

# CPM RATECARD 2026

Prices valid from 01. January to 31. December 2026

## 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	75 €
	RoC	40 €	RoC	50 €	RoC	65 €
	RoP	35 €	RoP	45 €	RoP	60 €
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	85 €
	RoC	50 €	RoC	60 €	RoC	75 €
	RoP	45 €	RoP	55 €	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	97 €
	RoC	62 €	RoC	72 €	RoC	87 €
	RoP	57 €	RoP	67 €	RoP	82 €

## VIDEO

InText Outstream Ad <sup>3)</sup> on start, up to 20 Sek.	RoS & Custom	60 €	X-Stream Ad <sup>4)</sup> up to 20 Sek.	RoS	55 €
	RoC	50 €		RoC	-
	RoP	40 €		RoP	35 €
(Live)Stream Ad <sup>4)</sup> up to 20 Sek.	RoS & Custom	85 €	YouTube <sup>7)</sup> PreRoll up to 20 Sek.	RoS & Custom	85 €
	RoC	75 €		RoC	-
	RoP	65 €		RoP	-
Muted Instream Ad <sup>5)</sup> up to 30 Sek.	RoS	65 €	Vertical Video "PLAY" <sup>6)</sup> up to 20 Sek.	RoS & Custom	75 €
	RoC	-		RoC	65 €
	RoP	45 €		RoP	55 €

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: 97€ TKP <sup>9)</sup>
	Desktop Only	highest price category plus €10 CPM surcharge
	Mobile Only	highest price category
	Other display and video formats available on request	

- 1) In RoP and RoS on selected pages. Not available for booking in BILD or Sportbild.
- 2) Can only be booked in-app. Payout occurs with FC 1/campaign.
- 3) Overtime (21-30 sec.) + €20 CPM // Short spots (7-15 sec.) - €10 CPM // VPAID + €10 CPM // Paid targeting possible with CPM surcharge.
- 4) Bookable on WELT TV livestream, BILD Event livestream, Pluto TV and the FAST channels of AUTO BILD, BILD, COMPUTER BILD, SPORT BILD and Books. Longer spots (21-30 sec.) +10€ CPM // Short spots (up to 6 sec.) -10€ CPM. Extra length (31+ sec.) on request, surcharge depending on extra length. Technical targeting (device, time, geo) across the entire OTT inventory. There is a surcharge of €30 gross for targeting on CTV. Personalised and regionalised targeting (socio, interest, persona, AdUp Standard) on web inventory only. Paid targeting possible with CPM surcharge.
- 5) Available on AUTOBILD, BILD, COMPUTERBILD, SPORT BILD and WELT (desktop and MEW). Only available for multi-screen booking. Short spots (up to 6 seconds) - €10 CPM.
- 6) Bookable on selected pages. Extra length (21-30 sec.) + €20 CPM // Short spots (up to 6 sec.) -€10 CPM.
- 7) Other formats: Bumper (up to 6 sec.) - RoS & Custom €65, Sponsorship (up to 20 sec.) - RoS & Custom €100. Targeting possible (region + 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 region targeting possible, further targeting on request (no contextual targeting).
- 9) FC 1/24h, a billboard or sitebar is displayed as a reminder (only the billboard is displayed on tablets), other formats available 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 of bild.de: Can only be booked as a fixed placement, FC 1/24h, no autoplay, subject to editorial approval, limited to a single loop.

# TARGETING RATECARD 2026

Prices valid from 01. January to 31. December 2026<sup>1)</sup>

BASIC TARGETING			Gross CPM surcharge in € <sup>3)</sup>
Soziodemografie	Age	18-29 30-39 40-49 50-59 60+	10,00 €
	Gender	male female	
	HHNI	< 1,000 € 1,000 €-2,000 € 2,000 €-3,000 € 3,000 €-4,000 € > 4,000 €	
Contextual targeting	OVK Classifier Tier 1 - 4 categories	With this target group approach, advertising material is controlled in real time based on the context of a website.	10,00 €
Interest	Interest Targeting	Mapping of numerous interests by analysing the past reading behaviour of our users.	10,00 €
Perfect Fit	Perfect Fit is a combination of interest and contextual targeting.	To maximise reach, both cookie-based movement data and cookie-independent content data are used in combination.	10,00 €
Intent	Tier 1 Targeting, based on the IAB Ad Product Taxonomy	Reach those users who have shown increased interest in products of a certain product category.	10,00 € <sup>4)</sup>
	Tier 2 Targeting, based on the IAB Ad Product Taxonomy		20,00 € <sup>4)</sup>
	Tier 3 Targeting, based on the IAB Ad Product Taxonomy		30,00 € <sup>4)</sup>
Regio	Standard	All federal states and 80 largest cities - without radius	10,00 €
	Flex	Campaign-specific playout area - radius possible	20,00 €
	Plus	Individual advertising area in the 5th postcode (unlimited number of creatives possible), including campaign reports and screenshots	30,00 €
ADVANCED TARGETING			
Persona	z.B. Decision Maker, Fitness Foodies, LOHAS, Students, Travel Lover, Young Family or Young Performers	Addressing market-relevant target groups - based on first-party data and algorithmic modelling in our data management platform.	20,00 €
Customized	Customised segment	Creation of customised segments or specific personas.	30,00 €
Weather	Weather or temperature	Display of the advertising message in line with the current weather based on the IP address and weather data updated in real time.	20,00 €
B2B	Number of employees	< 10, 10-49, 50-199, 200-999, from 1,000	30,00 €
	Revenue classes	< 500k €, 500k €-2,49Mio €, 2,5Mio €-49,99m €, from 50m €	30,00 €
	Industries	Automotive, banking, construction, civil servants, services, purchasing & logistics, retail, energy suppliers, education & training, F&E, gastronomy, wholesale, craftsmen, real estate, industry, investment managers, IT, law & law, SMEs, agriculture, marketing & media, pharmaceuticals, self-employed, security, start-ups, tourism, entertainment & recreation, insurance	30,00 €
SEQUENTIELLES TARGETING			
Retargeting	Classic retargeting	We use an MI Adserver Pixel to mark website visitors & clickers in order to address them again as part of a retargeting campaign.	10,00 €
	Retargeting 2.0	Retargeting and retargeting of relevant users. Creation of a segment by profiling and extrapolating the marked clickers and adding look-a-likes.	20,00 €
ID-BASIERTES TARGETING			
ID Targeting	With our ID targeting, we can address users across all devices with highly relevant advertising. Our audiences are continuously supplemented with additional ID solutions.		20,00 € <sup>2)</sup>
Match_MI	Strategic data partnership	Activate your first-party target group with the help of our Data Clean Room solution exclusively in our portfolio and realise the full potential of your data.	30,00 € <sup>2)</sup>
DATEN ANALYSEN			
Audience Insight Report	Gain valuable insights into the actual target group. Use these insights (e.g. as the basis for customised personas) to increase the efficiency of follow-up campaigns.		750 € <sup>4,5)</sup>
Iterative focussing	Based on the first Audience Insights Report, we change the campaign in consultation with you to improve the campaign result.		1,500 € <sup>4,6)</sup>
WEITERE TARGETINGMÖGLICHKEITEN			
Amazon Targeting	InMarket segments (search for specific products)  or  Lifestyle segments (regular purchase of certain products)	Addressing users in the MI portfolio with a specific search or purchase behaviour on Amazon.	20,00 € <sup>4,5)</sup>

## Anmerkungen:

- 1) Subject to price adjustments during the year
- 2) Further combination options available. Please contact us.
- 3) Discount & AE capable; for targeting combinations, the surcharges are absolute additive gross CPM surcharges - exception: when combining Sozio or Interest with Regio
- 4) **CANNOT** be combined with **ANY** other targeting
- 5) Only bookable on the following ad formats: Adbundle, Skyscraper, Superbanner, Medium Rectangle, Halfpage Ad, Billboard, Mobile Medium Rectangle, Mobile Content Ad 6:1.
- 6) Net price; **NOT** discountable