

# personal, powerful

# programmatic 2026

with you, for you, made for impact

konzipiert von  
media **impact** —  
den kreativsten kundenverstehher  
deutschlands\_

# what do we bring **to the table?**

**90%**

customer satisfaction with digital campaigns

**45**

million user

**14**

digital brands



# beyond the open market

## direct partnerships for greater benefits

### Maximum cost efficiency

Find the best price for your campaign and drive ROI

### Premium journalism

Reach engaged audiences in an environment they trust

### Exclusive premium placements

Unlock more premium working media and efficient scale

### High-impact formats

Leave a lasting impression with formats you can't get elsewhere

1

2

3

4

# our environment, our responsibility

## „we empower a greener future“

### Emissions by scopes

Our scope 2 and scope 3 emissions fell by **7.6%** overall

In **Q1 2024** our Science-Based Target will be submitted to the SBTi.



CO2-emissions  
**-7,2%**

Our total emissions decreased by 7.2% in 2023

By 2045, we will reduce our emissions by

**90%**

### important step

Starting in fiscal year 2024, we will offset all remaining non-reducible emissions annually.

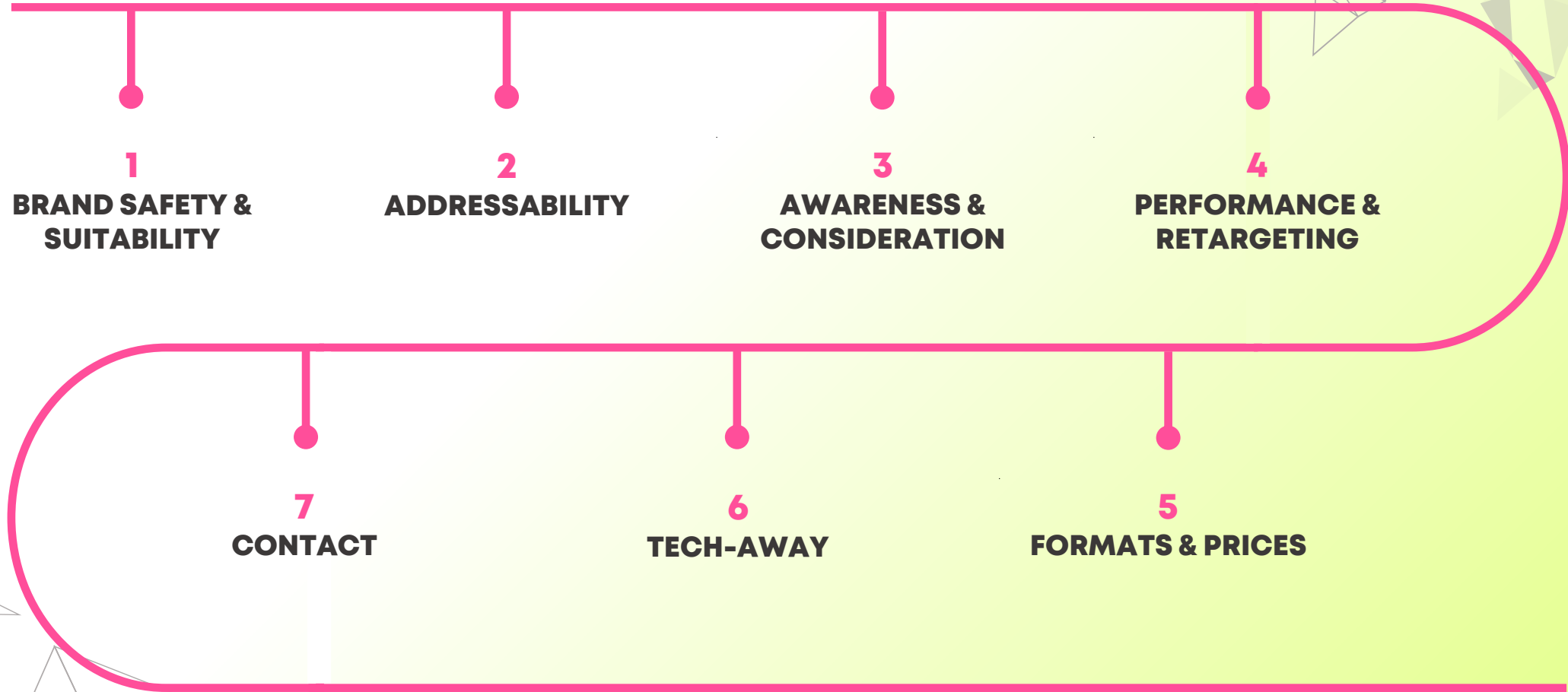


# programmatically 2026

## more about you

your goals, our mission

# your goals, our mission



safety first

**brand safety &  
brand suitability**

we do it all

# tailored, brand-suitable solutions designed for you

The name says it all: brand suitability measures must fit each brand. That's why we offer custom, **brand-suitable concepts** for every brand and every need.

## Broad portfolio<sup>1</sup>



**& MANY MORE**

## Beyond news and politics

For example, on our **“Second Home”** of the BILD Sports Channel.



## Personalized targeting

Reach your audience safely with custom brand-safe **keyword targeting** and **individual keyword lists**.

## Close client support

Benefit from tailored consulting to ensure the **best possible customer service**.

<sup>1</sup> Source: AGOF daily digital facts; base: 16+ years, single month December 2022; media combination MII-Portfolio 2024.

# because we take **responsibility**

## Legal safety

- ✓ With our quality journalism, we ensure a safe advertising environment by complying with and upholding German legislation.
- ✓ The following types of content are therefore excluded, among others: Calls for violence, incitement of hatred, terrorism, illegal gambling, and more.<sup>1</sup>

## Risk management

- ✓ Our editorial teams flag particularly critical videos to ensure they remain automatically ad-free.
- ✓ Using the OVK Brand Safety Classifier, we categorize our content according to the recognized IAB taxonomy<sup>2</sup> and mark “sensitive” content.
- 🏷️ 2€ surcharge on your volume booking.

## Brand suitability

- ✓ We offer individual brand suitability measures that go beyond legal safety — for example, through secure audience targeting using custom brand-suitable contextual targeting and individual keyword lists.
- 🏷️ 4€ surcharge on your volume booking.

<sup>1</sup>Whitepaper “Brand Safety”, OWM/BVDW, September 2024

<sup>2</sup>The IAB content taxonomy helps publishers categorize content (e.g., “Sports” or “Wellness”) to organize it and minimize risks related to sensitive data.



# redefining reach **adressability**

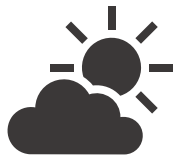
for the future of digital advertising

# all targeting options at Media Impact

## NON-COOKIE-BASED TARGETING

## 1ST PARTY COOKIE-BASED TARGETING

NON-CONSENT



Weather



Region



B2B



Contextual



Socio



Persona



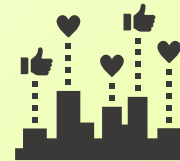
Perfect Fit



Interest/  
Customized



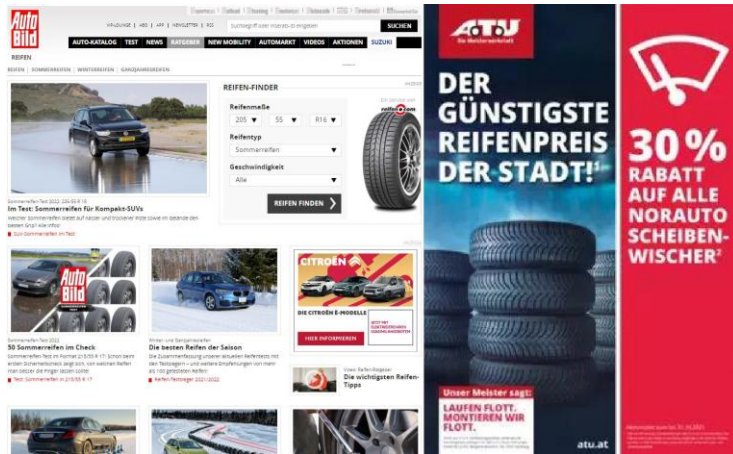
Retargeting 2.0



Engagement

# contextual + interest = perfect-fit

+200% Uplift  
CTR vs. Peers\*



## Your ads in matching articles

Portfolio-wide coverage across all thematically relevant articles.<sup>1</sup>

**Formats:** freely selectable

**Aufschlag: 2€**

<sup>1</sup>through kontextuelles<sup>1</sup>through contextual targeting.  
<sup>2</sup>via interest targeting  
\*Industry campaign averages from 2020-2022 Q1Targeting

## Your ads for all “heavy users”

Portfolio-wide delivery for all (heavy) users<sup>2</sup> who read multiple articles on the same topic – regardless of the specific content.

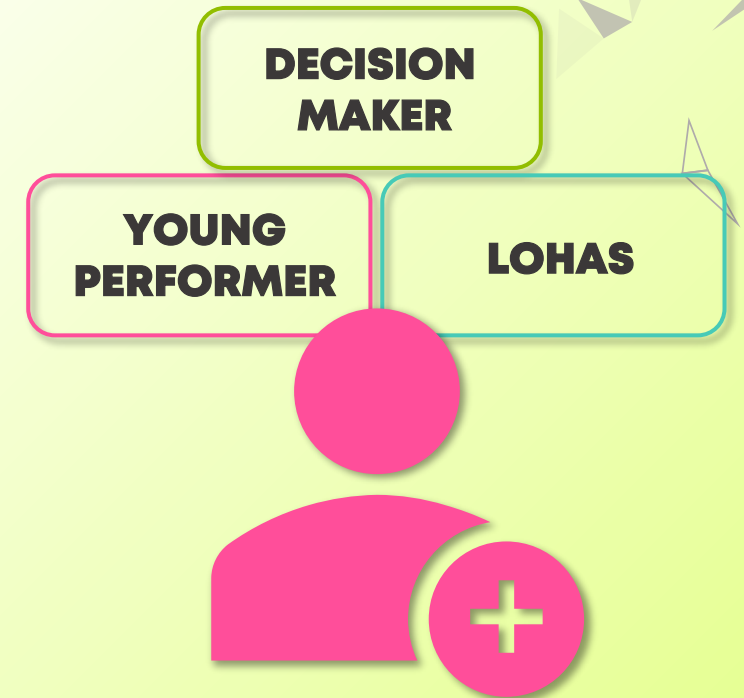
# data-driven personas for smarter targeting

- Each **Persona**<sup>1</sup> we create combines **sociodemographic characteristics** such as age, gender, and household income with **behavioral traits**, **attitudes**, and **interests**.
- Personas are modeled and profiled using state-of-the-art machine learning algorithms **based on our first-party data**.

**Formate:** freely selectable

**Delivery:** ROP

**Brutto TKP:** 4€ surcharge on your volume booking



<sup>1</sup> A persona represents the ideal typical member of a target group.

# engagement-targeting

The goal is to reach only those users who have shown **increased interest** in products from a specific category.

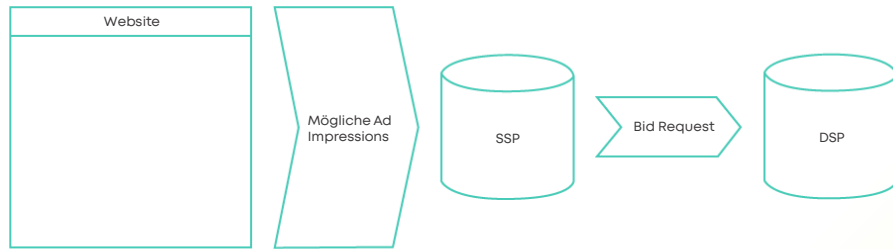
Target only the **relevant users**, those who have proactively interacted with a display or video ad.

<b>26 PRODUCT CATEGORIES</b>	AUTOMOTIVE	OFFICE	REAL ESTATE
	INSURANCE	LOGISTICS	PHARMA
	COMMODITIES	INDUSTRY	TECHNOLOGY
	EDUCATION	GASTRONOMY	TRAVEL
	EROTIC	HANDCRAFT	SERVICES
	FOOD & DRINKS	HEALTH&CARE	GAMBLING
	LEISURE ACTIVITIES	CONSTRUCTION	
	MEDIA & ENTERTAINING	INVESTMENT & FINANCE	
	CLOTHING&ACCESSOIRES	ENERGY PROVIDER	
	NPO/ADMINISTRATIVES		

# supply path optimization (SPO)

## Single SSP approach

there is a 1 : 1 relationship between SSP and DSP

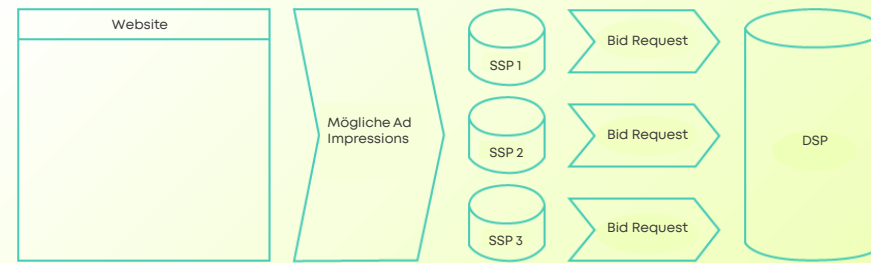


Due to **bid throttling** and possibly non-existent cookie matching, the SSP does not send every possible ad impression as a bid request to the DSP. This means that some **ad impressions** are not available to the DSP because they have been "filtered".

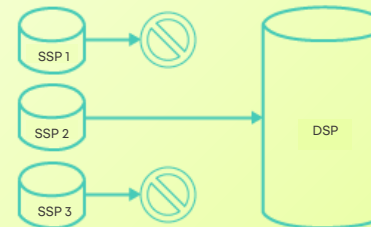


## Single SSP approach

there is an n : 1 relationship between SSP(s) and DSP



All possible ad impressions are available to all SSPs. As the DSP is requested by several SSPs, the probability that the ad impression will be made available to the DSP is significantly higher.



# what are the **advantages?**

## **WE HAVE TESTED AND FOUND OUT THE FOLLOWING:**

- The bid requests sent vary, sometimes up to 64% (bid throttling)
- The bid rate is different.
- Relevant sales were generated in each SSP and the overall reach across all deals was increased.
- The clearing price was almost the same for all deals

## **WE WERE ABLE TO IDENTIFY THE FOLLOWING ADVANTAGES:**

- Access to more unique users
- Access to more ad impressions
- More working media (fewer tech fees)
- All other advantages of the Private Auction

## **HOW CAN WE SUPPORT YOU?**

- Multi-size deals to reduce effort
- A range of seven SSPs available for deals (Xandr, GAM, Pubmatic, Magnite, Adform, Yieldlab, Amazon)
- A recommendation for the top 3 SSP-DSP combinations





all eyes on you  
**awareness &  
consideration**

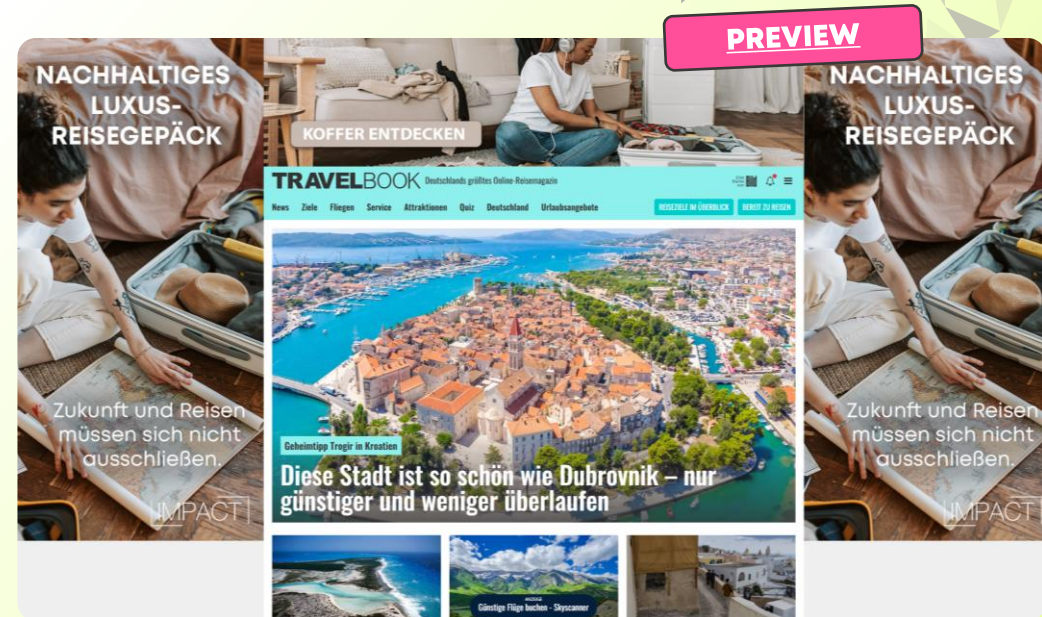
visibility, relevance, smart decisions

# premium formats in the private auction



## DOUBLE DYNAMIC SITEBAR

Thanks to its dynamic adjustment to screen size, the sidebar is always fully visible and perfectly optimized for different display dimensions.



## DYNAMIC FIREPLACE

The Dynamic Fireplace offers generous ad space with sticky sidebars, ensuring strong visibility and lasting impact for your campaign.

# big stage

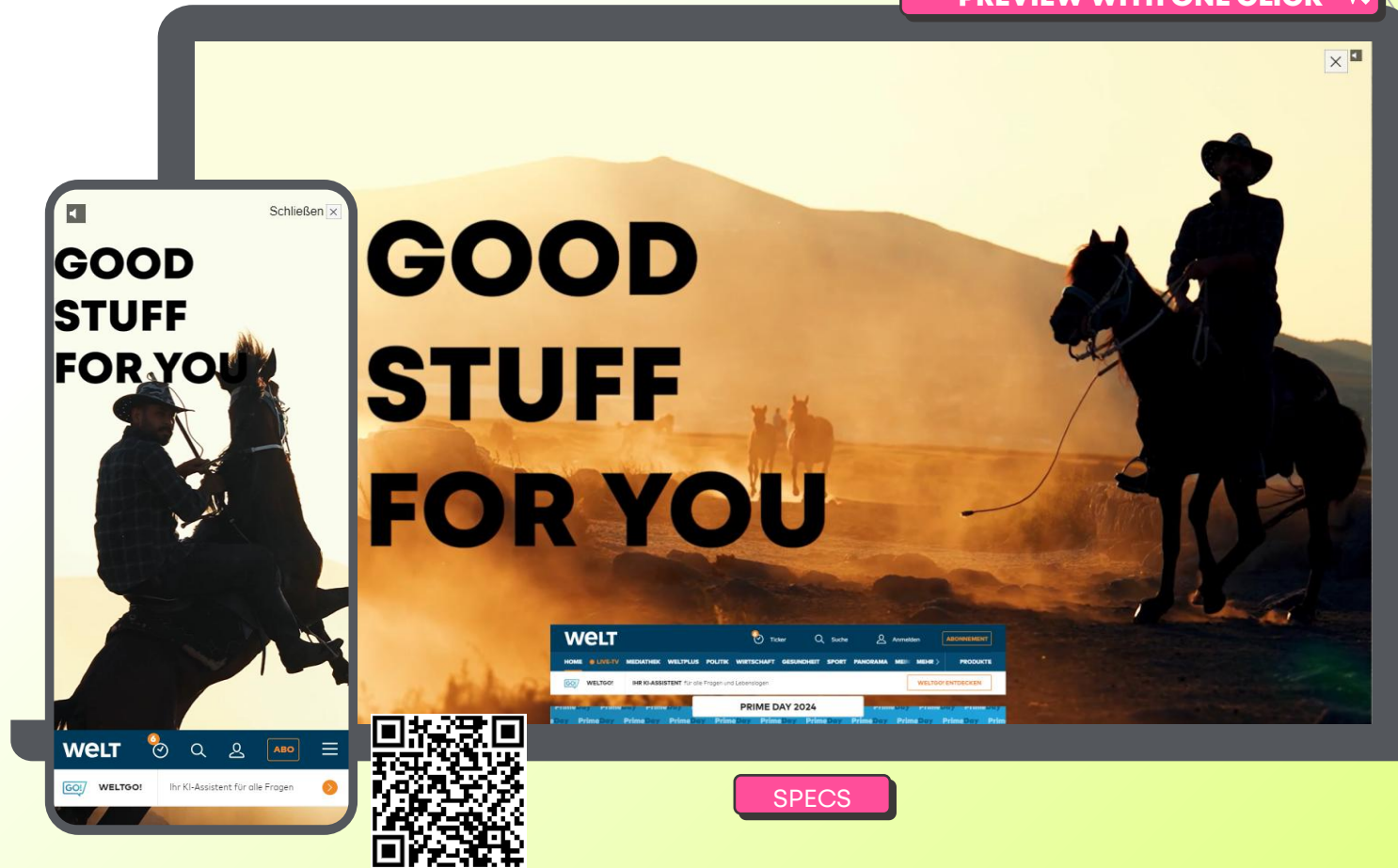
## SURPRISING AND EXTENSIVE!

With the Big Stage, you present your video on the homepage in the entire portfolio - directly in the visible area!

Initially the content is pushed to the bottom, your video starts automatically and after 8 seconds the content is pushed back to the top and reminder advertising material stays.

You can find the technical specifications and ad format dimensions at: <https://www.mediaimpact.de/specs/>  
FCI/global, not bookable in-app (a medium rectangle ad is used as fallback in the app)  
Delivery is exclusively via Wi-Fi  
The ad is displayed only on the homepage

PREVIEW WITH ONE CLICK



SPECS

# display channels

## REACH YOUR TARGET AUDIENCE IN TOPIC-RELEVANT ENVIRONMENTS

Media Impact brings together **high-quality** and **high-reach** content across 19 exciting themes within our strong portfolio.

From automotive and sports to food and health, we generate **maximum attention** within your target audience.

UMFELD	REICHWEITE*		
AUTO	2,89 Mio	MEN	31,63 Mio
BEAUTY & FASHION	3,79 Mio	NEWS	24,82 Mio
ENTERTAINMENT	19,13 Mio	ADVICE	14,25 Mio
FAMILY	19,19 Mio	TRAVEL	3,65 Mio
FOOD	2,89 Mio	SPORTS	19,94 Mio
WOMEN	12,76 Mio	TECHNOLOGY	11,60 Mio
SOCCER	17,16 Mio	DECISION MAKERS & B2B	21 Mio
HEALTH	4,01 Mio	TRENDS	6,68 Mio
JOB & CAREER	14,45 Mio	BUSINESS & FINANCE	21 Mio
LIFESTYLE	14,53 Mio	<b>MULTISCREEN MONTHLY UU**</b>	

\* AGOF digital facts, Basis: digital total, December 2022

\*\* Reach subject to publisher adjustments; values may vary

# online video product

**How it works:** Instream video ads with a length of up to 30 sec. (non-skippable). Displayed with high attention before (Prerolls) and in (Midrolls) our high-quality content videos.

**Booking options:** ROS on BILD, WELT, ComputerBILD, SportBILD and AutoBILD bookable. Programmatic only (PA, PD, PG)

**Note:** Only bookable as multiscreen.

**floorpreis: 10€**

1. According to IAB standard  
2. Average monthly total reach



# vertical video: let's **PLAY.**

**Fullscreen:** Your video appears in the same immersive style as our editorial content — for maximum visibility without any distractions.

**Content-aligned:** Your campaign blends seamlessly into our editorial environment, creating a truly native user experience.

**Prominent placement:** Easy access for our users on BILD, SPORTBILD and WELT ensures maximum reach.

**InFeed Vertical Video:** 9:16 video format on BILD.de ROS and SPORTBILD.de ROS.

## Technical requirements:

- Up to 30 seconds
- 9:16 aspect ratio
- resolution 1080 x 1920px
- respect safe areas (top/bottom 10% left/right 5%)

**Floor price: 8€**

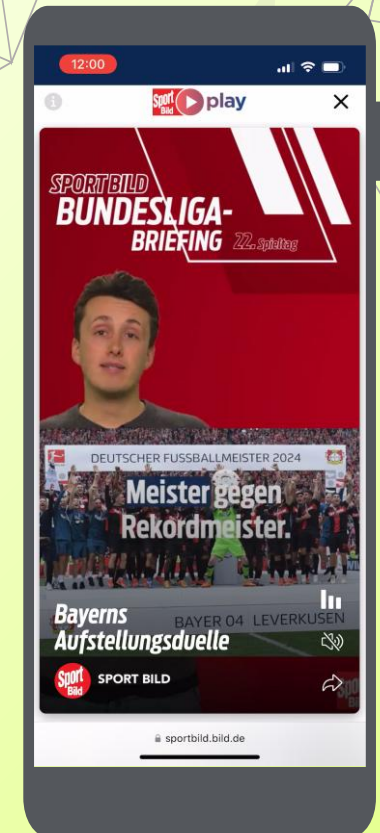
**NEW:  
Now for All Deal Types !!**



**ca. 1:30 MIN**  
Average time spent



**ca. 2 MIO.**  
Video views / month



**ca. 99K**  
Video views / month

# ott & ctv video

VTR: >95%<sup>1</sup>

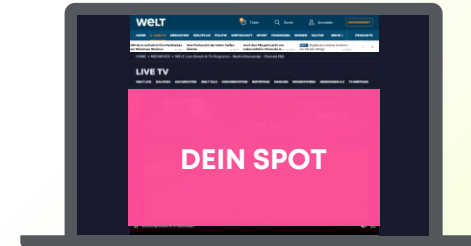
BRAND SAFE

TARGETING OPTIONS<sup>2</sup>

1) Average value, Media Impact AdServer

2) Geo, technical, and time-based targeting, as well as targeting via IP address

## WELT TV - Livestream



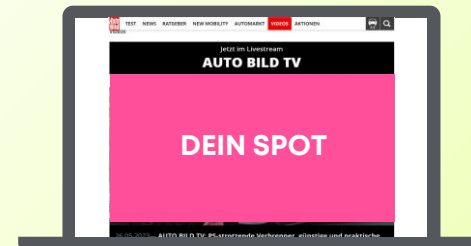
24/7 livestream with news, stock market updates, and documentaries

## BILD Event- Livestream



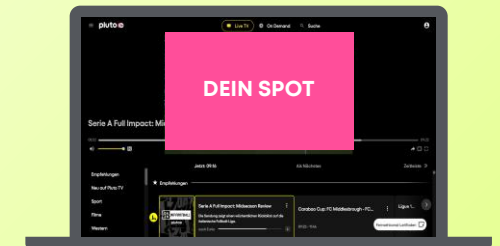
Livestreams for selected events, celebrity shows, and sports — including DYN (handball and basketball leagues)

## FAST-Channels



24/7 livestreams: AUTO BILD: All about mobility  
BILD: Best of BILD  
COMPUTER BILD: Tech made simple  
SPORT BILD: Everything sports

## PLUTO TV



Livestream & on-demand content  
150+ channels covering a wide range of topics (Entertainment, Kids, Sport, Family, Music & Culture, Fashion & Lifestyle, Business & Finance)



reconnect

# performance & retargeting

reach. reconnect. convert.

# our display standard formats

## DESKTOP / MULTISCREEN

AdBundle (728x90, 120/160x600, 300x250)

Billboard (970x250, 800x250)

(sticky) Halfpage Ad (300x600)

Dynamic Sitebar (min. 300x600)

Wallpaper (728x90 + 120x600)

Native (300x250, 300x600, 970x250, 800x250, 320x50)

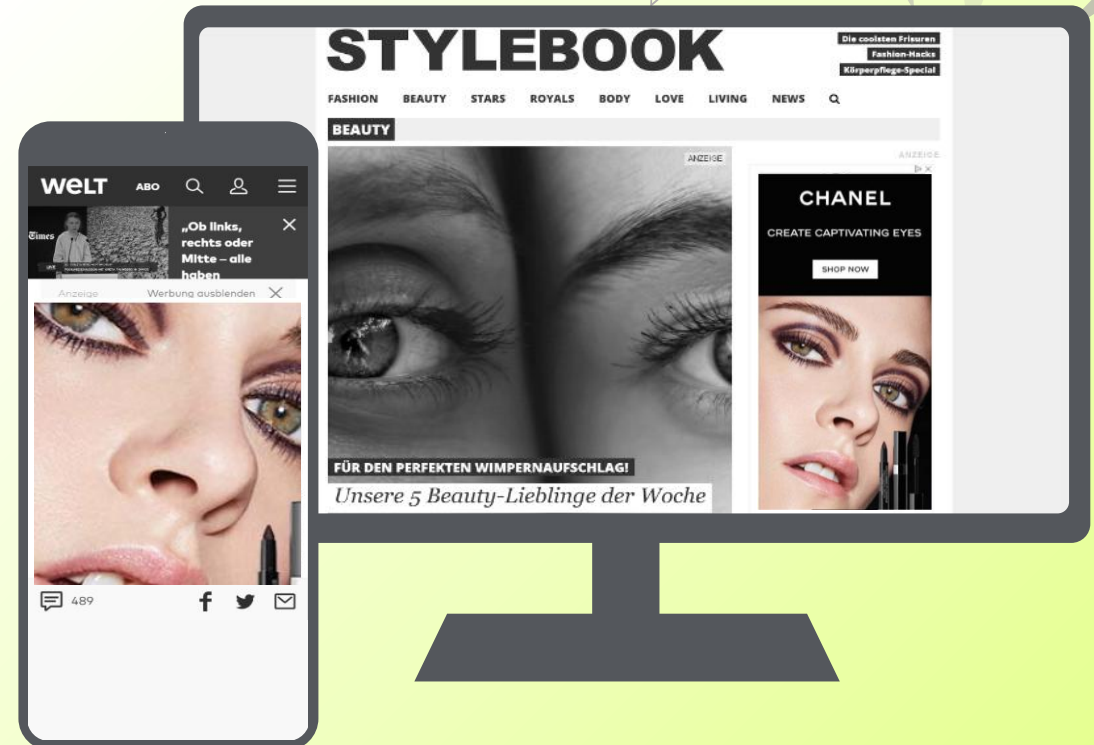
## MOBILE – MEW & IN APP

Mobile Medium Rectangle (300x250)

Content Ad (320x50, 320x75/80, 320x160, 300x150)

Mobile Content Ad XL<sup>1</sup> (320x480)

Multiscreen HPA (300x600)



1) Not bookable in-app

# programmatic native with preview

The **layout** automatically adapts to the respective website.

The **message** stands out through custom highlights (e.g. colored CTA button).

Available in rotation, with targeting, by channel, or on **individual pages.**

## Formats:

- M-Rec, Sticky HPA, Billboard and Content Ad
- SSP: Xandr or GAM

## Xandr Preview Tool:

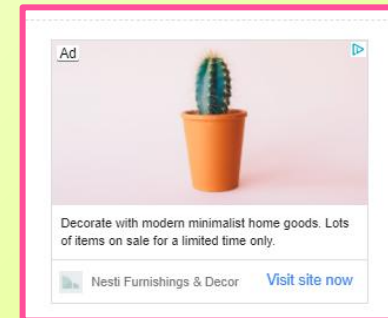
- Buyers can create a preview of their creatives before purchase: (<https://adtechnology.axelspringer.com/tools/nativeAds2020/>)

**Also available as Flex Price Deals.**



**SSP: Xandr**

**SSP: GAM**



# flex price deals

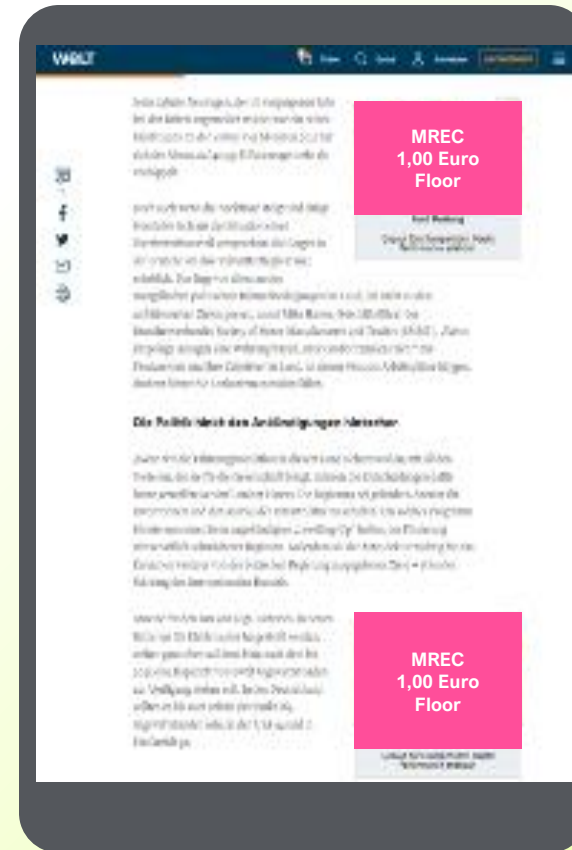
Through **dynamic floor pricing**, the media impact inventory is offered at granular floor prices at placement level.

## FLOOR PRICE DEAL:

- Cross-deal and placement-independent
- The floor price is known and always the same
- Areas, performance and KPI-independent

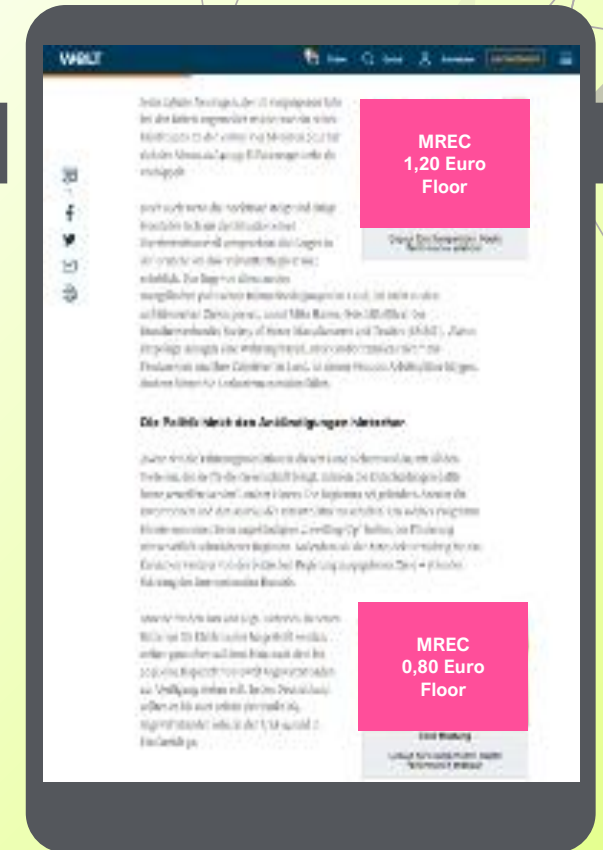
## FLEX PRICE DEALS:

- Floor price at placement level, based on demand
- Transfer of OMP logic to PMP
- No SSP costs incurred as in the OMP
- More budget for media buying
- Commitment-capable



**FLOOR PRICE DEAL FOR MREC**

**1,00 €**



**FLEX PRICE DEAL FOR MREC**

**0,50 – 1,50 €**



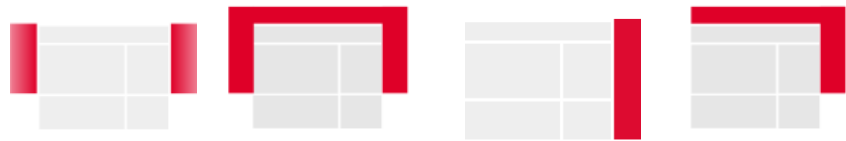
overview

# formats & prices at a glance

quick and easy: what, how much, and where

# programmatic display pricing 2026

## PREMIUM FORMATS (PMP)



Double Dynamic Sitebar<sup>2</sup>  
(1000x1000)

Dynamic Sitebar  
(min. 300x600, 500x1000)

Dynamic Fireplace<sup>2</sup>  
(1000x600)

Wallpaper Ad<sup>2</sup>  
(728x90 + 120x600)

RON Floor 14,00 €

RON Floor 4,50 €

PMP ONLY

PMP ONLY

ROC Floor: 17,50 €

ROC Floor: 6,00 €

## STANDARD FORMATS



Billboard<sup>1</sup>  
(970x250; 800x250)

Multiscreen HPA  
(300x600)

Ad Bundle (728x90;  
300x250; 120/160x600)

Mobile Content Ad<sup>1</sup>  
(320x50; 320x75/80;  
320x100)

HPA Sticky  
(300x600)

Mobile Content Ad XL  
(320x480)

Mobile MREC<sup>1</sup>  
(300x250)

RON Floor 3,00 €

RON Floor 2,50 €

RON Floor 1,00 €

RON Floor 0,50 €

RON Flex<sup>3</sup>: 2,50 – 3,50 €

RON Flex<sup>3</sup>: 2,00 – 3,00 €

RON Flex<sup>3</sup>: 0,50 – 1,50 €

RON Flex<sup>3</sup>: 0,30 – 0,70 €

ROC Floor: 3,50 €

ROC Floor: 3,00 €

ROC Floor: 1,50 €

ROC Floor: 0,70 €

<sup>1</sup> Billboard, Sticky HPA, M-Rec and Mobile Content Ad can be booked as native ads.

<sup>2</sup> A template from Media Impact is required for the Double Dynamic Sitebar, the Dynamic Fireplace and the Wallpaper.

<sup>3</sup> For floor price deals, the floor is always set the same, regardless of the placement. For flex price deals, the floor price is set within the range at placement level. Flex price deals are only available for RON standard formats without targeting.

Floor prices and floor ranges may vary seasonally and are not binding. Fixed price deals on request.

# programmatic video pricing 2026

## INSTREAM

## ACCOMPANYING CONTENT

## OUTSTREAM

## VERTICAL VIDEO „PLAY“



(LIVE)stream Ad - OTT/CTV\*\*  
RON Floor: 15,00 €  
ROC Floor: 17,00 €



Primary Instream\*  
RON Floor: 17,00 €  
ROC Floor: 19,00 €



X-Stream Ad



Outstream Ad



Bild.Play, Welt.Play,  
Sportbild.Play



Muted Instream  
RON Floor: 5,00 €  
ROC Floor: 7,00 €



Youtube Video Ad  
Programmatic Guaranteed  
PRICE ON DEMAND

RON Floor: 5,00 €  
ROC Floor: 7,00 €

RON Floor: 7,00 €  
ROC Floor: 10,00 €

RON Floor: 8,00 €



Online Video Product  
RON Floor: 10,00 €

\*Initial marketing by Ad Alliance, excluding selected sports as well as entertainment areas on BILD.de, instream ads within concept marketing, betting, and gambling clients. Programmatic Instream deals only via DSP DV360.

\*\* For CTV-Only targeting, there is a surcharge of €6 net.

# programmatic targeting pricing 2026

## STANDARD

Sociodemographics, Interest, Contextual  
(incl. Brand Suitability), Sentiment,  
Kaufberater (Purchase Intent), Retargeting,  
ISP Targeting, and ID-based solutions

—  
*each option is available standalone or in  
combination with  
other standard targetings*

**No surcharge**

## FLEX

Personas,  
incl. Purchase Intent Personas, based on  
Idealo and Bonial data

—  
*with the option for client-specific  
customization and combination with  
standard targetings*





**Surcharge: net 4 €**



# technology that accompanies you **tech-away**

innovation to take away

# deal types

	<p><b>PROGRAMMATIC GUARANTEED</b></p> <p>Guaranteed Premium Inventory / Formats / Audiences</p>
	<p><b>PREFERRED DEAL</b></p> <p>Cherry Picking Higher eCPM / Volume not guaranteed</p>
	<p><b>PRIVATE AUCTION</b></p> <p>Can be set at a fix or flex price</p>
	<p><b>OPEN AUCTION</b></p> <p>No waterfall between open and private auctions</p>

Focus	eCPM	Delivery	Transparency
Premium Inventory / Formats / Audiences	CPM is negotiated	Guaranteed	Full
Specific audience, defined period	CPM is negotiated	Not guaranteed	Full
Specific audience	Auction-based	Not guaranteed	Full
RON	Auction-based	Not guaranteed	Full

# setup overview

SSP	PUBLISHER-ID	DEALTYPEN	Desktop	MEW	Native	Video	Premium Formate
Xandr	7823	PA (Flex), PD, PG	Ad Bundle (728x90, 120/160x600, 300x250) Billboard (970x250, 800x250) (Sticky) Halfpage Ad (300x600) Dyn. Sitebar (300x600, 500x1000)	Medium Rectangle (300x250) Content Ads (320x50, 320x75/80, 320x160, 300x150) Content Ad XL (320x480) Mobile HPA (300x600)	300x250, 300x600, 320x50, 320x100, 728x90, 970x250	Outstream X-Stream Livestream Muted Instream Vertical Video Online Video	Double Dynamic Sitebar (1000x1000) Dynamic Fireplace (1000x600) Adnami Skin (1000x600) Wallpaper (728x90 + 120x600)
Google Ad Manager	5786819153313310	PA, PD, PG	Ad Bundle (728x90, 120/160x600, 300x250) Billboard (970x250, 800x250) (Sticky) Halfpage Ad (300x600) Dyn. Sitebar (300x600, 500x1000)	Medium Rectangle (300x250) Content Ads (320x50, 320x75/80, 320x160, 300x150) Content Ad XL (320x480) Mobile HPA (300x600)	300x250, 300x600, 320x50, 320x100, 728x90, 970x251	Youtube (PG)	Double Dynamic Sitebar (1000x1000) Dynamic Fireplace (1000x600) Adnami Skin (1000x600) Wallpaper (728x90 + 120x600)
Adform	2858	PA, PD	Ad Bundle (728x90, 120/160x600, 300x250) Billboard (970x250, 800x250) (Sticky) Halfpage Ad (300x600) Dyn. Sitebar (300x600, 500x1000)	Medium Rectangle (300x250) Content Ads (320x50, 320x75/80, 320x160, 300x150) Content Ad XL (320x480) Mobile HPA (300x600)		Outstream, X-Stream, Muted Instream, Livestream	
PubMatic	156678	PA, PD	Ad Bundle (728x90, 120/160x600, 300x250) Billboard (970x250, 800x250) (Sticky) Halfpage Ad (300x600) Dyn. Sitebar (300x600, 500x1000)	Medium Rectangle (300x250) Content Ads (320x50, 320x75/80, 320x160, 300x150) Content Ad XL (320x480) Mobile HPA (300x600)	300x250, 300x600, 320x50, 320x100, 728x90, 970x250	Outstream, X-Stream, Muted Instream, Livestream	
Magnite	10113	PA, PD	Ad Bundle (728x90, 120/160x600, 300x250) Billboard (970x250, 800x250) (Sticky) Halfpage Ad (300x600) Dyn. Sitebar (300x600, 500x1000)	Medium Rectangle (300x250) Content Ads (320x50, 320x75/80, 320x160, 300x150) Content Ad XL (320x480) Mobile HPA (300x600)		Outstream, X-Stream, Muted Instream, Livestream	
Yieldlab	453131	PA	Ad Bundle (728x90, 120/160x600, 300x250) Billboard (970x250, 800x250) (Sticky) Halfpage Ad (300x600) Dyn. Sitebar (300x600, 500x1000)	Medium Rectangle (300x250) Content Ads (320x50, 320x75/80, 320x160, 300x150) Content Ad XL (320x480) Mobile HPA (300x600)			

# video - targeting overview

Format	Targeting Options	SSP's	DSP's	Deal Types
Primary Instream	Technical targeting (device, time, geo). Data targeting: socio-demographic, interest-based, contextual, persona, geo-targeting via AdUp (standard: region, Regio Flex), weather.	Xandr	All	PA, PD, PG
Muted Instream	Technical targeting (device, time, geo). Data targeting: socio-demographic, interest-based, contextual, persona, geo-targeting via AdUp (standard: region, Regio Flex), weather.	Xandr	All	PA, PD, PG
(Live)Stream Ad	<b>OTT overall:</b> Technical targeting (device, time, geo). <b>Web only:</b> Data targeting: socio-demographic, interest-based, persona, via AdUp (standard).	Xandr, GAM, Magnite, Pubmatic, Adform, Yieldlab	All	PA, PD, PG
YouTube	Geo & socio-demographic targeting	GAM	DV360	PG
X-Stream Ad <sup>2</sup>	Technical targeting (device, time, geo). Data targeting: socio-demographic, interest-based, contextual, persona, geo-targeting via AdUp (standard: region, Regio Flex), weather.	Xandr	All	PA, PD, PG
Outstream	Technical targeting (device, time, geo).Data targeting: socio-demographic, interest-based, contextual, persona, geo-targeting via AdUp (standard: region, Regio Flex), weather.	Xandr, GAM, Magnite, Pubmatic, Adform, Yieldlab, Amazon	All	PA, PD
Vertical Video	Technical targeting (device, time, geo). Data targeting: socio-demographic, interest-based, persona, geo-targeting via AdUp (standard: region, Regio Flex), weather.	Xandr	All	PA, PD, PG
Online Video	Technical targeting (device, time, geo). Data targeting: socio-demographic, interest-based, persona, via AdUp (standard: region).	Xandr	All	PA, PD, PG

1) Maximum of two targeting criteria recommended.  
2) Targeting refers to the article context.

# your programmatic **contacts**



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# quickly find the right contact



Deal requests / briefings



Products / Pricing



Consulting / personal  
appointment

Your personal Sales contact or

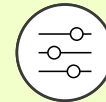
[vlmiprogrammaticbusiness@axelspringer.com](mailto:vlmiprogrammaticbusiness@axelspringer.com)



Troubleshooting / optimization



Brand safety



Technical Setup

Your personal Sales contact or

[deals@mediaimpact.de](mailto:deals@mediaimpact.de)

konzipiert von **media impact** —  
**den kreativsten kundenverstehern**  
**deutschlands\_**