



NATIVE STORIES

Your content in the look and feel of Computerbild

konzipiert von
media **impact**_
dem kreativsten kundenverstehender
deutschlands_

ENTERTAINING, EMOTIONAL AND INFORMATIVE

NATIVE ADVERTISING ROCKS AND...

.. is completely individual, tailored to
your goals!

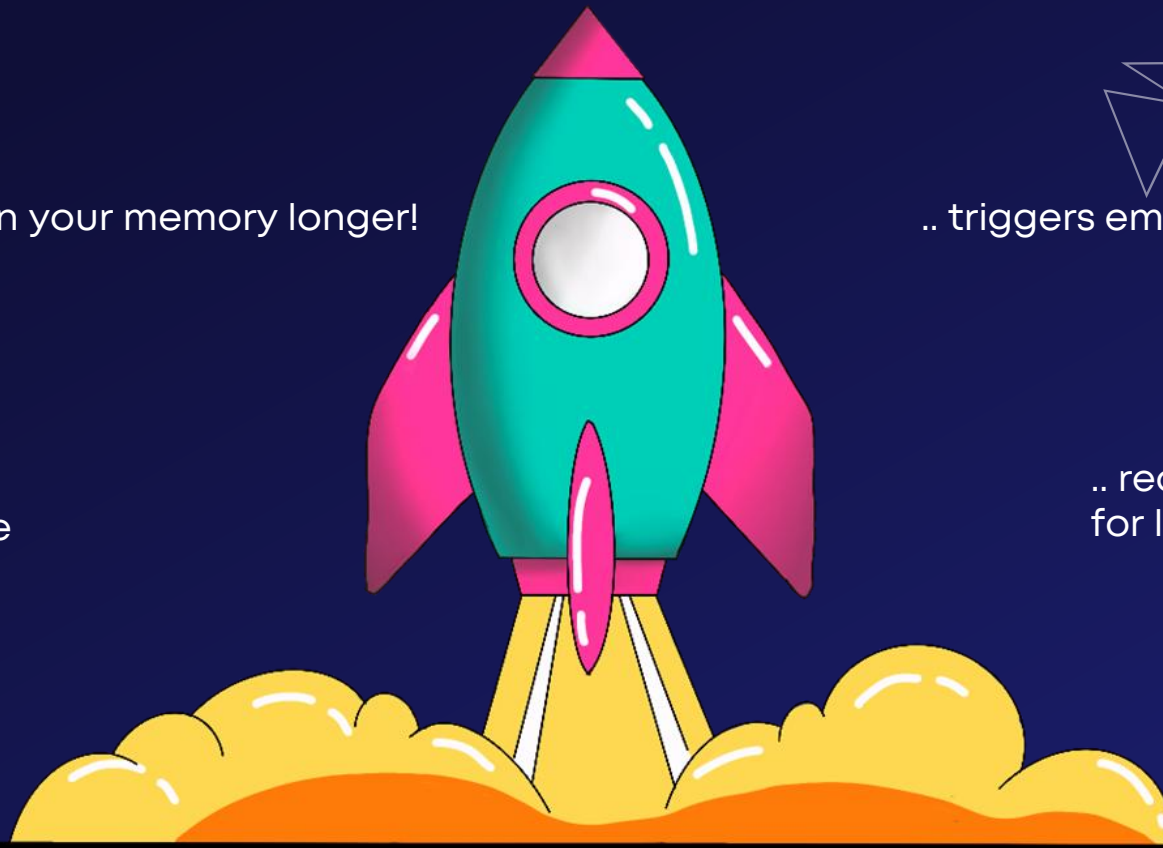
.. remains in your memory longer!

.. product benefits are
anchored in the minds of the
readers!

.. builds trust in your brand with the
reader!

.. triggers emotions in the reader!

.. readers engage with the content
for longer!

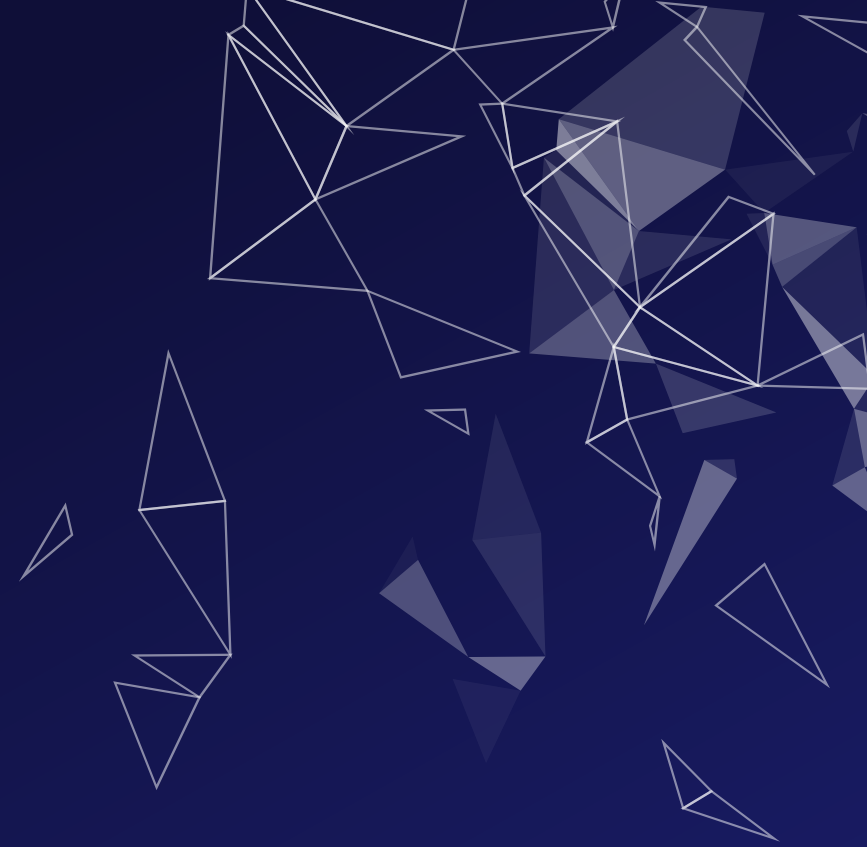




PRODUCT STORY

Focus on your product

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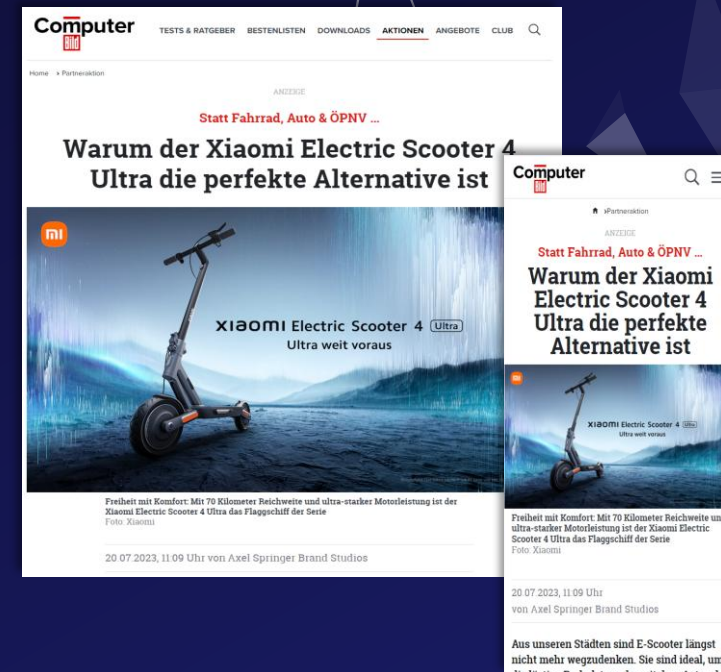


PRODUCT STORY

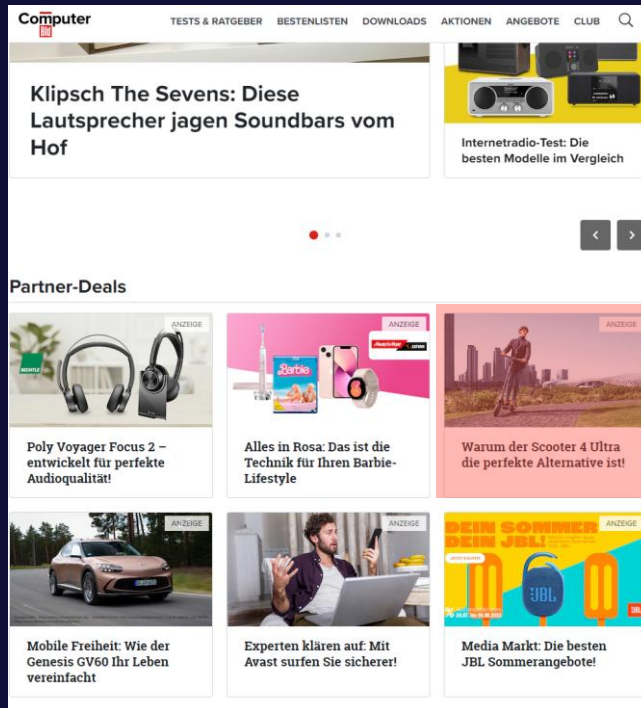
Present your own product story in the high-affinity computerbild.de environment, giving your product the visibility it deserves. Here, it is staged in all its facets in a high-quality manner.

Our credo: User first – each campaign is tailor-made, individually set up, and optimized for your target group. Success thus becomes transparent and measurable.

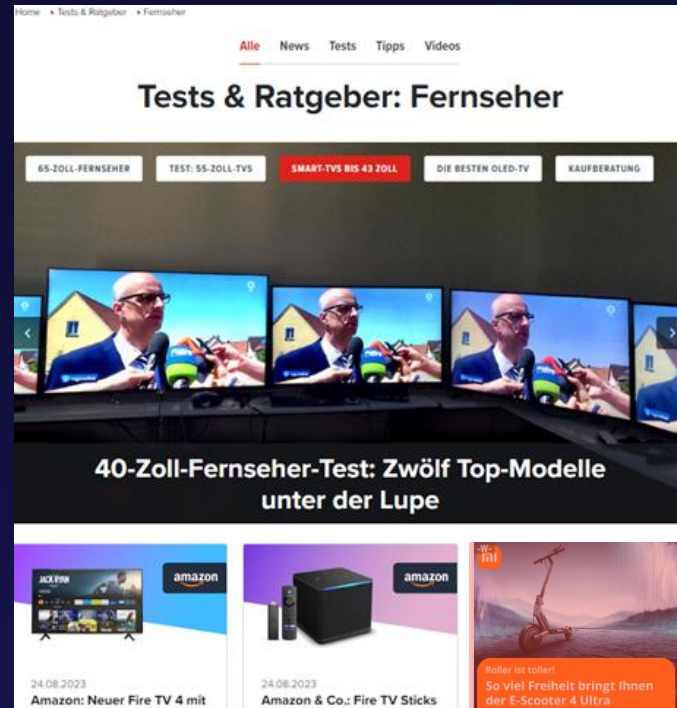
Benefit from our all-round service of high journalistic quality, extensive feedback loops, and detailed final reporting.



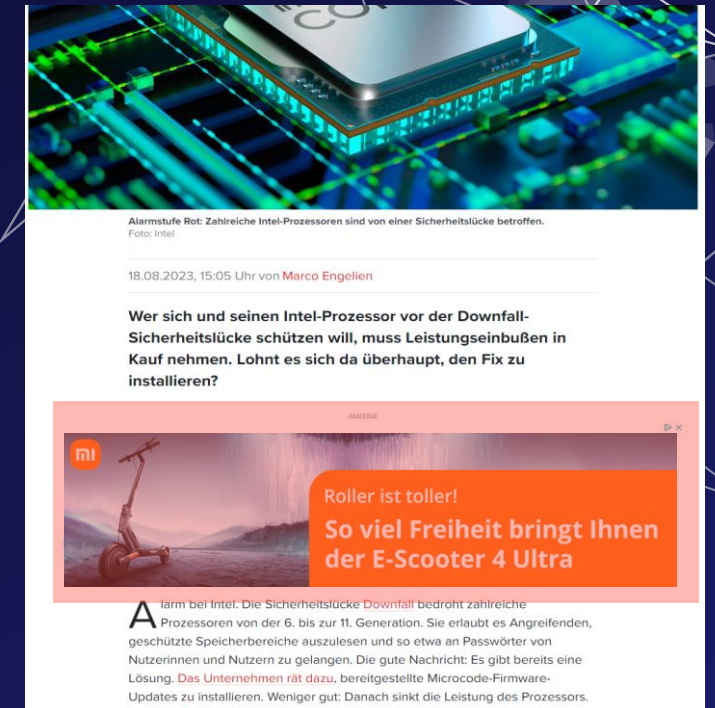
MEDIA PACKAGE



Special-Teaser/Hompage



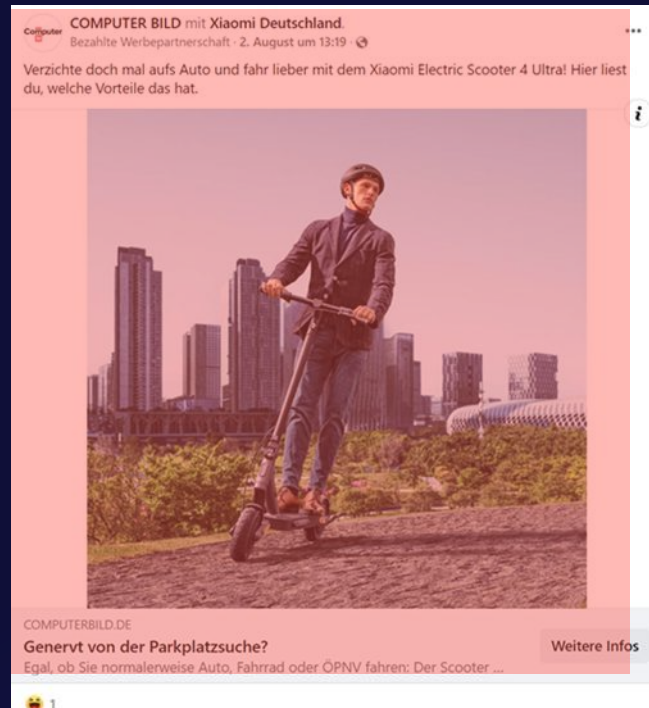
Medium Rectangle in Run of Site



Promo-Teaser in Run of Site

A comprehensive media package ensures traffic to your product story:

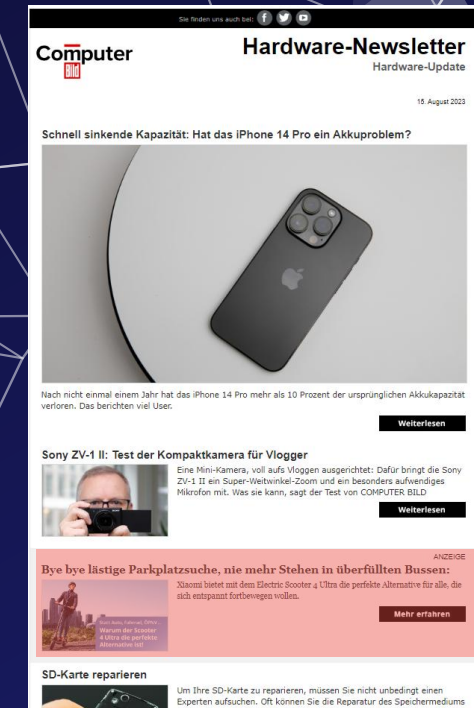
MEDIA PACKAGE



social post



mobile medium rectangle in run of site

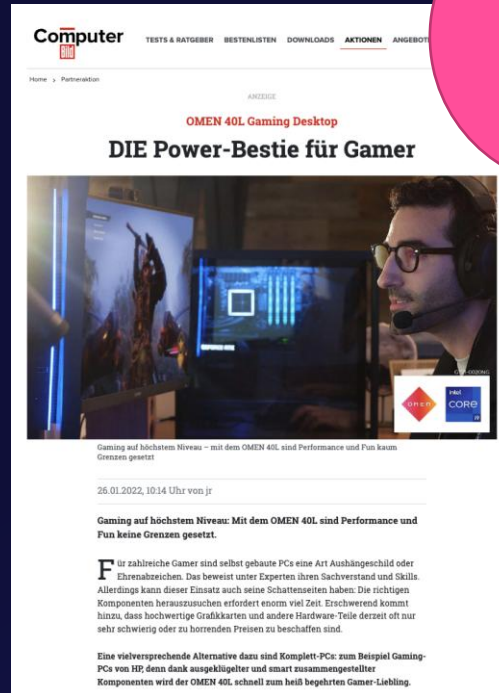


newsletter teaser

THIS IS HOW USERS BECOME CUSTOMERS – BEST CASES



30,46%
3.673
Linkout-
Klicks



Page views: 12.057
Length of stay: 02:20 min



29,44% 5.858
Linkout-
Klicks



Page views: 19.901
Length of stay: 02:54 min



29,10% 2.681
Linkout-
Klicks



Page views: 11.398
Length of stay: 03:22 min



VIDEO PRODUCT STORY

Your product in a video

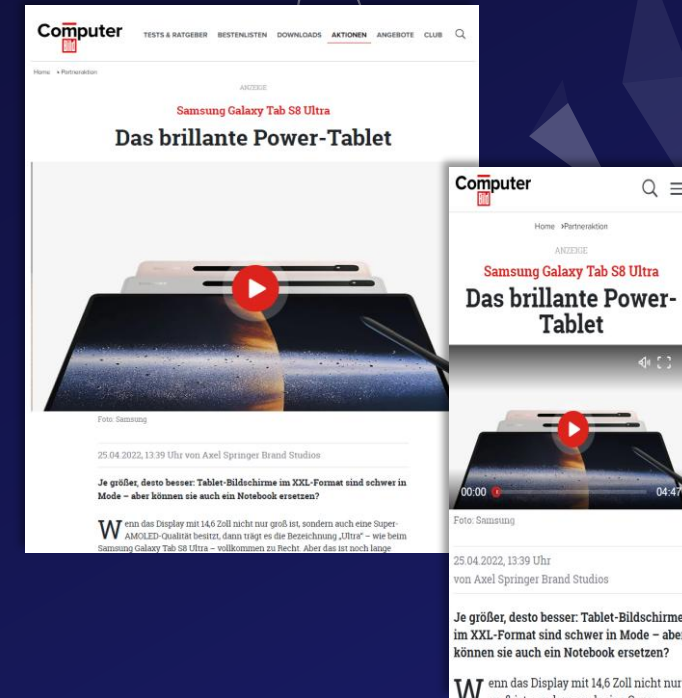
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VIDEO PRODUCT STORY

When purchasing a new technology product, many users struggle to decide on the right model. This challenge can be addressed with a digital purchase advisory.

A freelance video editor from the COMPUTER BILD environment will highlight the advantages of your product in a video lasting up to five minutes.

The video is seamlessly integrated across multiple screens and is presented ad-free within a product story, accompanied by the same product story traffic package.



OVERVIEW

Product Story or Video Buying Advisor	Guaranteed Views / Als	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 ²	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 ²	9.000 / 1,7 Mio + 100.000 PreRoll-Ads	4 weeks	39.750 € 9.450 €

MULTISCREEN - Traffic distribution between stationary and mobile is subject to availability. Technical costs are not discountable and AE eligible.