



MULTISCREEN DISPLAY (Mobile, Desktop, App)

| | AdBundle, Skyscraper, Superbanner, Medium Rectangle | Wallpaper, Halfpage Ad | Fireplace, Sidebar, Billboard | Dynamic Fireplace, Double Dynamic Sidebar, Billboard (Cinematic Ad) ¹ |
|---|--|--|--|--|
| Mobile Content Ad 6:1 + 4:1 | RoS & Custom 50 € RoC 40 € RoP 35 € | RoS & Custom 60 € RoC 50 € RoP 45 € | RoS & Custom 70 € RoC 60 € RoP 55 € | RoS & Custom 75 € RoC 65 € RoP 60 € |
| Mobile Content Ad 2:1, Mobile Medium Rectangle | RoS & Custom 60 € RoC 50 € RoP 45 € | RoS & Custom 70 € RoC 60 € RoP 55 € | RoS & Custom 80 € RoC 70 € RoP 65 € | RoS & Custom 85 € RoC 75 € RoP 70 € |
| Mobile Content Ad 1:1, Understitial, Interscroller, Prestitial (InApp)², Mobile Halfpage Ad | RoS & Custom 72 € RoC 62 € RoP 57 € | RoS & Custom 82 € RoC 72 € RoP 67 € | RoS & Custom 92 € RoC 82 € RoP 77 € | RoS & Custom 97 € RoC 87 € RoP 82 € |

VIDEO

| | | | | | |
|--|-------------------------|---|--|-----------------------|---|
| InText Outstream Ad³ | on start, up to 20 Sek. | RoS & Custom 60 € RoC 50 € RoP 40 € | X-Stream Ad⁶ | up to 20 Sek. | RoS 55 € RoC - RoP 35 € |
| (Live)Stream Ad⁴ | up to 20 Sek. | RoS & Custom 85 € RoC 75 € RoP 65 € | YouTube⁷ | PreRoll up to 20 Sek. | RoS & Custom 85 € RoC - RoP - |
| Muted Instream Ad⁵ | up to 30 Sek. | RoS 65 € RoC - RoP 45 € | Vertical Video "PLAY"⁸ | up to 20 Sek. | RoS & Custom 75 € RoC 65 € 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 Mobile Only Other display and video formats available on request | Desktop only, RoS & Custom: 97€ TKP ⁹ highest price category plus €10 CPM surcharge highest price category |
|---------------------------|---|---|

1) In RoP and RoS on selected pages. Not available for booking in BILD or Sportbild.
 2) Can only be booked in-app. Playout 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 sidebar 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 2026¹

| BASIC TARGETING | | | Gross CPM surcharge in € ^{2,3} |
|--------------------------------|--|--|--|
| Soziodemografie | Age | 18-29 30-39 40-49 50-59 60+ | |
| | Gender | male female | 10,00 € |
| | 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. |
| | Interest | Interest Targeting | Mapping of numerous interests by analysing the past reading behaviour of our users. |
| | 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. |
| | Intent | Tier 1 Targeting, based on the IAB Ad Product Taxonomy | 10,00 € ⁴ |
| | | Tier 2 Targeting, based on the IAB Ad Product Taxonomy | 20,00 € ⁴ |
| | | Tier 3 Targeting, based on the IAB Ad Product Taxonomy | 30,00 € ⁴ |
| 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 | | | |
| B2B | 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. |
| | Customized | Customised segment | Creation of customised segments or specific personas. |
| | 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. |
| | Number of employees | < 10, 10-49, 50-199, 200-999, from 1,000 | 30,00 € |
| | | < 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 € ² |
| | 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. |
| 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 € ^{4,5} |
| | Iterative focussing | Based on the first Audience Insights Report, we change the campaign in consultation with you to improve the campaign result. | 1,500 € ^{4,6} |
| 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 € ^{4,8} |

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