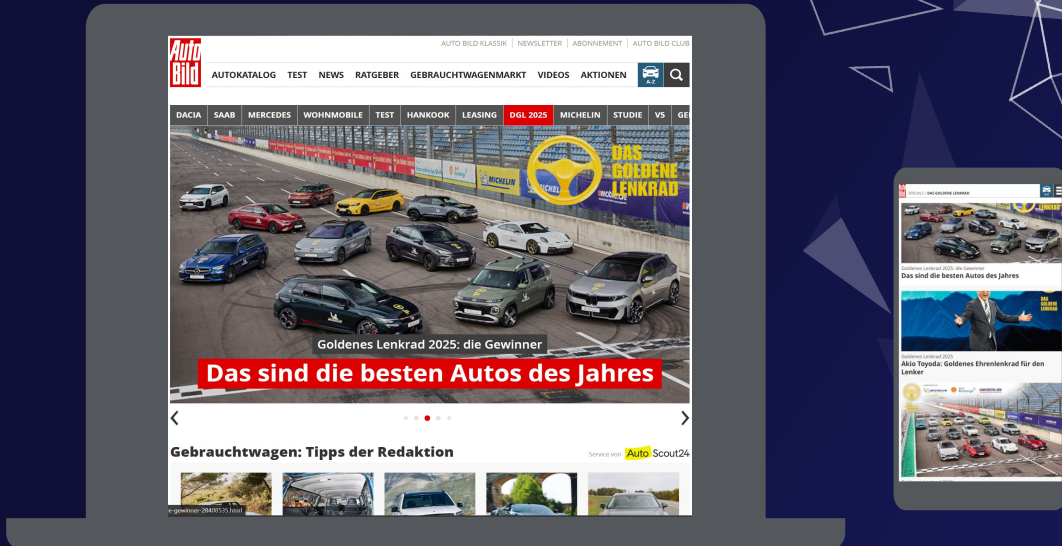


# AUTO BILD DIGITAL



## CONCEPT

autobild.de is the premier source for editorial automotive content on the web and is the digital market leader with its stationary and mobile offerings as well as social media. autobild.de combines the latest news on new cars, tests and used cars with a strong editorial buying guide. Large, emotionally staged platforms, well-founded reviews and clear guidance make the content a daily companion for everyone who loves cars and wants to make the right decisions.

Key figures/Month	Desktop, MEW & Apps (Gesamt)	The target group	Desktop, MEW & Apps (Gesamt)
Unique User <sup>1</sup>	8,77 Mio.	Male <sup>1</sup>	61%
Visits <sup>2</sup>	35,81 Mio.	20 - 49 Jahre <sup>1</sup>	39 %
Page Impressions <sup>2</sup>	110,88 Mio.	20 - 59 Jahre <sup>1</sup>	63 %
		HHNE von min. 3.000 € <sup>1</sup>	67 %
		Working population <sup>1</sup>	67 %

1) b4p 2025 II Basis: German-speaking population aged 14 and over (71 million)

2) IVW October 2025, incl. Clever Tank

# AUTO BILD DIGITAL

## DAILY PLACEMENTS

Home Run   10 – 10 Uhr (Sa. + So. = 1 Tag)	Guarantee / Price
<p><b>Guaranteed impressions<sup>1</sup></b></p>	<p><b>250.000</b></p>
<p><b>HOMERUN<sup>2</sup></b></p> <p>Stationary : Billboard / Billboard + Double Dynamic Sitebar<sup>3</sup> / Catalogue Ad / (Dynamic) Sitebar / Double Dynamic Sitebar<sup>3</sup> / Engagement Ad / (Dynamic) Fireplace (+ optional sticky oder expandable) / Gallery Ad / Picture Wall / Video Wall / Twoface Ad / Wallpaper / Bridge Ad<sup>5</sup></p> <p>Mobile: Catalogue Ad / Click &amp; Swipe<sup>4</sup> / Content Ad / Cube Ad MMR / Gallery Ad MMR / Halfpage Ad / Interscroller / Mobile Medium Rectangle / Understitial + Optional: Lead Ad 4:1 / 6:1 / 2:1 / Twoface Ad / Welcome Ad + Lead Ad / Sticky Lead Ad (optional 100/1) (2:1/4:1) max. 3 sec. + Medium Rectangle</p>	<p><b>15.000 €</b></p>
<p><b>HOMERUN PLUS<sup>2</sup></b></p> <p>Stationary : Big Stage: Automatic Pre Expanding Video Wall<sup>5</sup> (max. 8 seconds) / Curtain Dropper<sup>5</sup>, Bridge Ad<sup>5</sup>, Frame Ad</p> <p>Mobile: Big Stage: Automatic Pre Expanding Vertical Video (max. 8 seconds)<sup>4</sup> / Mobile Medium Rectangle / (Video) Interscroller (9:16) / Content Ad / (Video) Understitial / Swipe Ad + Optional: Lead Ad 2:1 / 4:1 with muted Videoautoplay (16:9) / Mobile Curtain Dropper<sup>4</sup> / Frame Ad</p>	<p><b>24.000 €</b></p>

1) The selected stationary format and both mobile formats are relevant for guarantee and billing (Lead Ad + Main Advertising Medium). If the lead ad is not delivered, the selected mobile main advertising medium will be delivered on the booked day in RoS in order to achieve the booked guarantee amount.

2) Homerun = stationary homepage + mobile homepage incl. index pages + First Contact FC1 ROS, weekend (Sat. + Sun.) = 1 day

3) For optimal display and improved viewability on tablets, the delivery of a dynamic sitebar is recommended.

4) FC=1/ day, as a fallback a lead ad 2:1 and a medium rectangle or interscroller must be delivered.

5) FC=1/ day, as a fallback, a billboard or dynamic fireplace, for example, may remain in place.

Targetings are available at an additional cost.

# AUTO BILD DIGITAL

## DAILY PLACEMENTS

HomeRun – Flex <sup>1</sup> (Multiscreen)   3 x Events 10 – 10 Uhr (Sa. + So. = 1 Tag)	Guaranteed / Price
<b>Guaranteed impressions<sup>1</sup></b>	<b>750.000</b>
<b>HOMERUN<sup>2</sup> Flex</b>	<b>60.000 €</b>
<p>Stationary: Big Stage: Automatic Pre Expanding Video Wall<sup>5</sup> (max. 8 seconds) / Curtain Dropper<sup>5</sup>, Bridge Ad<sup>5</sup>, Frame Ad</p> <p>Mobile: Big Stage: Automatic Pre Expanding Vertical Video (max. 8 seconds)<sup>4</sup> / Mobile Medium Rectangle / (Video) Interscroller (9:16) / Content Ad / (Video) Understitial / Swipe Ad + Optional: Lead Ad 2:1 / 4:1 with muted Videoautoplay (16:9) / Mobile Curtain Dropper<sup>4</sup> / Frame Ad</p>	
Event Extender (Multiscreen)   10 – 10 Uhr (Sa. + So. = 1 Tag)	Guaranteed / Price
<b>Guaranteed impressions<sup>1</sup></b>	<b>600.000 AI</b>
Placement: (HR + First Contact FC1) + additional broadcast for 1 week on ROS	
<b>HOMERUN<sup>2</sup></b>	<b>33.000 €</b>
<p>Stationary: Billboard / Catalogue Ad / (Dynamic) Sitebar / Double Dynamic Sitebar<sup>3</sup> / Engagement Ad / (Dynamic) Fireplace (+ optional sticky or expandable) / Gallery Ad / Picture Wall / Video Wall / Twoface Ad / Wallpaper</p> <p>Mobile: Catalogue Ad / Click &amp; Swipe<sup>4</sup> / Content Ad / Cube Ad MMR / Gallery Ad MMR / Halfpage Ad / Interscroller / Mobile Medium Rectangle / Understitial + Optional: Lead Ad 4:1 / 6:1 / 2:1 / Twoface Ad / Welcome Ad + Lead Ad</p>	
<b>HOMERUN PLUS<sup>1</sup></b>	<b>50.000 €</b>
<p>Stationary: Big Stage: Automatic Pre Expanding Video Wall<sup>5</sup> (max. 8 seconds) / Curtain Dropper<sup>5</sup>, Bridge Ad<sup>5</sup>, Frame Ad</p> <p>Mobile: Big Stage: Automatic Pre Expanding Vertical Video (max. 8 seconds)<sup>4</sup> / Mobile Medium Rectangle / (Video) Interscroller (9:16) / Content Ad / (Video) Understitial / Swipe Ad + Optional: Lead Ad 2:1 / 4:1 with muted Videoautoplay (16:9) / Mobile Curtain Dropper<sup>4</sup> / Frame Ad</p>	

1) The selected stationary format and both mobile formats are relevant for guarantee and billing purposes (Lead Ad + Main Advertising Medium). If the lead ad is not delivered, the selected mobile main advertising medium will be delivered in RoS on the booked day in order to reach the booked guarantee amount

2) Homerun = stationary homepage + mobile homepage incl. index pages + First Contact FC1 ROS, weekend (Sat. + Sun.) = 1 day

3) For optimal display and improved viewability on the tablet, the delivery of a Dynamic Sitebar is recommended

4) FC=1/ day, as a fallback a lead ad 2:1 and a medium rectangle or interscroller must be delivered.

5) FC=1/ day, as a fallback e.g. a billboard or a dynamic fireplace for example, may remain in place.

Targetings are available at an additional cost.

# AUTO BILD DIGITAL

## PERFORMANCE PRODUCTS

DESIGNATION	SCOPE	PACKAGE PRICE
POWER WEEK <sup>1</sup>	5.000 Clicks	25.000 € + 600 € techn. Cost <sup>2</sup>

## NATIVE PRODUKTE

DESIGNATION	SCOPE	Guaranteed AIs	PACKAGE PRICE
ADVERTORIAL <sup>3</sup>	1 Article Page Multiscreen Duration: 4 Weeks Native Medium Rectangle (MS, RoS, RoH)	2,5 Mio.	25.000 € + 2.500 € creation costs <sup>2</sup>

DESIGNATION	GUARANTEED VIEWS/AIS	DURATION	PACKAGE PRICE
PRODUCT STORY	9.000 / 1,7 Mio.	4 Weeks	33.750 € + 3.500 € creation costs <sup>2</sup>
AUTOMOTIVE STORY COMBO (Product Story on Auto BILD with teasers on BILD, Sport BILD and Auto BILD)	19.000 / 4,8 Mio.	4-6 Weeks	61.250 € + 8.000 € creation costs <sup>2</sup>

DESIGNATION	GUARANTEED VIEWS	DURATION	PACKAGE PRICE
VERTICAL STORY <sup>4</sup> / BOOSTER	15.000	1-2 Weeks	40.000 € + 5.000 € creation costs <sup>2</sup>
VERTICAL STORY <sup>4</sup> / STAND ALONE	30.000	1-2 Weeks	80.000 € + 10.000 € creation costs <sup>2</sup>

DESIGNATION	DURATION	CLICKS	PACKAGE PRICE
Product-News inkl. Media package 850.000 AI	2 weeks	4.500	19.000 €
creation costs			800 € <sup>2</sup>

1) Only bookable for AUTO BILD Digital Commitment partners or after approval. Native teaser in rotation on CMS areas 1 – 3, incl. tablet and mobile; Optional + newsletter, link to partner, delivery of 3 motifs and call-to-action required

2) Technical costs are not discountable and AE-eligible

3) Specifications: Advertorial teaser on request

4) Vertical Story: Up to 5 story parts on Instagram and Snapchat with links to the brand story or customer landing page; Booster can only be booked for an existing brand story

# AUTO BILD DIGITAL

## NATIVE PRODUCTS

DESIGNATION	GUARANTEED VIEWS	DURATION	PACKAGE PRICE
BRAND STORY <sup>1</sup> / INTERACTIVE STORY <sup>2</sup> – PAKET S  Creation Costs: Brand Story Creation Cost: Interactive Story	10.000	4 Weeks	35.000 € 3.500 € <sup>3</sup> 6.000 € <sup>3</sup>
BRAND STORY <sup>1</sup> / INTERACTIVE STORY <sup>2</sup> – PAKET M  Creation Costs: Brand Story Creation Cost: Interactive Story	15.000	4-6 Weeks	50.000 € 4.000 € <sup>3</sup> 6.500 € <sup>3</sup>
BRAND STORY <sup>1</sup> / INTERACTIVE STORY <sup>2</sup> – PAKET L  Creation Costs: Brand Story Creation Cost: Interactive Story	20.000	6-8 Weeks (topic-specific)	62.500 € 4.500 € <sup>3</sup> 7.000 € <sup>3</sup>

DESIGNATION	GUARANTEED VIEWS/AIS	DURATION	PACKAGE PRICE
BRAND HUB <sup>4</sup>	25.000 / 4,85 Mio.	6-8 Weeks	79.000 € 10.000 € <sup>3</sup>

1) Brand Story: standardised HTML structure with 5 chapters, image galleries, video & audio files and quotes

2) Interactive Story: Individualized structure and design with web designer and programmer, key visuals with a focus on image transfer, image galleries, video and audio files as well as quotes.

3) Technical costs are not discountable and AE-compatible

4) Brand Hub: The Brand Hub is integrated under action throughout the entire term. Brand stories in the hub can be supplemented with editorial content in the relevant topic area. Integration of native banners with internal links to the index of the brand hub, as well as to a brand story possible. Individual duration and a minimum of 2 and a maximum of 4 brand stories included. Traffic is routed to both the hub and the brand stories themselves.

# AUTO BILD DIGITAL

## NATIVE PRODUCTS

Newsletter <sup>1</sup>	Performance
Image-Text Teaser <sup>2</sup> (editorially designed teaser in the look and feel of AUTO BILD, marked with ad) <sup>2</sup>	4x je 70.000 Recipients, Total 280.000 broadcasts  5.000 €

## SOCIAL MEDIA

Social Media <sup>3</sup>	Sponsored Post	
	Facebook 423.000 Follower Guaranteed AI / 4 Posts: 800.000 AIs	Instagram 114.000 Follower Guaranteed AI / 4 Posts: 200.000 AIs
4 Sponsored Posts	28.000 €	10.000 €
Creation costs <sup>4</sup>	800 €	800 €

Social Media	YouTube	
	TKP BumperAd bis 6 Sek.	TKP PreRoll bis 20 Sek.
Channel: AUTO BILD 502.000 Follower	65 €	85 €
Channel: SPORTS CARS 37.700 Follower	65 €	85 €

1) Publication on Monday and Thursday

2) Specifications: Delivery of editorially designed teasers, headline (always single-line); maximum 60 characters, headline (always single-line); maximum 40 characters, scrolling text (maximum four-line); approx. 200 characters (here it depends on the length of the words, their distribution and wrapping), call-to-action (text color red), single-line, max. 40 characters, two images in the formats 1200x800 and 1010x568 pixels, the output size of the image in the newsletter is 371x245 pixels. Please deliver pictures clean - without text and logo!

3) Notes: A maximum of 3 targeting criteria can be combined, targeting brand fans is possible with other targeting criteria, no surcharge for targeting,

4) Creation costs are not eligible for discounts and AE

# AUTO BILD DIGITAL

## TKP PLACEMENTS

MULTISCREEN DISPLAY (MOBILE, DESKTOP, TABLET)				
	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 €
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoS & Custom 60 €	RoS & Custom 70 €	RoS & Custom 80 €	RoS & Custom 85 €
Mobile Content Ad 1:1, Unterstitial, Interscroller, Mobile Halfpage Ad	RoS & Custom 72 €	RoS & Custom 82 €	RoS & Custom 92 €	RoS & Custom 97 €

VIDEO							
<b>InText Outstream Ad<sup>2</sup></b>	on start, to incl. 20 sec.	RoS & Custom	60 €	<b>X-Stream Ad<sup>5</sup></b>	to incl. 20 sec.	RoS	55 €
<b>(Live)Stream Ad<sup>3</sup></b>	to incl. 20 sec.	RoS & Custom	85 €	<b>YouTube<sup>6</sup></b>	PreRoll to incl. 20 sec.	RoS & Custom	85 €
<b>Muted Instream Ad<sup>4</sup></b>	to incl. 30 sec.	RoS	65 €				

Multiscreen - traffic distribution between stationary and mobile is based on availability

Display rop - incl. targeting as desired (options: socio, regio standard, interest, contextual, perfect fit) / further targeting additively according to targeting price list; exception: id-based targeting

Additional options:  
 video wall = desktop only, ros & custom: 97€ cpm<sup>9</sup>  
 desktop only = highest price category plus 10 € cpm surcharge<sup>9</sup>  
 mobile only = highest price category  
 other display and video formats on request

- 1) in rop and ros on selected pages. not bookable at bild or sportbild.
- 2) extra length (21-30 sec.) + 20 € cpm // short spots (7-15 sec.) - 10 € cpm // vpaid + 10 € cpm // paid targeting possible for cpm surcharge.
- 3) bookable in the welt tv live stream, bild event live stream, pluto tv and the fast channels of auto bild, bild, computer bild, sport bild and the books. longer spots (21-30 sec.) +10€ cpm // short spots (up to and including 6 sec.) -10€ cpm, extra length (31+ sec.) on request, surcharge depending on the extra length. technical targeting (device, time, geo) on the entire ott inventory. for targeting on ctv, there is a surcharge of 30€ gross, personalized and regionalized targeting (socio, interest, persona, adup standard) on web inventory only, fee-based targeting possible for a cpm surcharge.
- 4) bookable on autobild, bild, computerbild, sport bild and welt (desktop and mew). only multiscreen bookable. short spots (up to and including 6 sec.) - 10€ cpm.
- 5) bookable on selected pages. extra length (21-30 sec.) + 20 € cpm // short spots (up to and including 6 sec.) -10 € cpm.
- 6) other formats: bumper (up to and including 6 sec.) - ros & custom 65 €, sponsorship (up to and including 20 sec.) - ros & custom 100 €. targeting possible (regio+socio): + 11 € cpm surcharge per targeting criterion, rop: programmatically available.
- 7) fc 1/24h, a billboard or a sitebar will be played as a reminder (on tablets only the billboard will be played), 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 features bild.de: can only be booked as a fixed placement, fc 1/24h, no autoplay, subject to editorial approval, restriction to one-time looping.