

CPM PRICE LIST 2026

Prices valid from 06/01 to 12/31/2026

MULTISCREEN DISPLAY (Mobile, Desktop, App)								
	AdBundle, Skyscraper, Superbanner, Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Billboard	Dynamic Fireplace, Double Dynamic Sitebar, Billboard (Cinematic Ad) ¹				
Mobile Content Ad 6:1 + 4:1	RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	75 €
	RoC	40 €	RoC	50 €	RoC	60 €	RoC	65 €
	RoP	35 €	RoP	45 €	RoP	55 €	RoP	60 €
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	80 €	RoS & Custom	85 €
	RoC	50 €	RoC	60 €	RoC	70 €	RoC	75 €
	RoP	45 €	RoP	55 €	RoP	65 €	RoP	70 €
Mobile Content Ad 1:1, Understitial, Interscroller, Prestitial (InApp)², Mobile Halfpage Ad	RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €	RoS & Custom	97 €
	RoC	62 €	RoC	72 €	RoC	82 €	RoC	87 €
	RoP	57 €	RoP	67 €	RoP	77 €	RoP	82 €

VIDEO						
InText Outstream Ad3	on start, up to incl. 20 sec.	RoS & Custom	60 €	X-Stream Ad6 up to incl. 20 sec.	RoS	55 €
		RoC	50 €		RoC	-
		RoP	40 €		RoP	35 €
(Live)Stream Ad4	up to incl. 20 sec.	RoS & Custom	85 €	In-Stream Ad YouTube7 up to incl. 20 sec.	RoS & Custom	85 €
		RoC	75 €		RoC	-
		RoP	65 €		RoP	-
Muted Instream Ad5	up to incl. 30 sec.	RoS	65 €	Vertical Video "PLAY"⁸ up to incl. 20 sec.	RoS & Custom	75 €
		RoC	-		RoC	65 €
		RoP	45 €		RoP	55 €

MULTISCREEN – Traffic distribution between desktop and mobile depends on availability.

DISPLAY ROP – incl. standard targeting. Additional targetings according to price list.

Additional options Video Wall Desktop only, RoS & Custom: €97 CPM⁹
 Desktop Only highest price category plus €10 CPM surcharge
 Mobile Only highest price category
 Mobile Triple Ad highest price category for all ad format combinations plus €10 CPM surcharge
 Additional display and video formats on request

- 1) In RoP and RoS on selected pages. Not bookable for BILD or Sportbild.
- 2) Bookable exclusively InApp. Delivery occurs with FC 1/campaign.
- 3) Extended length (21-30 sec.) + €20 CPM // Short spots (7-15 sec.) - €10 CPM // VPAID + €10 CPM // Paid targeting available with CPM surcharge.
- 4) Bookable in WELT TV livestream, BILD Event livestream, Pluto TV and FAST channels of AUTO BILD, BILD, COMPUTER BILD, SPORT BILD and Books. Longer spots (21-30 sec.) +€10 CPM // Short spots (up to incl. 6 sec.) -€10 CPM. Extended length (31+ sec.) on request, cost surcharge depending on length. Technical targeting (device, time, geo) on all OTT inventory. For CTV targeting, a surcharge of €30 gross applies. Personalized and regionalized targeting (socio, interest, persona, AdUp Standard) on web inventory only. Paid targeting available with CPM surcharge.
- 5) Bookable on AUTOBILD, BILD, COMPUTERBILD, SPORT BILD and WELT (desktop and MEW). Multiscreen only. Short spots (up to incl. 6 sec.) -€10 CPM.
- 6) Bookable on selected pages. Extended length (21-30 sec.) + €20 CPM // Short spots (up to incl. 6 sec.) -€10 CPM.
- 7) Additional formats: Bumper (up to incl. 6 sec.) - RoS & Custom €65, Sponsorship (up to incl. 20 sec.) - RoS & Custom €100, CTV Ads (up to incl. 30 sec.) - RoS & Custom €95.
Targeting available (Regio+Socio): + €11 CPM surcharge per targeting criterion. RoP: programmatically available.
- 8) Vertical Video in PLAY always starts with sound within the PLAY carousel. Socio and geo targeting available, additional targeting on request (no contextual targeting).
- 9) FC 1/24h, a billboard or sitebar is displayed as reminder (on tablets only billboard is displayed), other formats on request. Bookable on the following sites: businessinsider.de, autobild.de, computerbild.de, fitbook.de, myhomebook.de, petbook.de, techbook.de, travelbook.de. Special conditions bild.de: Bookable exclusively as fixed placement, FC 1/24h, no autoplay, subject to editorial approval, limited to single looping.

TARGETING PRICE LIST 2026

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STANDARD TARGETING		Gross CPM Surcharge 1
Geo Standard	All federal states and the 80 largest cities – without radius	
Sociodemographics	Age	18-29, 30-39, 40-49, 50-59, 60+ 18-24, 25-34, 35-44, 45-54, 55-64, 65+
	Gender	Male, female
	HHNI	< 1.000 €, 1.000-2.000 €, 2.000-3.000 €, > 4.000 €
NIQ Purchasing Power	Regional audience targeting based on NIQ purchasing power data: < €1,000, €1,000-2,000, €2,000-3,000, €3,000-4,000, €4,000-6,000, €6,000-8,000, > €8,000	
Contextual Targeting	Placement in matching editorial environments, based on standardized IAB classification by OS Data Solutions	
Sentiment	Ad delivery based on the emotional tone of editorial content: Joy, Optimism, Inspiration, Amusement, Sadness, Anger, Fear	
Brand Suitability	Matching environments through intelligent classification of critical content, e.g. exclusion of health-related and sensitive topics – also individually configurable	
Interest	Mapping of numerous interests based on past reading behavior, classified according to IAB standards via OVK Classifier	
ISP Targeting	Audience targeting based on internet provider and network infrastructure of users	
Retargeting	Re-targeting of users based on ad contacts and interactions – optionally with reach extension through lookalike audiences	
ID Targeting	Cookieless audience targeting via identifier solutions such as netID and UTIQ	
Weather	Delivery based on current temperature in fine intervals and weather conditions: Thunderstorm, cloudy, sunny, rain, snow	
Bio-Weather	Targeting based on weather-related effects on health and well-being, e.g. cardiovascular and rheumatic conditions	
B2B	Number of Employees	< 10, 10-49, 50-199, 200-999, ab 1.000
	Revenue Classes	< 500k €, 500k-2,49 Mio €, 2,5-49,99 Mio €, ab 50 Mio €
	Industries	Automotive, Banking, Construction, Civil Servants, Services, Purchasing & Logistics, Retail, Energy Suppliers, Education & Training, Research and Development, Hospitality, Wholesale, Real Estate, Industry, IT, Law & Legal, Small and Medium Enterprises, Agriculture, Marketing & Media, Pharma, Security, Tourism, Entertainment & Recreation, Insurance
Buying Guide	High-quality audiences based on active signals (buying guide clickouts) from relevant product categories. Main product categories: Automotive, Sports & Outdoor, Food & Drink, Technology, Home Entertainment, Financial Products, Home & Garden, Health & Beauty, Consumer Electronics, Travel. Precise targeting available upon request.	
FLEX TARGETING		Gross CPM Surcharge 1
Geo Flex	Campaign-specific delivery area / ZIP code targeting with accuracy up to 5 digits – optionally with radius	
Persona Targeting	Targeting of market-relevant audiences based on all available first-party data signals and algorithmic modeling in our data management platform	
		20,00 €
PLUS TARGETING		Gross CPM Surcharge 1
Geo Plus	Individual campaign delivery by ZIP code (up to 5 digits) – one ZIP code per creative/address integration or ZIP code with optional radius, incl. reporting and screenshots	
		30,00 €
DATA ANALYSIS		Net Price 2
Audience Insight Report	Receive valuable insights about your actual audience. Use these insights (e.g. as basis for customized personas) to increase the efficiency of follow-up campaigns.	
		750 €
Iterative Optimization	Based on the first Audience Insights Report, we modify the campaign after consultation with you to improve the campaign results.	
		1.500 €
ADDITIONAL TARGETING OPTIONS		Gross CPM Surcharge 1
Amazon Targeting 3, 4	InMarket Segments (Search for specific products)	Targeting of users in MI Portfolio with specific search or purchase behavior on Amazon.
	or Lifestyle Segments (Regular purchase of specific products)	
		20,00 €

Notes:

When combining multiple targetings, the highest gross CPM applies as surcharge.

1. Eligible for discount and agency commission
2. Net price, not discountable and not eligible for agency commission
3. Combinations available on request
4. Only bookable on the following ad formats: Adbundle, Skyscraper, Superbanner, Medium Rectangle, Halfpage Ad, Billboard, Mobile Medium Rectangle, Mobile Content Ad 6:1.