 weeks	50.000 € 4.000 € 6.500 €
BRAND STORY/INTERACTIVE STORY – PACKAGE L Creation costs: Brand Story Creation costs: Interactive Story	20.000	6-8 weeks (topic-specific)	62.500 € 4.500 € 7.000 €

DESCRIPTION	GUARANTEED VIEWS/AIS	RUNTIME	PACKAGE PRICE
BRAND HUB	25.000/4,85 Mio.	6-8 weeks	79.000 € + 10.000 € creation costs

MULTISCREEN - Traffic distribution between stationary and mobile is based on availability
 Brand Story: Standardized HTML structure with 5 chapters, image galleries, video & audio files and quotes
 Vertical brand story: Up to 5 story parts on Instagram and Snapchat with links to the brand story or customer landing page; booster can only be booked for an existing brand story.
 Brand Hub: The Brand Hub is integrated during the entire duration of the campaign. Brand stories in the hub can be supplemented with editorial content in the relevant topic area. Integration of native banners with internal linking to the Brand Hub index as well as to a brand story possible. Individual duration and a minimum of 2 and a maximum of 4 brand stories included. Traffic is directed both to the hub and to the brand stories themselves.

Interactive Story: Individualized structure & design with web designer and programmer, key visuals with focus on image transfer, image galleries, video & audio files as well as quotes.

1) Specifications: Advertorial teaser image in two sizes: 1200x800 and 1010x568 pixels. Teaser text: Headline (always single-line): max. 45 characters, headline (two versions); short max. 25, and long max. 40 characters, running text (two versions): short max. 100 characters and long max. 150 characters (here it depends on the running length of the words, their distribution and wrapping), call-to-action: max. 45 characters. Microsite integration as I-frame possible; width max. 1000 pixels, height no limit. Labeling as "ADVERTISEMENT". Creation costs are not eligible for discount and AE. The design of the advertising material is included in the technical costs. Desktop/mobile only advertorials are possible on request.

Newsletter ¹	Editorial newsletter
Picture-Text-Teaser (editorially designed teaser with the look & feel of AUTO BILD, market with advertisement) ²	4x each 70.000 Receiver, total 280.000 mailings 5.000 €

1) Publication every Monday and Thursday

2) Specifications: Delivery of editorially designed teaser, headline (always single-spaced): Maximum 60 characters, headline (always single-spaced): Maximum 40 characters, running text (maximum four lines): Approx. 200 characters (here it depends on the running length of the words their distribution and wrapping), call-to-action (text color red), single line, max. 40 characters, two images in the formats 1200x800 and 1010x568 pixels, the output size of the image in the newsletter is 371x245 pixels, please deliver images clean - without text and logo!

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SOCIAL MEDIA

Social Media	Sponsored Post	
	Facebook 430.740 subscribers guarantee AI/ 4 Posts: 800.000 AIs	Instagram 86.900 subscribers guarantee AI / 4 Posts: 200.000 AIs
4 sponsored Posts	28.000 €	10.000 €
Creation costs	800 €	800 €

Social Media	YouTube	
	TKP BumperAd until 6 Sec.	TKP PreRoll until 20 Sec.
Channel: AUTO BILD 502.000 subscribers	65 €	85 €
Channel: SPORTS CARS 37.700 subscribers	65 €	85 €

Notes

A maximum of 3 targeting criteria can be combined, targeting on brand fans is possible with other targeting criteria, no surcharge for targeting. Creation costs are not eligible for discount and AE

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TKP - PLACEMENTS

MULTISCREEN DISPLAY (MOBILE, DESKTOP, TABLET)						
	AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard ³	
Mobile Content Ad 6:1 + 4:1, Mobile Native Style Ads	Ros & Custom	50 €	RoS & Custom	60 €	RoS & Custom	70 €
Mobile Content Ad 2:1, Mobile-/ Social ¹ - Medium Rectangle	Ros & Custom	60 €	RoS & Custom	70 €	RoS & Custom	80 €
Mobile Content Ad 1:1, Interstitial ² , Interscroller ²	Ros & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €

VIDEO			
InText Outstream Ads ⁴	On start, bis inkl. 20 sec.	Ros & Custom	60 €
X-Stream Ad ⁶	bis inkl. 20 sec.	Ros & Custom	65 €
Video Wall ⁵	Desktop only	Ros & Custom	90 €
YouTube ⁷	PreRoll bis inkl. 20 sec	Ros & Custom	85 €

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. Device Only = highest price category plus €5 CPM surcharge, tandem / triple ads on request, other video formats on request.

1) Bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages)

2) Not bookable InApp

3) Can also be booked as a cinematic ad (surcharge +€5 in combination with a mobile format)

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, excess length (21 to incl. 30 sec.) +8 cents surcharge, shorter spot (up to incl. 15 sec.) -3 cents discount. Paid targeting possible against CPM surcharge.

5) FC 1/24h, no autoplay, subject to editorial approval, restriction to one-time looping.

6) Excess length (21-30 sec.) + 20 € CPM // Short spots (up to and including 15 sec.) -10 € CPM

7) 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.

8) On Autobild.de only bookable in RoS&Custom.