



MEDIA SPECIFICATIONS 2026

AUTO BILD DIGITAL

konzipiert von **media impact** 
dem kreativsten kundenverstehender
deutschlands_

THE NO. 1 FOR AUTOMOTIVE REACH

AUTO BILD Digital is the leading platform for editorial automotive content in the German-speaking world. With a strong presence on desktop, mobile and all relevant social media channels, AUTO BILD is the **digital market leader** for automotive topics.

At AUTO BILD DIGITAL, users find daily updates on new car releases and used cars, complemented by a comprehensive archive of test drive reports and eight special-interest sections – ranging from classic cars to connected cars.

autobild.de offers advertisers a high-quality, thematically relevant environment for **impactful campaigns**. Whether it's eye-catching native integrations or high-performing display campaigns: with AUTO BILD, brands can reach their target audience with pinpoint accuracy and maximum relevance.



digital market leader

THE TARGET AUDIENCE

61 %

male

39 %

aged 20-49

63 %

aged 20-59

67 %

Starting from at least
HHNE 3.000€

67 %

in employment



THE USERS

Jasmine

Jasmine is always on the go – work, friends, family. For her, a car needs to be one thing above all else: reliable. At the same time she pays close attention to value for money and family-friendliness, because flexibility shouldn't be complicated or expensive. AUTO BILD helps Jasmine make exactly the right choice: with clear tests, easy-to-understand comparisons and specific recommendations for affordable, family-friendly models.



Michael

For Michael, a car is increasingly becoming a luxury. He makes informed choices, prioritises quality and invests more selectively. What matters to him is the right overall package – including a balanced price-performance ratio. His car represents reliability and comfort, not compromise. AUTO BILD provides guidance: through in-depth test reports, long-term trials and honest reviews. This way, Michael can be sure that he is making the right decision, not just emotionally, but above all rationally.



Jan

For Jan, a car is more than just a means of transport. He's a true car enthusiast; for him, driving pleasure and a certain joie de vivre are key. Nevertheless, he remains pragmatic: for him, too, good value for money and high safety standards are key. For Jan, AUTO BILD combines both: emotion and expertise. With exciting test drives, comparison tests and clear rankings, the magazine shows which models are not only fun to drive but also genuinely worth the investment. This is how Jan finds exactly the car that suits him – with both his head and his heart.

THE KEY FIGURES

Facebook **422.000 FOLLOWER**

Instagram **123.000 FOLLOWER**

Youtube **636.000 FOLLOWER**

Visits **33.749.389**

Impressions **104.062.103**



REASON WHY

REACH



Through AUTO BILD, we reach people across Germany and set the agenda on relevant automotive trends and topics.

EDITORIAL POWER



With journalistic punch, BILD & AUTO BILD bring stories to where they are seen, read and experienced.

TAILORED IMPLEMENTATION



Working closely with you, we develop bespoke campaigns that deliver lasting benefits for your brand communication.

A HOLISTIC BRAND EXPERIENCE



Based on your requirements, we develop tailor-made campaigns that are effectively rolled out across all our media channels.

AUTOMOTIVE TARGET AUDIENCE



With AUTO BILD, we bring your brand to the attention of relevant target audiences – in a tailored, targeted and cross-media approach.

SOLUTION EXPERTISE



At Media Impact, creative ideas are transformed into effective solutions for satisfied advertising clients.



DAILY RANKING

Put your brand in the fast lane – with high visibility and a constant presence.

HOMERUN

10 am – 10 am (Sa. + So. = 1 Day)

250.000
AIs

With the Homerun, you'll propel your brand to the top: first-class presentation, a strong presence and full brand power!

As well as a prominent placement on the homepage, you'll also receive a First Contact placement (the first page view on the entire website outside the homepage), enabling you to reach every user across the entire special-interest portal.

And best of all: a whole page dedicated solely to your brand.

HOMERUN **15.000€ brutto**
HOMERUN PLUS **24.000€ brutto**



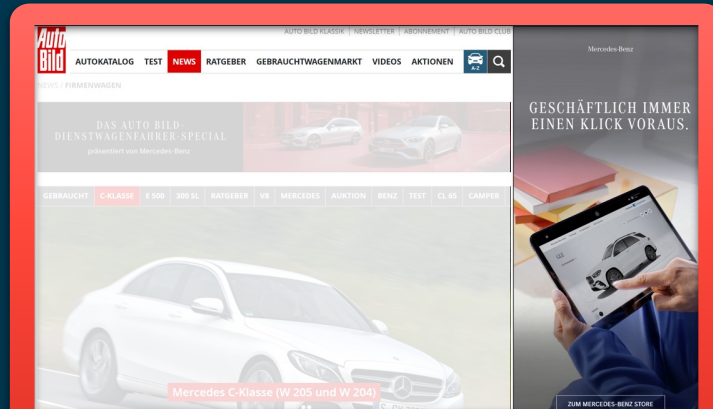
- 1) The selected desktop format and both mobile formats (Lead Ad + main advertising unit) are relevant for both the guarantee and billing. If the Lead Ad is not delivered, the selected mobile main advertising unit will be served on the booked day in RoS to meet the booked guarantee amount
- 2) Homerun = Desktop homepage + Mobile homepage incl. index pages + First Contact FC1 ROS, weekend (Sat. + Sun.) = 1 day
- 3) For optimal display and improved viewability on tablets, 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 a Dynamic Fireplace, for example, may remain in place.

Targeting options are available at an additional cost.

EVENT EXTENDER

10 am – 10 am (Sa. + So. = 1 Day)

600.000
Als



The Event Extender ensures additional reach: maximum visibility, a lasting presence and a strong brand impact.

In addition to a fixed placement on the homepage, a First Contact placement is included (the first page view on the entire website outside the homepage), ensuring that every user is reached across the entire special-interest portal.

What makes it special: The campaign also runs for a full week as a Run of Site – for even more touchpoints and branding power.

HOMERUN

33.000€ brutto

HOMERUN PLUS

50.000€ brutto

Implementation notes:

MULTISCREEN – Traffic is distributed between desktop and mobile devices based on availability. Additional option: For tandem/triple ads, the next higher price category applies.

- HomeRun Multiscreen incl. Index Allrad, Klassik, Tuning, Sportscars, Reisemobil and Motorsport + First Contact FC1, First Contact = Users who arrive via search on Autobild.de and AUTO BILD Mobile.

- Weekend (Sat. + Sun.) = 1 day

- Sticky ad units float whilst scrolling for optimal display and improved viewability; on tablets, delivery via a Dynamic Sitebar is recommended

- Event Extender = 1x HomeRun + 1 week RoS. Requires the same format and the same tracking

- FC = 1/day on the Home page; a billboard, fireplace or double dynamic sitebar remains as a reminder; a billboard is used in RoS

- FC = 1/day on the Home page; a fireplace remains as a reminder; a fireplace is used in RoS

- Technical specifications for the advertising formats and dimensions can be found at <https://backend-prod.mediaimpact.de/de/digital-formate>

- All prices are quoted (unless otherwise stated) as CPM or fixed rates, minus standard discounts and agency fees, plus VAT | Subject to change and errors excepted.



| media **impact**



A CROWD FAVOURITE

In the spotlight: the crowd favourite impresses with its high popularity and strong brand impact

POWER WEEK

1 week

5.000
Clicks

Power Week guarantees a massive boost in traffic: 5.000 clicks in just one week – exclusive, highly visible and highly effective.

This includes teasers with top placement on the AUTO BILD homepage, which link directly to the partner site from all devices.

What makes this special: The teasers are also displayed in the Run of Home – including on tablets and mobiles – thus ensuring maximum reach and contact quality.



Power Week

**25.000€ brutto
+ 600€ costs**

All prices are exclusive of VAT | Subject to change and errors excepted; not eligible for discounts or promotional offers. Subject to editorial approval.

CROSSMEDIA SHOPPING GUIDE

4 weeks

20.000 clicks
on the
Video page



The Video Shopping Guide provides advice in video format – authentic, informative and with a wide reach.

The package includes an editorially scripted video (max. 10 minutes) and a dedicated landing page with links to the partner. In addition, a 20-second pre-roll ad, banners and a teaser for the brand showcase are produced.

What makes it special: The video is also released for use on YouTube and the partner websites, is accompanied by crossmedia coverage in AUTO BILD print, and achieves around 20.000 video views over a four-week period.

Crossmedia Shoppingguide
212.600€ brutto

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NATIVE ADVERTISING

Brand messages in the right context –
authentic, eye-catching, effective.

ADVERTORIAL

1 week

5.000
clicks

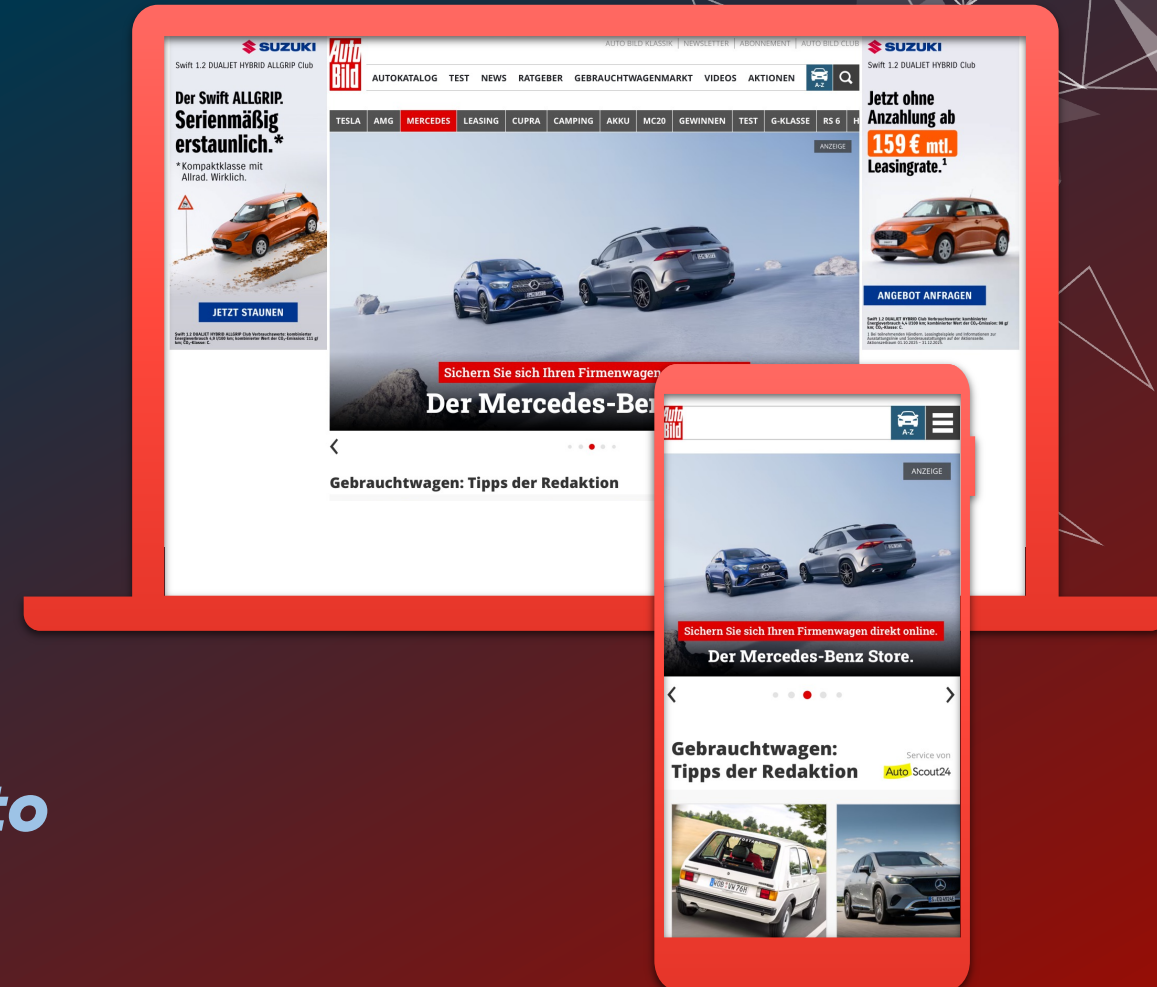
The advertorial places brand messages within the editorial context – credibly, authentically and in a way that grabs attention.

The content is presented in the style of a journalistic article and seamlessly integrated into the AUTO BILD environment.

The content is provided by the client – we handle the implementation, professionally, in line with the brand and always in close consultation.

Power Week

**25.000€ brutto
+ 600€ costs**



All prices are exclusive of VAT | Subject to change and errors excepted; not eligible for discounts or promotional offers. Subject to editorial approval.

PRODUCT STORY

4 weeks

9.000
Views

The Product Story presents brand content with the look and feel of an editorial feature on autobild.de – authentic, eye-catching and extended across multiple media. Text, images, videos, call-to-action buttons and links are integrated natively and promoted via a comprehensive teaser package: Homepage teasers, run-of-side on desktop and mobile, newsletters, and social media posts on Facebook and Instagram.

Billing is on a view-based basis – with a minimum of 9.000 guaranteed views and 1.7 million ad impressions.

Product Story

33.750€ brutto

+ 3.500€ crea. costs



All prices are exclusive of VAT | Subject to change and errors excepted; not eligible for discounts or promotional offers. Subject to editorial approval.

BRAND STORY

4-8 weeks

from
10.000
Views

The Brand Story presents brand messages as a bespoke, journalistically crafted narrative – authentic, high-quality and set within a suitable editorial context.

The standardised HTML structure comprises up to five chapters featuring images, videos, audio files and quotes, supplemented by links directly to the partner.

The content is produced in close collaboration with the in-house 'Specials & Partnerships' team, whilst the promotional materials are provided by the partner.

name	guaranteed VIEWS	duration	Package price
package S	10.000 Views	4 weeks	35.000€ + 3.500€ ² creation costs
package M	15.000 Views	4-6 weeks	50.000€ + 4.000€ ² creation costs
package L	20.000 Views	6-8 weeks (topic-specific)	62.500€ + 4.500€ ² creation costs



All prices are exclusive of VAT | Subject to change and errors excepted; not eligible for discounts or promotional offers. Subject to editorial approval.

NEWSLETTER

one

280.000
recipients

The editorial newsletters deliver targeted advertising messages to an active and interested readership.

With around 280.000 mailings per month, a high reach and contact frequency are achieved. The newsletters feature editorially designed teasers in the look and feel of autobild.de, supplemented by reporting from the service provider and the option to integrate a click command.

Newsletter

**5.000€ brutto
4x je 70.000 recipients**



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

All prices are exclusive of VAT | Subject to change and errors excepted; Subject to editorial approval.

SOCIAL MEDIA

Harness the power of social media, combined with the credibility of our media brands, to reach the right target audiences with our top products!

INSTAGRAM

123.000 followers

Reach within a young, car-loving community. Benefit from AUTO BILD's brand recognition as the sender of posts and stories. Plus, a link to or mention of your social media page via „Handshake“.

A total of 200.000 AIs

FACEBOOK

422.000 followers

Reach within a broad, car-enthusiast community with high levels of engagement. Benefit from AUTO BILD's brand recognition as the source of your content.

A total of 800.000 AIs

YOUTUBE

636.000 followers

A strong presence in the video section of AUTO BILD. Benefit from authentic video content and high visibility through pre-rolls, mid-rolls or editorial placements.

CONTACT

ANY QUESTIONS?

We look forward to discussing bespoke solutions with you.

You can find the right contact person [here!](#)