

CPM RATECARD 2026

Prices valid from 01. April 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) ¹⁾				
Mobile Content Ad 61 + 4:1	RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	75 €
	RoC	40 €	RoC	50 €	RoC	60 €	RoC	65 €
	RoP	35 €	RoP	45 €	RoP	55 €	RoP	60 €
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	80 €	RoS & Custom	85 €
	RoC	50 €	RoC	60 €	RoC	70 €	RoC	75 €
	RoP	45 €	RoP	55 €	RoP	65 €	RoP	70 €
Mobile Content Ad 1:1, Understitial, Interscroller, Prestitial (InApp)²⁾, Mobile Halfpage Ad	RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €	RoS & Custom	97 €
	RoC	62 €	RoC	72 €	RoC	82 €	RoC	87 €
	RoP	57 €	RoP	67 €	RoP	77 €	RoP	82 €

VIDEO

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

- In RoP and RoS on selected pages. Not available for booking in BILD or Sportbild.
Can only be booked in-app. Payout occurs with FC / campaign.
- Overtime (21-30 sec.) + €20 CPM // Short spots (7-15 sec.) - €10 CPM // VPAID + €10 CPM // Paid targeting possible with CPM surcharge.
- 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.
- 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.
- Bookable on selected pages. Extra length (21-30 sec.) + €20 CPM // Short spots (up to 6 sec.) -€10 CPM
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.
- Vertical video in PLAY always starts with sound within the PLAY carousel. Socio- and region targeting possible, further targeting on request (no contextual targeting).
- 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 RATE CARD 2026

Prices valid from 01 April to 31 December 2026

AUDIENCE TARGETING (valid from 01 April 2026)			Gross CPM surcharge in €1
STANDARD	Target group targeting based on relevant data signals from our portfolio: Sociodemographics, contextual, interest, Perfect Fit, buying guide (intent), retargeting, ID-based targeting, ISP targeting, sentiment and brand suitability - individually or in combination		10,00 €
FLEX	Persona targeting - with the option of customer-specific customisation and combination with standard targeting		20,00 €
IP-BASED TARGETING			
Regio	Standard	All federal states and the 80 largest cities - without radius	10,00 €
	Flex	Campaign-specific delivery area - radius possible	20,00 €
	Plus	Individual delivery area down to the 5-digit postcode level (unlimited number of creatives possible), including campaign reporting and screenshots	30,00 €
Weather	Weather or temperature	Delivery 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, 50-99, 200-999, from 1.000	30,00 €
	Revenue classes	< €500k, €500k-€2.49m, €2.5m-€49.99m, from €50m	30,00 €
	Industries	Automotive, banking, construction, civil servants, services, purchasing & logistics, retail, energy suppliers, education & training, R&D, gastronomy, wholesale, trades, real estate, industry, investment managers, IT, law & legal, SMEs, agriculture, marketing & media, pharmaceuticals, self-employed, security, startups, tourism, entertainment & recreation, insurance	30,00 €
DATA ANALYSES			
Audience Insight Report	Gain valuable insights into the actual target group. Use these insights (e.g. as a basis for customised personas) to increase the efficiency of follow-up campaigns.		750 €2,4
Iterative focusing	Based on the first Audience Insights Report, we adjust the campaign in consultation with you to improve the campaign result.		1.500 €2,4
ADDITIONAL TARGETING OPTIONS			
Amazon Targeting	In-market segments (search for specific products)	Targeting users in the MI portfolio with specific search or purchasing behaviour on Amazon.	20.00 €2,3

Notes:

- 1) Discount and AE eligible; for targeting combinations with region, weather and B2B, surcharges apply as absolute, additive gross CPM surcharges. Exception: when combining socio or interest with Regio Plus or Flex, the higher surcharge applies in each case (€20 or €30).
- 2) Combinations possible on request
- 3) Only bookable on the following ad formats: AdBundle, Skyscraper, Superbanner, Medium Rectangle, Halfpage Ad, Billboard, Mobile Medium Rectangle, Mobile Content Ad 6:1.
- 4) Net price; NOT eligible for discount or AE