

COMPUTER BILD & TECHBOOK NEW TECH KOMBI

Strong reach in the tech target group



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

TWO STRONG BRANDS



COMPUTER BILD is Germany's leading technology magazine.

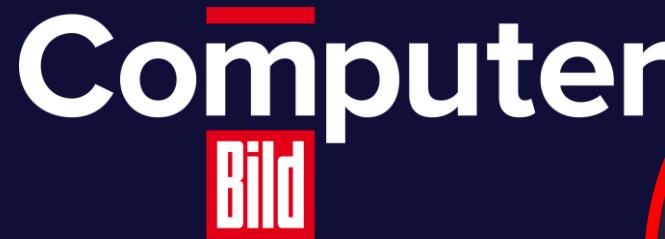
With decades of expertise, COMPUTER BILD helps its users find the best products and understand trends in the world of technology. It serves as a trusted source for in-depth testing, comprehensive buying advice, and in-depth tech insights.



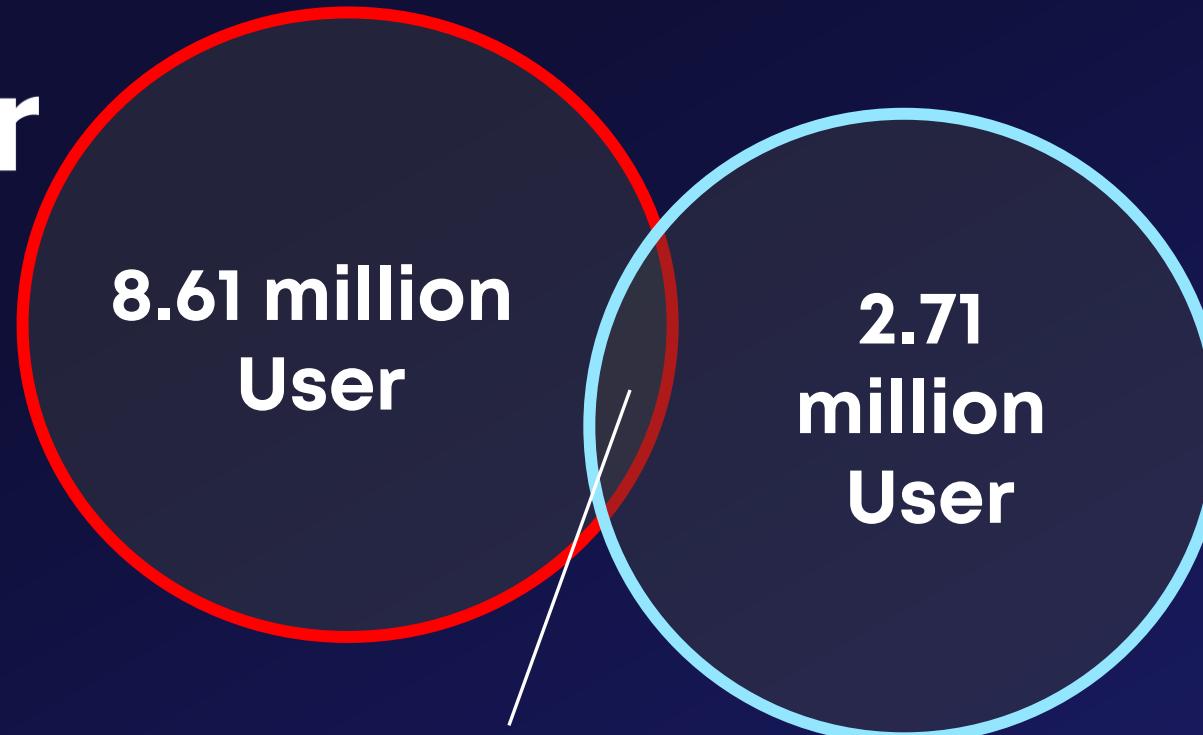
TECHBOOK is the smart tech portal for the digital generation.

The contents of TECHBOOK combine innovative technology with lifestyle and practical relevance. They are suitable for everyday use, understandable and exciting, as well as ideal for mobile use, because 80% of our users read TECHBOOK on their smartphones.

LARGE TARGET GROUP, SMALL OVERLAP



The target group ¹	
Male	66 %
14-29 years	27%
30-49 years	36 %
50 years +	37%
Income from min. 3000€	55 %
Working	65%



The target group ¹	
Male	65 %
14-29 years	18 %
30-49 years	47 %
50 years +	35 %
income from min. 3000€	55 %
Berufstätig	73%

MORE REACH WITH THE TECH-KOMBI

Two strong titles, one fair price.



Your advertising will be featured on our
two strongest tech titles
COMPUTER BILD and TECHBOOK.
500,000 guaranteed AIs.
Applies to Homerun and Homerun plus¹

Homerun
25.400 €²

Homerun plus
33.000 €²

¹ Product Specifications: Computer Bild and Techbook (products must be identical and in this combination). Campaign must be played in the same period (+/- 2 days). Offer is commitment-forming, but not discount-taking.

² Mediagrossto, discount and AE eligible