

# BOOK FAMILY

**8,59**

Mio. Page Impressions

**2,13**

Mio. User<sup>1)</sup>

**TRAVELBOOK**

Germanys largest travel online magazine

**6,84**

Mio. Page Impressions

**2,40**

Mio. User<sup>1)</sup>

**TECHBOOK**

The online magazine for the digital lifestyler

**6,50**

Mio. Page Impressions

**1,81**

Mio. User<sup>1)</sup>

**FITBOOK**

Germanys largest online magazine for fitness &amp; health

**6,08**

Mio. Page Impressions

**2,06**

Mio. User<sup>1)</sup>

**myHOMEBOK**

Germanys largest online magazine for home &amp; gardening

**3,37**

Mio. Page Impressions

**1,38**

Mio. User<sup>1)</sup>

**PETBOOK**

The online magazine for all pet owners and enthusiasts

## BOOK FAMILY – TARGET GROUP<sup>2)</sup>

	<b>GENDER</b>	<b>20 – 49 YEARS OLD</b>	<b>HHNI min. 3,000 €</b>	<b>HIGH LEVEL OF EDUCATION</b>
TRAVELBOOK	56 % male	54 %	55 %	46 %
TECHBOOK	65 % male	63 %	57 %	49 %
FITBOOK	54 % male	63 %	57 %	50 %
myHOMEBOK	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)<sup>1</sup> | 10 – 10 O'clock | Mo. – Sat./ Sun.

### HOMERUN

**Desktop:** Billboard / Billboard (100/1) / Dynamic Fireplace / Bridge Ad / Catalogue Ad (Exp. Sidebar) / Cinematic Ad<sup>2</sup> / Curtain Dropper<sup>2</sup> / (Dynamic) Sidebar / Double Dynamic Sidebar / Fireplace / Image Reveal Ad / TwoFace Ad<sup>3</sup> / Video Wall<sup>2</sup> / Wallpaper / Special ads on demand

**Mobile (MEW + App):** Sticky Lead Ad (4:1/6:1) & Medium Rectangle / Content Ad 1:1 / Catalogue Ad (Exp. MMR) / Cube Ad (MMR) / Gallery Ad (MMR) / Interscroller / Mobile Click & Swipe / TwoFace Ad<sup>3</sup> / Understitial / Mobile Welcome Ad / Mobile Halfpage Ad

### HOMERUN PLUS

**Desktop:** Big Stage<sup>4</sup> (Automatic Pre Expanding Video Wall)

**Mobile (MEW + App):** (Video) Lead Ad 2:1 + (Video) Interscroller

[Go to our specifications](#)

PACKAGE <sup>5</sup>	GUARANTEE	RUN TIME	PRICING HOMERUN	PRICING HOMERUN PLUS <sup>4</sup>
Homerun Day	200,000 Alis	1 Day	11,200 €	14,000 €
Homerun Week	1,200,000 Alis	1 Week	56,400 €	72,000 €

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

PACKAGE	GUARANTEE	RUN TIME <sup>6</sup>	PRICING
A-Teaser	50,000 Alis	1 Day	4,500 €

- 1) The selected desktop 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 is delivered as an ROS placement on the booked day in order to achieve the booked guarantee amount.
- 2) FC 1, a reminder billboard remains | A billboard is required for tablet | With the video wall, the video only loops once | Further reminder advertising media on request | Cinematic Ad: no additional background coloring possible.
- 3) A billboard is required for tablet | no video | Mobile the ad is displayed in the interscroller.
- 4) FC 1/day for the animation, a fallback remains, plus creation costs of € 4,800 for creation by MI, lead time of at least 15 work days from delivery of the assets (video, image material, etc.) The stationary big stage advertising material is displayed on the homepage. The fallback advertising material is played on the ROS. Additional editorial approval required.
- 5) Incl. First Contact, Sat. & Sun.=1 day | Exclusivity on the homepage except CMS areas, e.g. home teaser andtaboola.
- 6) Saturday and Sunday count together as one day.

# NATIVE ADVERTISING

## ADVERTORIAL<sup>1</sup>

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

## ADVERTORIAL STAGE

PACKAGE	GUARANTEE	RUN TIME <sup>2</sup>	PRICING <sup>3</sup>
Advertorial Stage	1,500,000 Alis	6 Weeks	35,000 €

## BRAND STORY

### Basis Package<sup>5</sup>

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

## Add-Ons<sup>8</sup>

**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 insights<sup>9</sup>

- 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 HUB<sup>1</sup>

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

## PRODUCT STORY

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

## Add-Ons<sup>4</sup>

**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 Insights<sup>5</sup>

- 1) Additional Brand Storys can be booked. Plus creation costs (not SR- and AE-eligible): 10,000 €.
- 2) Plus creation costs: €3,000 (not SR- or AE-eligible). Basic review of the content of financial service providers; if necessary and subject to necessary adjustment of the product variant and/or the guaranteed views.
- 3) Further add-on options can be found in [Native Product Factsheet 2026](#).
- 4) Various formats possible.

# 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 <sup>1</sup>
Video Product Story	1,700,000 Als & 9,000 Views	4 Weeks	33,750 €

## THEME SPECIAL

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

## STICKY BAR<sup>4</sup>

BOOK	GUARANTEE	RUN TIME	PRICING <sup>5</sup>
TRAVELBOOK	10,000 clicks	4 Weeks	5,700 €
TECHBOOK	10,000 clicks	4 Weeks	5,700 €
FITBOOK	10,000 clicks	4 Weeks	5,700 €
myHOMEBOK	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: €6,600 (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 POST<sup>1</sup>

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 <sup>2</sup>
Facebook Sponsored Post	800,000 Als	16,000 €

## INSTAGRAM SPONSORED POST<sup>1</sup>

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 <sup>2</sup>
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 <sup>2</sup>
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 <sup>2</sup>
Booster Paket	15,000 Als	40,000 € <sup>3</sup>
Stand Alone Paket	30,000 Als	80,000 € <sup>4</sup>

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

### MEDIA COMPONENTS

- Media Package Multiscreen on all video article pages<sup>1</sup>
- Media Package Multiscreen in ROS for traffic delivery

## VIDEO SPONSORING BASIC PACKAGE

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

## VIDEO SPONSORING SPECIAL FORMATS

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

## Possible ADD-ONS (BASIC PACKAGE)

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

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<sup>2,3</sup>, Exklusivity<sup>3,4</sup>, In-Article Widgets, Newsletter Integration, Sticky Bar, Notifications, flagship activities (incl. Market research)<sup>3</sup>

### EVENTS

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

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, Sidebar, Billboard	Dynamic Fireplace, Double Dynamic Sidebar, Billboard (Cinematic Ad);
<b>Mobile Content Ad 6:1 + 4:1</b>	RoS & Custom 50 €	RoS & Custvom 60 €	RoS & Custom 70 €	RoS & Custom 75€
<b>Mobile Content Ad 2:1, Mobile Medium Rectangle</b>	RoS & Custom 60 €	RoS & Custom 70 €	RoS & Custom 80 €	RoS & Custom 85€
<b>Mobile Content Ad 1:1, Understitial, Interscroller<sup>2</sup>, Prestitial (in App)<sup>3</sup>, Mobile Halfpage Ad</b>	RoS & Custom 72 €	RoS & Custom 82 €	RoS & Custom 92 €	RoS & Custom 97€
<b>VIDEO</b>				
<b>InText on start, Outstream up to incl. Ad<sub>4</sub> 20 sec.</b>	RoS & Custom 60 €	<b>X-Stream Ad<sub>6</sub></b> up incl. 20 sec.	RoS 55 €	
<b>(Live) Stream Ad<sub>5</sub> up incl. 20 sec.</b>	RoS & Custom 85€	<b>YouTube<sub>7</sub></b> PreRoll up incl. 20 sec.	RoS & Custom 85€	
<b>Muted Instream Ad<sub>8</sub> up incl. 30 sec.</b>	RoS & Custom 65€	<b>Vertical Video „PLAY“<sub>9</sub></b> 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<sub>10</sub>

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 sidebar 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.