



MEDIA KIT

Computer

Bild

konzipiert von

media **impact_**
dem kreativsten kundenversteher
deutschlands_

THE EXPERT IN THE FIELD OF TECHNOLOGY

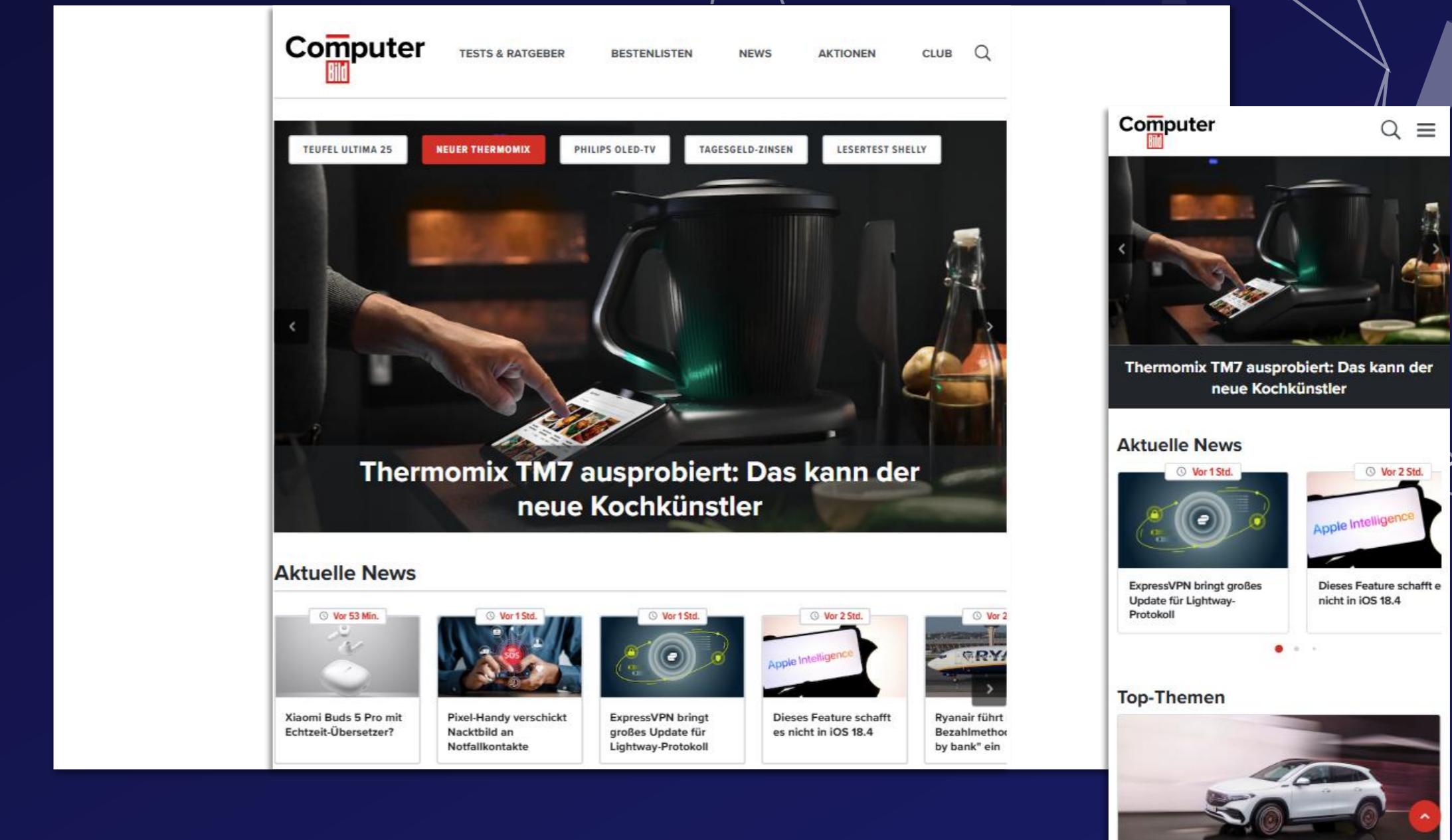
TRUST AT THE HIGHEST LEVEL

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.

10.86 million unique users*
20.38 million page views*



Computer TARGET GROUP



66% male



52% aged 20-49 years



71% earn more than €3,000



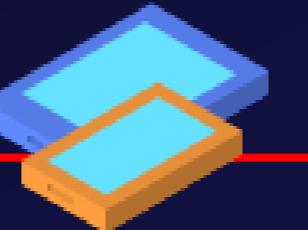
62% employed

TARGET GROUP AFFINITIES THAT CONVINCE!



Affinity Index 138

Computer software
and games



Affinity Index 122

Apps for mobile
phones



Affinity Index 114

Computers, notebooks
and tablets



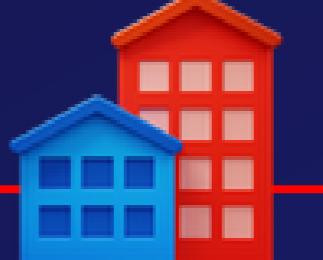
Affinity Index 118

Cars



Affinity Index 123

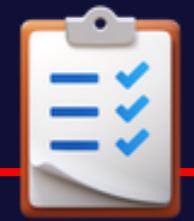
Music and movies



Affinity Index 121

Loands 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.



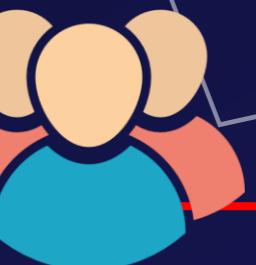
Buying Guide

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.



User Activities

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



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.

Convertible-Notebook-Test: Warum Laptop oder Tablet? Diese Gerät können beides!

Erstes Produktbild vom Google Pixel 9a durchgesickert

Die bereits im Oktober 2024 veröffentlichten Renderbilder des Pixel 9a könnten sich als zutreffend erweisen.
Foto: @ONLEAKS

10.02.2025, 12:34 Uhr von Manuel Bauer

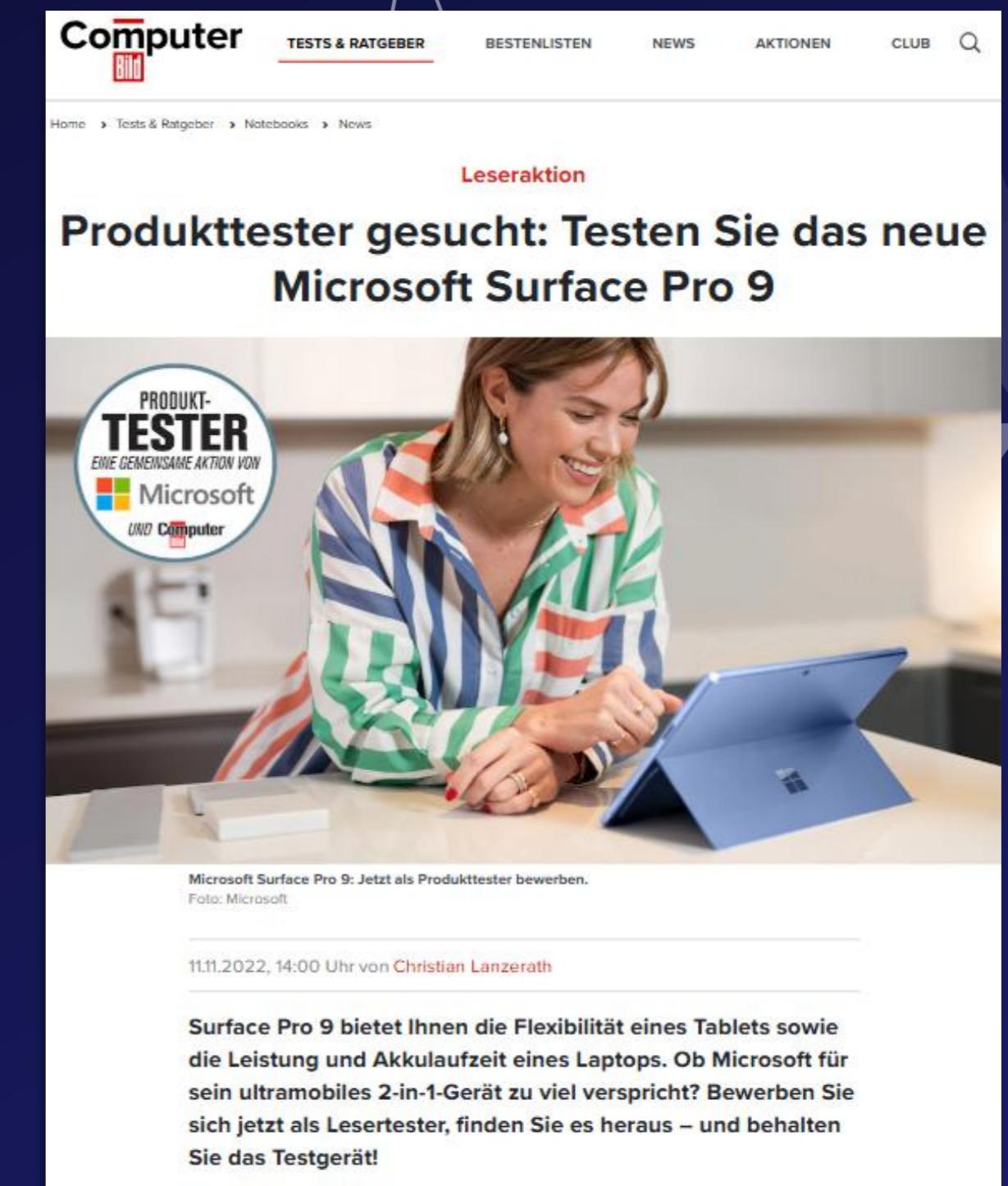
Bewahrheiten sich aktuelle Gerüchte, erscheint in wenigen Wochen das Google Pixel 9a. Bislang gab es ungewöhnlich wenig Leaks zu Googles nächstem Budget-Phone. Nun ist ein offiziell anmutendes Produktbild aufgetaucht.

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



Call

Call and selection of testers

Test

A test accompanied by the editorial team

Review

Coverage with selected comments from testers



Advertising support by the customer



Logo Usage

Recommendation marketing: logo usage for your communication

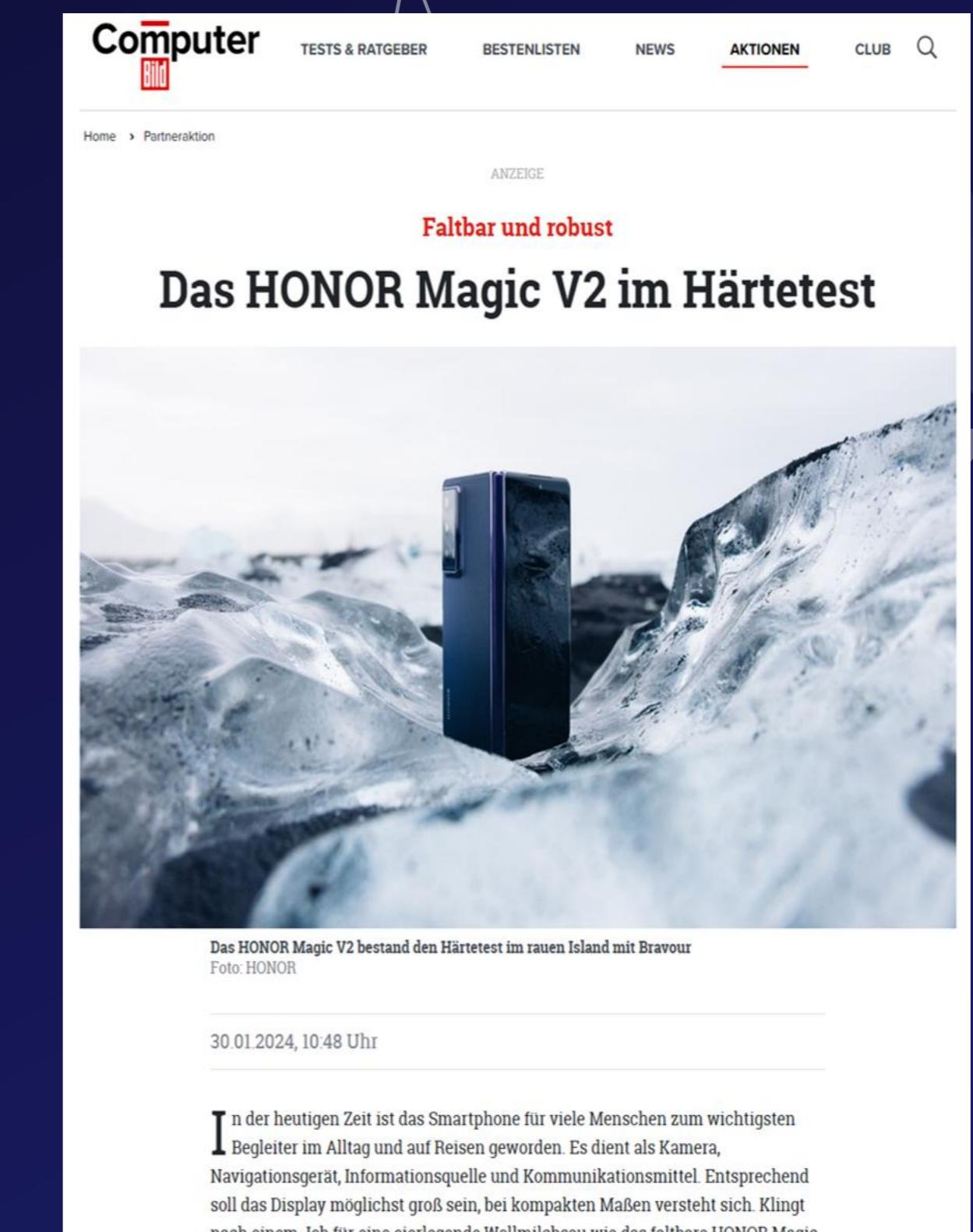
PRODUCT STORY

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%



Linkou
CTR:
39,24



Linkout-
CTR:
34,64%



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](#)

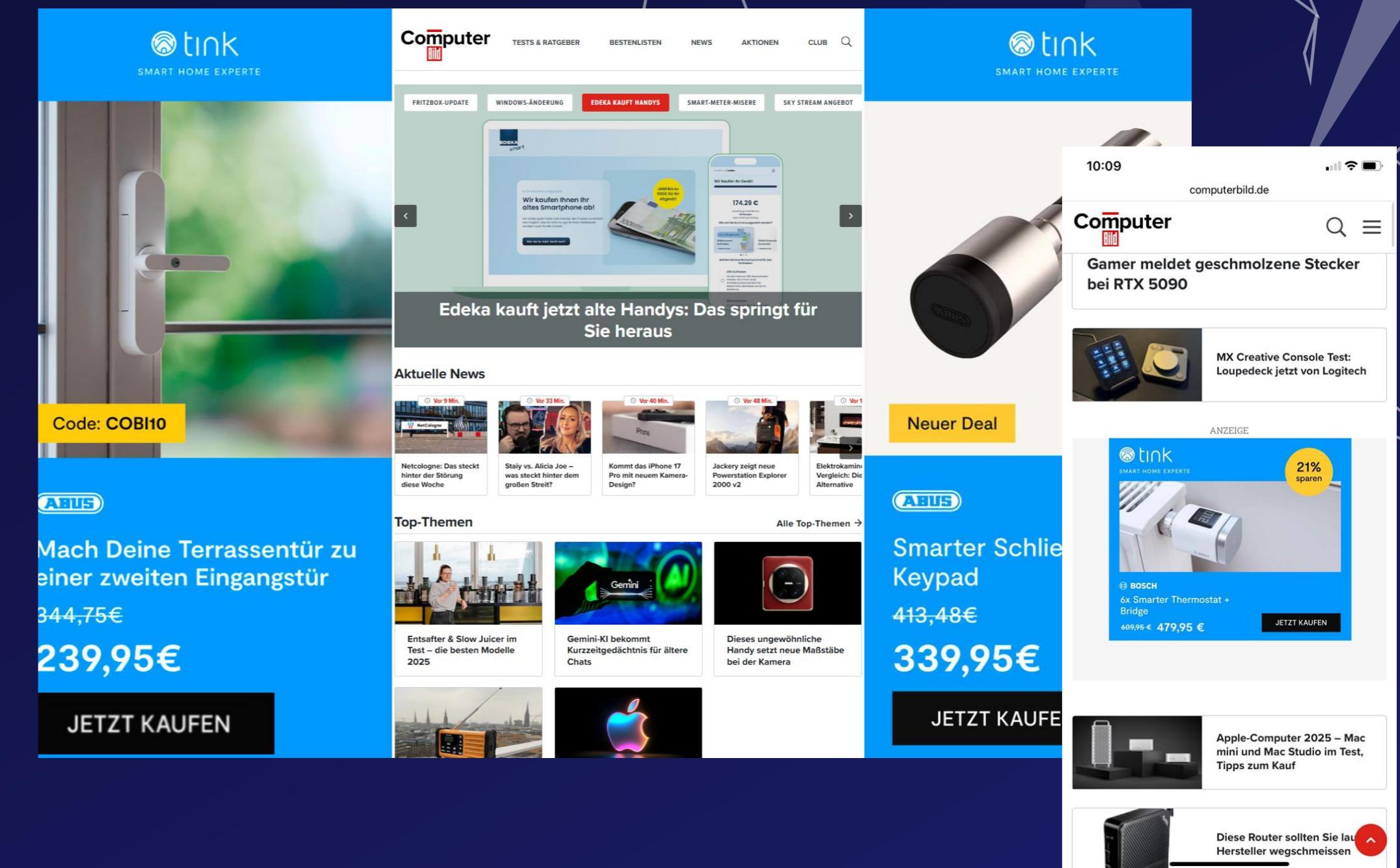


Homepage: First-class staging for maximum presence!

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

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

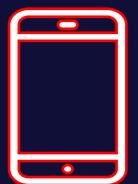
- Fixed homepage placement on a daily or weekly basis.
- Homepage Extender: TFP + 350,000 Als in RoS
- Homepage Flex: 3 TFPs within one week



YOUR CONTACT PERSON

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