

# MEDIA KIT

# Computer

The logo for 'Bild' is a red square with the word 'Bild' in white, bold, sans-serif font.

konzipiert von **media impact** —  
**dem kreativsten kundenverstehender**  
**deutschlands** —



# THE EXPERT IN THE FIELD OF TECHNOLOGY

**10.86 million** unique users\*

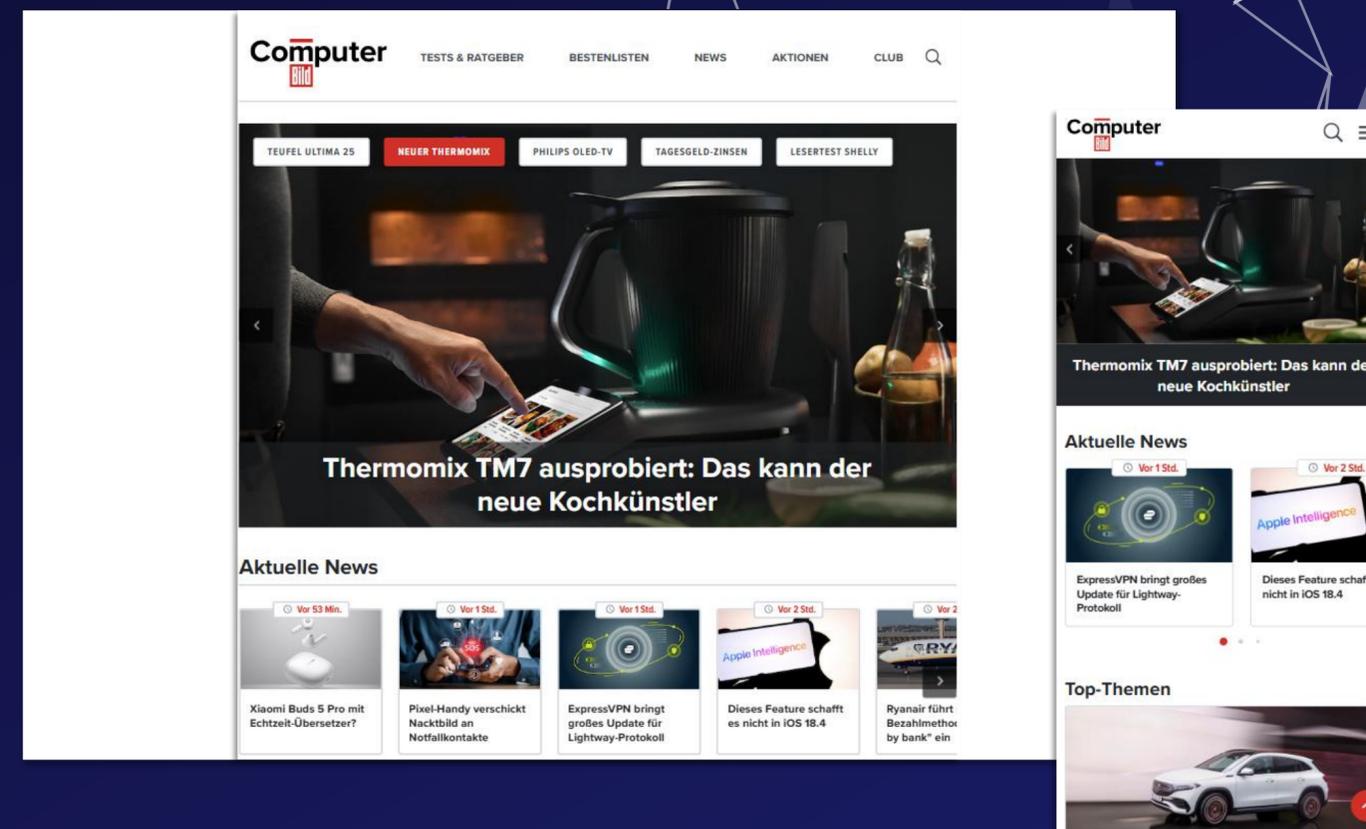
**20.38 million** page views\*

## TRUST AT THE HIGHEST LEVEL

As a trustworthy and strong brand, COMPUTER BILD confidently provides clear recommendations and assessments of technology trends and demonstrates how technology brings fun, joy, and makes life easier.

## RELEVANT ENVIRONMENTS

Topics related to computers, smartphones, smart home, PC and console games, audio, video, TV, and photography provide the perfect environment for your brand.



\* Adobe Analytics 02/2025

# Computer TARGET GROUP



66% male



52% aged 20-49 years



71% earn more than €3,000



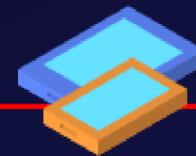
62% employed

# TARGET GROUP AFFINITIES THAT CONVINC!



Affinity Index 138

Computer software  
and games



Affinity Index 122

Apps for mobile  
phones



Affinity Index 114

Computers, notebooks  
and tablets



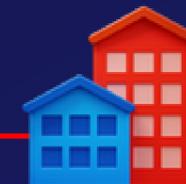
Affinity Index 118

Cars



Affinity Index 123

Music and movies



Affinity Index 121

Loans and home  
financing

# SELECTION OF KEY TOPICS FOR 2026



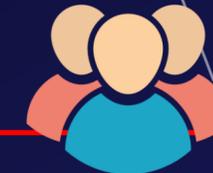
## Tests & Guides

As soon as a product hits the market, we thoroughly test it with expert knowledge and detailed analysis.



## Shopping Events

All information about shopping events like Christmas, Black Friday, or Prime/Single Day.



## User Activities

Year-round diverse activities: user tests, competitions, and more – join in!



## Buying Guide

Always by our user's side – all essential information for making the right purchase decision.



## Current Highlights

Staying ahead of trends – a quick overview of topics that interest tech-savvy users.



## New Energy

Latest developments and solutions in sustainability and renewable energy.

# SELECTION OF SPECIAL TOPICS 2026



## SMART HOME

Everything about the topic:  
How do I digitalize my home? The latest trends and gadgets.



## NEW MOBILITY & NEW ENERGY

Mobile world and energy supply of tomorrow: From e-scooters to the latest developments in the energy sector, this special covers it.



## STREAMING

Television is a thing of the past! What do the new streaming services offer, and what does the future of TV look like?



## YOUR SPECIAL

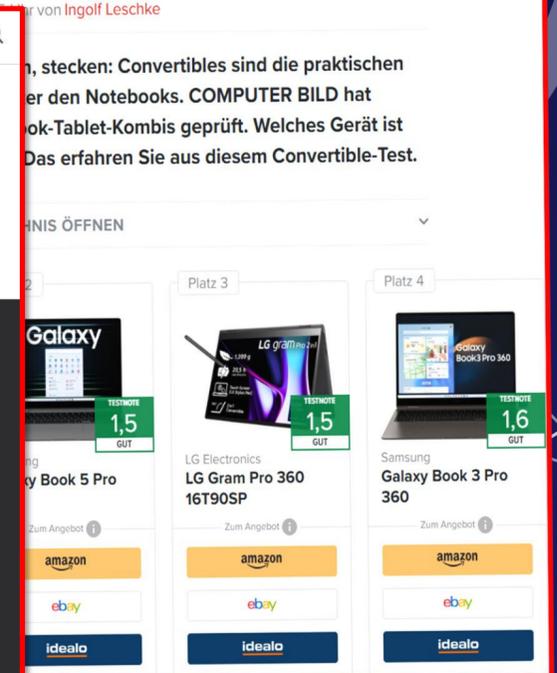
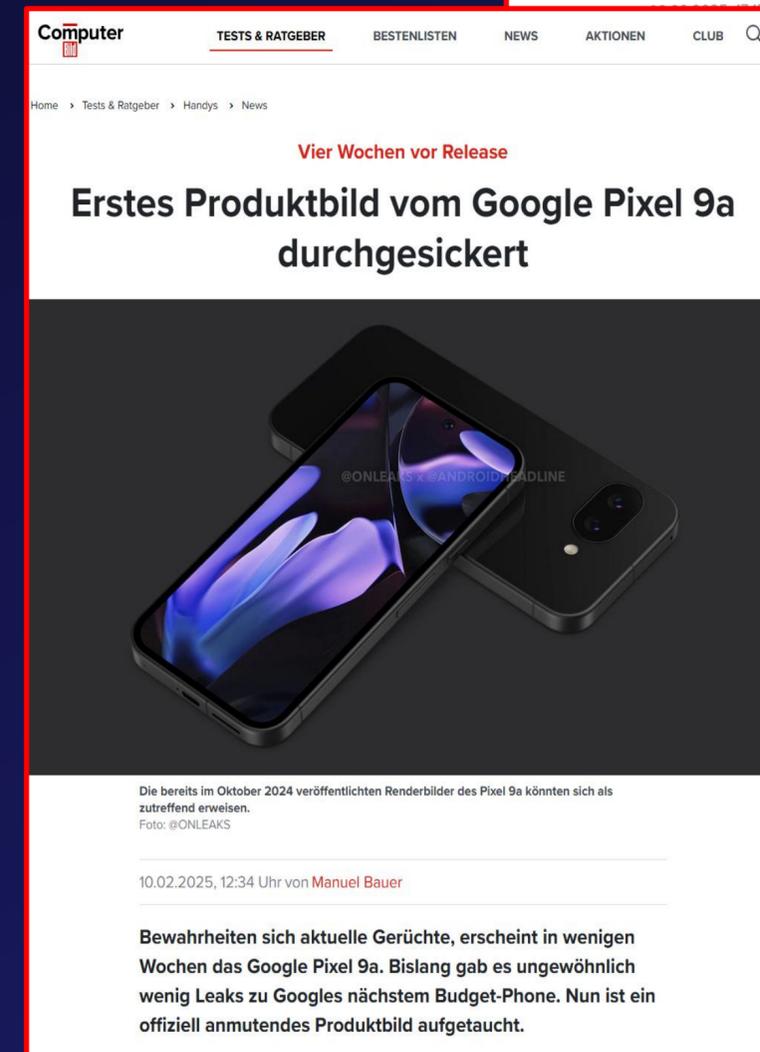
We are happy to create a customized theme month together with you.

# INTEREST & ENGAGEMENT

**Take advantage of our versatile communication options to specifically target tech-savvy and tech-interest users.**

For a target group-oriented approach, computerbild.de offers a wide range of products from the telecommunications and consumer electronics sectors.

**Our USP:** Excellent click rates and above-average dwell times due to our users' intensive search for information.



# DAS KONZEPT

**The partner enables users to thoroughly test one of their innovative products.**

Users apply through an exclusive and joint campaign on the website. The editorial team supports, accompanies and organizes the tests.

- Call for participation
- Selection and notification of participants
- Supervision of the tests
- Evaluation & publication of experience reports



# THE OVERVIEW

Advertising support by the customer



**Call**

**Test**

**Review**

**Logo Usage**

Calk and selection of testers

A test accompanied by the editorial team

Coverage with selected comments from testers

Recommendation marketing: logo usage for your communication

Content, type, and scope are determined by the editorial team and are a free editorial service. This depends on relevance and the added value for users.

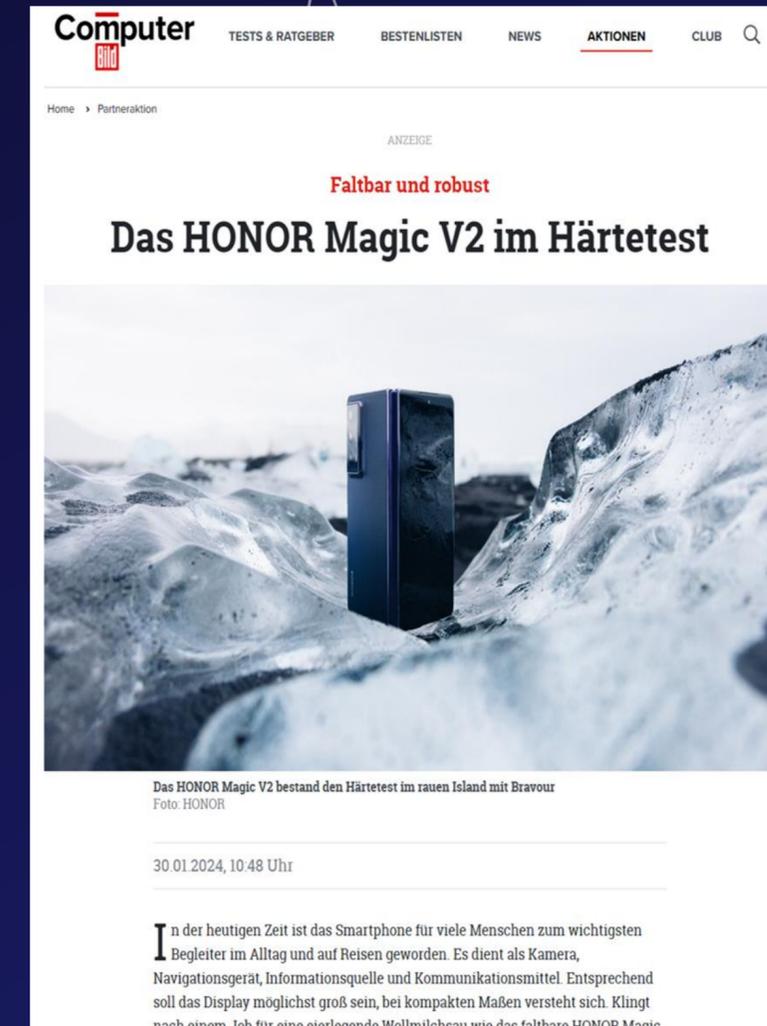
# PRODUCT STORY

## The Grand Entrance!

In a product story, we showcase all aspects of your product in a high-quality editorial format – ideal for new products, highlight features, or clear presentation of USPs. We show your product in the best possible light.

Thanks to above-average dwell times, we know that users are interested, stay tuned, and engage intensively with your story.

Traffic is generated via a comprehensive media package. We guarantee at least **9,000 views of your product story within 4 weeks** for your product story.



# MAXIMIZE YOUR LINKOUT CTR WITH ENGAGING PRODUCT STORIES!



Linkout-CTR:  
39,50%

Computer

Partneraktion

ANZEIGE

Xiaomi Watch 2 Pro mit Wear OS

## Die Perfektion des Smartwatch-Designs



Die Xiaomi Watch 2 Pro ist definitiv ein Hingucker!  
Foto: Xiaomi

21.09.2023, 13:27 Uhr

Die Welt der Smartwatches hat sich in den letzten Jahren rasant weiterentwickelt, und die Xiaomi Watch 2 Pro steht an vorderster Front dieser Evolution. Mit ihrem schlanken und klassischen Design, dem leistungsstarken SnapdragonW5+ Gen 1-Prozessor und einem atemberaubenden AMOLED-Display ist sie weit mehr als nur eine Uhr. Sie ist ein Statement für Performance, Eleganz und Intelligenz.

Linkout-CTR:  
39,24%

Computer

Partneraktion

ANZEIGE

Notebook Acer Aspire 5

## Dieses Detail bringt mächtig Power!



Den Acer Aspire 5 gibt es in zwei leistungsstarken Varianten  
Foto: Acer

23.12.2022, 09:38 Uhr  
von Axel Springer Brand Studios

Tim hatte sich ein Acer Aspire 5 mit 17-Zoll-Monitor gekauft, bevor er in seine neue WG gezogen war. Zufälligerweise hatte sich sein neuer WG-Kumpel Yilmaz zuvor für das gleiche Modell mit 15-Zoll-Display und etwas anderer Ausstattung entschieden. Im Alltag machte sich der Unterschied bei bestimmten Anwendungen...

Linkout-CTR:  
34,64%

Computer

Partneraktion

ANZEIGE

Geld und Nerven sparen mit der nächsten Generation nachfüllbarer Tankdrucker

## Einfacher, länger und günstiger drucken mit HP Smart Tanks



Die HP Smart Tank-Drucker kommen bereits mit einem Tintenvorrat für bis zu drei Jahre und sparen so richtig viel Geld\*  
Foto: HP

23.08.2023, 09:44 Uhr

Ob privat oder geschäftlich: Ein Drucker wird häufiger benötigt, als man denkt. Zum Glück gibt es jetzt eine tolle Alternative, die richtig...

# VIDEO PURCHASE GUIDE

**Everything is in motion—and your product takes center stage!**

**A high-quality video production brings your product to life in an impressive and modern way. You can also use the video flexibly for your own websites.**

Our experienced partner agency ensures that your product is perfectly showcased and that its advantages are presented visually. With the video shopping assistant, you can add another highlight to your product story and make your product even more “tangible” for the user. Appropriate pre-roll ads are also placed to drive traffic.



[Hier klicken](#)



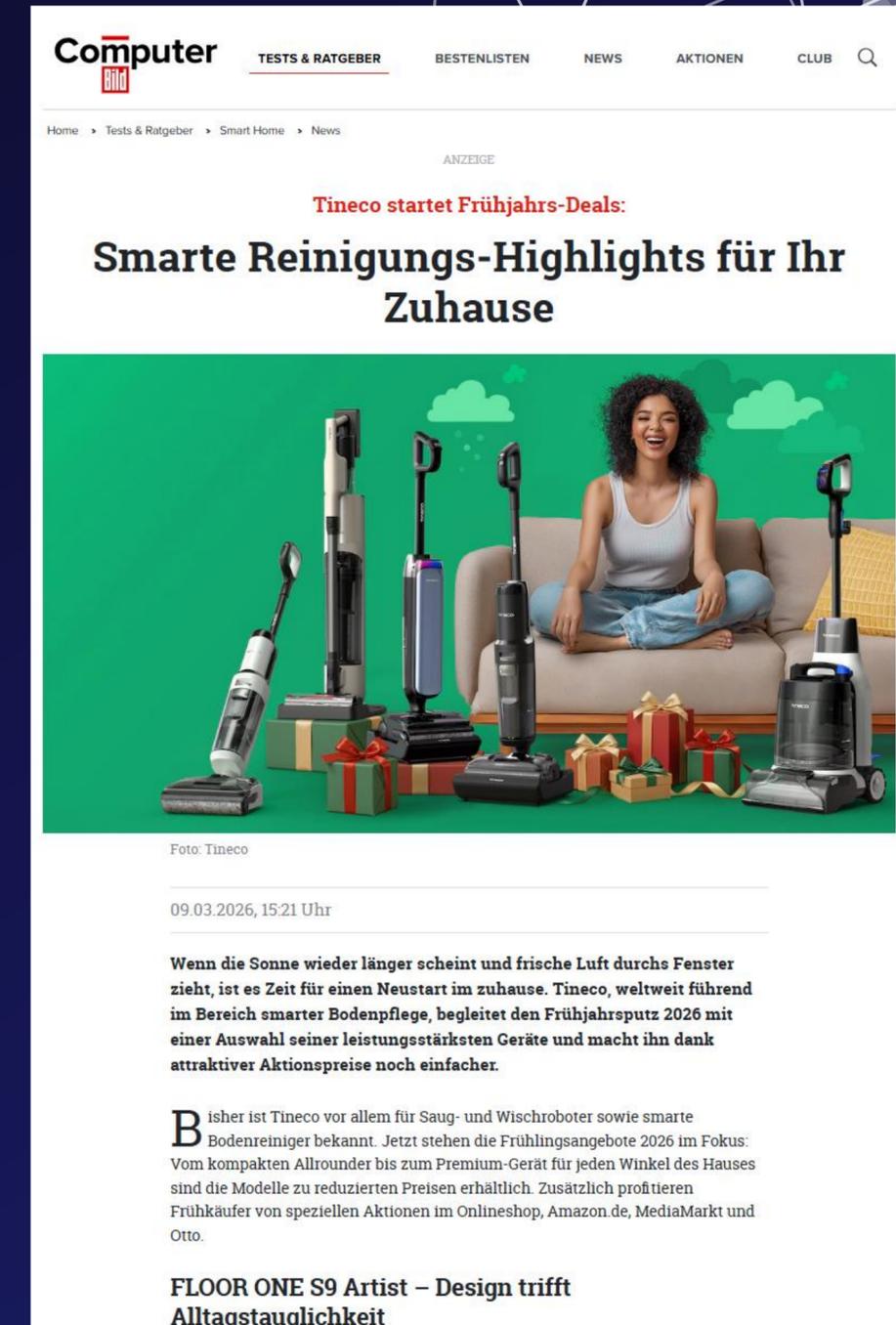
# PRODUCT NEWS

## The compact product information !

With the product news on COMPUTER BILD, you can present your new product in a compact and attention-grabbing way in a high-quality editorial environment.

Your product will be presented in the form of an editorially designed news item and linked directly to your website – so interested readers will be taken directly to your offer.

The publication is also supported by an extensive media package, so that a guaranteed reach of at least 2,000 views is achieved within 2 weeks.



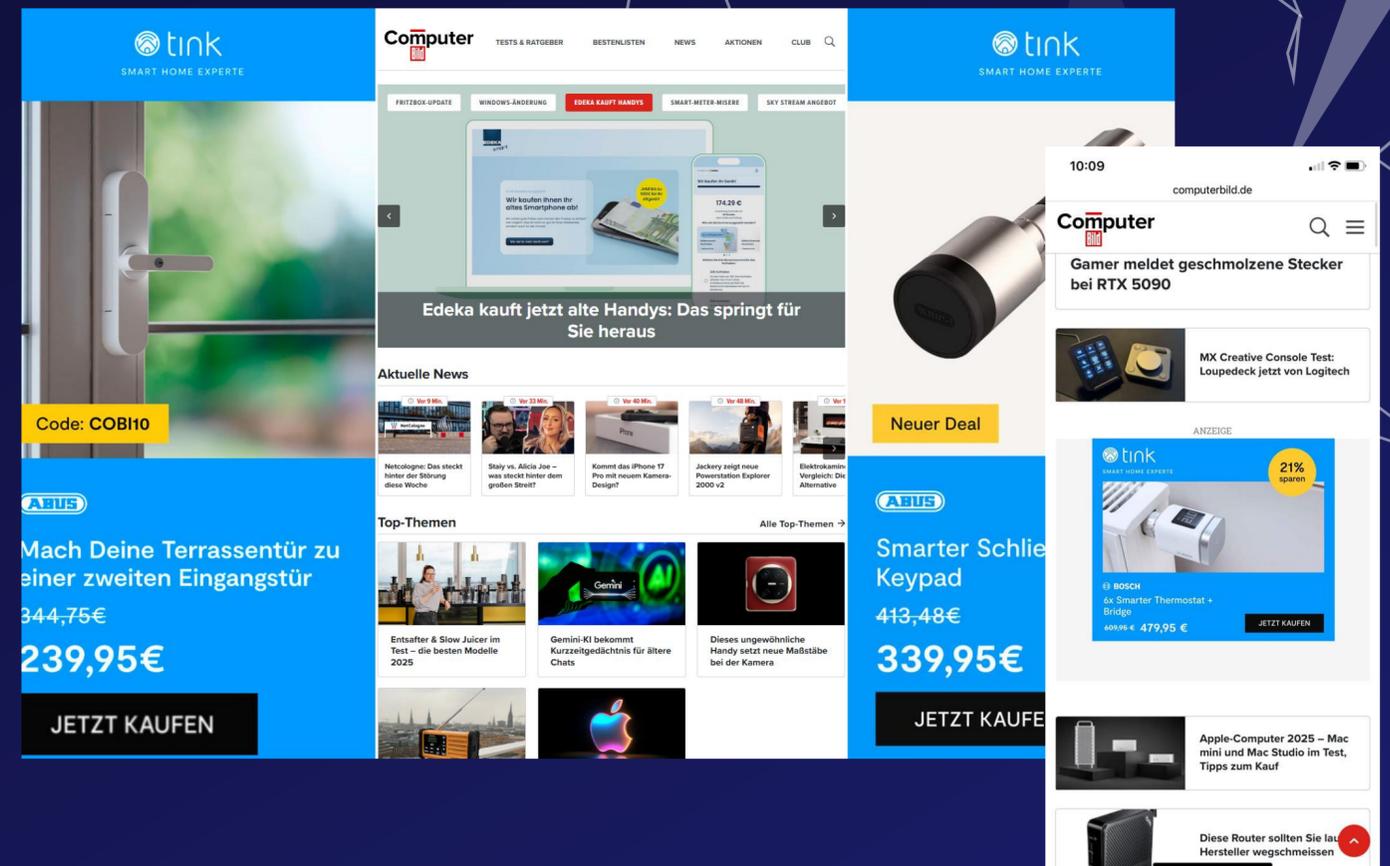
The screenshot shows a news article on the Computer Bild website. The navigation bar includes 'Computer Bild', 'TESTS & RATGEBER', 'BESTENLISTEN', 'NEWS', 'AKTIONEN', and 'CLUB'. The breadcrumb trail is 'Home > Tests & Ratgeber > Smart Home > News'. The article title is 'Tineco startet Frühjahrs-Deals: Smarte Reinigungs-Highlights für Ihr Zuhause'. The main image features a woman sitting on a sofa surrounded by various Tineco vacuum cleaners and gift boxes. Below the image, the text reads: 'Foto: Tineco', '09.03.2026, 15:21 Uhr', and a short introductory paragraph. The article body begins with 'Bisher ist Tineco vor allem für Saug- und Wischroboter sowie smarte Bodenreiniger bekannt. Jetzt stehen die Frühjahrsangebote 2026 im Fokus: Vom kompakten Allrounder bis zum Premium-Gerät für jeden Winkel des Hauses sind die Modelle zu reduzierten Preisen erhältlich. Zusätzlich profitieren Frühkäufer von speziellen Aktionen im Onlineshop, Amazon.de, MediaMarkt und Otto.' The article concludes with the sub-headline 'FLOOR ONE S9 Artist – Design trifft Alltagstauglichkeit'.

# HOMEPAGE: FIRST-CLASS STAGING FOR MAXIMUM PRESENCE!

**One day, all AIs on the homepage and all index pages on Computerbild.de!**

Our product combinations make your homepage placement as customizable as possible:

- Fixed homepage placement on a daily or weekly basis.
- Homepage Extender: TFP + 350,000 AIs in RoS



# YOUR CONTACT PERSON

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