



CONCEPT

autobild.de is the biggest editorial automotive website in the German-language region and therefore market leader on the topic of cars.

- More than 20,000 articles and 150,000 images
- Germany's most comprehensive test and driving report archive
- Used vehicle market place
- AUTO BILD TV
- Seven main channels: car catalogue with all brands, tests, news, guide, market and promotions
- Eight special interest categories: sports cars, four-wheel drive, tuning, motor sport, classics, motor homes, connected cars, green cars and SUVs



Key Figures/month	Desktop	MEW & Apps	Target Group: ³⁾	Desktop	Mobile
Page Impressions ¹⁾	118,566,931	84,086,769	Male	78%	74%
Visits ¹⁾	14,174,440	16,160,436	Between 20 & 49 years old	64%	70%
Unique User ²⁾	4.92 mill.	1.81 mill.	HHNI of min. 3,000 €	47%	39%
			employed	77 %	73%

1) IWW December 2016
 2) AGOF digital facts 2016-10 (Base: 14 years and older)
 3) AGOF digital facts 2016-10, Structural data average month, broadest digital audience (WNK, 14+ years 51.71 mill.)

For technical specifications please see : <https://www.mediaimpact.de/specs/>
 Subject to alterations

As of February 2017



DESKTOP		
	Channel	ROS
Homepage-Teaser ⁴⁾	10 €	-
Menu Ad	-	10 €
Ad Bundle / Super Banner / Skyscraper	50 €	40 €
Medium Rectangle	55 €	45 €
Wallpaper	85 €	65 €
Sitebar / HalfPage Ad	90 €	70 €
Fireplace / Floor Ad	95 €	75 €
Interstitial / Video Wall / Tandem + Triple Ads	110 €	90 €
Billboard	120 €	100 €
Expandable Ads	plus 15 € CPM	
Extra charges		
Key-Word-Targeting		+10 €
PBT *	-	+ 20 €
DATAFACTOR	-	+ 30 €

⁴⁾ Only bookable within larger media packages (e.g. driving events)

MOBILE		
	Channel	ROS
STANDARDS ADS		
Image Text Teaser 4:1	MEW	10 €
Content Ad 6:1 / 4:1	MEW / App	45 €
Sticky Ad 6:1 / 4:1	MEW / App	80 €
Content Ad 2:1 / Medium Rectangle	MEW / App	85 €
SPECIAL ADS		
Interstitial / Video Layer	MEW / App	100 €
Understitial	MEW / App	95 €
Push Ad (FC 1 / Tag)	MEW	85 €
EXTRA CHARGES		
PBT *	MEW	-
DATAFACTOR	MEW / App	-

*** TARGETING OPTIONS**

DATAFACTOR: 5 digit postcode targeting
 Combination DATAFACTOR & PBT: 10 € CPM Surcharge on DATAFACTOR price

Key-Word-Targeting: e.g. car brands

PBT: CPM refers to max. 3 targeting criteria.

Retargeting: plus 10 € CPM

Mobile: PBT targeting only for MEW possible

For formats and technical specifications please see : <https://www.mediaimpact.de/specs>
 All prices quoted are CPM or fixed rates (unless otherwise stated), minus agency commission, plus VAT where applicable. | Errors and omissions excepted

As of February 2017

MULTISCREEN			
DESKTOP	MOBILE	Channel	ROS
Ad Bundle / Super Banner / Skyscraper	Content Ad 6:1 / Content Ad 4:1	40 €	30 €
Ad Bundle / Super Banner / Skyscraper	Content Ad 2:1	55 €	45 €
Medium Rectangle	Medium Rectangle	60 €	50 €
Wallpaper / Sitebar / HalfPage Ad	Content Ad 2:1	75 €	60 €
Fireplace	Content Ad 2:1 / Medium Rectangle	85 €	70 €
Interstitial	Interstitial / Video Layer	100 €	85 €
Transformer Ad		100 €	85 €
Billboard	Content Ad 2:1 / Medium Rectangle	110 €	90 €
Expandable Ads	plus 15 € CPM		
TABLET	MOBILE	Channel	ROS
Super Banner	Content Ad 6:1 / Content Ad 4:1	40 €	30 €
Interstitial	Interstitial	95 €	80 €

VIDEO			
MULTISCREEN		ROS	Channel / Socio-Targeting Single Sites
VIDEO (CPM)			
PreRoll / MidRoll / Header Outstream Ad (up to 20 sec.)		90 €	100 €
PreRoll / MidRoll / Header Outstream Ad (from 21 sec. to 30 sec.)		100 €	110 €
Interactive Pre-Roll (!Desktop only!)		105 €	115 €
Post Roll		50 €	60 €
Surcharge / reduction		Spots ≤15 sec. length:	- 10 € CPM reduction
InText Outstream Ad (Cost Per Completed View)		ROS	Channel / Socio-Targeting Single Sites
InText Outstream Ad (up to 20s)		17 ct.	19 ct.
InText Outstream Ad (from 21s to 30s)		25 ct.	27 ct.
Surcharge / reduction		Spots ≤15 sec. length:	- 1 ct. reduction

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As of February 2017

FIXED DAILY PLACEMENT ⁵⁾	HOMEPAGE ⁶⁾		HOMEPAGE 2 ⁷⁾
SAISONPREISE	Jan. – May, Sept.- Dec.	June – August	Jan. – Dec.
Guaranteed Ad Impressions / day	125,000	100,000	90,000
Wallpaper / Sitebar / Layer / Banderole / Half Page Ad	14,000 €	10,000 €	9,500 €
Billboard / Sidekick / Supreme Ad / Floor Ad / Push Down Ad / Slider Ad / Push Down Ad / Fireplace / Pushboard / Video Layer	28,500 €	21,500 €	20,000 €
Curtain Ad / Interstitial / Cascade Ad / Video Cube / Fireplace + Billboard / Video Wall	34,000 €	25,000 €	24,000 €

5) Run Time from 10:00:00 - 09:59:59 o'clock
 6) Weekend Sat – Sun = 1 Tag (Run Time Sa. 10:00:00 o'clock to Mo. 09:59:59 o'clock)
 7) Festplatzierung wochentags = 2 Tage, weekend Fr. – So. = 3 Tage

FIXED PLACEMENT ⁸⁾	HOMPAGE TOTAL ⁹⁾	
SAISONPREISE	Jan. – May, Sept.- Dec.	June – August
Guaranteed Ad Impressions / day	215,000	190,000
Wallpaper / Sitebar / Layer / Banderole / Half Page Ad	18,500 €	15,500 €
Billboard / Sidekick / Supreme Ad / Floor Ad / Push Down Ad / Slider Ad / Push Down Ad / Fireplace / Pushboard / Video Layer	38,000 €	32,500 €
Curtain Ad / Interstitial / Cascade Ad / Video Cube / Fireplace + Billboard / Video Wall	45,000 €	38,000 €

8) Run Time from 10:00:00 to 09:59:59 o'clock
 9) Homepage Total = Homepage (Mon – Fri.) + Homepage 2 (Mon. + Tue. oder Wed. + Thurs.), weekend: Homepage Total = Homepage (Sat – Sun) + Homepage 2 (Fr. – Sun.) (Run Time till Mon. 09:59:59 o'clock)

FIXED PLACEMENT ¹⁰⁾	MOBILE HOMEPAGE	
	3 days ¹¹⁾	1 week
Guaranteed Ad Impressions	90,000	200,000
Content Ad 4:1 / Content Ad 6:1	4,000 €	8,500 €
Sticky Ad 4:1 / Sticky Ad 6:1	6,500 €	14,500 €
Content Ad 2:1 / Medium Rectangle	7,000 €	16,000 €
Interstitial / Video Layer	8,500 €	18,500 €
Understitial	10,000 €	20,000 €

10) Run Time 10:00:00 to 09:59:59 o'clock
 11) 3 consecutive days, flexible starting day

FIXED DAILY PLACEMENT ¹²⁾	HOME RUN ¹³⁾	
SEASONAL RATES	Jan. – May, Sept.- Dec.	June – August
Guaranteed Ad Impressions / day	155,000	130,000
DESKTOP		
Superbanner / Wallpaper / Sitebar / Fireplace / Billboard	30,000 €	22,000 €
MOBILE		
Medium Rectangle / Content Ad		
Interstitial / Video Wall / Understitial	37,000 €	26,000 €
Mobile Interstitial / Understitial		

14) Run Time from 10:00:00 to 09:59:59 o'clock
 13) Homepage Run = Homepage desktop + Homepage mobile, weekend Sat. + Sun. = 1 day

For technical specifications please see : <https://www.mediaimpact.de/specs>
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As of February 2017

FIXED DAILY PLACEMENT ¹⁴⁾	HOMPAGE + FIRST CONTACT ¹⁵⁾		FIRST CONTACT ¹⁶⁾
SAISONPREISE	Jan. – Mai, Sept.- Dez.	Juni – August	
Guaranteed Ad Impressions / day	235,000	210,000	110,000
Wallpaper / Sitebar / Layer / Banderole / Half Page Ad	19,000 €	16,000 €	12,000 €
Billboard / Sidekick / Supreme Ad / Floor Ad / Push Down Ad / Slider Ad / Push Down Ad / Fireplace / Pushboard / Video Layer	33,000 €	27,000 €	25,000 €
Curtain Ad / Interstitial / Cascade Ad / Video Cube / Fireplace + Billboard	40,000 €	31,500 €	30,000 €

14) Run Time from 10:00:00 to 09:59:59 o'clock

15) Homepage + First Contact = Homepage stationär + mind. 110.000 User über Google Search ¹⁷⁾

16) Google Search = Minimum 110.000 User, die über Google auf autobild.de gelangen, Zusammensetzung ca.: Organic Search – 100.000 User, Paid Ads – 5.000 User, Social – 1.000 User, Mobile Homepage – 10.000 User

NEU

FIXED DAILY PLACEMENT ¹⁷⁾	AUTO BILD TOTAL BILL ¹⁸⁾
PACKAGE RATE	All Billboards exclusively on autobild.de
Guaranteed Ad Impressions / day	400,000
Billboard	53,000 € ¹⁹⁾

17) Run Time from 10:00:00 to 09:59:59 o'clock

18) AUTO BILD Total Bill = all billboards exclusively on autobild.de, min. 400,000 AI / day (approx.. 125,000 AI Homepage + ca. 275,000 AI RoS), exception „Marken- und Modellseiten“ (brand and modell sites)

Requirements: Run Time = 1 day, only weekdays, no weekend, 5 days lead time, Reservation Homepage + Homepage 2

19) Discounts and agency commission granted, fulfills annual contracts

NEU

FIXED DAILY PLACEMENT ²⁰⁾	AUTO BILD TOTAL SITE ²¹⁾
PACKAGE RATE	All expandable Sitebars exclusively on autobild.de
Guaranteed Ad Impressions / day	900,000
exp.Sitebar	60,000 € ²²⁾

20) Run Time from 10:00:00 to 09:59:59 o'clock

21) AUTO BILD Total Bill = all expandable Sitebars exclusively on autobild.de, min. 900,000 AI / day (ca. 125.000 AI Homepage + ca. 775.000 AI RoS), exception „Marken- und Modellseiten“ (brand and modell sites)

Requirements : Run Time = 1 day, only week days, no weekend, 5 days lead time, Reservation Homepage + Homepage 2

22) Discounts and agency commission granted, fulfills annual contracts

NEU

FIXED PLACEMENT ²³⁾	AUTO BILD TOTAL ²⁴⁾
FIXED RATE	3 days exclusivity on autobild.de, AUTO BILD TV und AUTO BILD Mobil
Guaranteed Ad Impressions in 3 days	3,900,000 ²⁵⁾
Different Formats	65,000 € net2 ²⁶⁾

23) Run Time from 10:00:00 to 09:59:59 o'clock

24) AUTO BILD Totaal = all booked formats exclusively on autobild.de, AUTO BILD TV and AUTO BILD Mobil, exception „Marken- und Modellseiten“

Requirements: Run Time only weekend Fr. – Sun. = 3 days, min. 5 days lead time, reservation Homepage + Homepage 2

25) No Targeting and Frequency Capping. Composition (different formats possible):

- a) Billboard, exclusively autobild.de, 710,000 AI
- b) Fireplace, exclusively, autobild.de, 800,000 AI
- c) Sitebar, pic gallery exclusively, autobild.de: 800,000 AI
- d) Medium Rectangle, exclusively, autobild.de: 640,000 AI
- e) Richmedia, exclusively, autobild.de: 575,000 AI
- f) Pre Roll, 20 sec., exclusively, autobild.de + AUTO BILD MOBIL: 15,000 AI
- g) Content Ad, exclusively, AUTO BILD Mobil: 400,000 AI

26) No further discounts, agency commission is granted.

AUTO BILD APP	SMARTPHONE	TABLET	SMARTPHONE+ TABLET
	RoS in Newsfeed	ROS in Newsfeed	e-Magazine /
Super Banner	-	30 €	-
Content Ad 4:1 , 6:1	30 €	-	-
Sticky Ad 6:1	65 €	-	-
Content Ad 2:1	70 €	-	-
Medium Rectangle	70 €	-	-
Interstitial	80 €	90 €	-
Interstitial HTML 5	-	110 €	-
MULTISCREEN			
Interstitial Multiscreen	80 €	80 €	-
e-Magazine			
Premium Ad²⁷⁾ (differeents modes of animation possible): video and audio interegeration / web links / picture gallery / hot spots / configurator / interactive special concepts			5,500 €²⁸⁾
Technical costs ²⁹⁾			800 €
Roadblock (4 ads exklusivly in one issue)			20,000 €²⁸⁾
Technical costs ²⁹⁾			2,400 €
Print Plus (Combination Print plus Tablet)			47,650 €³⁰⁾
Includes:			
Advert 1/1 page (average rate, not bookable, pls. see print rate card)			45,150 €
Premium advert animated in app, (1 issue, 1 ad)			2,500 €
Technical costs ²⁹⁾			800 €

27) Wochenpreis für 1 Ausgabe und 1 Anzeige

28) Mediakosten sind commitmentbildend, rabatt- und AE-fähig, inklusive 400 Euro für Anpassung aufs Querformat

29) Technische Kosten beinhalten Beratung und Kosten für Animation und sind nicht rabatt- und AE-fähig

30) Print-Plus ist nur Print-Abschluss- und AE-fähig

FACEBOOK & INSTAGRAM Sponsored Posts	TARGETING CATEGORY I ³¹⁾	TARGETING CATEGORY II ³¹⁾	TARGETING CATEGORY III ³¹⁾
	AUTO BILD Fans	Location (e.g. poste codes) / demographic data (e.g. age)	Interests (e.g. cars) / behaviour(e.g. purchase intention car)
Guaranteed Ad Impressions / day	1,000,000	1,000,000	1,000,000
4 Sponsored Posts	34,000 €	34,000 €	39,000 €
Creative Costs ³²⁾	600 €	600 €	600 €

31) Maximal 3 Targetingkriterien kombinierbar, Targeting Kategorie I ist nicht kombinierbar mit Kategorie II und III

32) Kreationskosten sind nicht rabatt- und AE-fähig

ADVERTORIAL			
PACKAGE 1 - multiscreen	AI TTL	CPM	Package Rate
Includes 1 page, run time single booking 4 weeks³³⁾	2,750,000		25,000 €
Homepage-Teaser, Home, autobild.de	2,000,000	10 €	
Menu Ad, RoS, autobild.de	250,000	10 €	
Bild-Text-Teaser, Home & RoS, AUTO BILD Mobil	250,000	10 €	
Content Ad 4:1, RoS, AUTO BILD Mobil	250,000	30 €	
Technical Costs³⁴⁾			2,490 €
PACKAGE 2 – desktop			
Includes 1 page, run time single booking 4 weeks³³⁾	2,250,000		20,000 €
Homepage-Teaser, Home, autobild.de	2,000,000	10 €	
Menu Ad 4:1, RoS, autobild.de	250,000	10 €	
Technical Costs³⁴⁾			1,690 €
PACKAGE 3 – mobile			
Includes 1 page, run time single booking 4 weeks³³⁾	500,000		7,000 €
Image-Text-Teaser, Home & RoS, AUTO BILD Mobil	250,000	10 €	
Content Ad 4:1, RoS, AUTO BILD Mobil	250,000	30 €	
Technical Costs³⁴⁾			1,200 €

³³⁾ Run Time and AI volume can be adaptd in larger media packages (e.g. driving events). Min. Run Time 1 week

³⁴⁾ No discounts and agency commission on technical costs, ad format creation is inluced in technical costs.

NEWSLETTER ³⁵⁾	
Recipients	300,000
Medium Rectangle (300 x 250 px, kein Flash)	5,000 €
Fullbanner (486 x 60 px)	5,000 €
Editorial designed teaser in the look & feel of autobild.de ³⁶⁾	5,000 €

³⁵⁾ Send out on Monday and Thursday

³⁶⁾ Specifications: Main headline (always single lined): max. 50 characters, headline (single lined): max. 30 characters, text (max. 4 lines): max. 170 charaers (depends on length of words and wrapping)), Call-to-Action (Text colour red): „Weiter“ (can not be changed due to system), two pics in the following formats 1200 x 800 and 644 x 363 Pixel, no Logo on pic, short claim possible, no further text. click tracker possible, no tracking pixel.

Menu Ad

- Format: text entry in upper right of navigation menu with contrasting typography and colour
- Booking only available in connection with advertorials, microsites, brand story or storytorial
- Linking only available for above-mentioned formats
- Naming of the teaser subject requires approval by the editorial team
- Maximum reach: 20 million AIs/month
- Marked as advertisement

Newsletter

- With the editorial newsletters, you place your advertising message specifically with interested and active recipients. The delivery of your advertising media occurs via CMS.
- You reach approx. 300,000 newsletter recipients respectively on Tuesdays and Thursdays.
- You can choose from three different advertising media:
 - 1) Medium Rectangle (300x250 px – no Flash)
 - 2) Full banner (468x60 px)
 - 3) Teasers are designed by the editorial team in the look and feel of autobild.de (teaser image material must be submitted in the following two formats: teaser image graphics in 3:2 format, standard size 1200x800 px, and teaser image graphics in 16:9 format, standard size 644x363 px; all other required images sizes are created by our editorial team; text: 216 characters)
- Target group: 77% of users are men, 63% of users are 20 to 49 years old and 40% of users have a personal net income of €2,000 or more

Homepage

- The homepage of autobild.de allows you the maximum staging for model introductions and big events. This is where you find an involved target group, so a high level of attention is guaranteed.
- Guaranteed reach of 120,000 AIs/day (Jan.–May and Sept.–Dec.) or 90,000 AIs/day (June–August)
- Booking option: fixed business day placement on 1 day; Sat.+Sun. are considered 1 business day/event; online from 10 a.m. to 10 a.m.

Homepage2

- The Homepage2 bundle is a real alternative to booking the Homepage since it combines the high reach of the channel homepages and all of the sub-channels (news, test reports, brands and models, 4-wheel, green cars, sports cars, motorsport, tuning and AUTO BILD TV)
- Guaranteed reach of 90,000 AIs/2 days
- Booking option: fixed business day placement on 2 days (Mon.+Tues., Wed.+Thurs.) are deemed as one event, online from 10 a.m. to 10 a.m.

HomeRun

- Expand the desktop target group with our mobile users! HomeRun combines the fixed daily placement on the Homepage with a fixed daily placement on AUTO BILD Mobil.
- Guaranteed reach of 150,000 AIs/day (Jan.–May and Sept.–Dec.) or 120,000 AIs/day (June–August)
- Booking option: fixed business day placement on 1 day; Sat.+Sun. are considered 1 business day/event, online from 10 a.m. to 10 a.m.
- Choice of two format categories (Premium and Deluxe)

Homepage Total

- Book the Homepage and Homepage 2 as a double pack! Maximum staging for your advertising message!
- discount of 22% versus booking the individual rate. Reach a highly involved target group at the best preferential rates.
- Homepage Total is comprised as follows: Homepage: 1 weekday or weekend Sat.–Sun.= 1 day (online until Mon. 10 a.m.) **PLUS** Home2: 2 weekdays (Mon.+Tues. or Wed.+Thurs.) or weekend incl. Friday counts as 2 days/one event

AUTO BILD Total

- 3 day event exclusivity on AUTO BILD DE, AUTO BILD TV and AUTO BILD Mobil*
- Min. 3.9 millions AdImp* exclusively from Friday to Monday – no competitors!*

Composition

1) Billboard, exclusively, autobild.de:	710,000 AI
2) Fireplace, exclusively, autobild.de,	800,000 AI
3) Sitebar, Bildergalerie exclusively, autobild.de:	800,000 AI
4) Medium Rectangle, exclusively, autobild.de:	640,000 AI
5) Richmedia, exclusively, autobild.de:	575,000 AI
6) Pre Roll, 20 Sek., exclusively, autobild.de + AUTO BILD MOBIL:	15,000 AI
7) Content Ad, exclusively, AUTO BILD Mobil:	400,000 AI

- including autobild.de Homepage, Home2 and in RoS, mobil and Video
- Alternative formats possible
- Without targeting and Frequency Capping

Requirements:

- - Not more than one event in a month which refers e.g. to a launch or anything similar with a fixed run time
- - Availability of Home and Home2
- - 5 days lead time
- - Reservation required through our internal reservation system
- - without DE-Targeting and FC

First Contact

- First Contact combines the fixed daily placement on the Homepage with users who come to autobild.de by other means.
- Initial contact with users who get to an autobild.de article via Google Search or Facebook
- Reach of 110,000 users through search or social media
- Composition: organic search – 100,000 users; paid ads – 5,000 users; social – 1,000 users; mobile homepage – 10,000 users (approx.)
- Guaranteed reach of 230,000 AIs/day (Jan.–May and Sept.–Dec.) or 120,000 AIs/day (June–August)
- Booking unit is 1 day, weekend Sat.-Sun. = 1 day (online until Monday 10 a.m.)

Advertorial

- Successful advertising with an editorial layout! Your message is marked as an advertorial and appears within the editorial environment of autobild.de. You can reach your customers with detailed text and images in an advertorial.
- Benefits of advertorials: strong information content, intensive image and knowledge transfer and high level of credibility with users.
- Teasers for your advertorial will be placed on the autobild.de homepage. It can be found in the AKTIONEN (Promotions) tab and its flyout navigation. The page is also listed in the search results on autobild.de and search engines such as Google through its integration into our editorial team's content management system.
- We handle the entire graphic and conceptual design according to your specifications.
- Plus mobile extension! Even more target groups interested in cars – Reach our mobile users via mobile advertorials.

Implementation

- Advertorials and teasers are created in autobild.de's editorial system
- You provide texts and images or they are created by the editorial team
- Coordination and approval process for teasers and advertorials occurs in cooperation with you
- Integration of videos and a photo gallery with up to 13 images is possible
- Integration of contests is possible
- Exclusive placement of campaign banners in the advertorial is possible
- Traffic generation through homepage teasers and integrations in the AKTIONEN section
- Possible to also book the editorial autobild.de's Top Topics newsletter (distribution 2 times per week)
- Specifications: advertorial teaser image must be submitted in two sizes of 1200x800 and 644x363 px; teaser text: 216 characters
- Microsite integration as iFrame is possible: max. width of 1000 px; no height limit
- Marked as ADVERTISEMENT (Anzeige)