

# NATIVE ADVERTISING

PRODUCT OVERVIEW 2025

*impassioned by*

media **impact**—

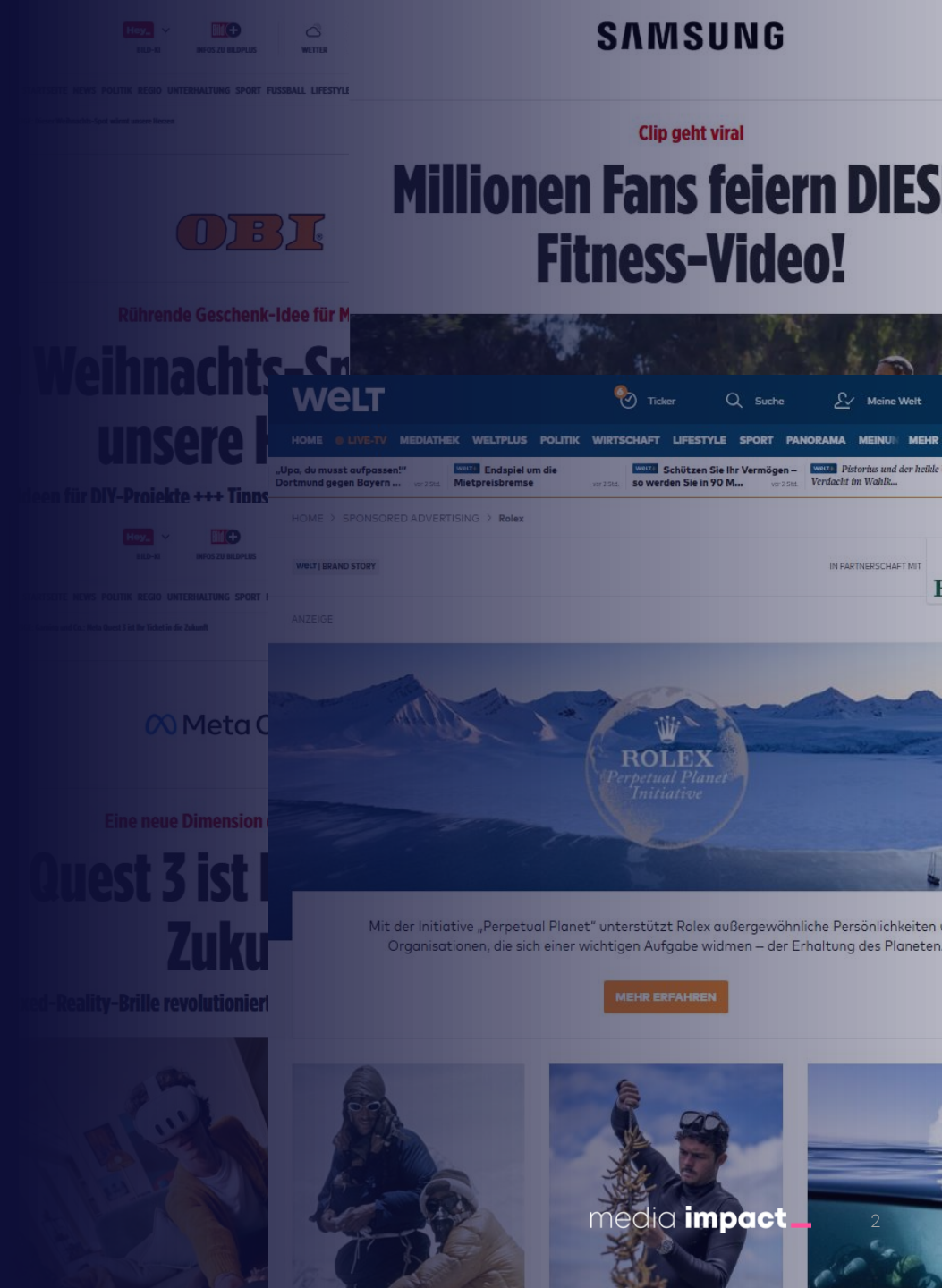
# WE LOVE TO CREATE GREAT STORIES FOR YOU

We create your success stories on our strong brands and accompany you throughout the campaign!

**Our credo: Users first – every campaign is tailored to your target group.**

Our campaign KPIs are guaranteed and constantly optimized for you. This makes the success of your campaign transparent and measurable.

With us, you will receive an all-round service of high quality, from detailed feedback loops to detailed final reporting.



# NATIVE ADVERTISING INSPIRES AND...

**... is completely individual, tailored to your goals!**

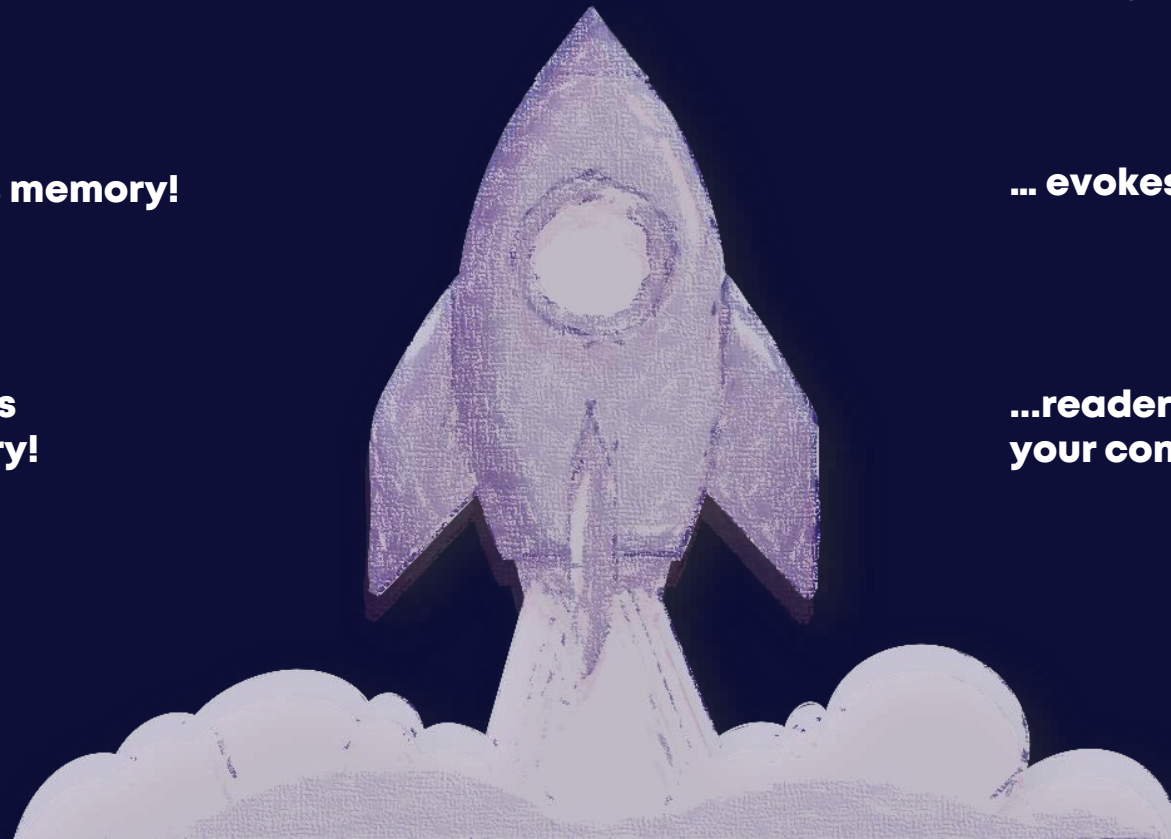
**... stays longer in user's memory!**

**... the product benefit is anchored in the memory!**

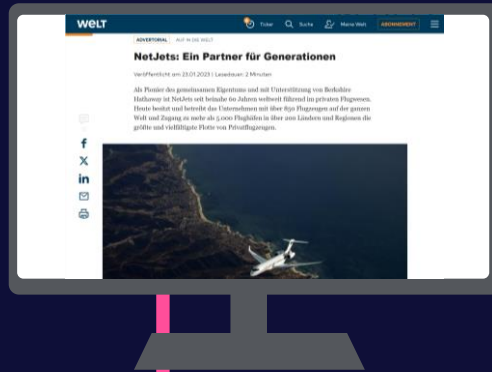
**... generates trust in your brand among readers!**

**... evokes emotions in readers!**

**... readers engage longer with your content!**



# FROM PROMOTIONAL TO NATIVE



**ADVERTORIAL**



**PRODUCT STORY**



**BRAND STORY**

Our best native content editors, video producers, digital strategists and cross-media experts translate your campaign goals into **tailor-made storytelling** and **360-degree campaigns** with maximum effect.

# THE ADVERTORIAL

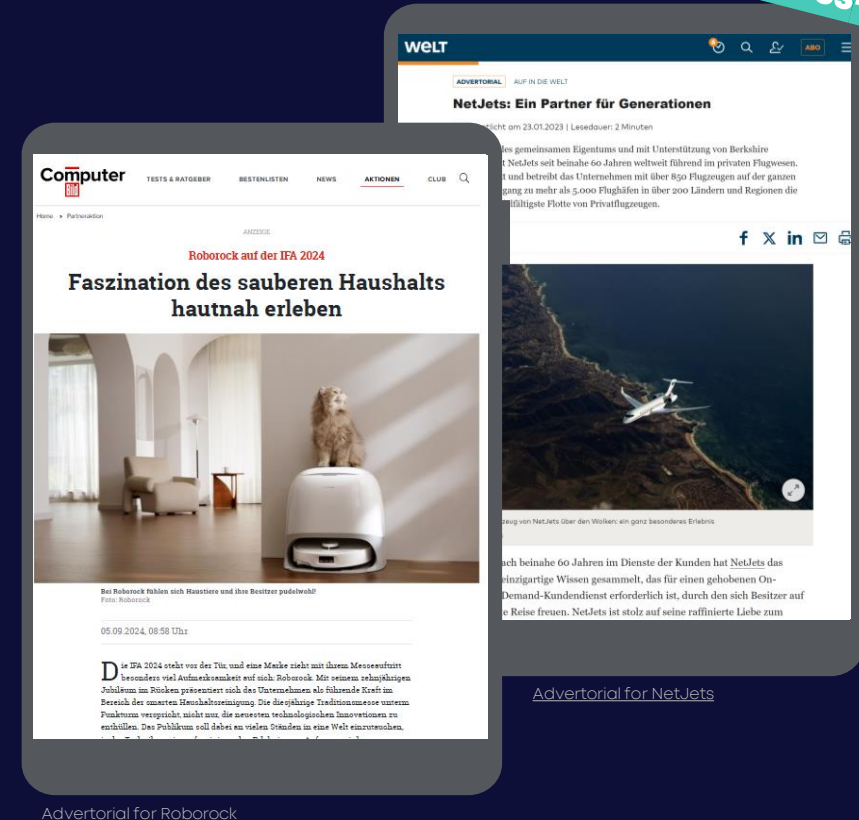
## YOUR CONTENT IN THE LOOK AND FEEL OF OUR BRANDS

Your content will be integrated into stories around your products & advertising messages.

The advertising materials you provide are presented in the look and feel of the respective media brand and offer you a trustworthy brand environment in addition to traffic.

We guarantee you **ad impressions** on the traffic drivers!

Also bookable cross-media!



# CUSTOMIZE YOUR ADVERTORIAL INDIVIDUALLY

	Ad Impressions	Package price <sup>1</sup>
<b>BILD</b>	9,000,000	50,000 €
<b>WELT</b>	4,000,000	25,000 €
<b>LIFESTYLE</b>	3,600,000	20,000 €
<b>Sport BILD, Auto BILD, Computer BILD &amp; Business Insider</b>	2,500,000	25,000€



1) Plus creation costs: BILD, WELT & Business Insider: 3,500 € | LIFESTYLE, Computer BILD, Auto BILD, Sport BILD: €2,500 (not SR or AE capable). There may be an extra cost for the available add-ons outlined above, more to read [here](#)



# THE PRODUCT STORY

## A STORY FOCUSED ON YOUR PRODUCT!

Your story around your products, new features or current offers that require explanation will be authentically and clearly reproduced in the style of the respective media brand.

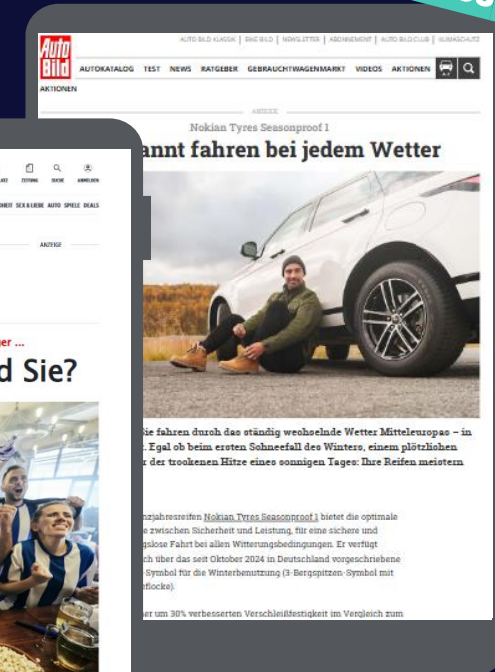
Based on the material you bring with you, we will create your individual story and the accompanying teasers. Of course, always in coordination with you!

We guarantee you both **ad impressions** and **page views**!

Also bookable cross-media!



Product Story L for Milka



Product Story for Nokian Tyres

# CREATE YOUR INDIVIDUAL PRODUCT STORY

	Ad Impressions	Page Views	Package price <sup>1</sup>
<b>BILD</b>			
<b>Package M</b>	6,200,000	20,000	55,000 €
<b>Package L</b>	8,400,000	30,000	79,000 €
<b>WELT</b>			
<b>Package M</b>	4,700,000	12,000	47,000 €
<b>Package L</b>	8,400,000	23,000	70,000 €
<b>Statement Story</b>	4,700,000	8,000	47,000 €
<b>Computer BILD, Auto BILD, Sport BILD, Books<sup>3</sup></b>	1,700,000	9,000	33,750 €
<b>Business Insider</b>	5,000,000	5,000	17,500 €



1) Plus creation costs: BILD & WELT Package M: 6,000 € | Package L: €8,000 | Statement Story: €6,000 | Computer BILD, Auto BILD, Sport BILD, Business Insider: €3,500 | Books: 3,000 € (not SR or AE eligible). Fundamental examination of the content of financial service providers; if necessary and subject to any necessary adjustment of the product variant and/or the guaranteed views. There may be an extra cost for the available add-ons outlined above, more on this [here](#).

2) Only advertising materials included in the basic packages can be booked without a surcharge for creation costs.

3) Books: Travelbook, Petbook, Stylebook, myHomebook & Techbook.



# THE STORY KOMBOS: YOUR STORY TOLD ON MULTIPLE MEDIA!



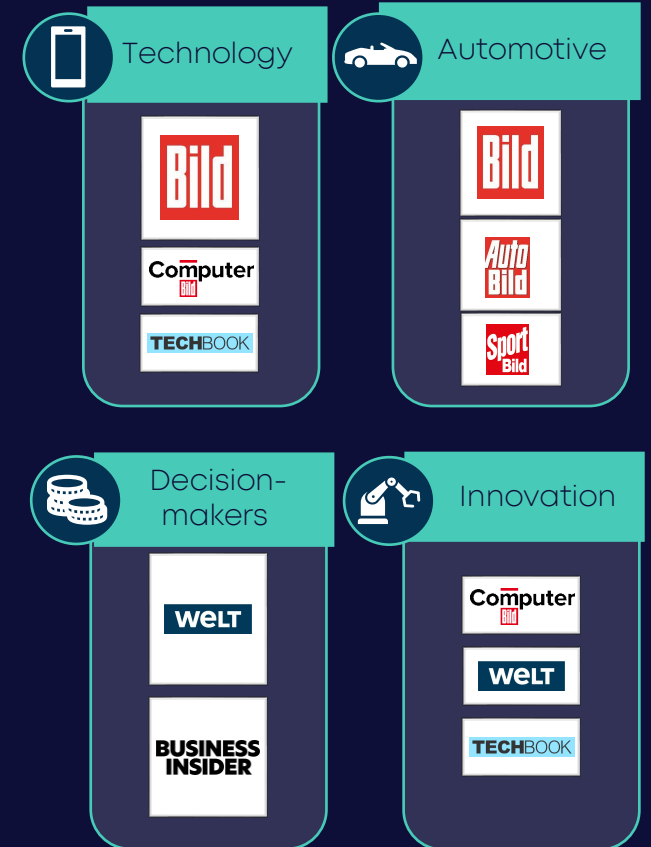
Sounds crazy to reach multiple audience touchpoints on our media brands with just one story?

**With the story combos, it's possible!**

Simply choose a suitable combination, we will create a product story from your content! This is hung up on one of the media sites in the combo and fueled with high-quality traffic to all listed sites!¹

**Advantages:** Traffic on multiple brands with just one package and reduced creation costs compared to booking all brands individually!

Our Combo Packages	Guaranteed Page Views	Guaranteed Ad Impressions	Package price²
<b>Decision-makers</b> (Business Insider + WELT)	28,000	13,400,000	87,500 €
<b>Technology</b> (Computer BILD + Techbook + BILD)	19,000	4,800,000	61,250 €
<b>Automotive</b> (Auto BILD + Sport BILD + BILD)	19,000	4,000,000	61,250 €
<b>Innovation</b> (Computer BILD + Techbook + WELT)	15,000	4,050,000	57,250 €



1) Playout takes place via ad server spaces and social media on the pages included in the combo.  
2) Plus creation costs: 8,000 € (not SR or AE eligible). Interactive design costs €4,000 extra.



# THE TARGETING PRODUCT STORY: MAKE SURE YOU REACH THE RIGHT USERS!¹

**Combine the power of native advertising and data even more effectively!**

## Advantages:

- With the targeting Product Story, there is an end to wasted traffic! Your content is authentically reproduced. For this purpose, we create our own teasers and advertising materials. The Run of Site advertising materials and social media posts are targeted with appropriate targeting¹
- Reach and inspire your selected target group for your brand with the Targeting Product Story!
- The focus is on the performance and awareness of your product.

Our Targeting Product Storys	Guaranteed Page Views	Guaranteed Ad Impressions	Package price²
<b>BILD</b>	20,000	6,200,000	80,000 €
<b>WELT</b>	12,000	4,700,000	66,000 €

¹) Only selected Interest/Combi TGX + Context Targeting included in the package! These include age, gender, and interests.

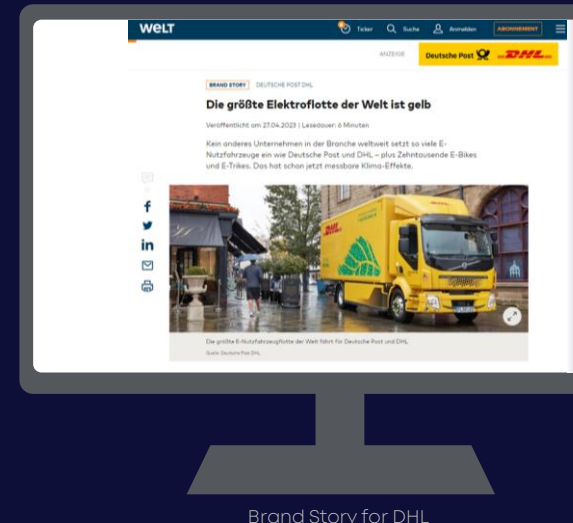
²) Plus creation costs: 6,000 € (not SR or AE eligible).



# THE BRAND STORY



Brand Story for Einhell



Brand Story for DHL



Your **individual, exciting and informative story** – written by our Brand Studios editors, in the style of Germany's biggest media brands!

We create your unforgettable story, all steps from the idea to the implementation are completely coordinated with you.

**Particularly exciting:** You get prominent traffic placements that you can't book without the brand story and we guarantee you **Page Views!**

# PUT TOGETHER YOUR OWN BRAND STORY

	Page Views	Package price <sup>1</sup>
<b>BILD</b>	110,000	231,000 €
<b>WELT</b>	40,000	120.700 €
<b>LIFESTYLE</b>		
<b>BOOKS</b>		
<b>BZ</b>	15,000	50,000 €
<b>Sport BILD</b>		
<b>BILD GG Channel</b>	15,000	45,000 €
<b>Business Insider</b>	5,000	17,500 €



1) Plus creation costs: BILD: from 40,000 views €8,000; from 110,000 views €10,000; from 200,000 views €12,000 | WELT: from 30,000 views €8,000; 50,000 views = €10,000 | BILD GG Channel: €8,000 | LIFESTYLE, BZ, BOOKS, Sport BILD: from 5,000 views €3,500; from 15,000 views €4,000; 20,000 views €4,500 | Business Insider: €3,500 (these are not SR and AE eligible) | Additional costs may apply for the available add-ons, more on this [here](#).

2) Cost per view discountable (based on booking volume and platform). Total maximum booking volume BILD: 250,000 views | WELT: 50,000 views | LIFESTYLE, Books, Sport BILD & BZ: 20,000 views. No extra views can be booked on Business Insider and BILD GG.

# EVEN MORE POWER FOR YOUR STORY WITH ADDITIONAL REACH

## Minimum page views to book<sup>3</sup>

40.000 Views  
CPV: 2,63 €

→ + 2,10 € CPV per additional view →

30.000 Views  
CPV: 3,15 €

→ + 2,62 € CPV per additional view →

5.000 Views  
CPV: 3,50 €

→ + 3,33 € CPV per additional view →

Only basic package bookable

## BASIS

### BILD

110.000 Views  
CPV: 2,10 €  
= 231.000 €

### WELT

50.000 Views  
CPV: 2,62 €  
= 131.000 €

### BOOKS<sup>2</sup>, LIFESTYLE, SportBILD, B.Z.

15.000 Views  
CPV: 3,33 €  
= 50.000 €

### Business Insider

5.000 Views  
CPV: 3,50 €  
= 17.500 €

→ + 1,58 € CPV per additional view →

200.000 Views  
CPV: 1,58 €

→ + 1,54 € CPV per additional view →

250.000 Views  
overall CPV: 1,57 €

Maximum of 50,000 page views bookable

→ + 3,13 € CPV per additional view →

20.000 Views  
overall CPV: 3,13 €

Only basic package bookable

1) You can find an illustration of the respective advertising materials in our traffic access from [here](#).

2) BOOKS: TECHBOOK, TRAVELBOOK, STYLEBOOK, myHOMEBOOK, FITBOOK & PETBOOK.

3) Scalable page views: from min. 1,54€ gross CPV (SR and AE capable), depending on the size of the booking. Variable BILD Home placement: no A-teaser / no C4-Teaser: 40,000 - 69,999 views | C4 Teaser multiscreen: 70,000 - 109,999 Views | A-Teaser multiscreen: from 110,000 views.

# THE BILD AI STORY

**With Hey\_, the first German chat GPT, we create a hyper-personalized story with AI for you!**

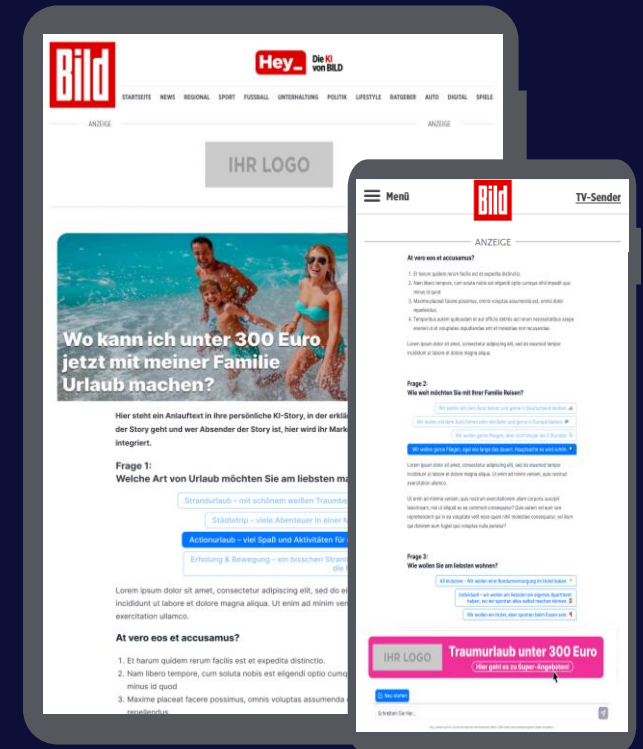
## Functionality:

1. BILD Brand Studios editors work with you to develop the most important questions about your brand / product.
2. We create an AI guide in the typical BILD style. Our prompt engineers feed the AI with all the important information so that it responds in the interest of your brand.

Your company is **natively** integrated into the AI story.

## Benefits of the AI Story:

- **Deeper user insights:** Get valuable information about your audiences concerns and interests.
- **Personalized advertising:** BILD users themselves are an active part of the story.
- **Early trend recognition:** Trends can be guessed based on questions from BILD users.



Your AI story – prominent placements lead users to the story (see [here](#))



# THESE ARE OUR MEDIA OPTIONS FOR THE AI STORY!

1

Safe and sound with fixed guarantees No. 1 → Content alignment as a brand story:

Minimum page views to book<sup>3</sup>:

40.000  
CPV: 2,63€

+ 2,10 € CPV  
per additional view

Basic packages <sup>1</sup>	
Guaranteed Page Views	Cost per View (CPV) <sup>2</sup>
BILD	
110,000 Views	2,10 €

+ 1,58 €  
CPV

200.000  
CPV: 1,58 €

+ 1,54 €  
CPV

250.000  
overall CPV: 1,57 €

Maximum page views to be booked<sup>3</sup>:

2

Safe and sound with fixed guarantees No. 2 → Content alignment as a product story:

Base package <sup>1</sup>	Guaranteed page views	Guaranteed ad impressions	Package price <sup>2</sup>
BILD Product Story M	20,000	6,200,000	55,000 €
BILD Product Story L	30,000	8,400,000	79,000 €

3

Adventure Timeslot – the A-teaser on the BILD.de homepage with timeslot as KPI:

Timeslot – A-Teaser multiscreen <sup>4</sup>	Package price <sup>1,2</sup>
Time Slot A: 6:00 AM – 9:59 AM or 9:00 PM – 5:59 PM	76,000 €
Time slot B: 10:00 am – 3:59 pm or 4:00 pm – 8:59 pm	115,000 €

1) Campaign Durations: Brand or Product Story Traffic Packages: 4 Weeks Duration | Adventure timeslot: see specified runtime.  
2) Plus creation costs (not discounted and AE eligible): AI story with BILD Brand Story package : 8,000 € | AI Story with Product Story Package: €7,000 | Timeslot A-Teaser multiscreen in combination with Brand or Product Story Package: plus €1,000, Timeslot A-Teaser multiscreen without Brand or Product Story Package: €2,000.  
3) Scalable page views: from min. €1,54 gross CPV (SR and AE capable), depending on the size of the booking. Variable BILD Home placement: no A-teaser / no C4-Teaser: 40,000 - 69,999 views | C4 Teaser multiscreen: 70,000 - 109,999 Views | A-Teaser multiscreen: from 110,000 views.  
4) Timeslot A teasers only have the running time as a guarantee, but not views or ad impressions. Can also be combined with the other options above.



# INSIGHT ADD-ON

With our Insight Add-On you can receive interesting insights into your target group despite the **elimination of cookies and at no additional cost!** **How?** Through tailor-made **interactive polls and quizzes**, that we integrate in our **Brand or Product Stories**<sup>1</sup>



## Brand Story + Insight Add-On<sup>1</sup>:

### Brand Insights

Surveys / quizzes within the brand story with a focus on your brand:

- Insight into general preferences
- Consultation of opinions, interests and wishes
- Added value of the story for users through interactivity



## Product Story + Insight Add-On<sup>1</sup>:

### Product Insights

Surveys / quizzes within the product story with a focus on specific products:

- Insight into brand and product preferences
- Identification of potential new products
- Added value of the story for users through interactivity

<sup>1</sup>) Media prices depending on the package for the Product Stories or depending on the booked views for the Brand Stories, see Native Factsheet 2025 – there is no creation surcharge.

# REFRESH STORY

With the Refresh Story, it is possible **to tell your story again** and anchor the message even deeper - conveniently and **with lower creation costs!**



## Refresh Story Easy:

**New traffic for your successful story with little effort for you!<sup>1</sup>**

### Regular Brand or Product Story Package<sup>2</sup>

- Unchanged story, unchanged teasers
- Bookable on all available brands.



## Refresh Story Update:

**Your successful story will be provided with new teasers<sup>2</sup> and fresh traffic.**

### Regular Brand or Product Story Package<sup>2</sup>

- Unchanged story, new teasers
- Bookable on all available brands.

<sup>1</sup>) Your story and teasers will be reused 1:1.

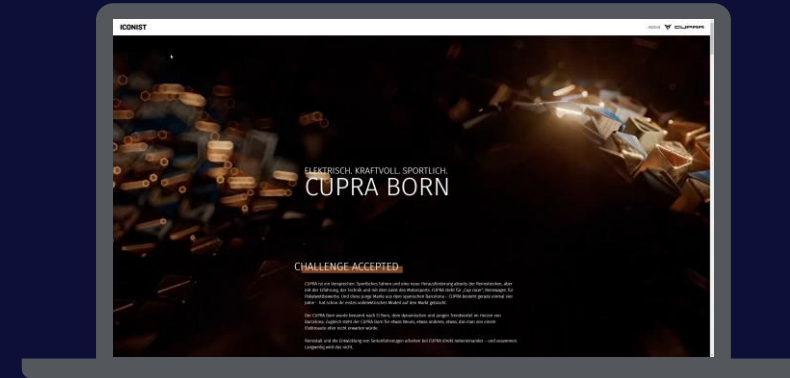
<sup>2</sup>) View volume / package size bookable as desired. See [Native Factsheet 2025](#).

# LET YOUR USERS ACTIVELY INTERACT WITH YOUR STORIES!

## INTERACTIVE STORY<sup>1</sup>

The special feature of the interactive story is the overall picture with image and video elements where users can actively immerse themselves in the story. Because: users love interactions – that's why we integrate many different elements that encourage interaction – **from classic videos, images and animations to sliders.**

This guarantees high engagement and increased recognition - because users won't forget your interactive story in a hurry!



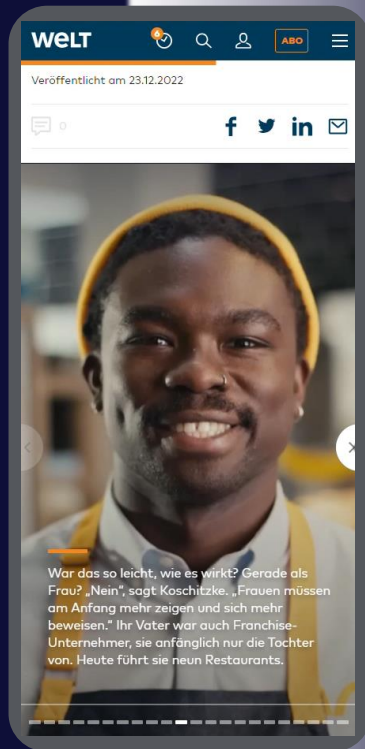
CUPRA INTERACTIVE STORY



EXPERIENCE MCDONALD'S INTERACTIVE STORY LIVE WITH OUR SWIPE STORIES

<sup>1</sup>) Plus extra creation costs: 4,000 € plus the classic brand or product story creation costs (not SR or AE capable).

# THE SWIPE STORY OFFERS READERS AN INNOVATIVE AND VISUALLY POWERFUL EXPERIENCE



**Easy to read and clearly structured!**

+

**Exclusive  
@WELT**

+

**Up to 15 Story  
Parts!**

## SWIPE STORY

This type of storytelling, tailored to the latest mobile display formats, allows you to deliver messages to your potential customers in a fresh and innovative way — **without any additional cost.**

Effective, clearly structured, concise, and quick to read –this format mirrors the reading style familiar from **Instagram and similar platforms**, now delivered with the premium quality of the WELT.de context!

# CREATE AN IMMERSIVE EXPERIENCE FOR YOUR USERS!

## IMMERSIVE STORY<sup>1)</sup>

Do you want to use innovative storytelling and modern technologies to take users on a visual journey? We have the perfect solution!

With just one click, users can enter an immersive, web-based world – from **360° Portal** until **virtual spaces**.

This is how you gain attention in saturated markets and are perceived as a first mover. Integration into your brand or product story is seamless.

Through stronger interactivity and emotional appeal, we create authentic experiences that have a lasting impact on your story!



<sup>1)</sup> Plus extra creation costs: these depend on the project and cannot be clearly predefined (not SR or AE capable).



# THREE, TWO, ONE AND ACTION!

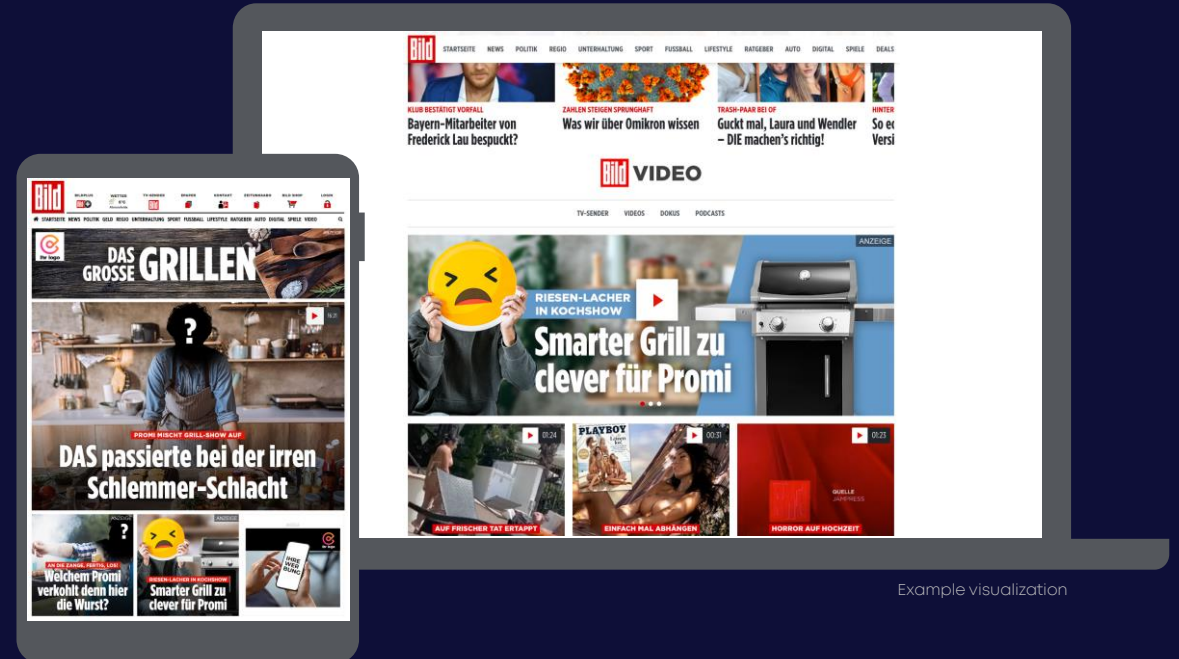
## Your brand story in video format!

With videos in the brand story, you reach your target group effectively and emotionally, which means that your advertising message stays in the user's mind!

**Good to know:** Book our exclusive video teaser package from 3 video brand stories and receive prominent video placements, including on the BILD home, which link directly to your videos!



**Extra Video Teaser Pack:**  
50.000 guaranteed Video Views  
Package price: 120,000 €<sup>1</sup>



<sup>1</sup>) Plus creation costs: 30,000€, also includes the creation of your three video brand stories (not SR or AE capable).

# THE PERFORMANCE BOOST FOR YOUR STORY!

## JUST CLICKS



**The easiest way to guaranteed clicks!**

Your advertising material will be played out over the entire MI\_Portfolio via native ads and we guarantee you clicks on it!

You have the choice:

**Just Clicks:** Image/video text teasers that automatically adapt to the website without targeting

**Just Clicks Regio or Regio Flex:** Image/video text teaser with Regio Targeting

## SOCIAL PERFORMANCE ADD-ON



**Benefit from the concentrated social power!**

In addition to your branding measure, we offer you the appropriate and high-performance advertising material via social media ads on all common platforms with your sendership, so that you are guaranteed to achieve your target KPIs!

**Clicks, engagements, views or retargeting of story readers** – the choice is yours!

## INTERACTION ADD-ON



**We generate measurable Interactions!**

In addition to your existing branding measure, we offer you additional optimization for interactions to achieve your target KPI! In addition, there is **guaranteed clicks!**

Potential interactions can be driven by a **Lead** up to **Engagements on your Page!**

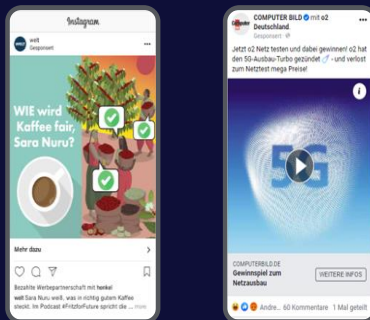
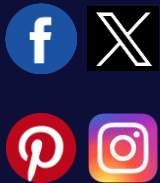
The payout takes place in your sendership via native ads!

[tap for more information](#)

# THE RIGHT FORMATS FOR THE YOUNG TARGET GROUP

## SPONSORED POSTS

**We combine your product with our strong media brands!** Benefit from the awareness of our brands as the sender of your posts or stories. In addition, we mark your social media page via "handshake" or link.



## BILD CONTENT POSTS

You will receive a permanent placement in our BILD Instagram timeline.

Choose from simple **Content Posts or Stories** or combined products such as the **Insta Reels** and **WhatsApp**.



## VERTICAL STORY

With the help of **full-surface vertical videos or photos** your story will be played in the style of the young generation on the popular social media platforms Snapchat and Instagram.



[tap for more information](#)

# ALL ADD-ONS AT A GLANCE!

Our Add-Ons		Additional costs <sup>1</sup>	Brand Story	Product Story	Advertorial
Graphic and content add-ons <sup>2</sup>	Immersive Story	Individual according to project	✓	✓	-
	Interactive Story	Plus 4,000 € creation costs	✓	✓	-
	Swipe Story	No surcharge	✓	✓	-
	Insights Add-On	No surcharge	✓	✓	-
Reusability	Refresh Story	Depending on the booked views / package	✓	✓	-
Data	Targeting Options	From 10 € CPM (see Data Ratecard)	-	✓	✓
Performance	Just Clicks	15,000 € Netto2 + Kreas: 1,000 €	✓	✓	✓
	Social Performance Add-On	From 20,000 € net2 + Kreas: 3,000 €	✓	✓	✓
	Interaction Add-On	from 20,000 € net2 + creas: 1,000 €	✓	✓	✓
Social Media	Sponsored Posts	Individual depending on the platform and property	✓	✓	✓
	Vertical Story	Booster: 40,000 €   Stand Alone 80,000 € + Kreas Booster: 5,000 €   Stand Alone 8,000 €	✓	✓	✓
	Content Posts	Individual depending on the platform and property	✓	✓	✓
BILD Marketplace	BILD Marketplace Listing	From 4,000 € nn, depending on the scope	✓	✓	✓
Hub	Stage for stories	For brand and product stories from 3, for advertorials from 4 booked stories on top	✓	✓	✓

1) Creation costs are not eligible for discount and AE.

2) Graphical representations not useful for all content, review and decision by Axel Springer Brand Studios.

# WE LOOK FORWARD TO EXCHANGING IDEAS WITH YOU!

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### **CHIEF SALES OFFICER WELT GRUPPE KNUT DÖRING**

Media Impact GmbH & Co.KG  
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10888 Berlin  
Tel.: +49 (0) 151 168 149 51  
benedikt.faeber@axelspringer.com

# TRAFFIC ACCESS

HOW USERS GET TO YOUR STORY



**AI-STORY**



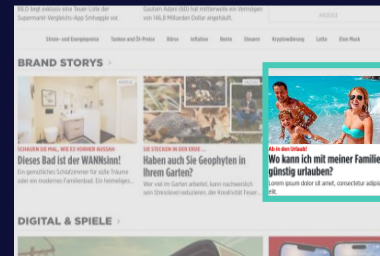
# AI-STORY

BILD.de



1

**Option 1: Brand Story Package – depending on views, see Brand Story Traffic BILD**



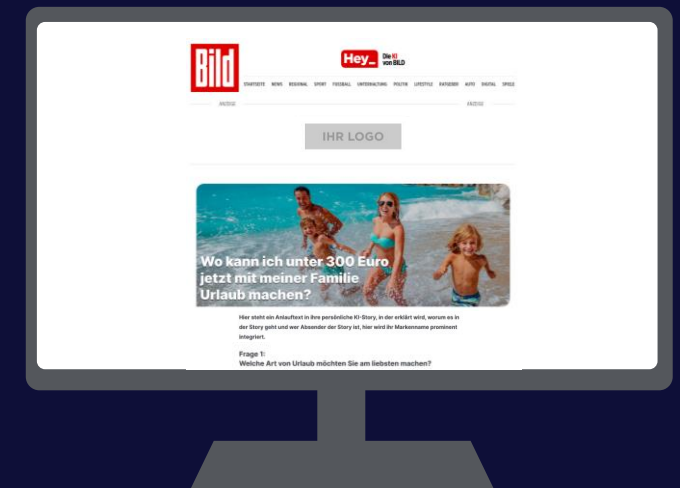
2

**Option 2: Product Story Package – depending on package size, see Product Story Traffic BILD**














3

**Option 3 (can also be combined with the other options): A-Teaser Timeslot**



**AI-Story on BILD.de**

# BRAND STORYYS

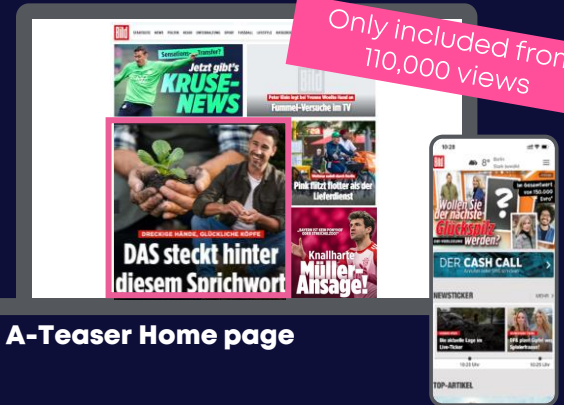
					
					
					
					

# BRAND STORY

BILD.de

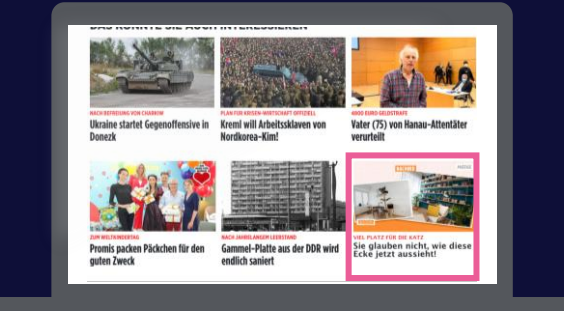


Only included from 110,000 views

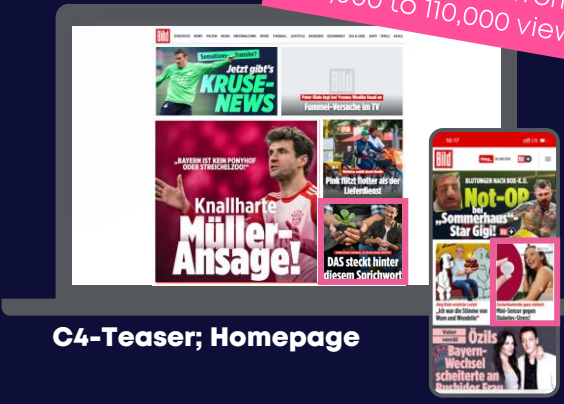


A-Teaser Home page

Native Teaser BILD.de ROS

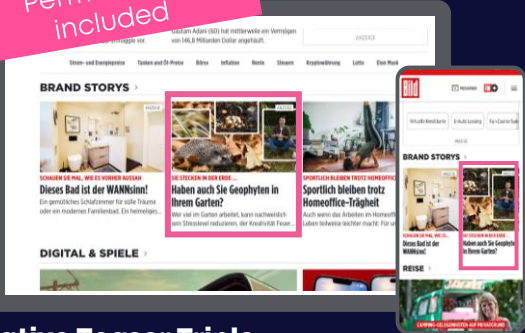


Only included from 70,000 to 110,000 views



C4-Teaser; Homepage

Permanently included



Native Teaser Triple Homepage



Example case OBI

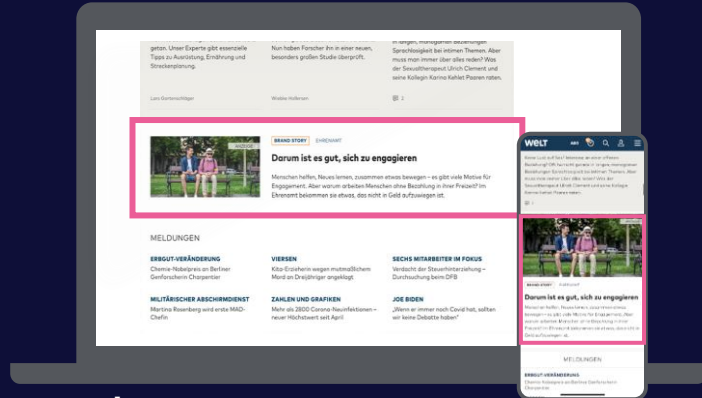
Brand Story on BILD.de

\*If the base package is scaled down, the A-teaser placement is omitted!

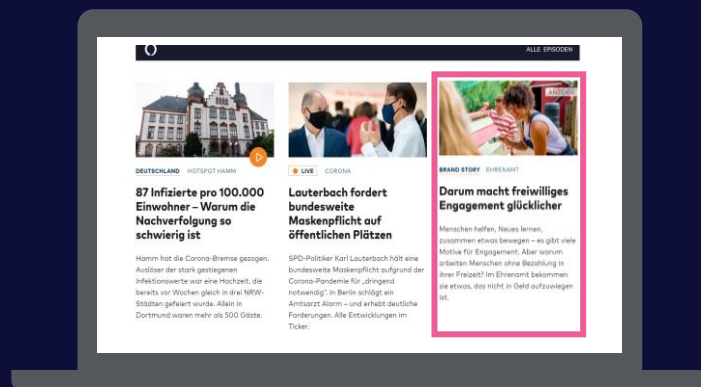
# BRAND STORY

WELT.de

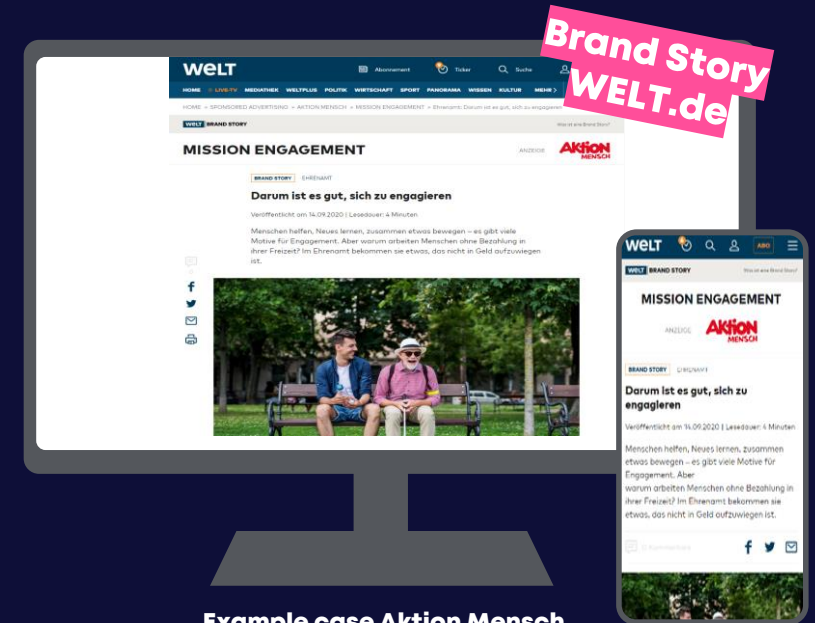
WELT



Native Teaser  
WELT.de ROS



Power Teaser,  
WELT.de homepage



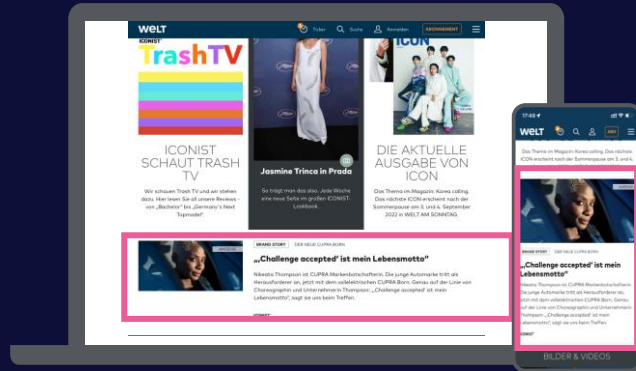
Example case Aktion Mensch

Brand Story on WELT.de

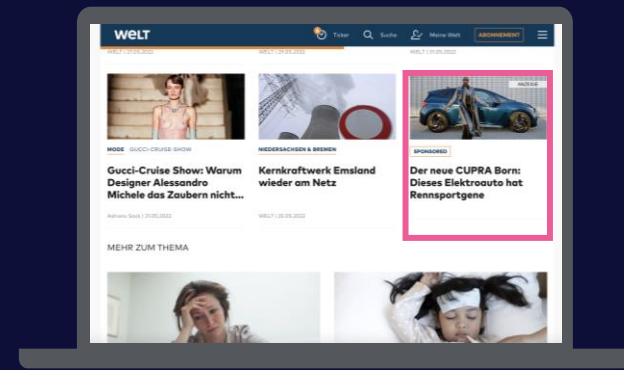
# BRAND STORY

## LIFESTYLE

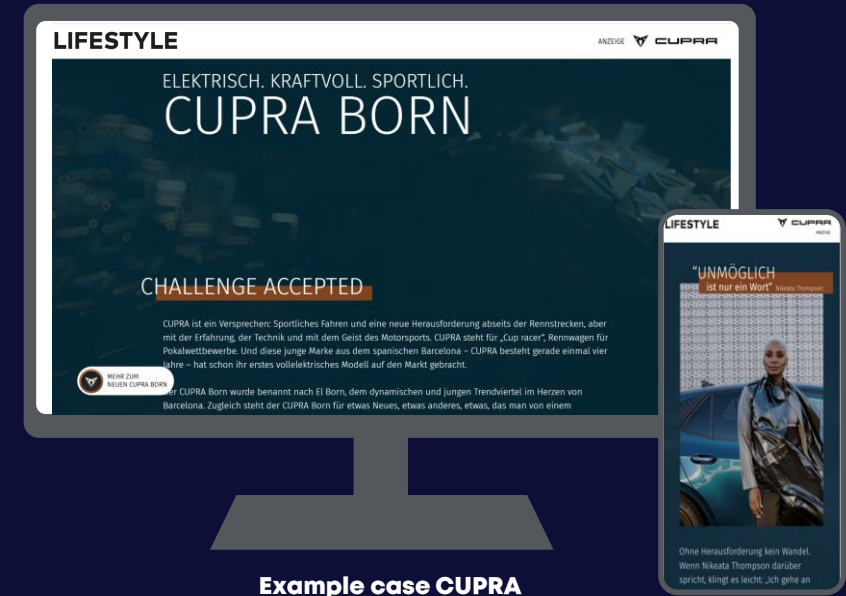
# LIFESTYLE



Native Teaser in LIFESTYLE Channel



Native Teaser ROS



Example case CUPRA

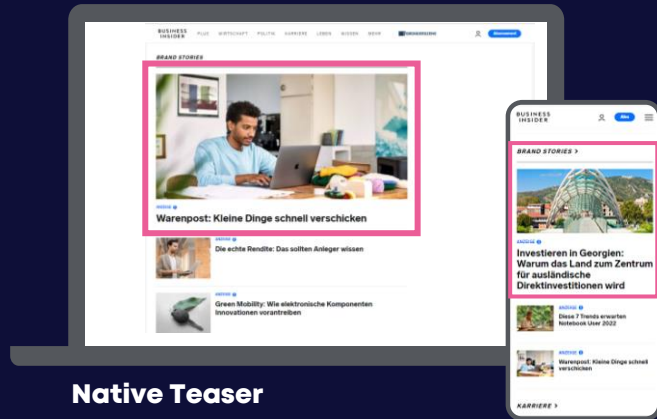
Brand story on WELT.de  
(Channel LIFESTYLE)



# BRAND STORY

BUSINESS INSIDER

BUSINESS  
INSIDER



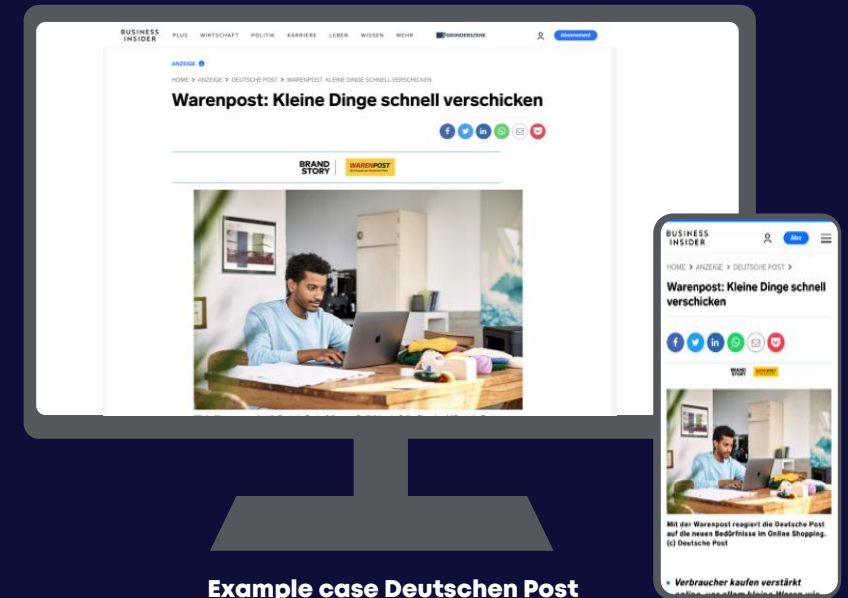
Native Teaser



Content Ad 4:1 (mobile)



Mrec (mobile)



Example case Deutschen Post

Brand Story  
on Businessinsider.de

# BRAND STORY

## BOOKS

PETBOOK

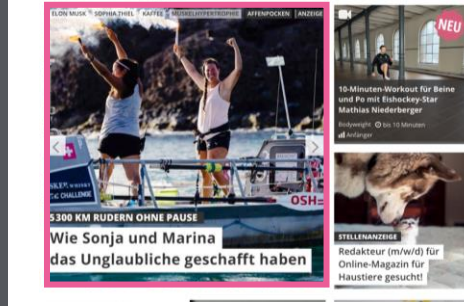
MYHOMEBOOK

TRAVELBOOK

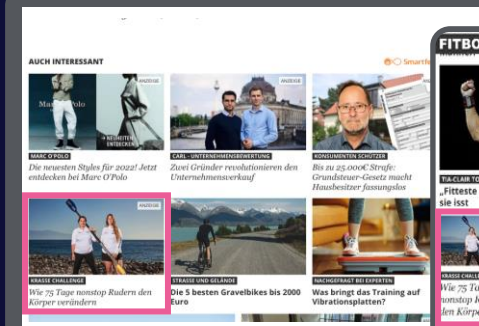
STYLEBOOK

FITBOOK

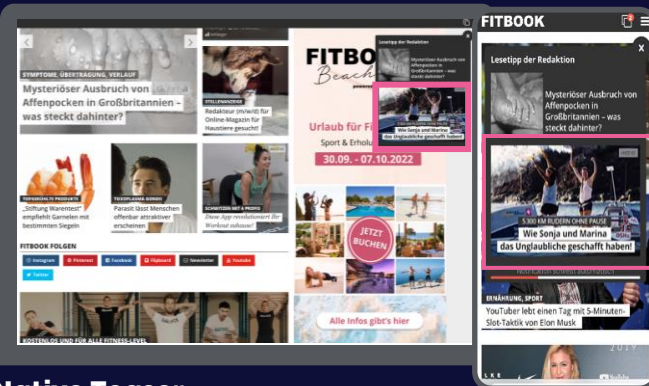
TECHBOOK



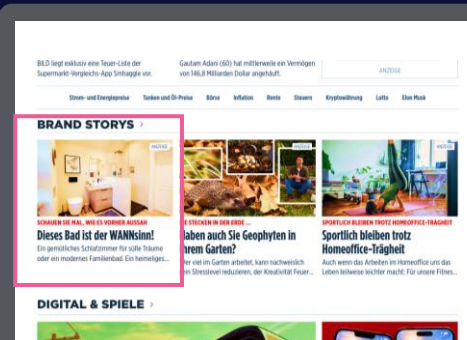
Super A-Teaser Home



Mrec multiscreen ROS



Native Teaser



Three-point strike on BILD.de

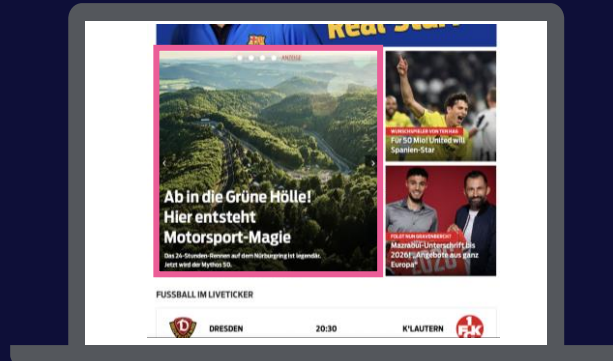


Example case Kettler

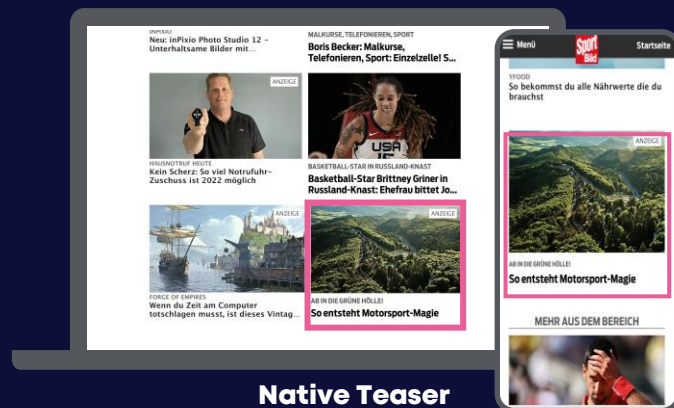
Brand Story on Fitbook.de

# BRAND STORY

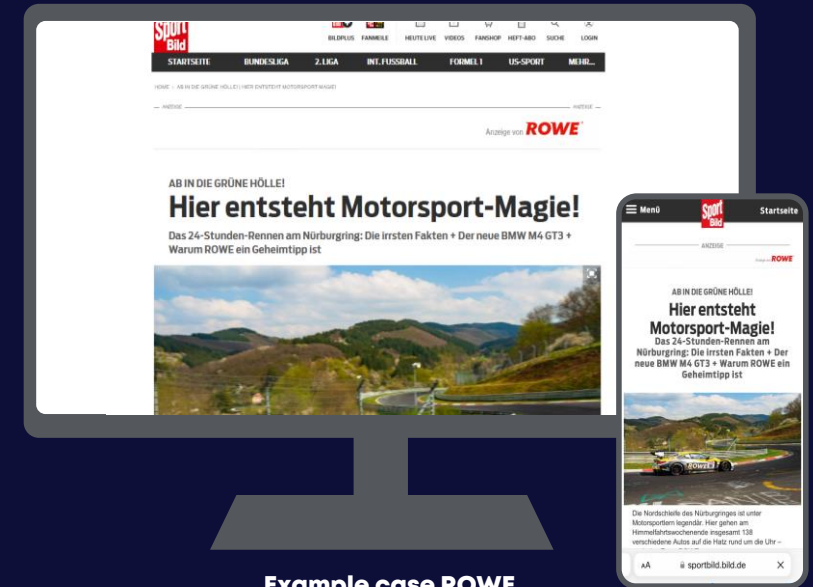
SPORT BILD



Prominent Home Placements on Sport BILD.de



Native Teaser



Example case ROWE

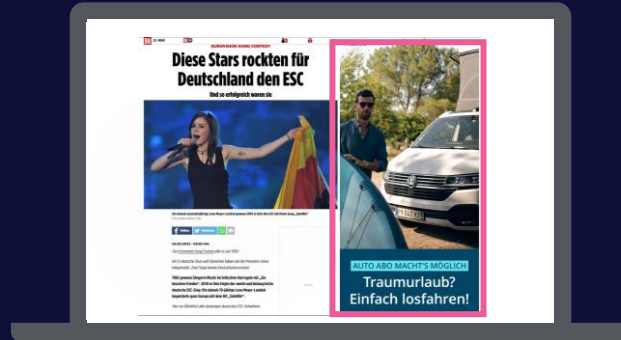
Brand Story on Sportbild.de

# PRODUCT STORIES

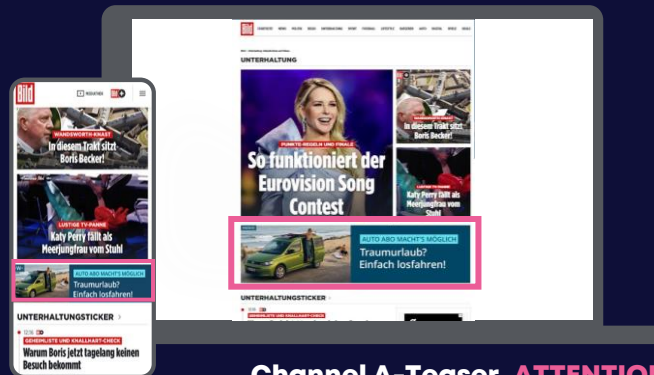


# PRODUCT STORY

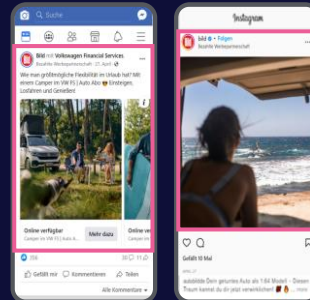
BILD.de



Sitebar Stationary



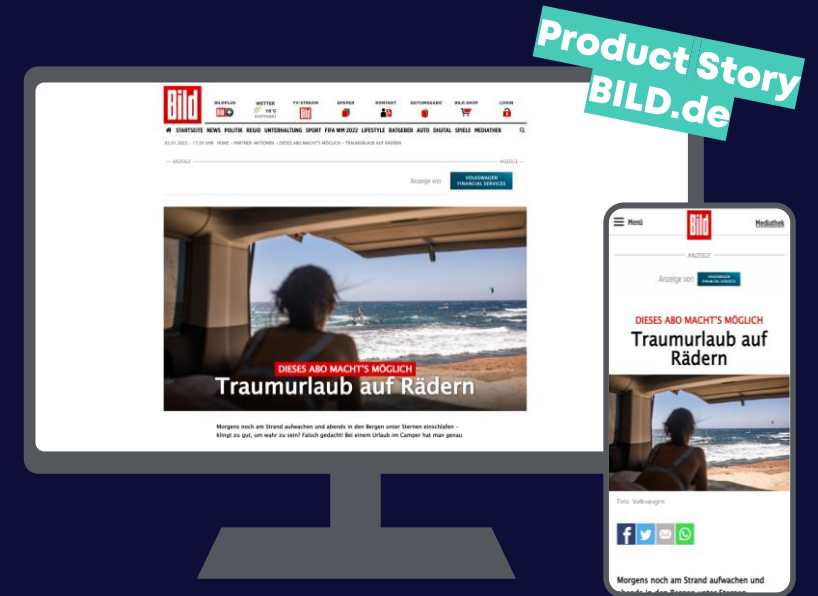
Channel A-Teaser, **ATTENTION:**  
only included in package L!



Sponsored Posts  
Facebook und Instagram



Mrec / Cube Ad mobile  
Home & ROS



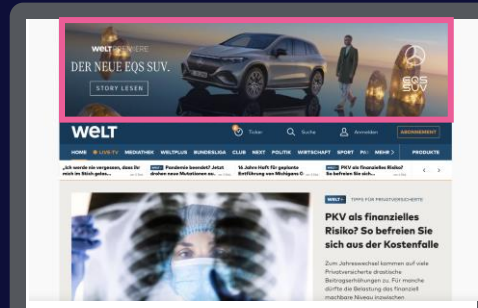
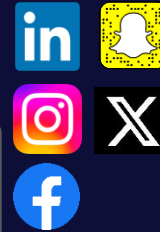
Example case Volkswagen Finance Service

Product Story on BILD.de

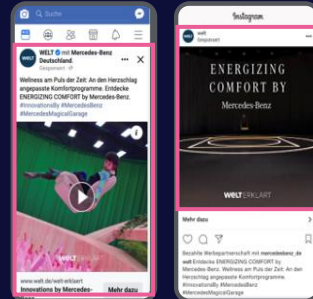


# PRODUCT STORY

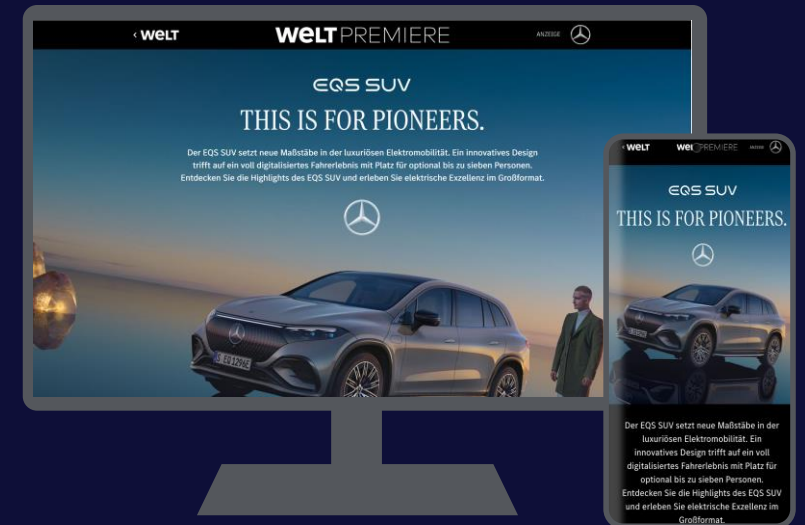
## WELT & WELT Channel Lifestyle



Billboard Stationary and A-Teaser on the homepage

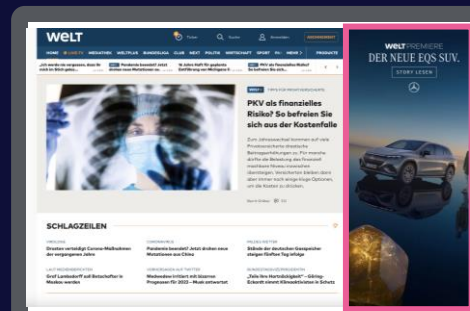


Social Media Sponsored Posts (depending on the topic)

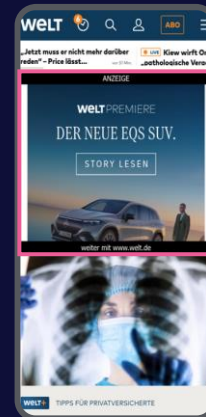


Example case Mercedes EQS

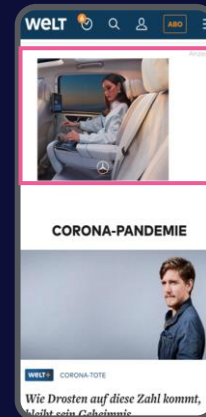
Product Story on WELT.de (in this case as an interactive product story)



Sitebar Stationary ROS



Understitial mobile ROS



Mrec / Cube Ad mobile Home & ROS

# STATEMENT STORY

WELT.de

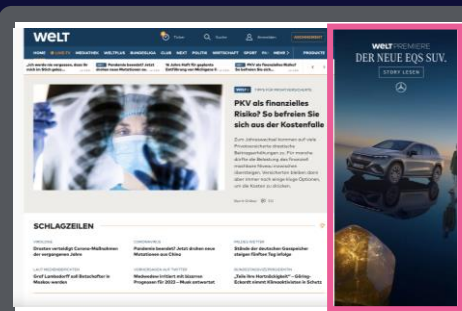
WELT



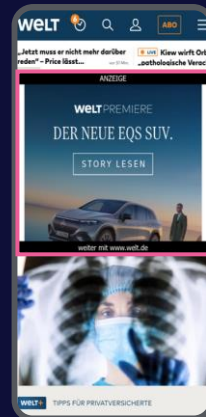
Billboard Stationary and A-Teaser on the homepage



Sponsored Posts LinkedIn



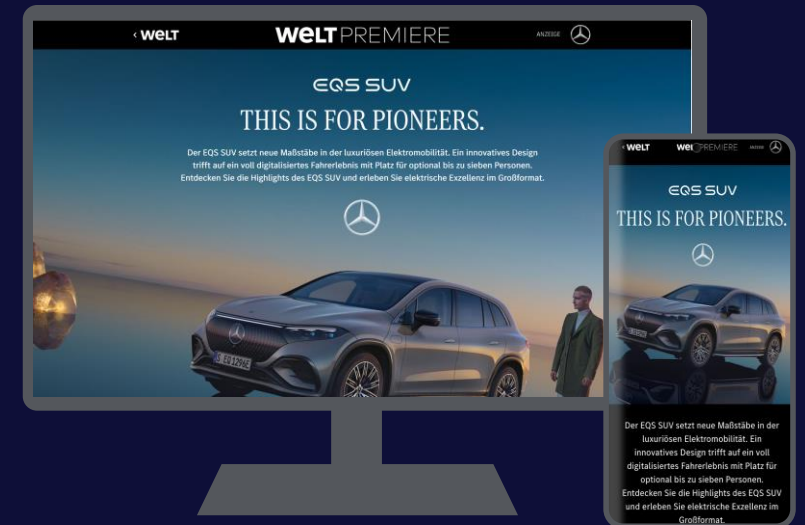
Sitebar Stationary ROS



Understitial mobile ROS



Mrec / Cube Ad mobile Home & ROS

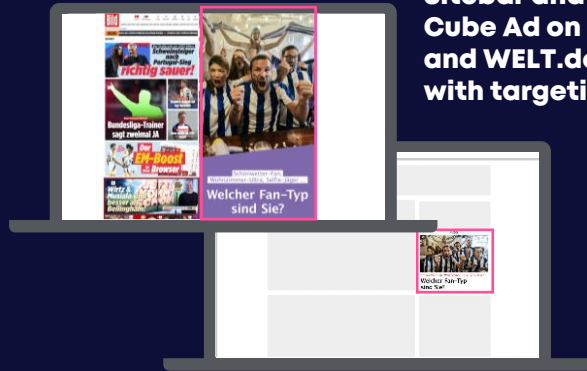


Example case Mercedes EQS

Statement story on WELT.de  
(in this case as an interactive product story)



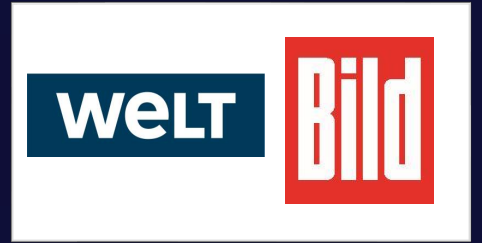
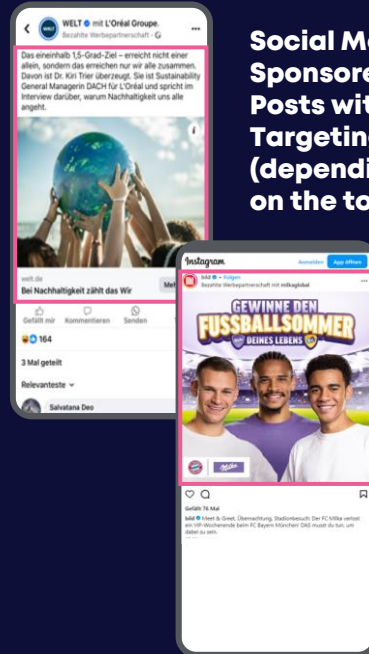
# TARGETING PRODUCT STORY



Sitebar and Mrec /  
Cube Ad on BILD.de  
and WELT.de in RoS  
with targeting\*



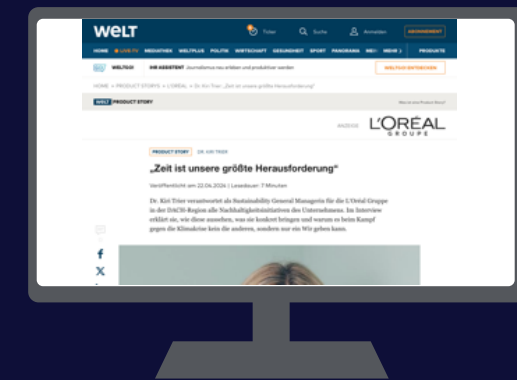
Social Media  
Sponsored  
Posts with  
Targeting  
(depending  
on the topic)



Case: MILKA



Targeting Product Story

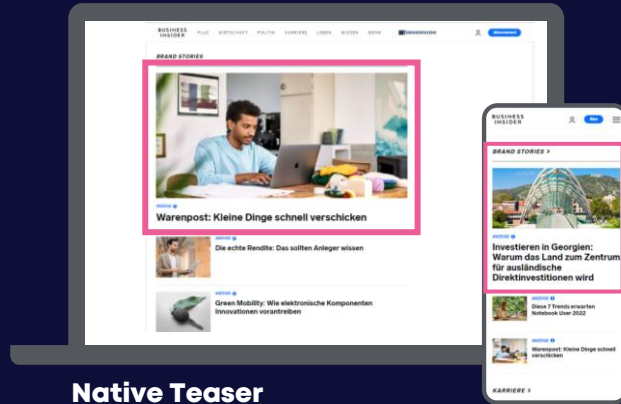


\* Only selected Interest/Combi TGX + context targeting included in the package.

# PRODUCT STORY

## BUSINESS INSIDER

BUSINESS  
INSIDER



Native Teaser



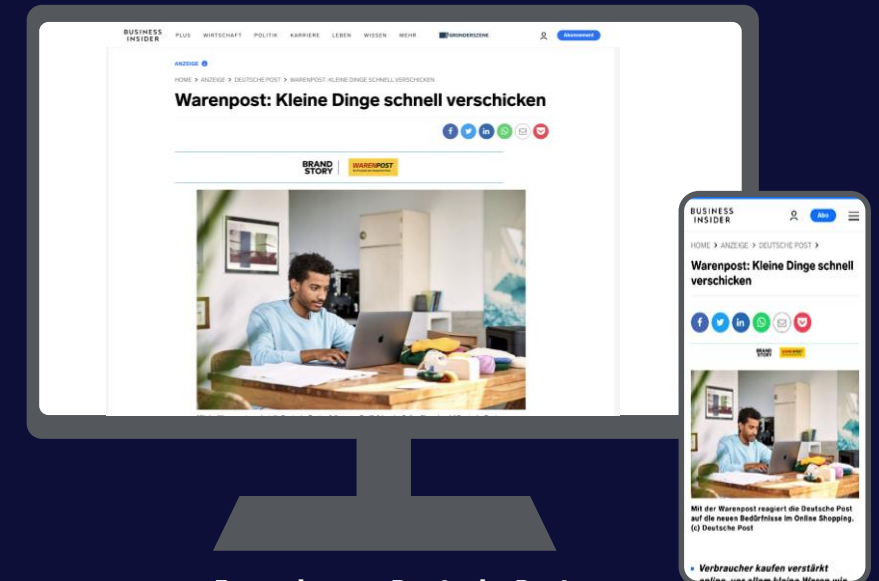
Content Ad 4:1 (mobile)



Social Media Sponsored Posts  
(depending on the topic)



Mrec (mobile)

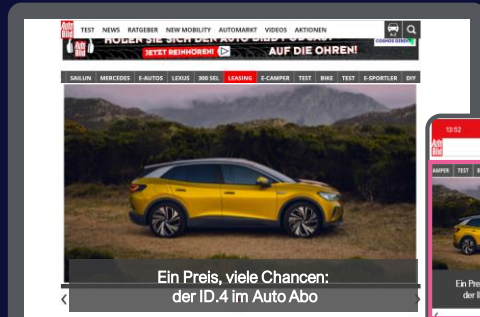


Example case Deutsche Post

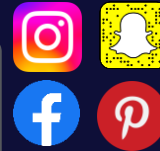
Story on Businessinsider.de

# PRODUCT STORY

AutoBILD.de



**Home A-Teaser / B- Teaser**  
mobile and stationary



**Social Media Sponsored Posts**  
(depending on the topic)



**Example case Volkswagen Finance Service**



**Product Story on Autobild.de**



**Mrec / Cube Ad**  
mobile and stationary Home & ROS

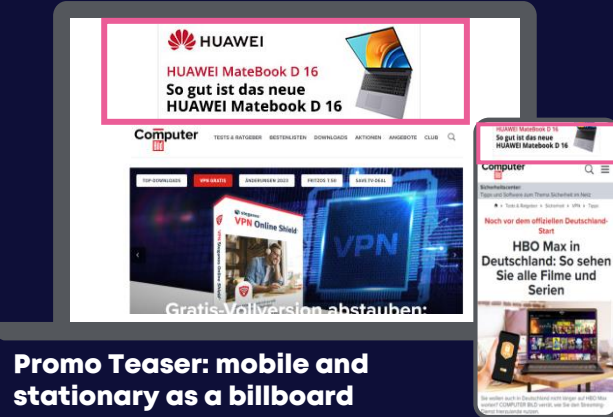


**Native Style Ad mobil ROS**

# PRODUCT STORY

ComputerBILD.de

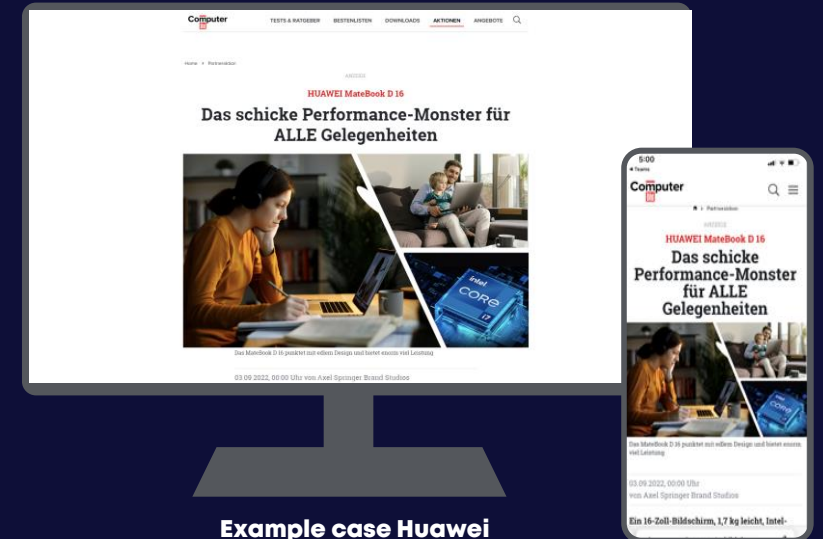
Computer  
Bild



Promo Teaser: mobile and stationary as a billboard



Social Media Sponsored Posts (depending on the topic)

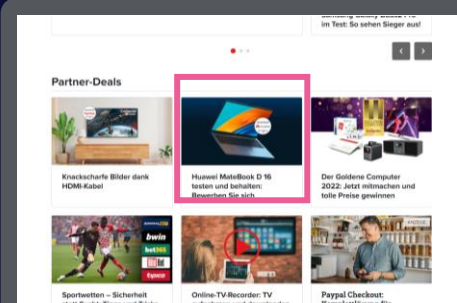


Example case Huawei

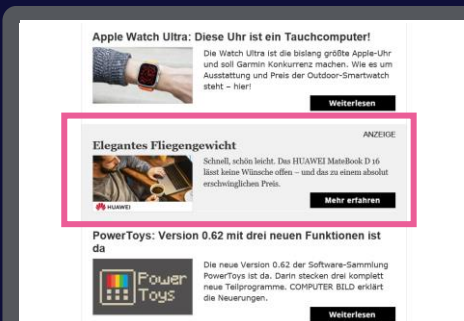
Product Story on Computerbild.de



Mrec / Cube Ad mobile ROS



Partner deals

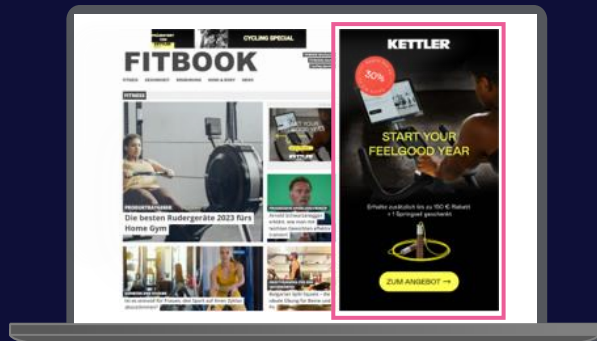


Newsletter Teaser



# PRODUCT STORY

## Books



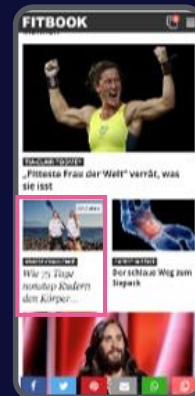
Dynamic Sitebar ROS



Mobile Interscroller ROS



Social Media Sponsored Posts (depending on the topic)



Mrec / Cube Ad mobile ROS

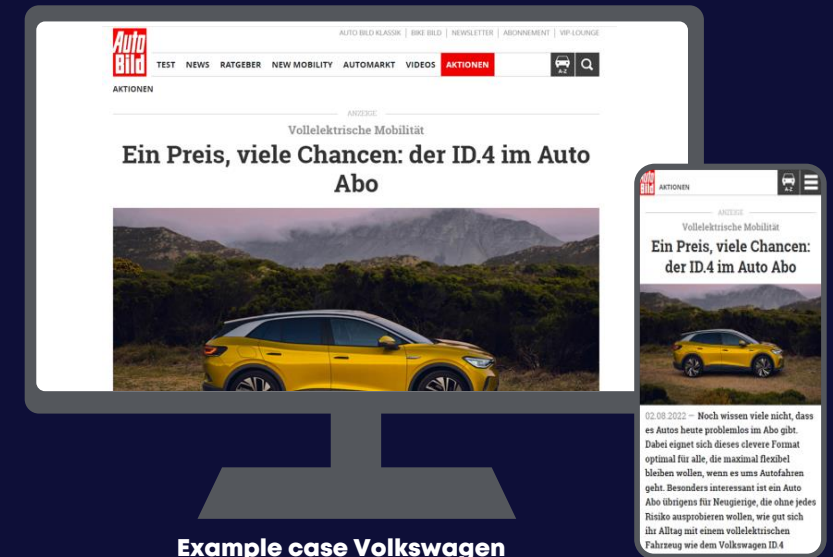
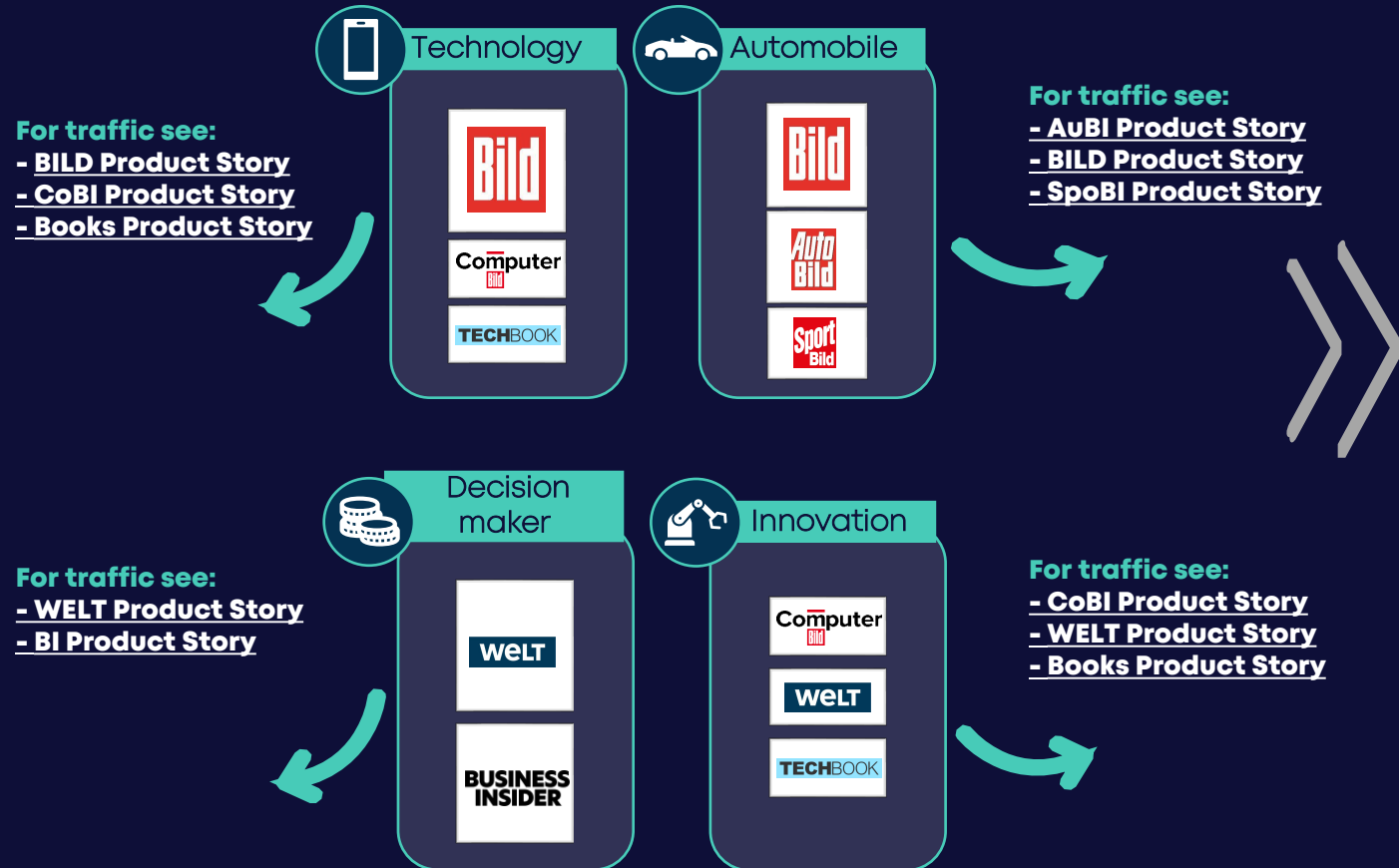


Beispielcase Kettler

Product Story  
on one of the books

# PRODUCT STORY

## Story Kombos



## Exemplary Product Story for the Automotive Story Combo

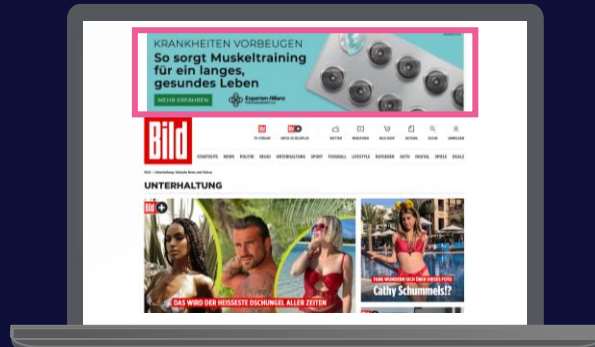
# ADVERTORIALS



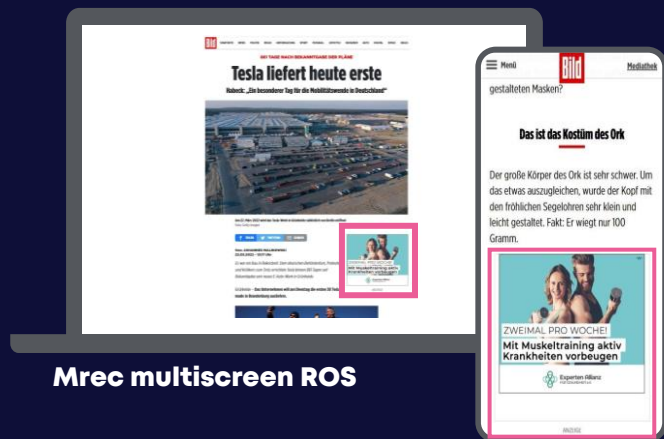


# ADVERTORIAL

BILD.de



Billboard stationary ROS



Mrec multiscreen ROS



Content Ad 4:1 ROS



Example case Experten Allianz

Advertorial on BILD.de

# ADVERTORIAL

WELT.de

# WELT

Billboard stationary ROS

Mrec multiscreen ROS

Content Ad 4:1 ROS

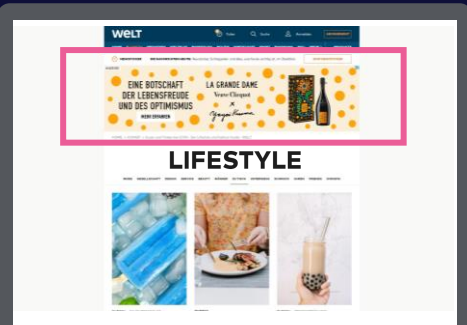
Example case Bluetti

## Advertorial on WELT.de

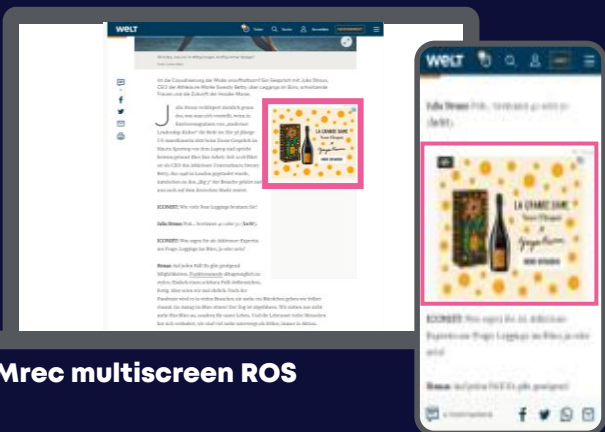
# ADVERTORIAL

WELT.de Channel LIFESTYLE

LIFESTYLE



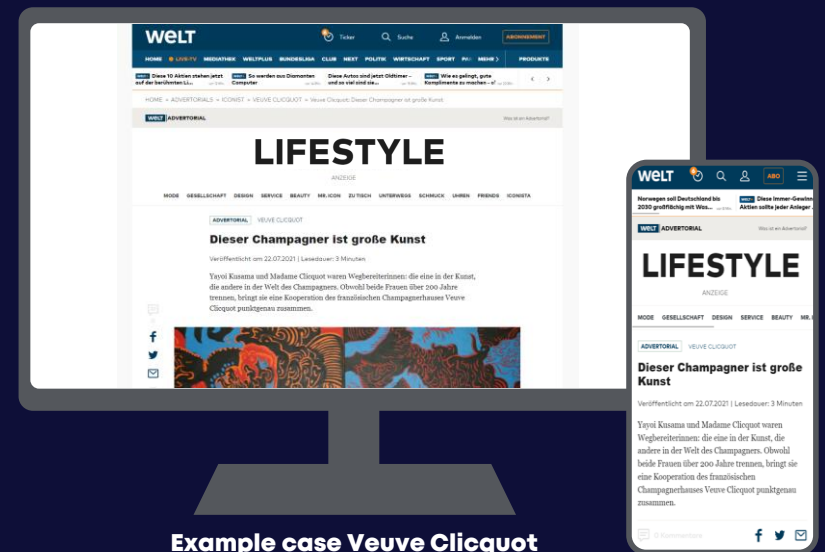
Billboard stationary ROS



Mrec multiscreen ROS



Content Ad 4:1 ROS



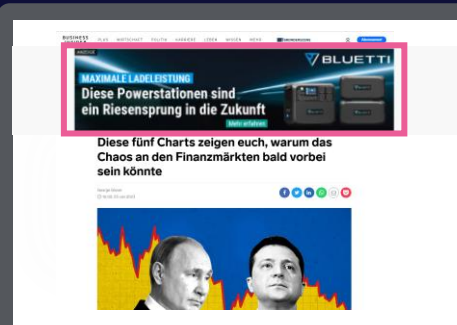
Example case Veuve Clicquot

Advertorial on WELT.de in Channel Lifestyle

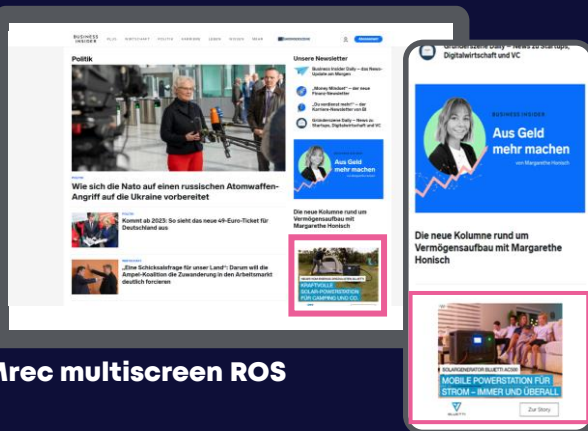
# ADVERTORIAL

## BUSINESS INSIDER

## BUSINESS INSIDER



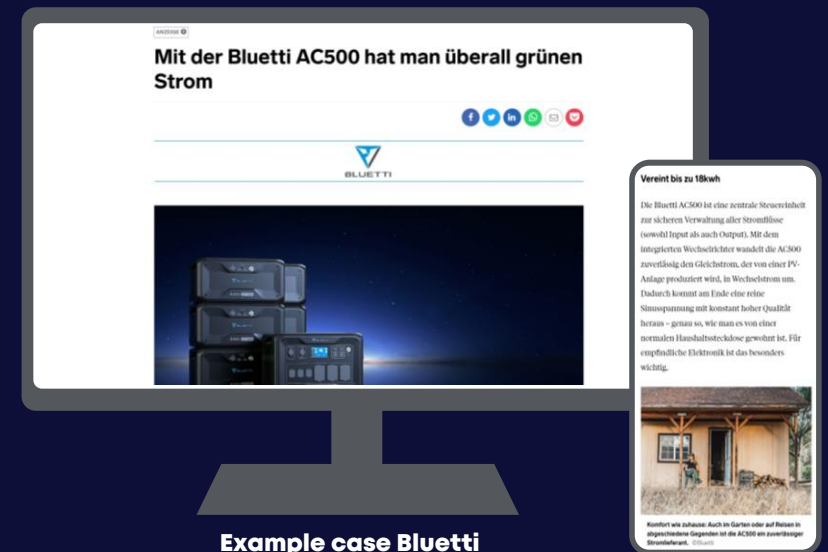
Billboard stationary ROS



Mrec multiscreen ROS



Content Ad 4:1 ROS

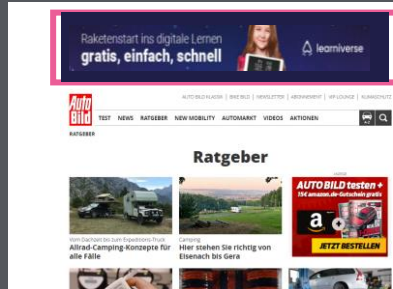


Example case Bluetti

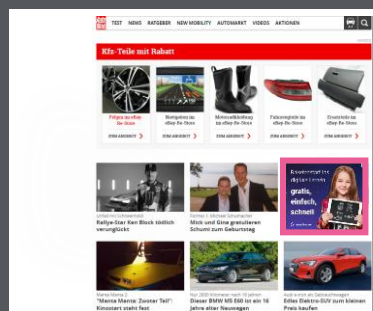
## Advertorial on Businessinsider.de

# ADVERTORIAL

AutoBILD.de



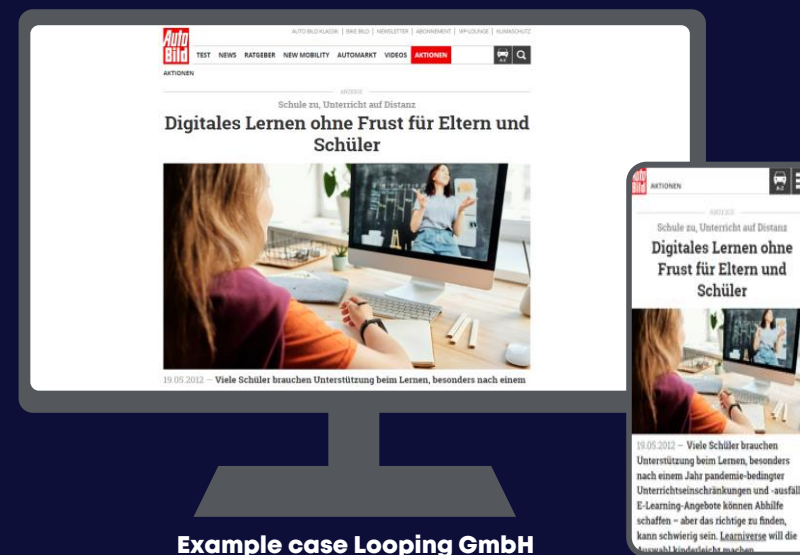
Billboard stationary ROS



Mrec multiscreen ROS



Content Ad 4:1 ROS



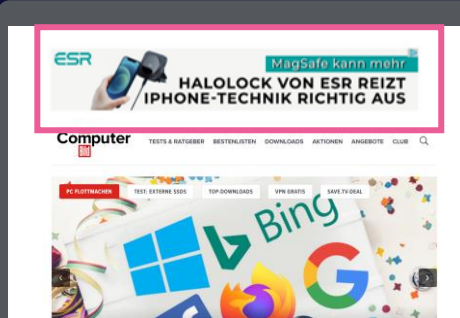
Example case Looping GmbH

Advertorial on AutoBILD.de



# ADVERTORIAL

ComputerBILD.de



Billboard stationary ROS



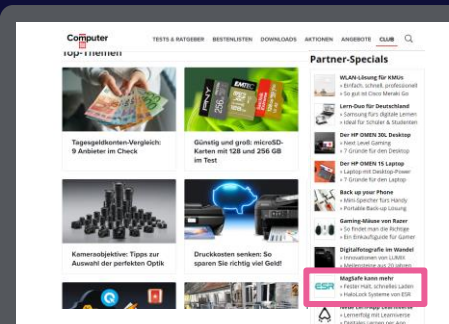
Content Ad 4:1 ROS



Example case Waymeet ESR



Mrec multiscreen ROS



Partner Special Teaser

Advertorial on ComputerBILD.de

# ADVERTORIAL

## SportBILD.de

# Sport Bild



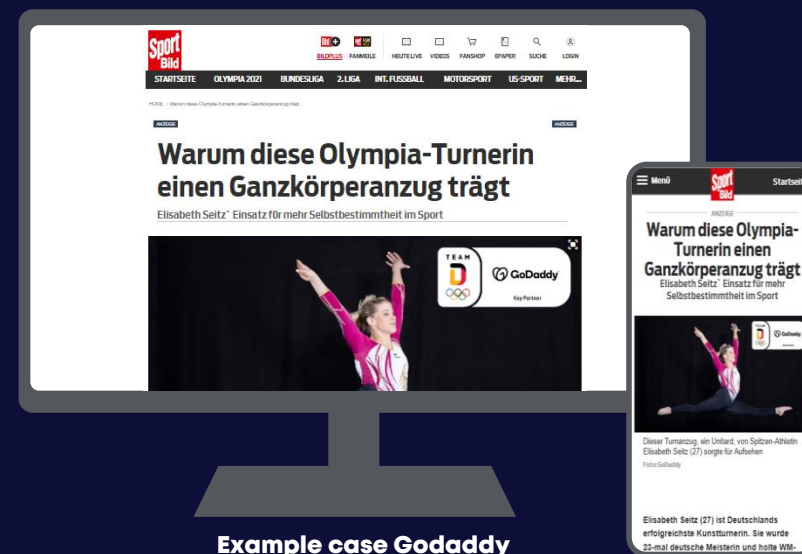
Billboard



Mrec multiscreen ROS



Content Ad 4:1 ROS



Example case Godaddy

## Advertorial on SportBILD.de