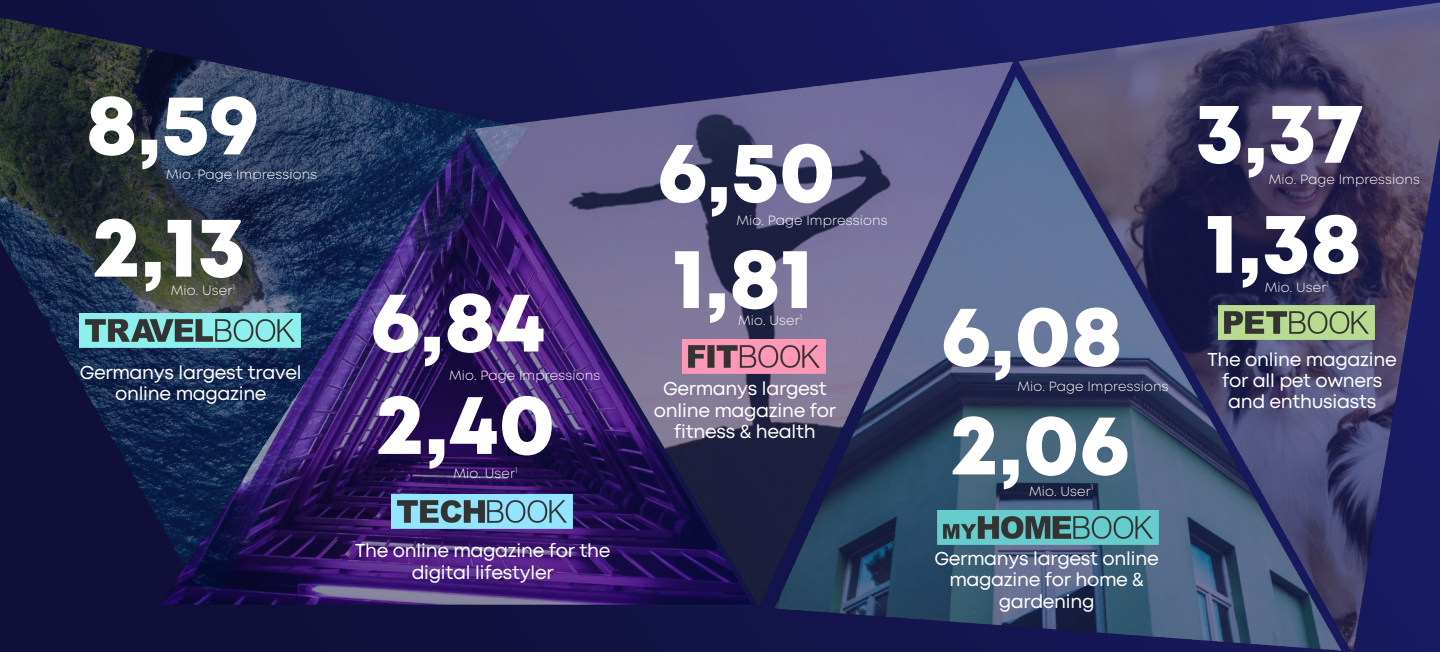


BOOK FAMILY



BOOK FAMILY – TARGET GROUP²

	GENDER	20 – 49 YEARS OLD	HHNI min. 3,000 €	HIGH LEVEL OF EDUCATION
TRAVELBOOK	56 % male	54 %	55 %	46 %
TECHBOOK	65 % male	63 %	57 %	49 %
FITBOOK	54 % male	63 %	57 %	50 %
myHOMEBOOK	50 % female	53 %	55 %	44 %
PETBOOK	62 % female	47 %	62 %	46 %

1) b4p 2024, IVW PI 10/2025
2) Source: b4p 2024 II

DAILY FIXED PLACEMENTS

HOMERUN – MULTISCREEN (+ FIRST CONTACT)¹ | 10 – 10 O'clock | Mo. – Sat./ Sun.

HOMERUN

Desktop: Billboard / Catalogue Ad / (Dynamic) Sitebar / Double Dynamic Sitebar² / Engagement Ad / (Dynamic) Fireplace² (+ optional sticky) / Gallery Ad / Picture Wall / Video Wall³ / Twoface Ad / Wallpaper²

Mobile (MEW + App): Catalogue Ad / Click & Swipe⁴ / Content Ad / Cube Ad MMR / Gallery Ad MMR / Halfpage Ad / Interscroller / Mobile Medium Rectangle / Understitial / Twoface Ad + Lead Ad (6:1 / 4:1 / 2:1)⁵ / Welcome Ad + Lead Ad (4:1)

HOMERUN PLUS

Desktop: Big Stage: Automatic Pre Expanding Video Wall³

[Go to our specifications](#)

Mobile (MEW + App): Big Stage: Automatic Pre Expanding Vertical Video (max. 8 sec.)⁴ / Mobile Medium Rectangle / (Video) Interscroller (9:16) / Content Ad / (Video) Understitial / Swipe Ad / Mobile Curtain Dropper⁴ + Lead Ad (6:1 / 4:1 / 2:1)⁶ no sticky / Prestitial⁵ + Lead Ad (2:1 / 4:1)⁶ with muted Videoautoplay (16:9)

PACKAGE ⁷	GUARANTEE	RUN TIME	PRICING HOMERUN	PRICING HOMERUN PLUS ⁸
Homerun Day	200,000 Als	1 Day	11,200 €	14,000 €
Homerun Week	1,200,000 Als	1 Week	56,400 €	72,000 €

A-TEASER - MULTISCREEN | 10 – 10 O' clock | Mo. – Sat./ Sun.

PACKAGE	GUARANTEE	RUN TIME ⁹	PRICING
A-Teaser	50,000 Als	1 Day	4,500 €

- 1) The selected desktop format as well as both mobile formats (Lead Ad + primary advertising format) are relevant for both guarantee fulfillment and billing. If the Lead Ad is not delivered, the selected mobile primary advertising format will be served as a ROS (Run of Site) placement on the booked day in order to achieve the booked guaranteed volume.
- 2) For optimal display and improved viewability on tablets, the delivery of a Dynamic Sitebar is recommended.
- 3) FC = 1/day. As a fallback, a Billboard or a Dynamic Fireplace, for example, may remain active.
- 4) FC = 1/day. As a fallback, a Lead 2:1 and a Medium Rectangle or Interscroller must be provided.
- 5) FC = 1/day.
- 6) The Lead Ad can be booked optionally but is not counted as part of the guarantee fulfillment.
- 7) Includes First Contact; Saturday & Sunday = 1 day. Exclusivity on the homepage, excluding CMS placements, e.g. Home Teasers and Outbrain.
- 8) FC = 1/day for the animation. A fallback remains active. In addition, creation costs of €4,800 apply if produced by MI. A lead time of at least 15 business days from delivery of the assets (video, imagery, etc.) is required. The desktop Big Stage advertising format is displayed on the homepage. The fallback advertising format is displayed ROS.
- 9) Saturday & Sunday = 1 day.

NATIVE ADVERTISING

ADVERTORIAL¹

PACKAGE	GUARANTEE	RUN TIME ²	PRICING ³
Advertorial XS ⁴	375,000 Als	2 Weeks	7,500 €
Advertorial S ⁴	500,000 Als	2 Weeks	10,000 €
Advertorial M ⁴	1,000,000 Als	4 Weeks	17,500 €
Advertorial L ⁴	1,500,000 Als	6 Weeks	22,500 €

ADVERTORIAL STAGE

PACKAGE	GUARANTEE	RUN TIME ²	PRICING ³
Advertorial Stage	1,500,000 Als	6 Weeks	35,000 €

BRAND STORY Basis Package⁵

Minimal bookable ⁶	Guaranteed Page Views Basic Package	Package Pricing Basic Package	Maximum bookable ⁶
5,000 Views	15,000 Views	50,000 € ⁷	20,000 Views

Add-Ons⁸

Data: Targeting | on selected advertising material
Social Media: Sponsored Posts, Content Posts
Performance: Just Clicks with & without GEO Targeting, Social Engagement Add-On, Lead Add-On
Hub: Stage to collect your Brand Storys
Insight: Integrated Surveys / Quizzes for exciting insights⁹

1) If delivering the required advertising materials for the advertorial independently, please observe the specifications for AdBundle and Mobile Medium Rectangle.
2) Runtime recommendation, adjustable upon request.
3) Additional production costs (not SR- and AR-compatible): €2,000.
4) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle). There is no reach guarantee for exclusive fixed placement (advertising material freely selectable).
5) Runtime: 6 weeks. The lead time must be requested.
6) Scalable page views: from €3.50 gross CPV (Cost per View), SR- and AE-compatible, depending on the booking size and the object.
7) Additional creation costs: up to 15,000 views: €3,500; up to 20,000 views: €4,000; from 20,000 views: €4,500, not discountable or AE-compatible.
8) Further add-on options can be found in [Native Product Factsheet 2026](#).
9) Various formats possible.

NATIVE ADVERTISING

BRAND HUB¹

PACKAGE	GUARANTEE	RUN TIME	PRICING ²
Brand Hub	15,000 Views	8 Weeks	52,500 €

PRODUCT STORY

PACKAGE	GUARANTEE	RUN TIME	PRICING ³
Product Story	1,700,000 Als & 9,000 Views	4 Weeks	33,750 €

PRODUCT NEWS

PACKAGE	GUARANTEE	RUN TIME	PRICING ³
Product News	475,000 Als & 2,000 Views	max. 2 Weeks	14,500 €
Stationary: Promo teaser & medium rectangle (RoS), A-teaser mobile: medium rectangle (RoS), Facebook posting ⁶			

Add-Ons⁴

Data: Targeting | On selected advertising material

Social Media: Sponsored Posts, Content Posts

Performance: Just Clicks with & without GEO Targeting, Social Engagement Add-On, Lead Add-On

Hub: Stage to collect your Product Storys

Insight: Integrated Surveys / Quizzes for exciting Insights⁵

1) Additional brand stories can be booked as add-ons.

2) Creation costs of €10,000 apply in addition (not eligible for SR or AR discounts).

3) Additional creation costs of €3,000 apply (not eligible for SR or AE discounts). Financial services content is subject to a general review; product variants and/or guaranteed views may need to be adjusted if necessary and subject to approval.

4) Additional creation costs of €800 apply (not eligible for SR or AR discounts). Financial services content is subject to a general review; product variants and/or guaranteed views may need to be adjusted if necessary and subject to approval.

5) Additional add-on options can be found in the [Native Product Overview](#).

6) Various formats are available.

NATIVE ADVERTISING

VIDEO PRODUCT STORY

A Product Story that is extended by a specially produced 90-second video to present the product even better. The native product video and an additional reel format are then made available for your own use.

PACKAGE	GUARANTEE	RUN TIME	PRICING ¹
Video Product Story	1,700,000 AIs & 9,000 Views	4 Weeks	33,750 €

THEME SPECIAL

PACKAGE	GUARANTEE	RUN TIME ²	PRICING ³
Theme Special S	300,000 AIs	1 Weeks	13,000 €
Theme Special M	600,000 AIs	2 Weeks	23,000 €
Theme Special L	1,200,000 AIs	4 Weeks	36,000 €

STICKY BAR⁴

BOOK	GUARANTEE	RUN TIME	PRICING ⁵
TRAVELBOOK	10,000 clicks	4 Weeks	5,700 €
TECHBOOK	10,000 clicks	4 Weeks	5,700 €
FITBOOK	10,000 clicks	4 Weeks	5,700 €
myHOMEBOOK	10,000 clicks	4 Weeks	5,700 €
PETBOOK	3,000 clicks	4 Weeks	2,800 €

- 1) Plus creation costs Product Story: €3,000 (not eligible for SR or AE). Fundamental review of the content from financial service providers; if applicable and subject to necessary adjustment of the product variant and/or the guaranteed views. Plus video creation costs: €5,600 (not eligible for SR or AE), depending on effort, individually. Product must be provided.
- 2) Runtime recommendation: adjustable upon request.
- 3) Plus production costs (not eligible for SR or AR): €2,000. Attention: In the content design of the editorial topic special, the principle of editorial sovereignty applies; for compliance reasons, no customer-specific topic specials can be implemented (e.g. "The Big Musterland Special presented by Musterland").
- 4) Sticky Bar only in combination with media or as a booking for at least 3 months. In the case of an exclusive takeover home booking, the Sticky Bar is suspended.
- 5) Not discountable, not eligible for AE or AR, not combinable with data products.

SOCIAL MEDIA

FACEBOOK SPONSORED POST¹

A true classic among our social post offers. With joint authorship with our journalistic brands, you benefit from the credibility and reach as well as the high engagement rate on social networks! The package includes 4 posts.

PACKAGE	Als à 4 POSTS	PRICING ²
Facebook Sponsored Post	800,000 Als	16,000 €

INSTAGRAM SPONSORED POST¹

Do you want to be on the trend platform par excellence? Join us in reaching users with expressive images and videos. The package includes 4 posts.

PACKAGE	Als à 4 POSTS / STORIES	PRICING ²
Instagram Sponsored Post	200,000 Als	10,000 €

PINTEREST SPONSORED POST

Do you want to inspire your target group? Then Pinterest is the right place for you! Create awareness with powerful sponsored posts with joint sendership with our brands! The package includes 4 posts.

PACKAGE	Als à 4 POSTS	PRICING ²
Pinterest Sponsored Post	400,000 Als	20,000 €

VERTICAL STORY

DiThe Vertical Story takes place in vertical format via Instagram and Snapchat and is the ideal target group extension for you to reach a younger user base!

PACKAGE	Als à 4 POSTS / STORIES	PRICING ²
Booster Paket	15,000 Als	40,000 € ³
Stand Alone Paket	30,000 Als	80,000 € ⁴

1) Material for Instagram or Facebook must be delivered at least 5 days in advance.

2) Prices plus €800 creation costs, Instagram Stories €1,600 (not SR or AE eligible).

3) Plus creation costs: €5,000 (not SR or AE eligible). Can only be booked in combination with a regular brand or product story.

4) Plus creation costs: €8,000 (not SR or AE eligible).

VIDEOSPONSORING

SCALABLE VIDEO SPONSORING - COMPONENTS

LOGO INTEGRATION IN VIDEO

- Presenter Clip „präsentiert von“ (presented by)
- Bänderole (5 sec.)
- Outro Clip „präsentiert von“ (presented by)

MEDIA COMPONENTS

- Media Package Multiscreen on all video article pages¹
- Media Package Multiscreen in ROS for traffic delivery

VIDEO SPONSORING BASIC PACKAGE

PACKAGE	GUARANTEED VIEWS	GUARANTEED AIS	RUN TIME	PRICING
Video Sponsoring Basic Package ²	5.000 Views ³	200.000 AIS	4 Weeks	22.000 € ⁴

VIDEO SPONSORING SPECIAL FORMATS

TRAVELBOOK Places	3.000 Views 12.000 Views ⁵	50.000 AIS	4 Weeks	6.760 € ⁴
FITBOOK Everyday athletes	10.000 Views	100.000 AIS	4 Weeks	8.200 € ⁴

Possible ADD-ONS (BASIC PACKAGE)

PACKAGE	GUARANTEE	RUN TIME	PRICING
Advertorial S	500.000 AIS	2 Weeks	10.000 € ⁶
Brand Story Basic	15.000 Views	2 weeks	50.000 € ⁷
Product Story	1.700.000 AIS 9.000 Views	4 Weeks	33.750 € ⁸
Product Placement	Equals episode guarantee	Beyond the episode run time	ab 5.000 € ⁹

For existing video formats, a lead time of 2 weeks applies. For new/individual formats, a lead time of 2 months and a minimum purchase of 5 episodes apply. A season consists of a maximum of 10 episodes.

- 1) Additional fixed placement on the stage is only available from a minimum purchase of 5 episodes, if a stage is available.
- 2) A booking must include at least one logo integration component and a media package.
- 3) When booking more than one episode, the views of all videos count towards the total guarantee.
- 4) SR, AR & AE eligible. Plus 500 € creation costs. Creation costs are not eligible for SR or AE.
- 5) For video package 1 episode (3,000 views) / for video package 4 episodes (12,000 views).
- 6) Plus € 2,000 creation costs. Creation costs are not eligible for SR or AE.
- 7) Plus € 4,000 creation costs. Creation costs are not eligible for SR or AE.
- 8) Plus € 3,000 creation costs. Creation costs are not eligible for SR or AE.
- 9) Price per season per setting (location/situation) € 5,000 to max. € 10,000. Variations possible depending on integration. Costs are not SR- or AE-eligible.

STRATEGIC PARTNERSHIP

STRATEGIC PARTNERSHIP

PACKAGE	RUN TIME	PRICING
Co-Partnership Light	from 3 Months	from 150.000 €
Co-Partnership	from 3 Months	from 250.000 €
Premium-Partnership	from 6 Months	from 500.000 €

POSSIBLE COMPONENTS

STORYTELLING

Brand Storys, Product Storys, Advertorials

MEDIA & BRANDING

Home Run, A-Teaser, Theme Special, Display (RoS)

VIDEO

Sponsoring of Video Content + Product Placement + Media

DEEP INTEGRATION

Logo integration^{2,3}, Exklusivity^{3,4}, In-Article Widgets, Newsletter Integration, Sticky Bar, Notifications, flafship activities (incl. Market research)³

EVENTS

Small (20 people) and large Events in the form of brunch, dinner or panel possible in cooperation with the BOOKSfamily editorial team.⁵

- 1) With Co-Partnership Light, only limited components are available.
- 2) Not included in Co-Partnership.
- 3) Not included in Co-Partnership Light.
- 4) Possible in Co-Partnership as industry exclusivity.
- 5) Details and prices individually upon request.

TKP RATECARD

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)							
	AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard		Dynamic Fireplace, Double Dynamic Sitebar, Billboard (Cinematic Ad) ¹
Mobile Content Ad 6:1 + 4:1	RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom 75€
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	80 €	RoS & Custom 85€
Mobile Content Ad 1:1, Understitial-Interscroller², Prestitial (in App)³, Mobile Halfpage Ad	RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €	RoS & Custom 97€
VIDEO							
InText Outstream Ad₄ on start, up to incl. 20 sec.	RoS & Custom	60 €	X-Stream Ad₆ up incl. 20 sec.		RoS	55 €	
(Live) Stream Ad₅ up incl. 20 sec.	RoS & Custom	85€	YouTube₇ PreRoll up incl. 20 sec.		RoS & Custom	85€	
Muted Instream Ad₈ up incl. 30 sec.	RoS & Custom	65€	Vertical Video „PLAY“₉ up incl. 20 sec.		RoS & Custom	75€	
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, Perfect Fit) / Further targetings additive according to targeting price list; exception ID-based targeting							

Additional Options

Video Wall	Desktop only, RoS & Custom: 90 € TKP ₁₀
Desktop Only	Highest price category plus € 10 CPM surcharge
Mobile Only	Highest price category
Other video formats on request	

- 1) In RoP and RoS on selected pages. Not bookable on BILD or SPORT BILD.
- 2) In the mobile interscroller, a vertical video can also be delivered, muted with click to play. Gross CPM: €92.
- 3) Exclusively bookable in-app. Delivery takes place with FC 1/campaign.
- 4) Overlength (21–30 sec.) + €20 CPM // Short spots (7–15 sec.) – €10 CPM // VPAID + €10 CPM // Paid targeting possible subject to CPM surcharge.
- 5) Bookable in the WELT TV livestream, BILD event livestream, Pluto TV and the FAST channels of AUTO BILD, BILD, COMPUTER BILD, SPORT BILD and the Books. Longer spots (21–30 sec.) + €10 CPM // Short spots (up to and incl. 6 sec.) – €10 CPM. Overlength (31+ sec.) upon request, cost surcharge depending on overlength. Technical targeting (device, time, geo) across the entire OTT inventory. Targeting on CTV is subject to a gross surcharge of €30. Personalized and regionalized targeting (socio, interest, persona, AdUp standard) on web inventory only. Paid targeting possible subject to CPM surcharge.
- 6) Bookable on selected pages. Overlength (21–30 sec.) + €20 CPM // Short spots (up to and incl. 6 sec.) – €10 CPM.
- 7) Additional formats: bumper (up to and incl. 6 sec.) – RoS & custom €65, sponsorship (up to and incl. 20 sec.) – RoS & custom €100. Targeting possible (regional + socio): + €11 CPM surcharge per targeting criterion. RoP: programmatically available.
- 8) Bookable on AUTO BILD, BILD, COMPUTER BILD, SPORT BILD and WELT (desktop and MEW). Bookable multiscreen only. Short spots (up to and incl. 6 sec.) – €10 CPM.
- 9) Vertical video in PLAY always starts with sound within the PLAY carousel.
- 10) FC 1/24h: as a reminder, a billboard or a sitebar is delivered (on tablets, only the billboard is delivered), other formats upon request. Bookable on the following pages: businessinsider.de, autobild.de, computerbild.de, fitbook.de, myhomebook.de, petbook.de, techbook.de, travelbook.de. Special features on bild.de: exclusively bookable as a fixed placement, FC 1/24h, no autoplay, subject to editorial approval, limitation to one-time looping.