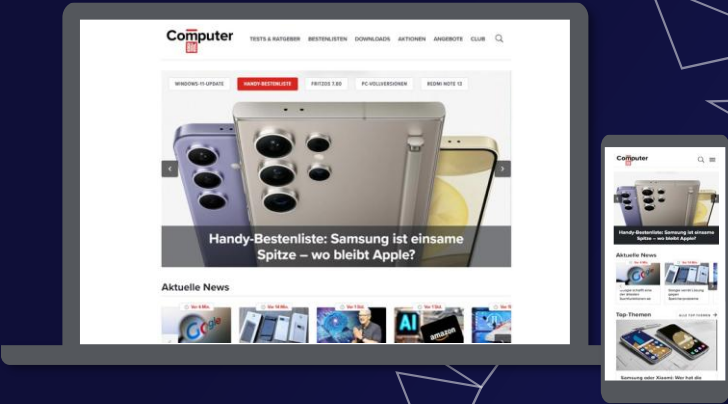


# COMPUTER BILD DIGITAL



## CONCEPT

**COMPUTER BILD** is Germany's leading technology magazine.

**With decades of expertise, COMPUTER BILD helps its users find the best products and understand trends in the world of technology. It serves as a trusted source for in-depth testing, comprehensive buying advice, and in-depth tech insights, smart home topics, and apps.**

Key figures/month	Desktop & MEW (Total)	The target group	Desktop & MEW (Total)
Unique User <sup>1</sup>	10,86 Mio.	Male <sup>1</sup>	66 %
Visits <sup>2</sup>	12,65 Mio.	20 - 49 years <sup>1</sup>	57 %
Page Impressions <sup>2</sup>	22,04 Mio.	HHNE from min. 3.000 € <sup>1</sup>	59 %
		Working <sup>1</sup>	65 %

1) b4p 2025 | Sinus / 26.11.2025, Np/M 2) I/VW Oktober 2025

## DAILY AND WEEKLY FIXED PLACEMENTS

HomeRun + First Contact <sup>1</sup> (Multiscreen)   10 a.m. – 10 a.m.	Day / Price	Week / Price
Guaranteed impressions	300.000 AI <sup>1</sup>	2.100.000 AI <sup>1</sup>
Stationär: Billboard / Catalogue Ad / (Dynamic) Sitebar / Double Dynamic Sitebar <sup>3</sup> / Engagement Ad / (Dynamic) Fireplace <sup>3</sup> (+ optional sticky oder expandable) / Gallery Ad / Picture Wall / Video Wall <sup>4</sup> / Twoface Ad / Wallpaper <sup>3</sup>  Mobile: Catalogue Ad / Click & Swipe <sup>5</sup> / Content Ad / Cube Ad MMR / Gallery Ad MMR / Halfpage Ad / Interscroller / Mobile Medium Rectangle / Understitial + Optional <sup>2</sup> : Lead Ad 4:1 / 6:1 / 2:1 / Twoface Ad / Welcome Ad + Lead Ad	18.700 €	104.700 €
Plus: Stationär: Big Stage: Automatic Pre Expanding Video Wall <sup>5</sup> (max. 8 Sekunden) / Curtain Dropper <sup>4</sup> / Bridge Ad <sup>4</sup> / Frame Ad  Mobile: Big Stage: Automatic Pre Expanding Vertical Video (max. 8 Sekunden) <sup>5</sup> / Mobile Medium Rectangle (Video) Interscroller (9:16) / Content Ad / (Video) Understitial / Swipe Ad + Optional <sup>2</sup> : Lead Ad 2:1 / 4:1 mit muted Videoautoplay (16:9) / Mobile Curtain Dropper <sup>5</sup> / Frame Ad	24.900 €	139.400 €

MULTISCREEN - Traffic distribution between stationary and mobile is based on availability

1) Home Run = Stationary homepage + Mobile homepage incl. index pages + First Contact FC1 ROS

2) The selected stationary and both mobile formats are relevant for warranty and billing

(Lead Ad + Main Advertising Medium). If the lead ad is not delivered, the selected mobile main advertising medium will be delivered in RoS on the booked day in order to reach the booked guarantee amount.

3) For optimal display and improved viewability on the tablet, the delivery of a Dynamic Sitebar is recommended

4) FC=I/ day, as a fallback e.g. a billboard or a dynamic fireplace can be left standing.

5) FC=I/ day, as a fallback a lead 2:1 and a medium rectangle or interscroller must be delivered.

# COMPUTER BILD DIGITAL

## PERMANENT PLACEMENTS

HomeRun + First Contact Event Extender <sup>1</sup> (Multiscreen)   10 a.m. – 10 a.m.		Warranty / Price	
Guaranteed impressions		300.000 Home <sup>1</sup> / 350.000 RoS	
Stationär: Billboard / Catalogue Ad / (Dynamic) Sitebar / Double Dynamic Sitebar <sup>3</sup> / Engagement Ad / (Dynamic) Fireplace <sup>3</sup> (+ optional sticky oder expandable) / Gallery Ad / Picture Wall / Video Wall <sup>4</sup> / Twoface Ad / Wallpaper <sup>3</sup>  Mobile: Catalogue Ad / Click & Swipe <sup>5</sup> / Content Ad / Cube Ad MMR / Gallery Ad MMR / Halfpage Ad / Interscroller / Mobile Medium Rectangle / Understitial + Optional <sup>2</sup> / Lead Ad 4:1 / 6:1 / 2:1 / Twoface Ad / Welcome Ad + Lead Ad		38.000 €	
Plus: Stationär: Big Stage: Automatic Pre Expanding Video Wall <sup>5</sup> (max. 8 Sekunden) / Curtain Dropper <sup>4</sup> / Bridge Ad <sup>4</sup> / Frame Ad  Mobile: Big Stage: Automatic Pre Expanding Vertical Video (max. 8 Sekunden) <sup>5</sup> / Mobile Medium Rectangle (Video) Interscroller (9:16) / Content Ad / (Video) Understitial / Swipe Ad + Optional <sup>2</sup> / Lead Ad 2:1 / 4:1 mit muted Videoautoplay (16:9) / Mobile Curtain Dropper <sup>5</sup> / Frame Ad		45.000 €	
Homepage A-Teaser	Guaranteed AI	Duration	Price
Native image-text teaser on the homepage	400.000	1 week	22.400 €
Tech-Kombi / techbook & computerbild.de	Guaranteed AI		
HomeRun + First Contact <sup>1</sup> (Multiscreen)   10 a.m. – 10 a.m. <sup>6</sup>	500.000	1 Tag	25.400 €
HomeRun + First Contact <sup>1</sup> plus (Multiscreen)   10 a.m. – 10 a.m. <sup>6</sup>	500.000	1 Tag	33.000 €

Newsletter	Price
Native image-text teaser in the look and feel of COMPUTER BILD, marked with an ad	50 € CPM

CPC Power-Product	Guaranteed clicks	Duration	Package price
POWER WEEK <sup>7</sup>	5.000	1 week	10.000 €

MULTISCREEN - Traffic distribution between stationary and mobile is based on availability

1) Home Run = homepage stationary + homepage mobile incl. index pages + First Contact FC1 RoS > Event Extender = 1x HomeRun plus 1 week RoS, prerequisite same format and tracking. Advertising material analogous to the HomeRuns. When booking a curtain dropper or a bridge ad, a billboard or fireplace is then played out in RoS (the general specs of the curtain dropper and the bridge ad apply)

2) The selected stationary and both mobile formats are relevant for warranty and billing (Lead Ad + Main Advertising Medium). If the lead ad is not delivered, the selected mobile main advertising medium will be delivered in RoS on the booked day in order to reach the booked guarantee amount

3) For optimal display and improved viewability on the tablet, the delivery of a Dynamic Sitebar is recommended

4) FC=1/ day, as a fallback e.g. a billboard or a dynamic fireplace can be left standing.

5) FC=1/ day, as a fallback a lead 2:1 and a medium rectangle or interscroller must be delivered.

6) Advertising form as per the first page

7) Native teasers link to the partner. Delivery on CMS surfaces (homepage in the slider and in editorial newsletters). Call-to-action and image required (2-3 executions). Duration: 1 week

# COMPUTER BILD DIGITAL

## NATIVE PRODUCTS

Brand Story & Interactive Story <sup>1</sup>	Guaranteed Views / AIs	Duration	Package price
Brand Story / Interactive Story - Package M Technical costs: Brand Story <sup>2</sup> Technical Cost: Interactive Story <sup>2</sup>	15.000	4 – 6 weeks	50.000 € 4.000 € 6.500 €
Product Story / Video Buying Adisor / Product Story Bundle	Guaranteed Views / AIs	Duration	Package price
Product Story Stationär: Homepage-Teaser, Promo-Teaser (RoS), Medium Rectangle (Home & RoS), Newsletter-Teaser Mobile: Medium Rectangle (RoS) Facebook-Postings Technical costs <sup>2</sup>	9.000 / 1,7 Mio.	4 weeks	33.750 € 3.500 €
Video Buying Advisor Same media package as the product story, plus an individually created product video incl. 20 seconds pre-roll ad and 100,000 pre-roll ads in RoS (lead time 4-6 weeks) Technical Cost <sup>2</sup>	9.000 / 1,7 Mio + 100.000 PreRoll-Ads	4 weeks	39.750 € 9.450 €
Additional guaranteed views	3.000 Views 5.000 Views	4 weeks	9.000 € 14.000 €
Product Story Combi "Technology" Includes: computerbild.de, techbook.de, and bild.de (Digital and Gaming Channels) Technical costs <sup>2</sup>	19.000 Views / 4,8 Mio.	4-6 weeks	61.250 € 8.000 €
Product Story Combi "Innovation" Includes: computerbild.de, techbook.de and welt.de Technical costs <sup>2</sup>	15.000 Views und 4,05 Mio.	4-6 weeks	57.250 € 8.000 €
Product Story Combi "Small" Includes: computerbild.de and techbook.de Technical costs <sup>2</sup>	9.000 + 1,7 Mio.	4 weeks	33.750 € 3.500 €

Product News / Product Hub	Guaranteed Views / AIs	Duration	Package price
Product News Stationär: Promo-Teaser & Medium Rectangle (RoS), Newsletter-Teaser Mobile: Medium Rectangle (RoS) Facebook-Posting Technical costs <sup>2</sup>	2.000 / 475.000	max 2 weeks	14.500 € 800 €

## SOCIAL MEDIA

Social Media	Sponsored Post	
	Facebook 165,000 subscribers Guaranteed AI / 4 Posts: 500,000 AIs	Instagram 26,000 subscribers Guaranteed AI / 4 Posts: 200,000 AIs
4 Sponsored Posts Creation costs <sup>2</sup>	18.000 € 800 €	10.000 € 800 €

MULTISCREEN - Traffic distribution between stationary and mobile is based on availability

1) Brand Story: Standardized HTML structure with 5 chapters, image galleries, video & audio files and quotes | Interactive Story: Individualized structure and design with web designer and programmer, key visuals with a focus on image transfer, image galleries, video and audio files as well as quotes.

2) Technical and creation costs are not eligible for discount and AE

# COMPUTER BILD DIGITAL

## TKP - PLATZIERUNGEN

### MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)

	AdBundle, Skyscraper, Superbanner, Medium Rectangle		Halfpage Ad		Fireplace, Sitebar, Billboard <sup>1</sup>		Dynamic Fireplace, Double Dynamic Sitebar, Billboard (Cinematic Ad) <sup>1</sup>	
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, Interscroller, Mobile Halfpage	RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €	RoS & Custom	97 €

### VIDEO

InText Outstream Ad <sup>2</sup>	on start, bis inkl. 20 Sek.	RoS & Custom	60 €	X-Stream Ad <sup>5</sup>	bis inkl. 20 Sek.	RoS	55 €
(Live)Stream Ad <sup>3</sup>	bis inkl. 20 Sek.	RoS & Custom	85 €	YouTube <sup>6</sup>	PreRoll bis inkl. 20 Sek.	RoS & Custom	85 €
Muted Instream Ad <sup>4</sup>	bis inkl. 30 Sek.	RoS	65 €				

MULTISCREEN - Traffic distribution between stationary and mobile is based on availability

DISPLAY ROP - incl. targeting as desired (options: Socio, Regio Standard, Interest, Contextual, Perfect Fit) / further targeting additively according to targeting price list. Exception: ID-based targeting

Additional

options:

Video Wall  
Desktop Only  
Mobile Only  
Other video formats on request

Desktop only, RoS & Custom: 92€ CPM<sup>10</sup>  
highest price category plus 10 € CPM surcharge  
Highest price category

1) In RoP and RoS on selected pages. Not bookable at BILD or Sportbild.

2) overlength (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM // Paid targeting possible for CPM surcharge.

3) Bookable in the WELT TV live stream, BILD event live stream, 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 including 6 sec.) - 10€ CPM. Extra length (31+ sec.) on request, surcharge depending on the extra length. Technical targeting (device, time, geo) on the entire OTT inventory. For targeting CTV, there is a surcharge of 30€ gross. Personalized and regionalized targeting (Socio, Interest, Persona, AdUp Standard) on web inventory only. Fee-based targeting possible for CPM surcharge

4) Bookable on AUTOBILD, BILD, COMPUTERBILD, SPORT BILD and WELT (desktop and MEW). Only multiscreen bookable. Short spots (up to and including 6 sec.) - 10€ CPM

5) Bookable on selected pages. Extra length (21-30 sec.) + 20 € CPM // Short spots (up to and including 6 sec.) - 10 € CPM. Other formats: Bumper (up to and including 6 sec.) - RoS & Custom €65, Sponsorship (up to and including 20 sec.) - RoS & Custom €100. Targeting possible (Regio+Socio): + 11 € CPM surcharge per targeting criterion. RoP: programmatically available.

6) Other formats: Bumper (up to and including 6 sec.) - RoS & Custom 65 €, Sponsorship (up to and including 20 sec.) - RoS & Custom 100 €. Targeting possible (Regio+Socio): + 11 € CPM surcharge per targeting criterion. RoP: programmatically available.