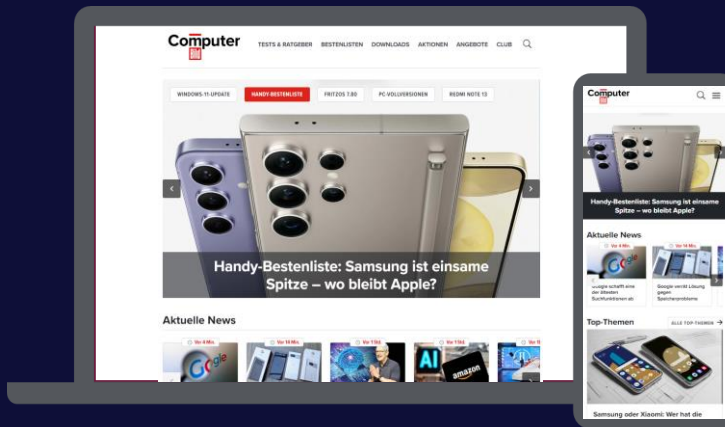FACTS 2024

COMPUTER BILD DIGITAL

CONCEPT

COMPUTER BILD Digital (www.computerbild.de) accompanies its users while they are advancing the digitization of everyday life. As a trusted and strong brand, CB confidently gives clear recommendations and assessments of technology trends and shows how technology brings fun and joy into everybody´s life. CB makes digital life easier! PCs, notebooks and smartphones only define the roots, not the limits of our Magazine. COMPUTER BILD looks at all aspects of our Connected World and reports as well on the networked food processor, as the Smart Home and the Connected Car as well as network policy and apps.

Key Figures/Month	Overall
unique user[2]	8,61 Mio
visits[2]	19,51 Mio
Page impressions[2]	35,30 Mio.

Target Group[2]	Digital
male	66 %
between 20 & 49 years	57 %
net household income > € 3,000	55 %
employed	65 %

1) best for planning 2023 I; Basis: Grundgesamtheit (70,08 Mio.), NpM 2) IVW November 2023

FIX-PLACEMENTS

HomeRun + First Contact[1] (multiscreen) I 10 – 10 am	1 day	1 Week
Guarantee	AI: 300.000[5]	AI: 2.100.000[5]
BASIC desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky oder expandable) Mobile (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Cube Ad (MMR)	14.800 €	82.880 €
DELUXE Stationär: Video Wall1 / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad1 / Billboard (100/1) / Image Reveal Ad2 / Curtain Dropper1 / Catalogue Ad (Exp. Sitebar) / TwoFace Ad3 Mobile: (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Content Ad 1:1 / Understitial4 / Interscroller4 / Cube Ad (MMR) / Catalogue Ad (Exp. MMR) / TwoFace Ad3 / Mobile Click & Swipe4 / Gallery Ad (MMR)	19.100 €	106.960 €
Supreme Stationär: Big Stage5 (Automatic Pre Expanding Video Wall) Mobile (MEW + App): (Video) Lead Ad 2:1 + (Video) Interscroller + Mobile Medium Rectangle (erforderlich bei der Buchung der App) / Cube Ad (MMR)	28.500 €	upon request

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

1) HomeRun = Homepage stationary + Homepage mobile incl. all index pages + First Contact FC1 ROS
2) Sticky advertising material floats when scrolling / for an optimal display and improved viewability on the tablet - booking for Dynamic Sitebar mandatory
3) FC=1/day, a billboard remains as a reminder
4) FC=1/day, a fireplace remains as a reminder
15) The selected stationary and both mobile formats are relevant to the guarantee and billing (lead ad + main advertising medium). If the lead ad is not delivered, the selected main mobile advertising medium delivered in RoS on the booked day in order to achieve the booked guarantee amount

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FIX PLACEMENTS / NEWSLETTER / POWERWEEK

HomeRun + First Contact[1] flex[4] (Multiscreen) 10 – 10 am	Guarantee / Price
3 days Homerun during one week guaranteed Ad Impressions BASIC Stationär: Big Stage5 (Automatic Pre Expanding Video Wall) Mobile (MEW + App): (Video) Lead Ad 2:1 + (Video) Interscroller + Mobile Medium Rectangle (erforderlich bei der Buchung der App) / Cube Ad (MMR)	900.000 AI 36.000 €
DELUXE: Stationär: Video Wall1 / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad1 / Billboard (100/1) / Image Reveal Ad2 / Curtain Dropper1 / Catalogue Ad (Exp. Sitebar) / TwoFace Ad3 Mobile: (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Content Ad 1:1 / Understitial4 / Interscroller4 / Cube Ad (MMR) / Catalogue Ad (Exp. MMR) / TwoFace Ad3 / Mobile Click & Swipe4 / Gallery Ad (MMR)	43.200 €

HomeRun + First Contact[1] Event Extender (Multiscreen) 10 – 10 am	Guarantee / Price
1 day Homerun and one week run of site guaranteed ad impressions BASIC: Stationär: Big Stage5 (Automatic Pre Expanding Video Wall) Mobile (MEW + App): (Video) Lead Ad 2:1 + (Video) Interscroller + Mobile Medium Rectangle (erforderlich bei der Buchung der App) / Cube Ad (MMR)	300.000 homerun & fc 350.000 ros 28.600 €
DELUXE: Stationär: Video Wall1 / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad1 / Billboard (100/1) / Image Reveal Ad2 / Curtain Dropper1 / Catalogue Ad (Exp. Sitebar) / TwoFace Ad3 Mobile: (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Content Ad 1:1 / Understitial4 / Interscroller4 / Cube Ad (MMR) / Catalogue Ad (Exp. MMR) / TwoFace Ad3 / Mobile Click & Swipe4 / Gallery Ad (MMR)	37.050 €

Newsletter	CPM
Image-Text-Teaser (look & feel of COMPUTER BILD)	50 €

CPC Power Products	Guanranteed	Price
POWER WEEK[1]	5.000 Clicks	10.000 €

MULTISCREEN - Traffic distribution between stationary and mobile is based on availability
Notes:
1)Home Run = homepage desktop + homepage mobile incl. index-websites + First Contact FC1 ROS
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 price of the Click Booster is not eligible for special discount, but AR and AE.
6) Event Extender = 1x HomeRun plus 1 week RoS, provided same format and same tracking. | Advertising media analogous to HomeRuns | When booking a curtain dropper or a bridge ad, a billboard or fireplace is then played in ROS (the general specifications of the curtain dropper and the video wall apply)
7) 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 mobile main advertising medium will be delivered in RoS on the booked day in order to achieve the booked guarantee amount
8) HomeRun Flex = 3 HomeRuns to be completed within one week; Home Run = stationary homepage + mobile homepage incl. index pages + First Contact FC1 ROSMULTISCREEN - Trafficverteilung zwischen stationär und mobil erfolgt nach Verfügbarkeit

Computer Bild   media impact

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NATIVE PRODUCTS

Brand Story, Interactive Story	Guaranteed Views	Runtime	Package Price
Package S Technical costs[1]: Brand Story Technical costs[1]: Interactive Story	10.000	4 weeks	35.000 € *3.500 €* *6.000 €*
Package M Technical costs[1]: Brand Story Technical costs[1]: Interactive Story	15.000	4 – 6 weeks	50.000 € *4.000 €* *6.500 €*
Package L Technical costs[1]:Brand Story Technical costs[1]:Interactive Story	20.000	6 – 8 weeks (theme-specific)	62.500 € *4.500 €* *7.000 €*

Online-Advertorial	Guaranteed AI	Runtime	Package Price
your own microsite: desktop: Homepage-Teaser, Promo-Teaser (RoS), Medium Rectangle (Home & RoS), Newsletter-Teaser Mobile: Medium Rectangle (RoS) Creation Costs[2]	2,5 Mio.	4 weeks	25.000 € 2.500 €

Product Story / Digital Buying Guide / Product Story Bundle	Guaranteed Views / AIs	Runtime	Package Price
Product Story Desktop: Homepage-Teaser, Promo-Teaser (RoS), Medium Rectangle (Home & RoS), Newsletter-Teaser Mobile: Medium Rectangle (RoS) Facebook-Postings creation costs[2]	9.000 views / 1,7 Mio. AIs	4 weeks	33.750 € 3.500 €
Digital Buying Guide Same media package as the product story plus an individually created product video incl. 20-second pre-roll ad and 100,000 pre-roll ads in RoS (lead time 4-6 weeks). creation costs[2]	9.000 views / 1,7 Mio AIs + 100.000 PreRoll-Ads	4 weeks	39.750 € 9.140 €
More guaranteed views	3.000 views 5,000 views	4 weeks	9.000 € 14.000 €
Product Story Bundle Incl.: computerbild.de, techbook.de and bild.de (Channels Digital and games) Creation costs:[2]	15.000 views / 15 Mio. AIs	4 weeks	47.500 € 4.500 €

Product News / Product Hub	Guaranteed Views / AIs	Runtime	Package Price
Product News desktop: Promo-Teaser & Medium Rectangle (RoS), Newsletter-Teaser Mobile: Medium Rectangle (RoS) Facebook-Posting Creation cost[2]	2.000 views / 475.000 AIs	max 2 weeks	13.000 € 800 €
Product Hub Consists of up to 4 different Product Stories - bundled in a separate Product Hub Creation costs:[2]	18.000 views / 2,5 Mio. AIs	4 weeks	60.000 € 7.000 €

MULTISCREEN - Trafficverteilung zwischen stationär und mobil erfolgt nach Verfügbarkeit

1)Brand Story: Standardized HTML structure with 5 chapters, image galleries, video & audio files and quotes 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.
2) Technical costs are not eligible for discount and AE

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SOCIAL MEDIA

Social Media	Sponsored Post	
	Facebook 181.000 Abonnenten garantueed AI / 4 Posts: 500.000 AIs	Instagram 15.800 Abonnenten garantueed AI / 4 Posts: 200.000 AIs
4 Sponsored Posts	18.000 €	10.000 €
Creation costs[1]	800 €	800 €

Notes: maximum of 3 targeting criteria can be combined, targeting on brand fans is possible with other targeting criteria, no surcharge for targeting,
1) creation costs are not eligible for discount and AE

Video (Live)-Talk	Content	Package price
Exklusives Presenting	Joint sendership and individual integration by arrangement	15.000 €
Creation costs[1]		1.000 €

Notes: The video (live) talk must always be agreed individually with regard to the type and scope of the presentation.
1) creation costs are not eligible for discount and AE

CPM RATECARD

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

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) / further targetings additive (see targeting price list)

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
	Video Wall	Desktop only, RoS&Custom: 90€ CPM[7]
	Desktop Only	highest price category plus € 10 CPM surcharge
	Tandem / Triple Ads	on request
	Other video formats	on request

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. Playout 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.

Computer Bild | media impact