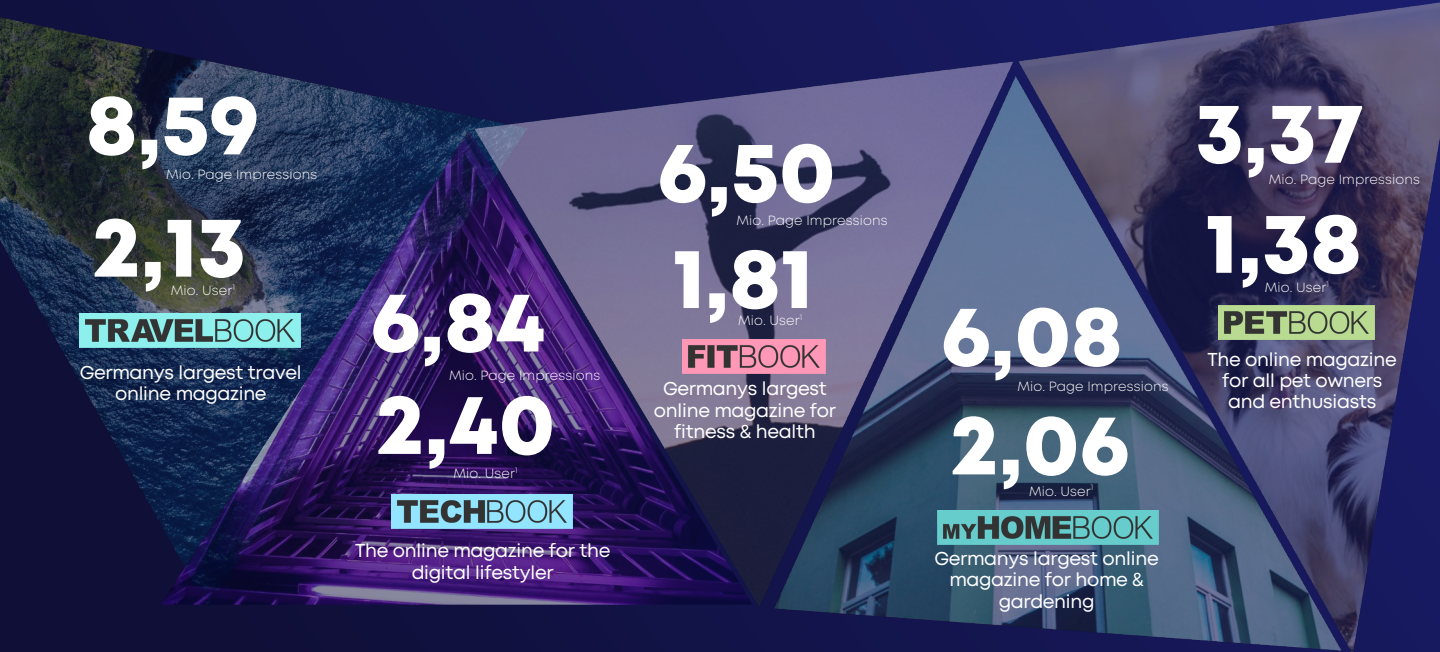


BOOK FAMILY



BOOK FAMILY – TARGET GROUP²

| | GENDER | 20 – 49 YEARS OLD | HHNI min. 3.000 € | HIGH LEVEL OF EDUCATION |
|------------|-------------|-------------------|-------------------|-------------------------|
| TRAVELBOOK | 56 % male | 54 % | 55 % | 46 % |
| TECHBOOK | 65 % male | 63 % | 57 % | 49 % |
| FITBOOK | 54 % male | 63 % | 57 % | 50 % |
| myHOMEBOOK | 50 % female | 53 % | 55 % | 44 % |
| PETBOOK | 62 % female | 47 % | 62 % | 46 % |

1) b4p 2024, IVW PI 10/2025
2) Source: b4p 2024 II

DAILY FIXED PLACEMENTS

HOMERUN – MULTISCREEN (+ FIRST CONTACT)¹ | 10 – 10 O'clock | Mo. – Sat./ Sun.

BASIC / DELUXE

Desktop: Billboard / Billboard (100/1) / Dynamic Fireplace / Bridge Ad / Catalogue Ad (Exp. Sitebar) / Cinematic Ad² / Curtain Dropper² / (Dynamic) Sitebar / Double Dynamic Sitebar / Fireplace / Image Reveal Ad / TwoFace Ad³ / Video Wall² / Wallpaper / Special ads on demand

Mobile (MEW + App): Sticky Lead Ad (4:1/6:1) & Medium Rectangle / Content Ad 1:1 / Catalogue Ad (Exp. MMR) / Cube Ad (MMR) / Gallery Ad (MMR) / Interscroller / Mobile Click & Swipe / TwoFace Ad³ / Understitial / Mobile Welcome Ad / Mobile Halfpage Ad

SUPREME

Desktop: Big Stage⁴ (Automatic Pre Expanding Video Wall)

Mobile (MEW + App): (Video) Lead Ad 2:1 + (Video) Interscroller

[Go to our specifications](#)

| PACKAGE ⁵ | GUARANTEE | RUN TIME | PRICING BASIC / DELUXE | PRICING SUPREME ⁴ |
|----------------------|---------------|----------|---------------------------|---------------------------------|
| Homerun Day | 200.000 Als | 1 Day | 11.200 € | 14.000 € |
| Homerun Week | 1.200.000 Als | 1 Week | 56.400 € | 72.000 € |

A-TEASER - MULTISCREEN | 10 – 10 Uhr | Mo. – Sat./ Sun.

| PACKAGE | GUARANTEE | RUN TIME ⁶ | PRICING |
|----------|------------|-----------------------|---------|
| A-Teaser | 50.000 Als | 1 Day | 4.500 € |

- 1) The selected desktop and both mobile formats (lead ad + main advertising medium) are relevant to the guarantee and billing. If the lead ad is not delivered, the selected mobile main advertising medium is delivered as an ROS placement on the booked day in order to achieve the booked guarantee amount.
- 2) FC 1, a reminder billboard remains | A billboard is required for tablet | With the video wall, the video only loops once | Further reminder advertising media on request | Cinematic Ad: no additional background coloring possible.
- 3) A billboard is required for tablet | no video | Mobile the ad is displayed in the interscroller.
- 4) FC 1/day for the animation, a fallback remains, plus creation costs of € 4,800 for creation by MI, lead time of at least 15 work days from delivery of the assets (video, image material, etc.) The stationary big stage advertising material is displayed on the homepage. The fallback advertising material is played on the ROS. Additional editorial approval required.
- 5) Incl. First Contact, Sat. & Sun.=1 day | Exclusivity on the homepage except CMS areas, e.g. home teaser and taboola.
- 6) Saturday and Sunday count together as one day.

NATIVE ADVERTISING

ADVERTORIAL¹

| PACKAGE | GUARANTEE | RUN TIME ² | PRICING ³ |
|-----------------------------|---------------|-----------------------|----------------------|
| Advertorial XS ⁴ | 375.000 Als | 2 Weeks | 7.500 € |
| Advertorial S ⁴ | 500.000 Als | 2 Weeks | 10.000 € |
| Advertorial M ⁴ | 1.000.000 Als | 4 Weeks | 17.500 € |
| Advertorial L ⁴ | 1.500.000 Als | 6 Weeks | 22.500 € |

ADVERTORIAL STAGE

| PACKAGE | GUARANTEE | RUN TIME ² | PRICING ³ |
|-------------------|---------------|-----------------------|----------------------|
| Advertorial Stage | 1.500.000 Als | 6 Weeks | 35.000 € |

BRAND STORY Basis Package⁵

| Minimal bookable ⁶ | Guaranteed Page Views Basic Package | Package Pricing Basic Package | Maximum bookable ⁶ |
|-------------------------------|-------------------------------------|-------------------------------|-------------------------------|
| 5.000 Views | 15.000 Views | 50.000 € ⁷ | 20.000 Views |

Add-Ons⁸

Data: Targeting | on selected advertising material
Social Media: Sponsored Posts, Content Posts
Performance: Just Clicks with & without GEO Targeting, Social Engagement Add-On, Lead Add-On
Hub: Stage to collect your Brand Storys
Insight: Integrated Surveys / Quizzes for exciting insights⁹

1) If delivering the required advertising materials for the advertorial independently, please observe the specifications for AdBundle and Mobile Medium Rectangle.
2) Runtime recommendation, adjustable upon request.
3) Additional production costs (not SR- and AR-compatible): €2,000.
4) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle). There is no reach guarantee for exclusive fixed placement (advertising material freely selectable).
5) Runtime: 6 weeks. The lead time must be requested.
6) Scalable page views: from €3.50 gross CPV (Cost per View), SR- and AE-compatible, depending on the booking size and the object.
7) Additional creation costs: up to 15,000 views: €3,500; up to 20,000 views: €4,000; from 20,000 views: €4,500, not discountable or AE-compatible.
8) Further add-on options can be found in [Native Product Factsheet 2026](#).
9) Various formats possible.

NATIVE ADVERTISING

BRAND HUB¹

| PACKAGE | GUARANTEE | RUN TIME | PRICING ² |
|-----------|--------------|----------|----------------------|
| Brand Hub | 15.000 Views | 8 Weeks | 52.500 € |

PRODUCT STORY

| PACKAGE | GUARANTEE | RUN TIME | PRICING ³ |
|---------------|-----------------------------|----------|----------------------|
| Product Story | 1.700.000 AIs & 9.000 Views | 4 Weeks | 33.750 € |

Add-Ons⁴

Data: Targeting | On selected advertising material

Social Media: Sponsored Posts, Content Posts

Performance: Just Clicks with & without GEO Targeting, Social Engagement Add-On, Lead Add-On

Hub: Stage to collect your Product Storys

Insight: Integrated Surveys / Quizzes for exciting Insights⁵

1) Additional Brand Storys can be booked.

2) Plus creation costs (not SR- and AE-eligible); 10,000 €.

3) Plus creation costs: €3,000 (not SR- or AE-eligible). Basic review of the content of financial service providers; if necessary and subject to necessary adjustment of the product variant and/or the guaranteed views.

4) Further add-on options can be found in [Native Product Factsheet 2026](#).

5) Various formats possible.

NATIVE ADVERTISING

VIDEO PRODUCT STORY

A Product Story that is extended by a specially produced 90-second video to present the product even better. The native product video and an additional reel format are then made available for your own use.

| PACKAGE | GUARANTEE | RUN TIME | PRICING ¹ |
|---------------------|-----------------------------|----------|----------------------|
| Video Product Story | 1.700.000 AIs & 9.000 Views | 4 Weeks | 33.750 € |

THEME SPECIAL

| PACKAGE | GUARANTEE | RUN TIME ² | PRICING ³ |
|-----------------|---------------|-----------------------|----------------------|
| Theme Special S | 300.000 AIs | 1 Weeks | 13.000 € |
| Theme Special M | 600.000 AIs | 2 Weeks | 23.000 € |
| Theme Special L | 1.200.000 AIs | 4 Weeks | 36.000 € |

STICKY BAR⁴

| BOOK | GUARANTEE | RUN TIME | PRICING ⁵ |
|------------|---------------|----------|----------------------|
| TRAVELBOOK | 10.000 clicks | 4 Weeks | 5.700 € |
| TECHBOOK | 10.000 clicks | 4 Weeks | 5.700 € |
| FITBOOK | 10.000 clicks | 4 Weeks | 5.700 € |
| myHOMEBOOK | 10.000 clicks | 4 Weeks | 5.700 € |
| PETBOOK | 3.000 clicks | 4 Weeks | 2.800 € |

1) Plus creation costs Product Story: €3,000 (not eligible for SR or AE). Fundamental review of the content from financial service providers; if applicable and subject to necessary adjustment of the product variant and/or the guaranteed views. Plus video creation costs: €5,600 (not eligible for SR or AE), depending on effort, individually. Product must be provided.

2) Runtime recommendation: adjustable upon request.

3) Plus production costs (not eligible for SR or AR): €2,000. Attention: In the content design of the editorial topic special, the principle of editorial sovereignty applies; for compliance reasons, no customer-specific topic specials can be implemented (e.g. "The Big Musterland Special presented by Musterland").

4) Sticky Bar only in combination with media or as a booking for at least 3 months. In the case of an exclusive takeover home booking, the Sticky Bar is suspended.

5) Not discountable, not eligible for AE or AR, not combinable with data products.

SOCIAL MEDIA

FACEBOOK SPONSORED POST¹

A true classic among our social post offers. With joint authorship with our journalistic brands, you benefit from the credibility and reach as well as the high engagement rate on social networks! The package includes 4 posts.

| PACKAGE | AIs à 4 POSTS | PRICING ² |
|-------------------------|---------------|----------------------|
| Facebook Sponsored Post | 800.000 AIs | 16.000 € |

INSTAGRAM SPONSORED POST¹

Do you want to be on the trend platform par excellence? Join us in reaching users with expressive images and videos. The package includes 4 posts.

| PACKAGE | AIs à 4 POSTS / STORIES | PRICING ² |
|--------------------------|-------------------------|----------------------|
| Instagram Sponsored Post | 200.000 AIs | 10.000 € |

PINTEREST SPONSORED POST

Do you want to inspire your target group? Then Pinterest is the right place for you! Create awareness with powerful sponsored posts with joint sendership with our brands! The package includes 4 posts.

| PACKAGE | AIs à 4 POSTS | PRICING ² |
|--------------------------|---------------|----------------------|
| Pinterest Sponsored Post | 400.000 AIs | 20.000 € |

VERTICAL STORY

DiThe Vertical Story takes place in vertical format via Instagram and Snapchat and is the ideal target group extension for you to reach a younger user base!

| PACKAGE | AIs à 4 POSTS / STORIES | PRICING ² |
|-------------------|-------------------------|-----------------------|
| Booster Paket | 15.000 AIs | 40.000 € ³ |
| Stand Alone Paket | 30.000 AIs | 80.000 € ⁴ |

1) Material for Instagram or Facebook must be delivered at least 5 days in advance.

2) Prices plus €800 creation costs, Instagram Stories €1,600 (not SR or AE eligible).

3) Plus creation costs: €5,000 (not SR or AE eligible). Can only be booked in combination with a regular brand or product story.

4) Plus creation costs: €8,000 (not SR or AE eligible).

VIDEOSPONSORING

SCALABLE VIDEO SPONSORING - COMPONENTS

LOGO INTEGRATION IN VIDEO

- Presenter Clip „präsentiert von“ (presented by)
- Bänderole (5 sec.)
- Outro Clip „präsentiert von“ (presented by)

MEDIA COMPONENTS

- Media Package Multiscreen on all video article pages¹
- Media Package Multiscreen in ROS for traffic delivery

VIDEO SPONSORING BASIC PACKAGE

| PACKAGE | GUARANTEED VIEWS | GUARANTEED AIS | RUN TIME | PRICING |
|---|--------------------------|----------------|----------|-----------------------|
| Video Sponsoring Basic Package ² | 5.000 Views ³ | 200.000 AIS | 4 Weeks | 22.000 € ⁴ |

VIDEO SPONSORING SPECIAL FORMATS

| | | | | |
|---------------------------|--|-------------|---------|----------------------|
| TRAVELBOOK Places | 3.000 Views 12.000 Views ⁵ | 50.000 AIS | 4 Weeks | 6.760 € ⁴ |
| FITBOOK Everyday athletes | 10.000 Views | 100.000 AIS | 4 Weeks | 8.200 € ⁴ |

Possible ADD-ONS (BASIC PACKAGE)

| PACKAGE | GUARANTEE | RUN TIME | PRICING |
|-------------------|------------------------------|-----------------------------|-------------------------|
| Advertorial S | 500.000 AIS | 2 Weeks | 10.000 € ⁶ |
| Brand Story Basic | 15.000 Views | 2 weeks | 50.000 € ⁷ |
| Product Story | 1.700.000 AIS 9.000 Views | 4 Weeks | 33.750 € ⁸ |
| Product Placement | Equals episode guarantee | Beyond the episode run time | ab 5.000 € ⁹ |

For existing video formats, a lead time of 2 weeks applies. For new/individual formats, a lead time of 2 months and a minimum purchase of 5 episodes apply. A season consists of a maximum of 10 episodes.

- 1) Additional fixed placement on the stage is only available from a minimum purchase of 5 episodes, if a stage is available.
- 2) A booking must include at least one logo integration component and a media package.
- 3) When booking more than one episode, the views of all videos count towards the total guarantee.
- 4) SR, AR & AE eligible. Plus 500 € creation costs. Creation costs are not eligible for SR or AE.
- 5) For video package 1 episode (3,000 views) / for video package 4 episodes (12,000 views).
- 6) Plus € 2,000 creation costs. Creation costs are not eligible for SR or AE.
- 7) Plus € 4,000 creation costs. Creation costs are not eligible for SR or AE.
- 8) Plus € 3,000 creation costs. Creation costs are not eligible for SR or AE.
- 9) Price per season per setting (location/situation) € 5,000 to max. € 10,000. Variations possible depending on integration. Costs are not SR- or AE-eligible.

STRATEGIC PARTNERSHIP

STRATEGIC PARTNERSHIP

| PACKAGE | RUN TIME | PRICING |
|----------------------|---------------|----------------|
| Co-Partnership Light | from 3 Months | from 150.000 € |
| Co-Partnership | from 3 Months | from 250.000 € |
| Premium-Partnership | from 6 Months | from 500.000 € |

POSSIBLE COMPONENTS

STORYTELLING

Brand Storys, Product Storys, Advertorials

MEDIA & BRANDING

Home Run, A-Teaser, Theme Special, Display (RoS)

VIDEO

Sponsoring of Video Content + Product Placement + Media

DEEP INTEGRATION

Logo integration^{2,3}, Exklusivity^{3,4}, In-Article Widgets, Newsletter Integration, Sticky Bar, Notifications, flafship activities (incl. Market research)³

EVENTS

Small (20 people) and large Events in the form of brunch, dinner or panel possible in cooperation with the BOOKSfamily editorial team.⁵

- 1) With Co-Partnership Light, only limited components are available.
- 2) Not included in Co-Partnership.
- 3) Not included in Co-Partnership Light.
- 4) Possible in Co-Partnership as industry exclusivity.
- 5) Details and prices individually upon request.

TKP RATECARD

| MULTISCREEN DISPLAY (Mobile, Desktop, Tablet) | | | | | | | |
|---|---|------|------------------------------------|--------------------------|-------------------------------|------|--|
| | AdBundle, Skyscraper, Superbanner, Native Style Ads, 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 & Custvom | 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, Understitial-Interscroller ₂ , Prestitial (in App) ₃ , Mobile Halfpage Ad | RoS & Custom | 72 € | RoS & Custom | 82 € | RoS & Custom | 92 € | RoS & Custom 97€ |
| VIDEO | | | | | | | |
| InText on start, Outstream up to incl. Ad ₄ 20 sec. | RoS & Custom | 60 € | X-Stream Ad ₆ | up incl. 20 sec. | RoS | 55 € | |
| (Live) Stream Ad ₅ up incl. 20 sec. | RoS & Custom | 85€ | YouTube ₇ | PreRoll up incl. 20 sec. | RoS & Custom | 85€ | |
| Muted Instream Ad ₈ up incl. 30 sec. | RoS & Custom | 65€ | Vertical Video „PLAY“ ₉ | up incl. 20 sec. | RoS & Custom | 75€ | |
| MULTISCREEN - Traffic distribution between stationary and mobile is based on availability DISPLAY ROP - incl. a targeting of your choice (options: Socio, Regio Standard, Interest, Contextual, Perfect Fit) / Further targetings additive according to targeting price list; exception ID-based targeting | | | | | | | |

Additional Options

| | |
|--------------------------------|--|
| Video Wall | Desktop only, RoS & Custom: 90 € TKP ₁₀ |
| Desktop Only | Highest price category plus € 10 CPM surcharge |
| Mobile Only | Highest price category |
| Other video formats on request | |

- 1) In RoP and RoS on selected pages. Not bookable on BILD or SPORT BILD.
- 2) In the mobile interscroller, a vertical video can also be delivered, muted with click to play. Gross CPM: €92.
- 3) Exclusively bookable in-app. Delivery takes place with FC 1/campaign.
- 4) Overlength (21–30 sec.) + €20 CPM // Short spots (7–15 sec.) – €10 CPM // VPAID + €10 CPM // Paid targeting possible subject to CPM surcharge.
- 5) Bookable in the WELT TV livestream, BILD event livestream, 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 incl. 6 sec.) – €10 CPM. Overlength (31+ sec.) upon request, cost surcharge depending on overlength. Technical targeting (device, time, geo) across the entire OTT inventory. Targeting on CTV is subject to a gross surcharge of €30. Personalized and regionalized targeting (socio, interest, persona, AdUp standard) on web inventory only. Paid targeting possible subject to CPM surcharge.
- 6) Bookable on selected pages. Overlength (21–30 sec.) + €20 CPM // Short spots (up to and incl. 6 sec.) – €10 CPM.
- 7) Additional formats: bumper (up to and incl. 6 sec.) – RoS & custom €65, sponsorship (up to and incl. 20 sec.) – RoS & custom €100. Targeting possible (regional + socio): + €11 CPM surcharge per targeting criterion. RoP: programmatically available.
- 8) Bookable on AUTO BILD, BILD, COMPUTER BILD, SPORT BILD and WELT (desktop and MEW). Bookable multiscreen only. Short spots (up to and incl. 6 sec.) – €10 CPM.
- 9) Vertical video in PLAY always starts with sound within the PLAY carousel.
- 10) FC 1/24h: as a reminder, a billboard or a sitebar is delivered (on tablets, only the billboard is delivered), other formats upon request. Bookable on the following pages: businessinsider.de, autobild.de, computerbild.de, fitbook.de, myhomebook.de, petbook.de, techbook.de, travelbook.de. Special features on bild.de: exclusively bookable as a fixed placement, FC 1/24h, no autoplay, subject to editorial approval, limitation to one-time looping.