

MEDIA KIT

Computer
Bild

impassioned by

media **impact**

COMPUTERBILD.DE – TARGETGROUP & REACH

 8,61 UU

 66% male

 19,51 Mio Views

 55% 20-49 age

 65% employed

 55% > 3.000 €

THE EXPERT IN TERMS OF TECHNOLOGY

EDITORIAL POWER ON HIGHEST LEVEL

As a trustworthy and strong brand, COMPUTER BILD confidently gives clear recommendations and assessments of technology trends and shows how technology brings fun and joie de vivre and makes life 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.

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

PRODUCT INTERESTS STRONG / VERY STRONG ON COMPUTERBILD.DE

TARGET GROUPS



Affinity 146

Computer software
and games



Affinity 125

Mobil Apps



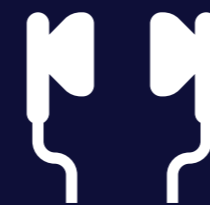
Affinity 133

Computer, Notebooks
and Tablets



Affinity 120

Cars



Affinity 127

Music and Films



Affinity 1376

Credits and
construction financing

SELECTION OF THE MAIN TOPICS IN 2024



Tests & Guides

Hardly on the market, already professionally and informatively tested by us



Shopping-Events

All information about shopping events like Christmas, Black Friday or Prime/Single-Day



User-Campaigns

Various promotions all year round: user tests, competitions, etc. – be there!



Shopping Guide

Always at the side of our users - all the important information for the right purchase decision



Current Highlights

On the pulse of time - which current topics interest the tech-savvy user - at a glance



New Energie

Current developments and possible solutions in the field of sustainability and renewable energies

SELECTION OF THEMED SPECIALS 2024



SMART HOME

All about: How to digitize my home, the latest trends and gadgets



NEW MOBILITY & NEW ENERGIE

What does the mobile world of tomorrow look like? From e-scooters to autonomous driving, everything takes place in this special



STREAMING

What does the mobile world of tomorrow look like? From e-scooters to autonomous driving, everything takes place in this special



IHR SPECIAL

We would be happy to work with you to design an individual content hub

INTEREST & ENGAGEMENT

Use our diverse communication capabilities to reach tech savvy and interested users.

For a target group-oriented approach, Computerbild.de offers a wide range of products in the fields of telecommunications and consumer electronics.

Our USP: Excellent click and above-average length of stay due to the intensive search for information by our users. Your suitably placed products achieve the best possible attention..

THE CONCEPT

Computerbild.de users will have the chance to extensively test and comment on new and/or innovative products. Users can apply through an exclusive promotion. The editorial team supports, accompanies and organizes the test.

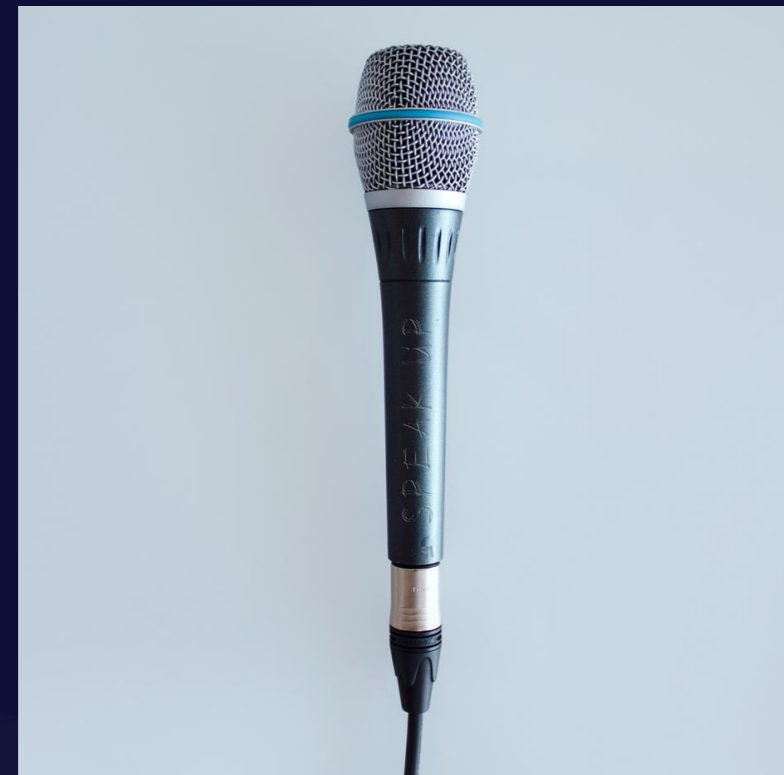
The selected users evaluate the performance of the product and document their experiences. In a follow-up report, the editorial team takes up the user feedback. At the end of the test, the client can use the test results as well as user quotes and receives a special computer image seal.

The reader campaign is accompanied by advertising materials, such as the common campaign logo, reader quotes and result logos. What convinces a user more than the test judgment of other users?



THE CONCEPT PREMIERE/PRODUCT TESTER

also crossmedial possible



Exclusive and cross-media editorial appeal*

Accompanied by the editorial staff*

Detailed reporting* with selected comments from the testers

Recommendation marketing: Logo use for your communication

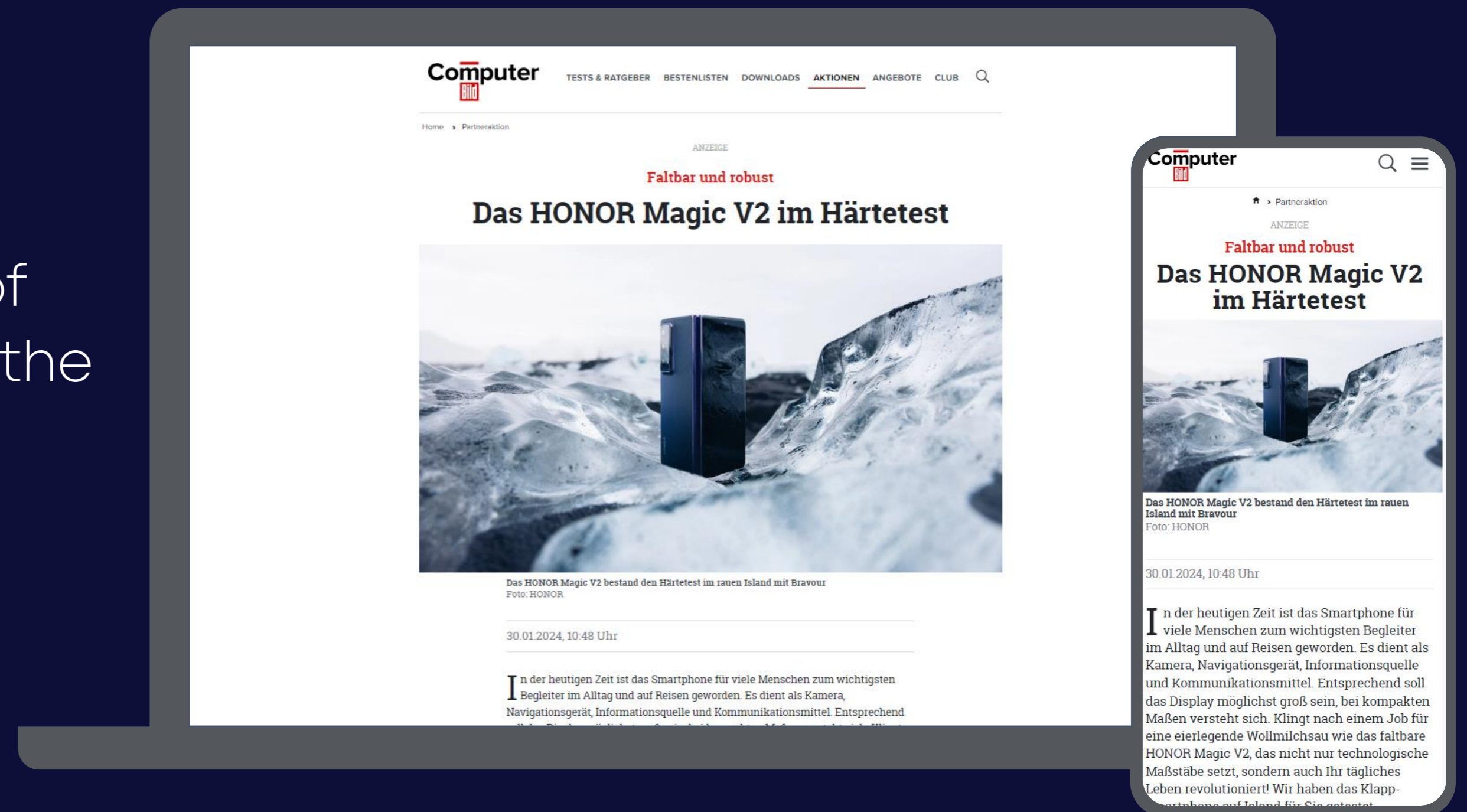
* The type and scope are the responsibility of the editorial staff; Products are provided by the customer.

PRODUCT STORY

The grand entrance! In a product story, we present all product facets in a high-quality editorial impression. Whether it's a product launch or a comprehensible presentation of the USPs, your product will be presented in the best light.

The high dwell times on the product stories show that the user's nerve is struck and a corresponding interest in your product is aroused.

The traffic is supplied via a comprehensive media package. At least 9,000 views within 4 weeks on your product story are guaranteed.



PRODUCT STORIES WITH A HIGH LINKOUT CTR



Linkout
-CTR:
39,50%

Computer
Partneraktion
ANZEIGE
Xiaomi Watch 2 Pro mit Wear OS
Die Perfektion des Smartwatch-Designs

Die Xiaomi Watch 2 Pro ist definitiv ein Hingucker!
Foto: Xiaomi
21.09.2023, 13:27 Uhr
Die Welt der Smartwatches hat sich in den letzten Jahren rasant weiterentwickelt, und die Xiaomi Watch 2 Pro steht an vorderster Front dieser Evolution. Mit ihrem schlanken und klassischen Design, dem leistungsstarken SnapdragonW5+ Gen 1-Prozessor und einem atemberaubenden AMOLED-Display ist sie weit mehr als nur eine Uhr. Sie ist ein Statement für Performance, Eleganz und Intelligenz.



Linkout
-CTR:
39,24%

Computer
Partneraktion
ANZEIGE
Notebook Acer Aspire 5
Dieses Detail bringt mächtig Power!

Den Acer Aspire 5 gibt es in zwei leistungsstarken Varianten
Foto: Acer
23.12.2022, 09:38 Uhr
von Axel Springer Brand Studios
Tim hatte sich ein Acer Aspire 5 mit 17-Zoll-Monitor gekauft, bevor er in seine neue WG gezogen war. Zufälligerweise hatte sich sein neuer WG-Kumpel Yilmaz zuvor für das gleiche Modell mit 15-Zoll-Display und etwas anderer Ausstattung entschieden. Im Alltag machte sich der Unterschied bei bestimmten Anwendungen



Link-out-
CTR:
34,64%

Computer
Partneraktion
ANZEIGE
Geld und Nerven sparen mit der nächsten Generation nachfüllbarer Tankdrucker
Einfacher, länger und günstiger drucken mit HP Smart Tanks

Die HP Smart Tank-Drucker kommen bereits mit einem Tintenvorrat für bis zu drei Jahre und sparen so richtig viel Geld*
Foto: HP
23.08.2023, 09:44 Uhr
Ob privat oder geschäftlich: Ein Drucker wird häufiger benötigt, als man denkt. Zum Glück gibt es jetzt eine tolle Alternative, die richtig

VIDEO BUYER'S GUIDE

Is everything in motion? Your product will be staged in an elaborate video production and you can also use this video on your websites.

Our partner agency has many years of experience in putting your product in the right light and presenting the product advantages accordingly. With the video buying guide, you can add another highlight to your product story and make your product even more "tangible" for the user.

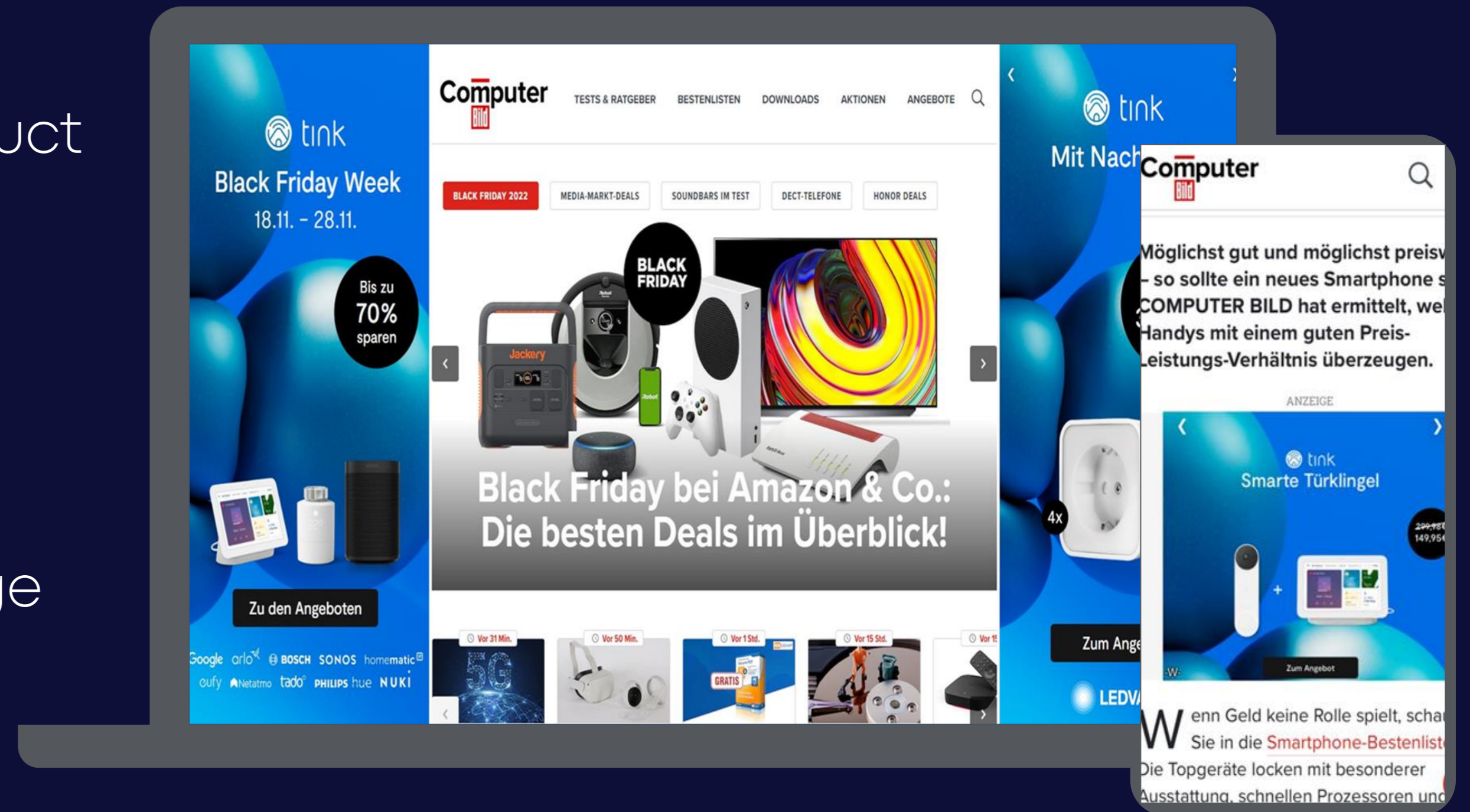
In addition, corresponding pre-roll ads are placed in the traffic feed



HOMEPAGE FIX-PLACEMENTS

One day all AIs on the homepage and all index pages on Computerbild.de! Our product combinations make your homepage placement as individual as possible:

- Homepage Fix placement on a daily or weekly basis.
- Homepage Extender: one Day Homepage and 350,000 AIs in RoS
- Homepage-Flex: 3 Homepage Fix Placements within one week.



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