
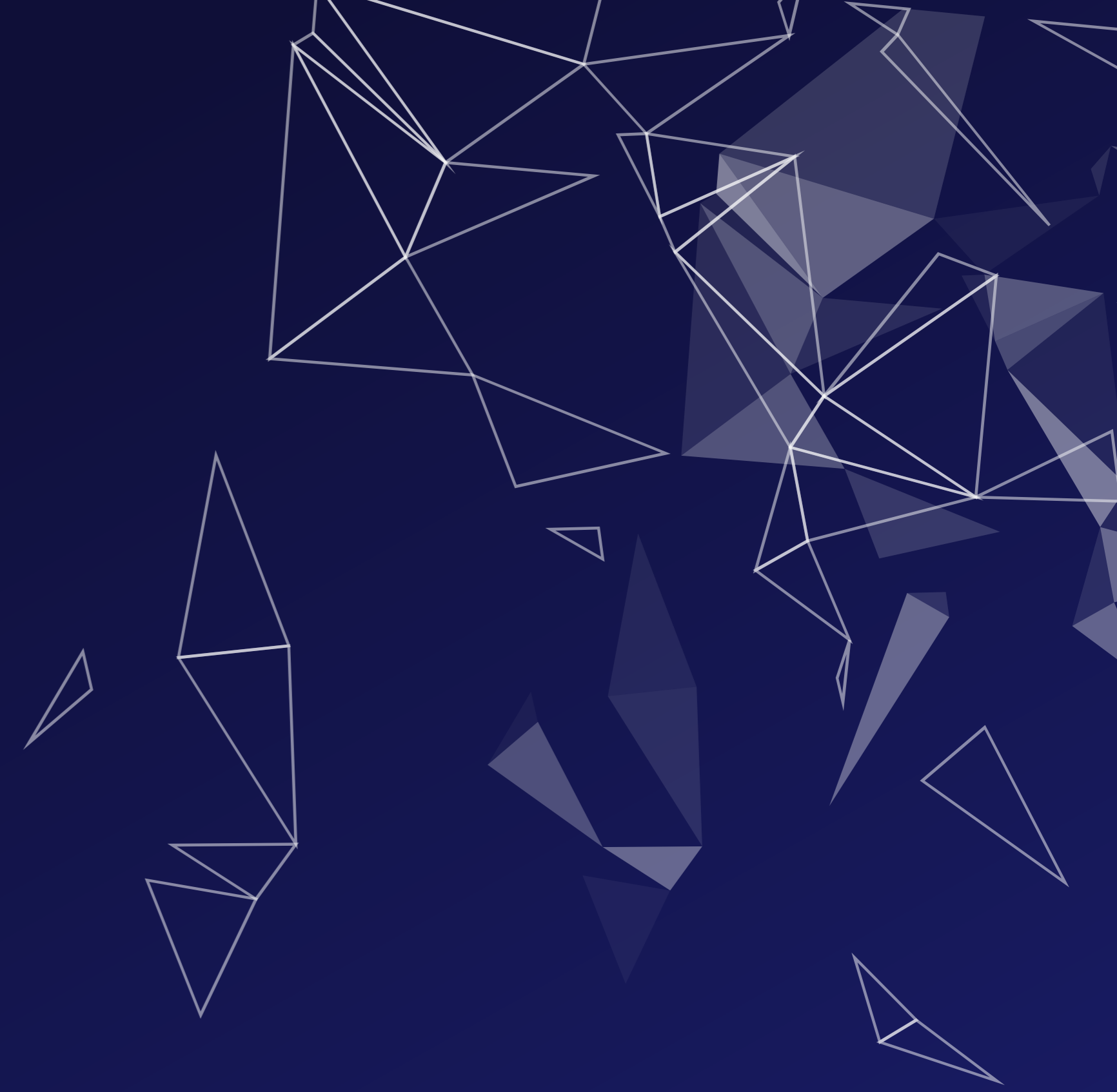


MEDIA KIT

Computer

The logo for the German newspaper 'Bild', consisting of the word 'Bild' in white, bold, sans-serif font, enclosed within a red square.

konzipiert von media **impact**—
dem kreativsten kundenversther
deutschlands_



THE EXPERT IN THE FIELD OF TECHNOLOGY

TRUST AT THE HIGHEST LEVEL

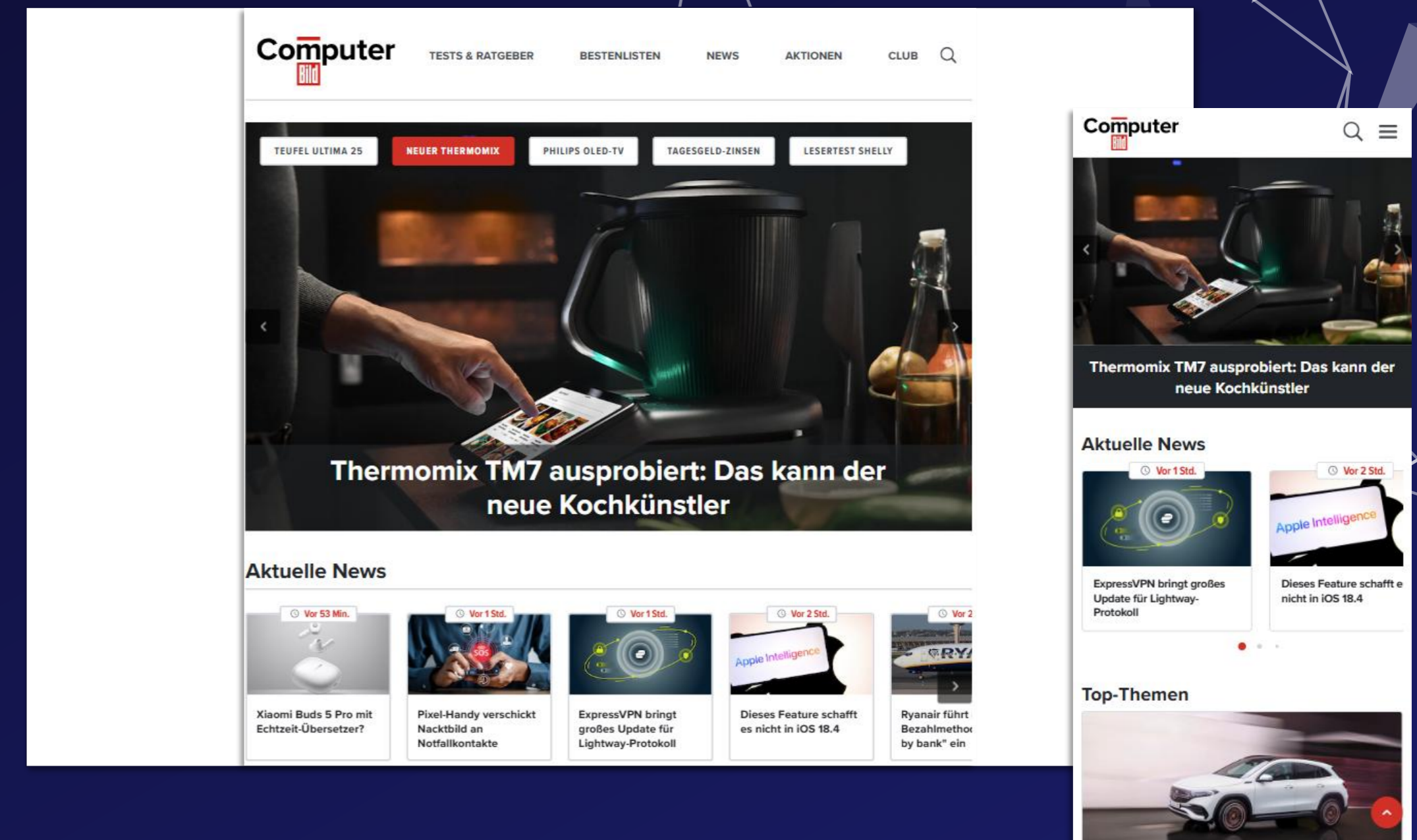
As a trustworthy and strong brand, COMPUTER BILD confidently provides clear recommendations and assessments of technology trends and demonstrates how technology brings fun, joy, and makes life easier.

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



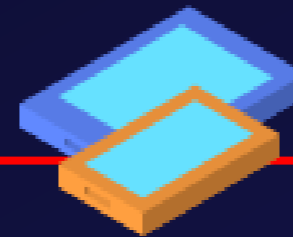
62% employed

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



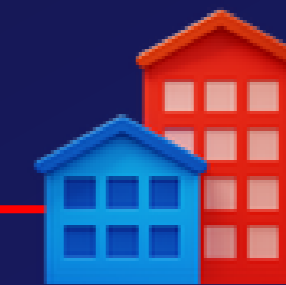
Affinity Index 118

Cars



Affinity Index 123

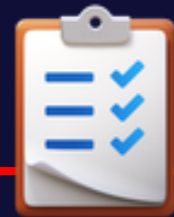
Music and movies



Affinity Index 121

Loans and home
financing

SELECTION OF KEY TOPICS FOR 2026



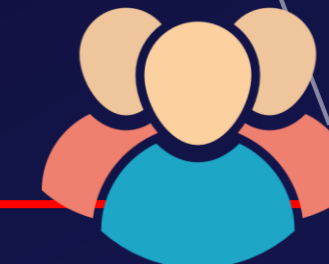
Tests & Guides

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



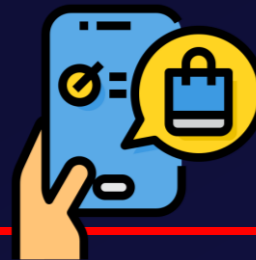
Shopping Events

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

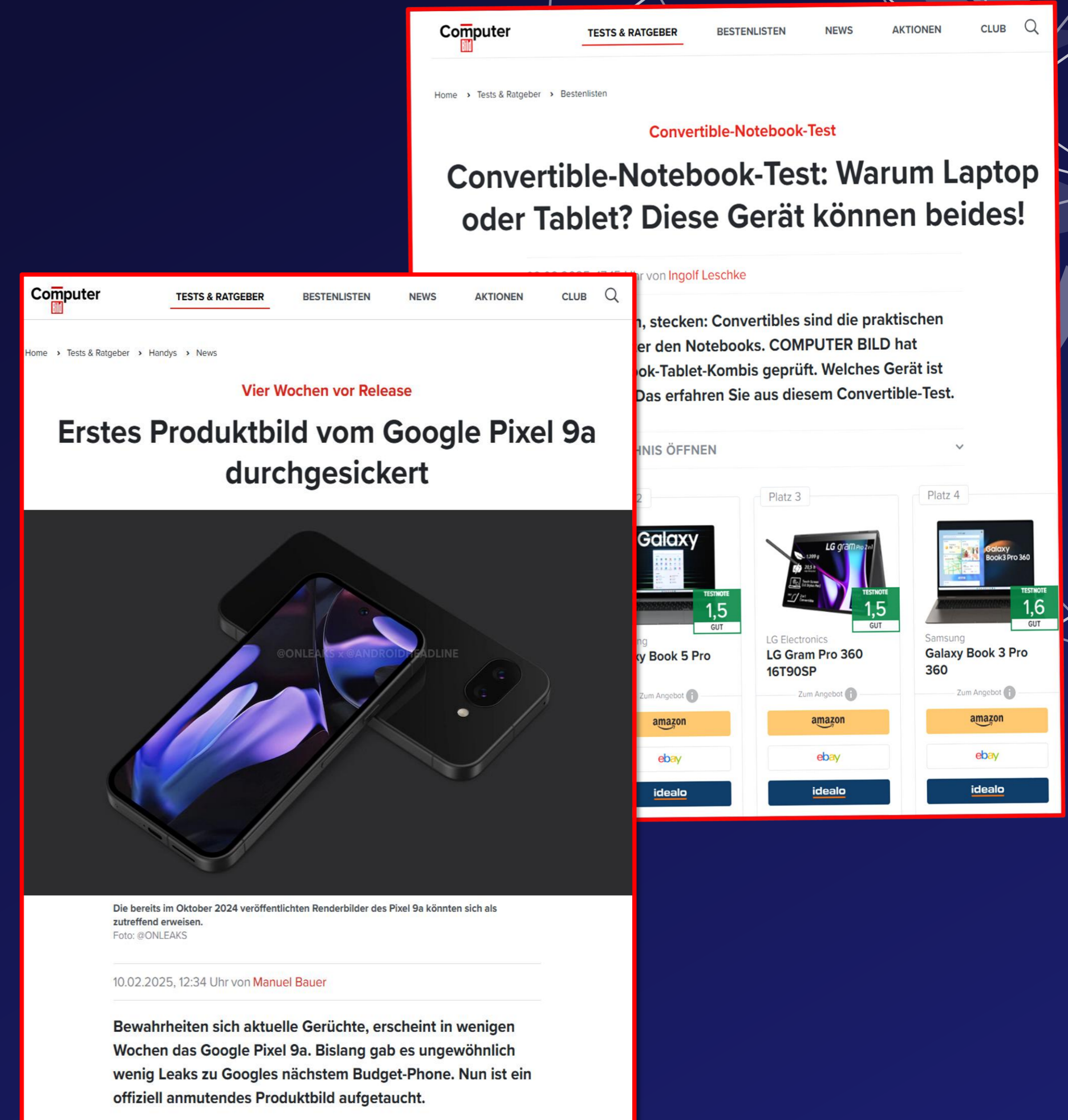
We are happy to create a
customized theme month
together with you.

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

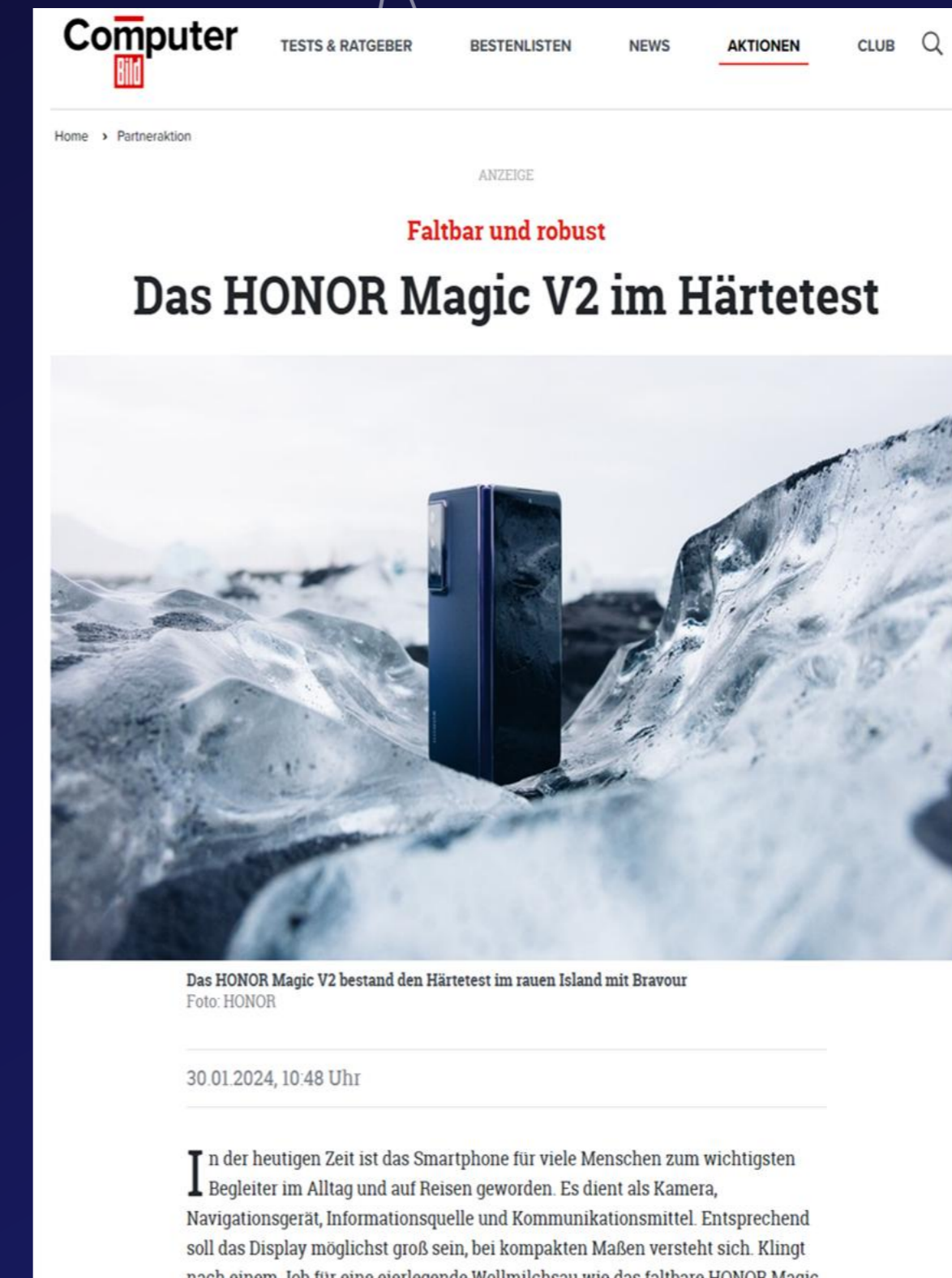
PRODUCT STORY

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!



Computer

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:
39,50%

Computer

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:
39,24%

Computer

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

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.



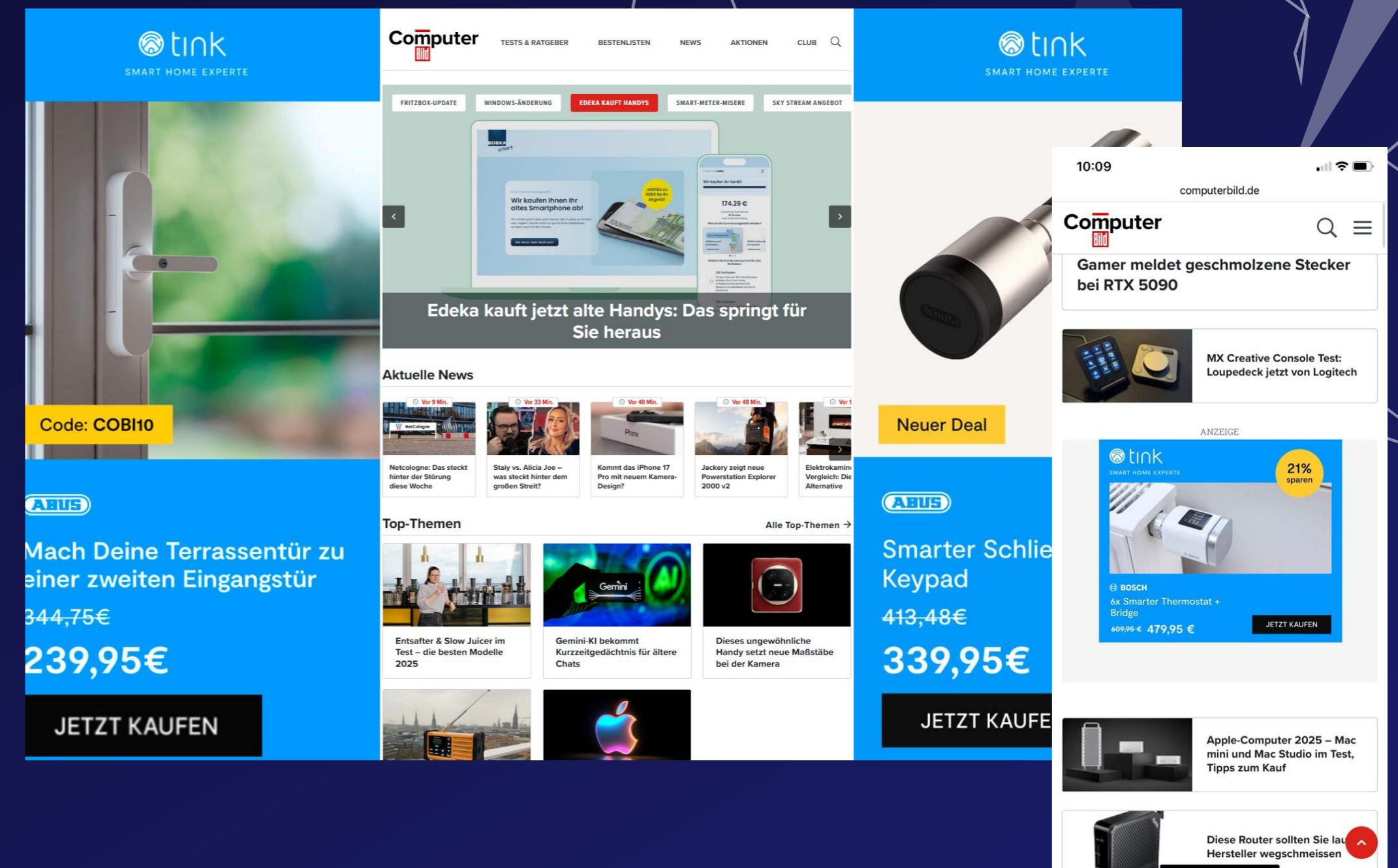
[Hier klicken](#)

HOMEPAGE: FIRST-CLASS STAGING FOR MAXIMUM PRESENCE!

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

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

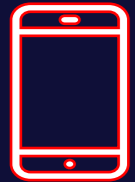
- Fixed homepage placement on a daily or weekly basis.
- Homepage Extender: TFP + 350,000 AIs in RoS
- Homepage Flex: 3 TFPs within one week



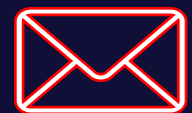
YOUR CONTACT PERSON

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Senior Marketing Manager



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