

# CPM PRICE LIST 2026

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

|                                                                                     |  |                                                                                   |  |                                                                                   |  |                                                                                   |  |                                                                                     |  |                                                                                     |  |
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|  |  |                                                                                   |  |                                                                                   |  |                                                                                   |  |                                                                                     |  |                                                                                     |  |

| MULTISCREEN DISPLAY (Mobile, Desktop, App)                                                                |              |      |              |                        |              |                               |              |                                                                                   |  |
|-----------------------------------------------------------------------------------------------------------|--------------|------|--------------|------------------------|--------------|-------------------------------|--------------|-----------------------------------------------------------------------------------|--|
| AdBundle, Skyscraper, Superbanner, Medium Rectangle                                                       |              |      |              | Wallpaper, Halfpage Ad |              | Fireplace, Sitebar, Billboard |              | Dynamic Fireplace, Double Dynamic Sitebar, Billboard (Cinematic Ad) <sup>1)</sup> |  |
| 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) <sup>2)</sup> , 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<br>Ad3 | on start,<br>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<br>YouTube7              | up to incl. 20 sec. | RoS & Custom | 85 € |
|                         |                                  | RoC          | 75 € |                                       |                     | RoC          | -    |
|                         |                                  | RoP          | 65 € |                                       |                     | RoP          | -    |
| Muted Instream<br>Ad5   | up to incl. 30 sec.              | RoS          | 65 € | Vertical Video<br>"PLAY" <sup>8</sup> | 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.

|                           |                                                 |                                                                                                                                                                                                                                                                        |
|---------------------------|-------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Additional options</b> | Video Wall                                      | Desktop only, RoS & Custom: €97 CPM <sup>9)</sup>                                                                                                                                                                                                                      |
|                           | 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                                                                                                                                                                                           |
|                           | Chattable Ad                                    | optional as add-ons for advertising formats: <b>DESKTOP:</b> Halfpage Ad, Wallpaper, (Dynamic) Fireplace, (Dynamic) Skyscraper, (Double Dynamic) Sitebar, Billboard // <b>MOBILE:</b> Halfpage Ad for placements in the highest price category, 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

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

| STANDARD TARGETING           |                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                               | Gross CPM Surcharge 1 |
|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| Geo Standard                 | All federal states and the 80 largest cities – without radius                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                               | 10,00 €               |
| Sociodemographics            | Age                                                                                                                                                                                                                                                                                                                                        | 18-29, 30-39, 40-49, 50-59, 60+<br>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:<br>< €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:<br>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:<br>Thunderstorm, cloudy, sunny, rain, snow                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                               |                       |
| Bio-Weather                  | Targeting based on weather-related effects on health and well-being,<br>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                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                               | 20,00 €               |
| Persona Targeting            | Targeting of market-relevant audiences based on all available first-party data signals and algorithmic modeling in our data management platform                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                               |                       |
| 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<br>(Search for specific products)                                                                                                                                                                                                                                                                                        | Targeting of users in MI Portfolio with specific search or purchase behavior on Amazon.                                                                                                                                                                                                                                                                       | 20,00 €               |
|                              | or<br><br>Lifestyle Segments<br>(Regular purchase of specific products)                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                               |                       |

## 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.