

# TECHBOOK

MEDIA KIT

konzipiert von  
**media impact** —  
Germany`s most creative customer  
expert\_



# THE BOOK FAMILY

8.59

Mio. Page Impressions

2.13

Mio. User\*

**TRAVELBOOK**

Germany's largest  
online travel  
magazine

6.84

Mio. Page  
Impressions

2.40

Mio. User\*

**TECHBOOK**

The portal for innovative  
Digital-Lifestyle

6.50

Mio. Page Impressions

1.81

Mio. User\*

**FITBOOK**

The portal for  
Fitness & Health

6.08

Mio. Page  
Impressions

2.06

Mio. User\*

**MYHOMEBOOK**

The largest online magazine  
for home & garden

3.37

Mio. Page  
Impressions

1.38

Mio. User\*

**PETBOOK**

The Lifestyle-  
Portal  
for all animal  
lovers



# TECHBOOK IN A NUTSHELL

The portal for an innovative digital lifestyle.

- TECHBOOK is THE online-magazine for the innovative digital lifestyle
- TECHBOOK is a specialist for (home)entertainment, streaming, gaming and all things mobile
- Learn all about devices, gadgets and apps
- Get the latest news and trends from a trusted editorial team



6.84

Mio. Page Impressions\*

2.40

Mio. User\*



219,946 Follower\*\*



6,233 Follower\*\*

\*b4p 2024, IVW PI 10/2025.

\*\*Facebook and Instagram June 2026.

# 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 detailed technology insights.



**TECHBOOK is the smart tech portal for the digital generation.**

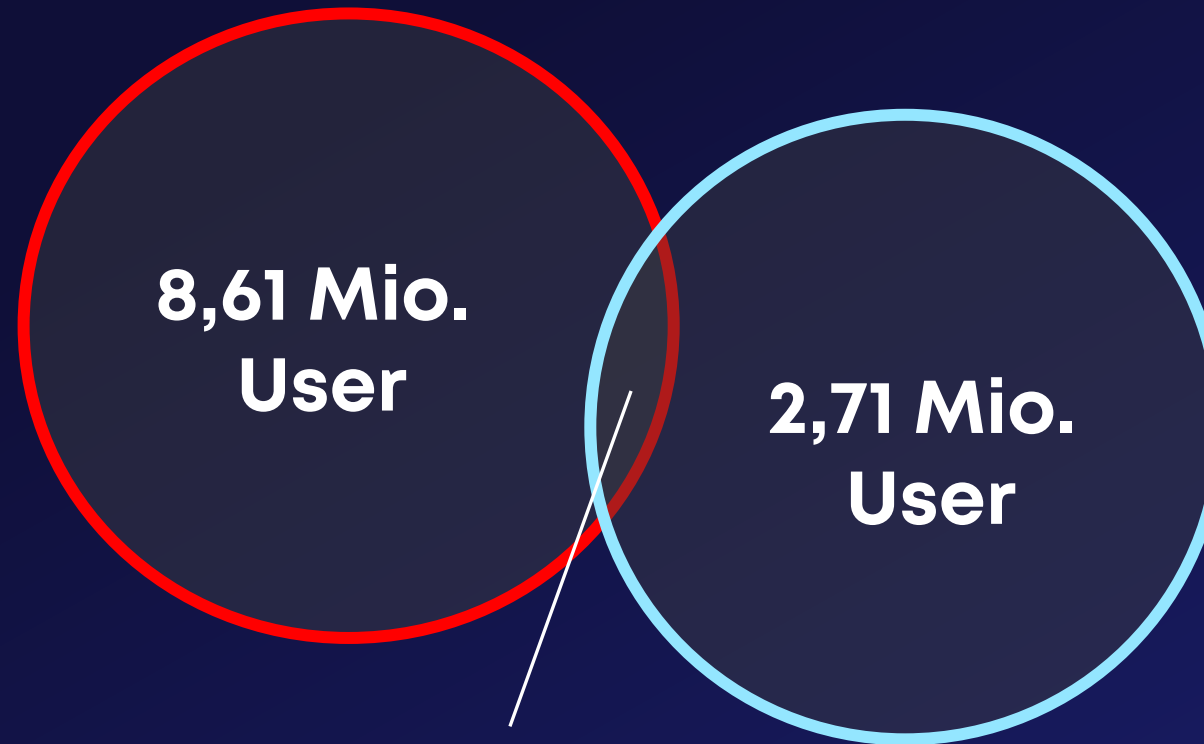
TECHBOOK's content combines innovative technology with lifestyle and practical relevance. It is designed to be useful in everyday life, easy to understand, and engagingly presented—perfect for mobile use, as 80% of TECHBOOK users access the platform via their smartphone.



# LARGE AUDIENCE, SMALL OVERLAP



| The target audience <sup>1</sup> |      |
|----------------------------------|------|
| Male                             | 66 % |
| 14-29 years                      | 27%  |
| 30-49 years                      | 36 % |
| 50 years +                       | 37%  |
| HH net income ≥ 3000€            | 55 % |
| employed                         | 65%  |



| The target audience <sup>1</sup> |      |
|----------------------------------|------|
| Male                             | 65 % |
| 14-29 years                      | 18 % |
| 30-49 years                      | 47 % |
| 50 years +                       | 35 % |
| HH net income ≥ 3,000€           | 55 % |
| employed                         | 73%  |

1) best for planning 2024. 2 2024 mds | marketing-data-system.com.

# THE TECHBOOK-USER

## FOLLOWER



**TIM, 36**

"I only buy myself innovative technical devices, once I've seen my family and friends use them and after identifying the value they have for me personally."

## TRENDSETTER



**MARIA, 25**

„My technical devices have to convince me with their design and with their performance. Usually I am the first one in my friend group to try anything new.“

## STATUS-CONSCIOUS



**CHRIS, 36**

"I always get the devices that are trendy and look great, whether I actually need them or not."



61 % 20-49 years old



48 % have a high educational level\*



74 % are employed



65 % are male



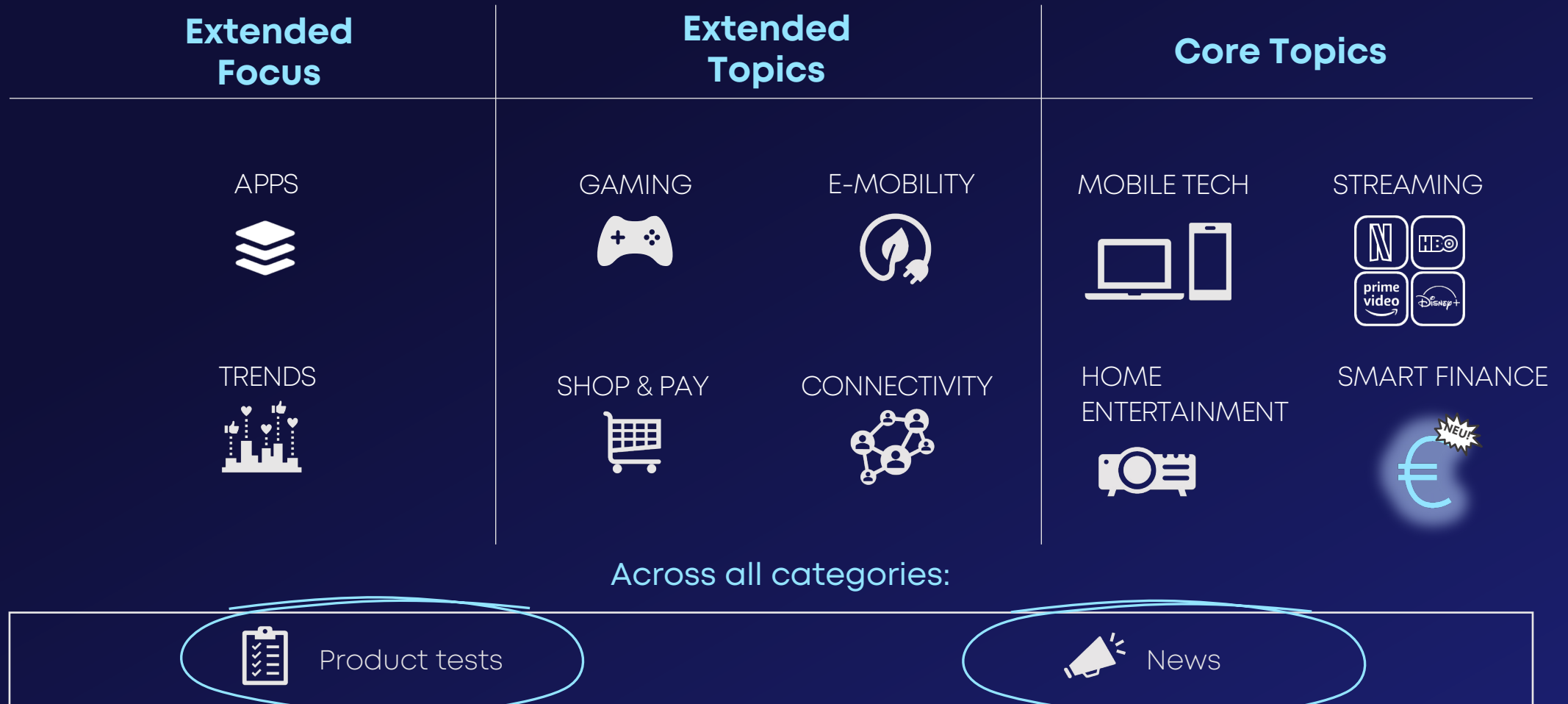
56 % have a HHNI > €3,000



– **Very high product information interest in:** Entertainment electronics, TV, HiFi, streaming services, computers, smartphones, tablets (index value btw. 69-144)

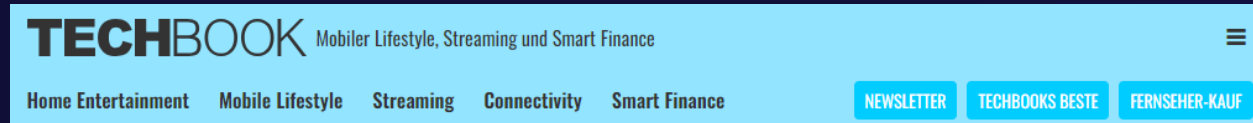
**TECHBOOK** users want to keep their devices up-to-date at all times. (index value 163)

# OUR CATEGORIES & TOPICS





# „TECHBOOKS BEST“ – OUR EDITORIAL BUYING GUIDE

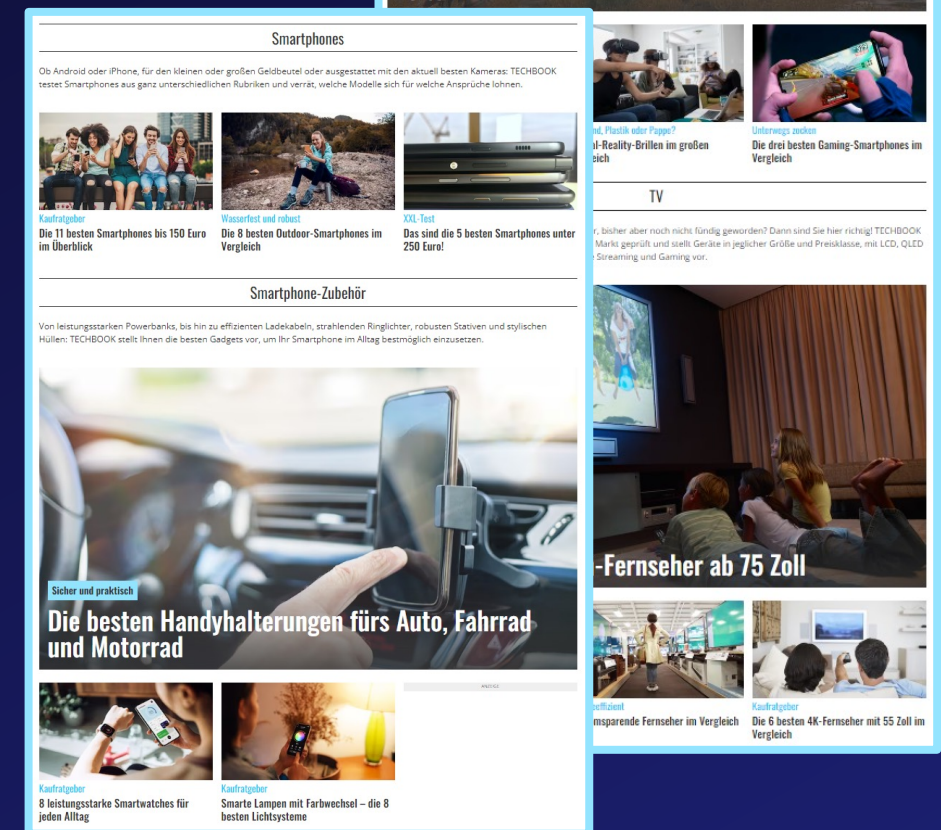


The editorial product highlights "TECHBOOK's Best" are prominently anchored in the header of the page.

The channel brings together recommendations and reviews from the TECHBOOK editorial team on hardware and software that accompany users in their everyday lives - the right product for every occasion.

TECHBOOK positions itself as a trustworthy guide to technology products and strengthens its perceived expertise.

Discover TECHBOOKS Beste 



# DAILY FIXED PLACEMENTS

Put your brand in the spotlight –  
with all-round attention and  
continuous presence!

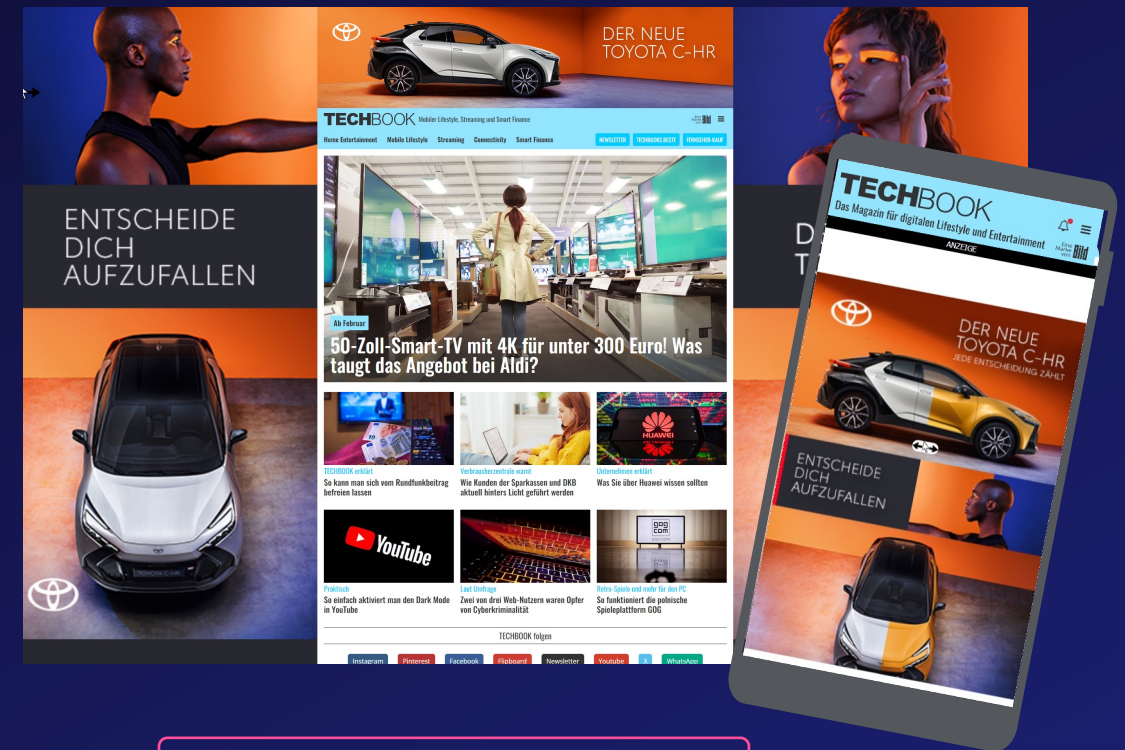


# HOMERUN: HIGH-QUALITY STAGING ON THE HOME

**Spectacular and high quality: The Homerun guarantees a first-class appearance and maximum branding!**

In addition to a fixed homepage placement, you also receive a first contact placement (first page view on the entire website apart from the homepage) and thus reach every user on the entire special interest portal.

And best of all: a whole page just for your brand.



Discover the right promotional items

| Package <sup>1</sup> | Guarantee     | Duration | Pricing Homerun | Pricing Homerun Plus <sup>2</sup> |
|----------------------|---------------|----------|-----------------|-----------------------------------|
| Homerun Day          | 200,000 Als   | 1 Day    | €11,200         | €14,000                           |
| Homerun Week         | 1,200,000 Als | 1 Week   | €56,400         | €72,000                           |

- 1) Incl. First Contact, Sat. & Sun.= 1 day | Exclusivity on the homepage except CMS areas, e.g. Hometeaser and Taboola
- 2) The stationary Big Stage advertising material is displayed on the homepage. ROS the fallback advertising material is displayed. Additional editorial approval required.



# A-TEASER: ATTENTION-GRABBING AND CONTENT-ORIENTED

The A-Teaser is effective and convincing!

Placement on the most attention-grabbing editorial space on the homepage is ideal for product or collection highlights.

The link is either to the partner website partner website or to a specific landing page.

| Package  | Guarantee  | Duration <sup>1</sup> | Pricing <sup>2</sup> |
|----------|------------|-----------------------|----------------------|
| A-Teaser | 50,000 Als | 1 Day                 | €4,500               |



\*example visualization

1) Saturday and Sunday count together as one day.

# ADD-ONS: LOGOMORPH & HOMEPAGE COLOR KICK

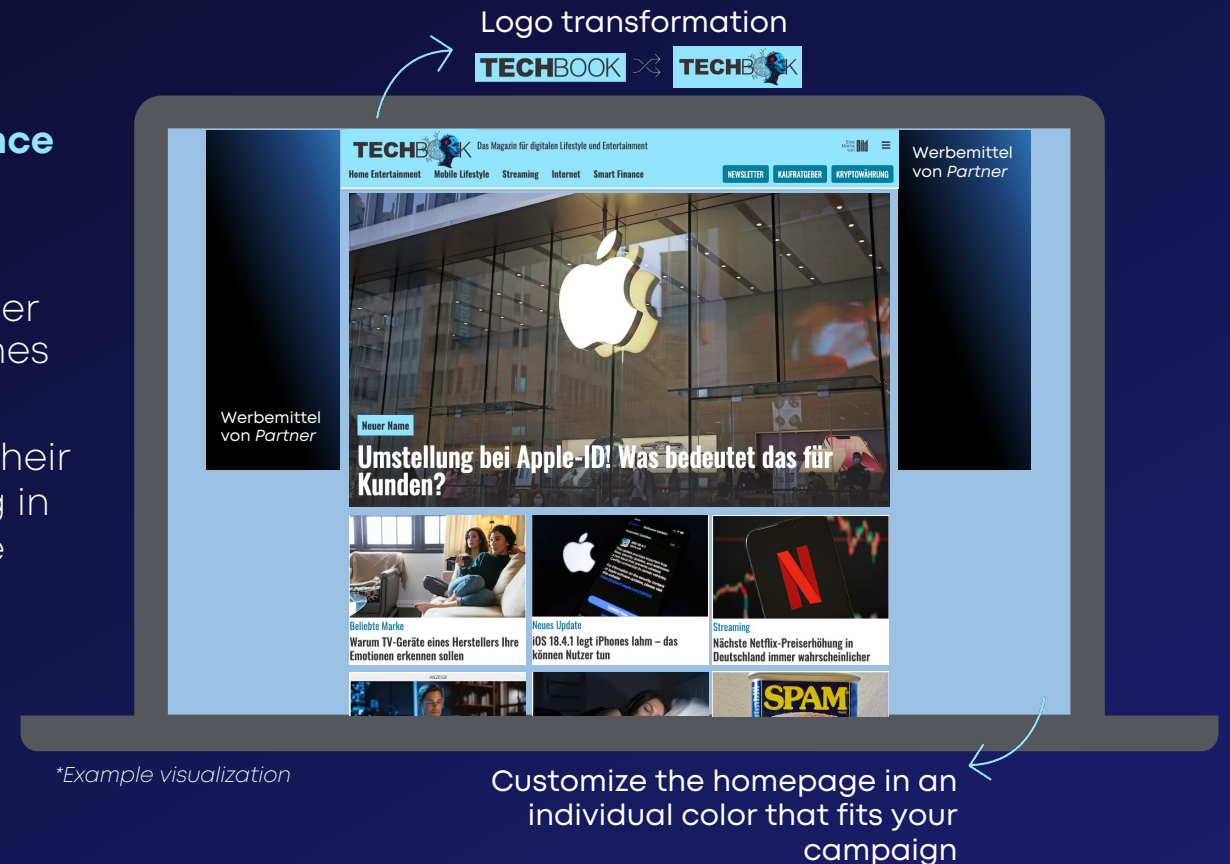
**With these add-ons, you get two exciting features at once – now it's going to be colorful and bold!**

Your brand will be prominently integrated into the header logo, and you can adjust the homepage colors so it shines in an individual color matching your campaign.

The brands merge and strengthen each other through their image and brand characteristics. The direct embedding in the editorial environment increases the credibility of the placement.

| Package      | Guarantee     | Duration | Pricing Basic / Deluxe | Pricing Supreme <sup>1</sup> |
|--------------|---------------|----------|------------------------|------------------------------|
| Homerun Day  | 200,000 Als   | 1 Day    | €11,200                | €14,000                      |
| Homerun Week | 1,200,000 Als | 1 Week   | €56,400                | €72,000                      |

- 1) Per TV tag for the animation; remains a fallback otherwise. Additional creation costs approx. €4,800 if created by MI. Lead time of at least 15 working days after asset delivery (video, image material, etc.). The stationary Big Stage advertising medium is replaced by the homepage ad. ROS is the fallback. Additional editorial approval may be required.
- 2) Costs for background integration (not SR and AR-capable): €1,000.
- 3) Logomorph only available with Homerun Supreme.



# NATIVE ADVERTISING

Your brand told in the right context – authentic and impactful.





# ADVERTORIAL: YOUR CONTENT IN THE LOOK & FEEL OF TECHBOOK

## The advertorials on TECHBOOK are individually designed.

Thanks to the native storytelling in the look and feel of TECHBOOK, you are presented in a first-class environment and benefit from a high level of credibility. The advertorial focusses on the advertising content you provide.

Users are addressed directly and the brand can be promoted via competitions, votings, integrated videos and much more. Traffic is generated through homepage teasers as well as an Ad Bundle and Mobile Medium Rectangle in Run of Site.

| Package                        | Guarantee     | Duration <sup>1</sup> | Pricing <sup>2</sup> |
|--------------------------------|---------------|-----------------------|----------------------|
| Advertorial XS <sup>3</sup>    | 375,000 AIs   | 2 Weeks               | €7,500               |
| Advertorial S <sup>3</sup>     | 500,000 AIs   | 2 Weeks               | €10,000              |
| Advertorial M <sup>3</sup>     | 1,000,000 AIs | 4 Weeks               | €17,500              |
| Advertorial L <sup>3</sup>     | 1,500,000 AIs | 6 Weeks               | €22,500              |
| Advertorial Stage <sup>4</sup> | 1,500,000 AIs | 6 Weeks               | €35,000              |

- 1) Recommended duration, customizable on request.
- 2) Plus creation costs (not SR- and AR-capable): €2,000.
- 3) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle), there is no reach guarantee for exclusive fixed placement (advertising media freely selectable).
- 4) Advertorial Stage bookable from 3 advertorials plus creation costs (not SR- and AR-eligible): €4,000.



# EMOTIONAL STORYTELLING WITH THE BRAND STORY

**The native story gets exclusive storytelling from TRAVELBOOK:** informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, picture galleries.

- Editorially appealing story
- Clear sender status through logo integration
- Your topic is developed together with the Brand Studio team
- Image material from you or our native photo team

| Minimum page views to be booked <sup>3</sup> | Basic package                                                                                | Maximum page views to be booked <sup>3</sup> |
|----------------------------------------------|----------------------------------------------------------------------------------------------|----------------------------------------------|
| 5,000                                        | <b>15,000 Page Views</b><br><b>€50,000<sup>1</sup></b><br><b>6 Week Duration<sup>2</sup></b> | 20,000                                       |

[View the Add-Ons](#)

- 1) Plus creation costs up to 15,000 views € 3,500, up to 20,000 views € 4,000, from 20,000 views € 4,500, not eligible for discount and AE.
- 2) The lead time must be requested for brand stories.
- 3) Scalable page views: from €3.50 gross CPV (cost per view), SR- and AE-eligible, depending on the size of the booking and the object.
- 4) Various formats possible.
- 5) Brand hub stage bookable from 4 brand stories plus creation costs (not SR- and AR-eligible): € 10,000



\*Best Case Telekom

# PRODUCT STORY: FOCUS ON YOUR PRODUCT

**Your brand or product is the focus of the story!**

Your story about your products that require explanation, new features, or current offers is presented in an authentic and clear manner, reflecting the style of the respective media brand. We will create your individual story, and the corresponding teaser based on the material you bring along. Always in consultation with you, of course!

| Package       | Guarantee                   | Duration | Pricing <sup>1</sup> |
|---------------|-----------------------------|----------|----------------------|
| Product Story | 1,700,000 AIs & 9,000 Views | 4 Weeks  | €33,750              |

[View the Add-Ons](#)

- 1) Plus creation costs: €3,000 (not SR- or AE-eligible). Basic review of content from financial service providers; if necessary and subject to necessary adjustment of the product variant and/or the guaranteed views.
- 2) Only advertising media included in the basic packages can be booked.
- 3) Various formats possible.





# VIDEO PRODUCT STORY: SHOWCASE YOUR PRODUCTS

## Bring your products to life within the product story!

You will receive a product story that is supplemented by a specially produced 90-second video to present and explain your product even better.

The native product video and an additional reel format will then be made available to you for your own use.

| Package       | Guarantee                       | Duration | Pricing <sup>1</sup> | Video-Production <sup>2</sup> |
|---------------|---------------------------------|----------|----------------------|-------------------------------|
| Product Story | 1,700,00 Als & 9,000 Page Views | 4 Weeks  | €33,750              | €5,600                        |



\*Exemplary visualization

1) Plus creation costs: BOOKs: €3,000 (not SR- or AE-eligible). Basic review of the content of financial service providers; if necessary and subject to necessary adaptation of the product variant and/or the guaranteed views.

2) Not SR- or AE-eligible, depending on individual effort. Product must be made available.

# SWIPE STORY: A DISTINCTIVE PRESENCE FOR YOUR BRAND!

**Innovative and visually impactful reading experience – your brand impressively staged!**

A series of images with short informative texts to swipe through. With this type of storytelling, your messages can be rethought and newly conveyed to your potential customers.

Effective, clearly structured, straight to the point, and quick to read – a presentation similar to what readers know from Instagram and co., but within the high-quality TECHBOOK context!

| Package     | Guarantee    | Duration <sup>1</sup> | Pricing <sup>2</sup> |
|-------------|--------------|-----------------------|----------------------|
| Swipe Story | 20,000 Views | 4 Weeks               | €62,500              |

- 1) Duration recommendation, adjustable on request.
- 2) Plus production costs (not SR or AR-capable): €4,500.



\*Example visualization

# INTERACTIVE STORY: YOUR BRAND IN A SPECIAL SPOTLIGHT

## Let your users interact!

What makes the interactive story special is the overall composition with many image and video elements that allow users to actively dive into the story.

Users love interactions – that's why we integrate many different elements that encourage engagement – from classic videos and visual worlds to sliders. High engagement and increased recognition are guaranteed – because your interactive story won't be easily forgotten!.

| Package           | Guarantee    | Duration <sup>1</sup> | Pricing <sup>2</sup> |
|-------------------|--------------|-----------------------|----------------------|
| Interactive Story | 20,000 Views | 4 Weeks               | €62,500              |

- 1) Duration recommendation, can be adjusted upon request.
- 2) Plus creation costs upon request.





# PRODUCT STORY BUNDLE: YOUR STORY TOLD ON SEVERAL MEDIA BRANDS!

Reaching several target group touchpoints on our media brands with just one story sounds crazy?

It's now possible with Product Story Bundles! Simply select a suitable bundle, we create a Product Story from your content and automatically play it out in the look and feel of the respective media brands<sup>1</sup>. So you can appear on several stages with just one story.



1) Playout takes place via ad server spaces on the pages included in the bundle (ROS or on selected thematically appropriate channels).

2) Plus creation costs of €4,500 (not SR and AR-eligible).

# THEME SPECIAL: STRONG PRESENCE IN A THEME-AFFINE ENVIRONMENT

Attention-grabbing placement of your brand in a thematically appropriate environment with an exclusive presence on special start- and all article pages:

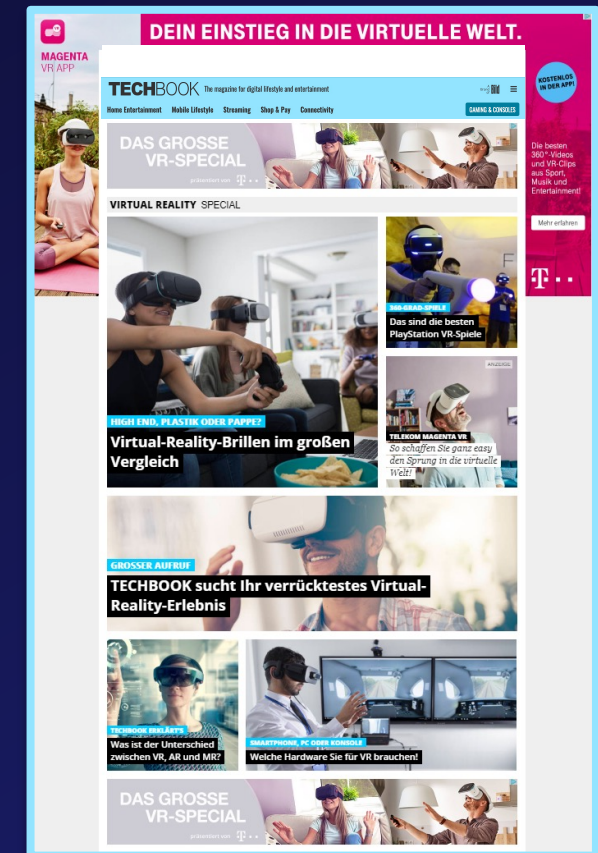
- Sponsoring header and footer “presented by”.
- Integration of advertising media (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle).
- Traffic feed via homepage teaser as well as an ad bundle and mobile medium rectangle in run of site.
- Brand stories and advertorials can also be integrated within the special.

| Paket           | Garantie      | Laufzeit <sup>1</sup> | Pricing <sup>2</sup> |
|-----------------|---------------|-----------------------|----------------------|
| Theme Special S | 300,000 AIs   | 1 Week                | €13,000              |
| Theme Special M | 600,000 AIs   | 2 Weeks               | €23,000              |
| Theme Special L | 1.200,000 AIs | 4 Weeks               | €36,000              |

1) Recommended duration, customizable on request.

2) Plus creation costs (not SR- and AR-capable): € 2,000.

Please note: The principle of editorial sovereignty applies to the content of the editorial topic special; for compliance reasons, no customer-specific topic specials can be implemented (e.g. “The big Musterland special presented by Musterland”)



\*Best Case Telekom

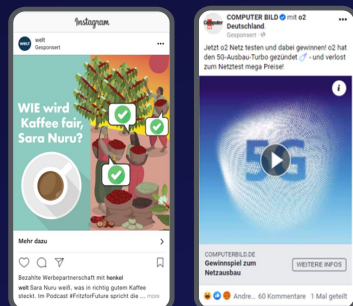
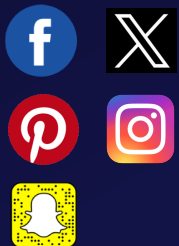
# SOCIAL MEDIA: OUR PRODUCTS FOR YOUR SUCCESS!

Use the influence of social media in combination with the credibility of our media brands to reach the right target audiences with our top products:

## SPONSORED POSTS

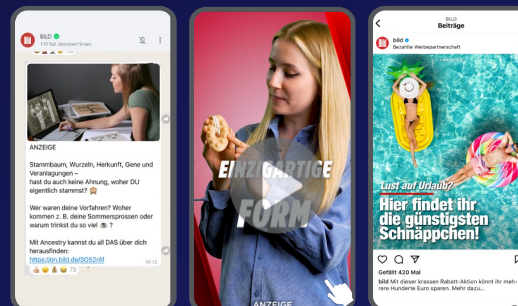
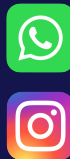
**We combine your product with our strong media brands!**

Benefit from the recognition of our brands as the sender of your posts or stories. Additionally, we tag your social media page via “Handshake” or direct link.



## CONTENT POSTS

You'll receive permanent placement through **stories, posts, or presentings** in our Instagram stories or WhatsApp channels (not available on all platforms).



## VERTICAL STORY

Using **full-screen vertical videos or photos**, your story will be played in the style of the young generation on the popular social media platforms **Snapchat** and **Instagram**.



Vertical Story on Instagram & Snapchat



# STICKY BAR: MAXIMIZE YOUR BRAND'S VISIBILITY!

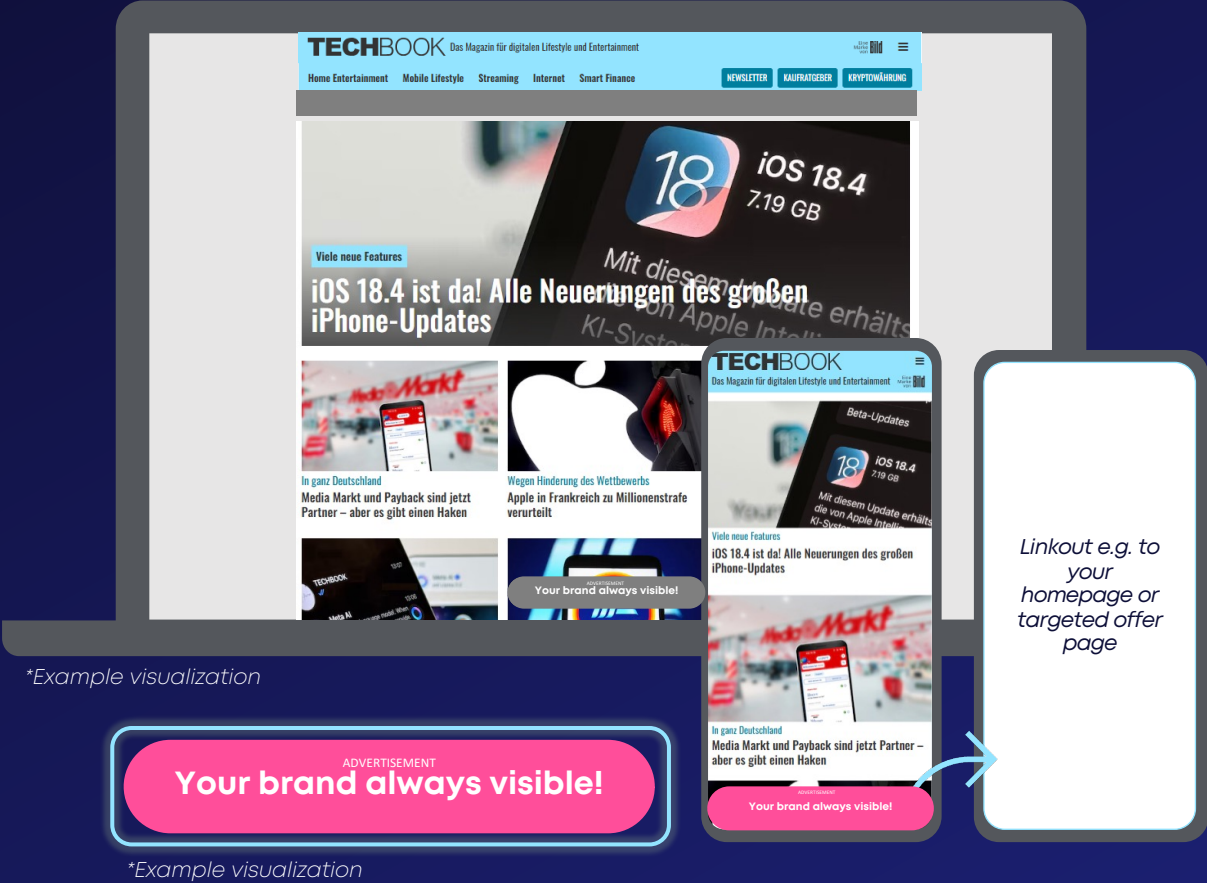
Always in view and perfectly integrated – your offers are constantly present across the entire platform!

All services are permanently bundled in the custom-created Sticky Bar, which remains visible on the homepage, stage areas, and article pages. This bar is fixed at the bottom of the screen and cannot be minimized or closed.

Additionally, the teaser area offers a link that, for example, leads directly to your homepage.

| Package     | Guarantee     | Duration (Recommended) | Pricing  |
|-------------|---------------|------------------------|----------|
| Sticky Bar* | 10,000 Clicks | 4 Weeks                | €5,700** |

\* Part of deep integration, only in combination with media  
\*\* Not discountable; not AR-capable; cannot be linked with data products



# EDITORIAL COOPERATIONS

**Always in sight and perfectly integrated – your offers are continuously visible across the entire platform.**

Your content is authentically embedded in the editorial environment and benefits from increased brand visibility and enhanced credibility.

You have numerous opportunities to receive direct customer feedback on product quality and optimization. Independent reviews strengthen trust in your brand, while the test seal adds extra promotional impact and creates additional purchase incentives.

Custom concepts and customer activations available on request.



*\*\*Example visualization on TECHBOOK*

# VIDEOSPONSORING

Put your brand in the spotlight  
– with a video that captivates!



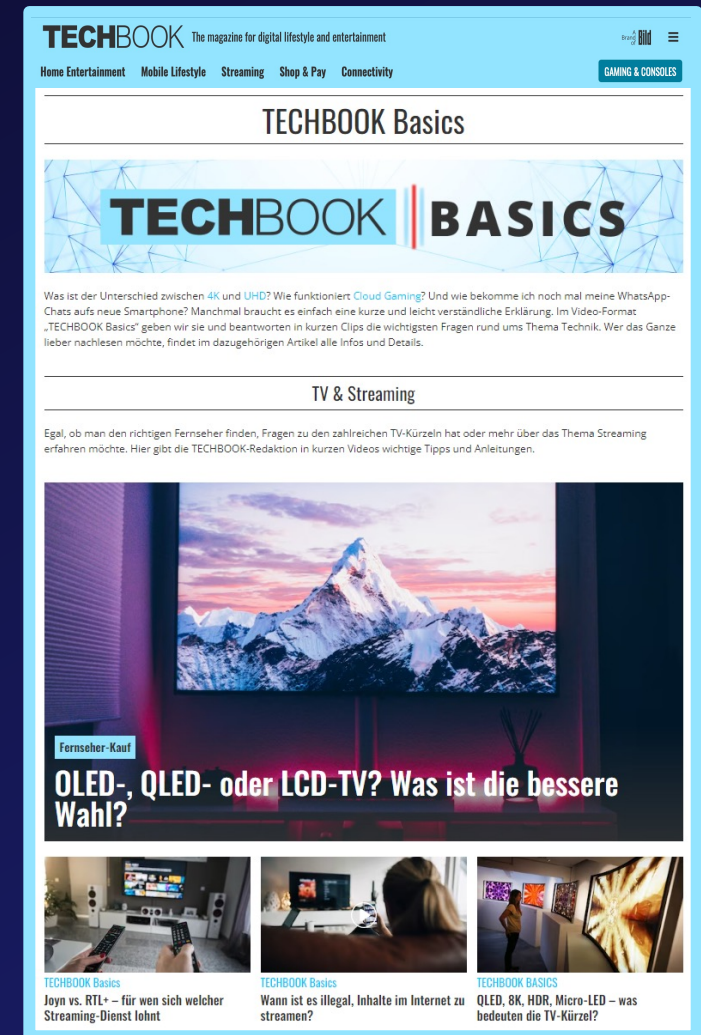


# TECHBOOK || BASICS

**Sometimes all it takes is a short and simple explanation to understand technical contexts or learn life hacks.**

In our editorial video series “TECHBOOK Basics”, TECHBOOK answers the most important questions about technical gadgets in short clips. If our users prefer to read the full description, they can find all the information and details in the corresponding article.

[Discover previous videos](#) ➔

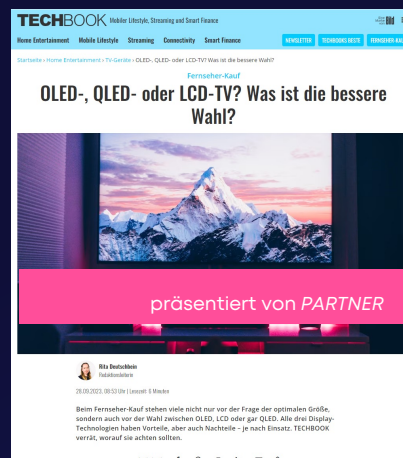


# VIDEOSPONSORING COMPONENTS

## Logo integrations within the video:



Presenter-Clip



Banderole



Outro-Clip

Media components  
for the video:  
Media package  
multiscreen in ROS  
and on the video  
pages

## ADD-ONS:

**ADVERTORIAL S**  
on the video stage<sup>1</sup>

**BRAND STORY**  
on the video stage<sup>1</sup>

**Product Story**  
on the video stage<sup>1</sup>

**PRODUCT  
PLACEMENT<sup>2</sup>**

A booking must include at least one logo integration component and one media package.

- 1) Playout on stage if available.
- 2) Cannot be part of seasons that have already been filmed.

# VIDEOSPONSORING PRICING

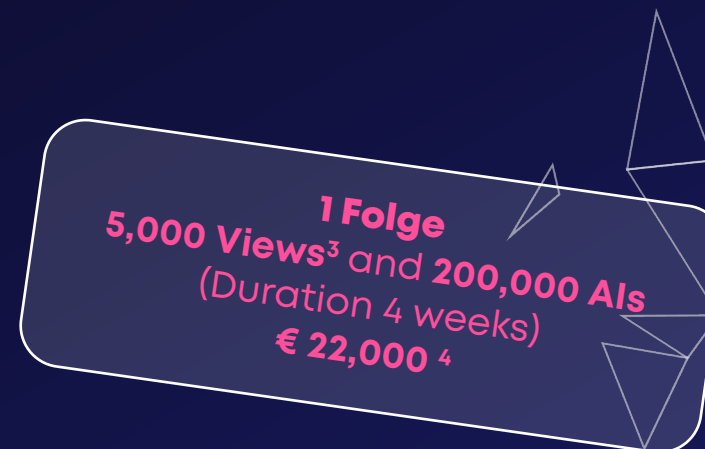
## BASIS PACKAGE<sup>1</sup>

### Logo integration in the video:

- Presenter Clip „presented by“
- Banner (5 sec.)
- Outro Clip „presented by“

### Media components:

- Multiscreen media package on the video pages<sup>2</sup>
- Multiscreen media package in ROS for traffic feed



## ADD-ONS:

**ADVERTORIAL S**  
 500,000 AIs/ €10,000<sup>5</sup>

**BRAND STORY BASIC**  
 15,000 Views/ €50,000<sup>6</sup>

**PRODUCT STORY**  
 1,700,000 AIs + 9,000 Views/ €33,750<sup>7</sup>

**PRODUCT PLACEMENT**  
 at €5,000<sup>8</sup>

For existing video formats, a lead time of 2 weeks applies. For new/individual formats, a lead time of 2 months and a minimum purchase of 5 episodes apply. A season comprises a maximum of 10 episodes.

1) A booking must include at least one logo integration component and a media package.

2) Additional fixed placement on the stage is only available from a minimum purchase of 5 episodes, if a stage is available.

3) If more than one episode is booked, the views of all videos count towards the overall guarantee. Exception: TRAVELBOOK Places bookable from 3,000 views.

4) SR, AR & AE possible. Plus 500 € creation costs. Creation costs are not eligible for SR or AE.

5) Plus €2,000 creation costs. Creation costs are not eligible for SR or AE.

6) Plus €4,000 creation costs. Creation costs are not eligible for SR or AE.

7) Plus €3,000 creation costs. Creation costs are not eligible for SR or AE.

8) Price per season per setting (location/situation) € 5,000 to max. € 10,000. Deviations possible depending on integration. Costs are not SR- or AE-eligible.



# STRATEGIC PARTNERSHIP

More visibility and tailored communication!



# EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

Feel free to contact us for individual and tailor-made approaches!

The ideal setting for a strategic partnership is when you are pursuing a complex strategic communication goal that cannot be achieved with media alone.

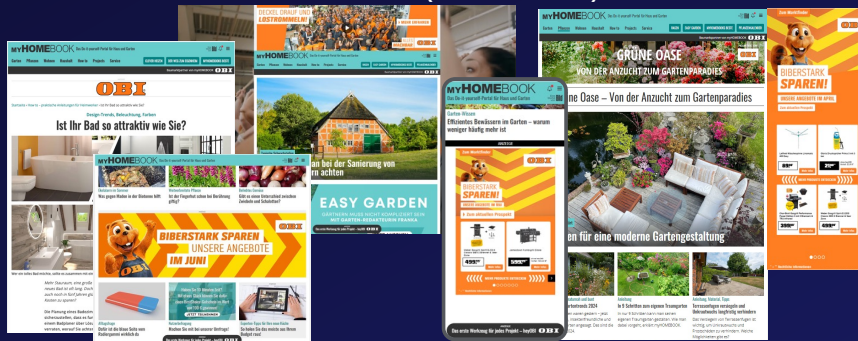
**1** We create an ideal environment and build the beginning of a customer experience.

**2** The industry-exclusive partnership guarantees high visibility and presence through individual integrations (logo, sticky bar, text links) directly on the website.

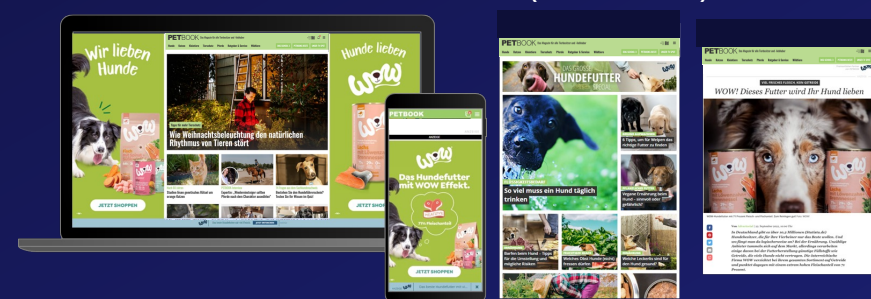
**3** Strong media appearances on the portal also ensure an image transfer between the respective book and your brand.

**4** Customized storytelling that corresponds to the interests and needs of the users is staged in a thematically appropriate way and can also be used by you.

OBI PREMIUM PARTNERSHIP (2019 – 2024)



PETCO PREMIUM PARTNERSHIP (2022 – 2024)



# POSSIBLE COMPONENTS

## Media & Branding

- Large-scale and multiscreen advertising formats on the entire Techbook website (ROS) or on the Home (e.g. HomeRun Day or Week)
- Various targeting options possible
- Industry exclusivity possible for all content and media formats

## Content

- Sponsoring / topic specials, emotional storytelling, product-related content / advertorials
- Traffic management for your content

## Video

- Diverse video formats and video series featuring well-known industry personalities
- Additional format ideas available on request

## Deep integration

- Custom concepts for exclusive special integrations (e.g. in-article recommendations or notifications)
- Logo integration and sticky bar

## Data\*

- Market research
- Re-targeting options

\*Can only be realized within the Premium Partnership.



# PARTNERSHIP PACKAGE

PREMIUM-PARTNERSHIP

Package Price: from €500,000  
Term from 6 month

CO-PARTNERSHIP

Package Price: from €250,000  
Term from 3 months

CO-PARTNERSHIP LIGHT

Package Price: from €150,000  
Term 3 months

|                  |                                                          |   |                               |   |
|------------------|----------------------------------------------------------|---|-------------------------------|---|
| STORYTELLING     | Product Storys                                           | X | X                             | X |
|                  | Brand Storys                                             | X | X                             | X |
|                  | Advertorials                                             | X | X                             | X |
| MEDIA            | Themen Special                                           | X | X                             | X |
|                  | Home Run                                                 | X | X                             | X |
|                  | Display (RoS)                                            | X | X                             | X |
| VIDEO            | Sponsoring of video episodes + product placement + media | X | X                             | X |
| DEEP INTEGRATION | Logo integration                                         | X | -                             | - |
|                  | Exklusivity                                              | X | Industry exclusivity possible |   |
|                  | In-Article Widgets                                       | X | X                             | X |
|                  | Newsletter Integration                                   | X | X                             | X |
|                  | Homeblock                                                | X | X                             | X |
|                  | Notifications                                            | X | X                             | X |
|                  | Events and Market research                               | X | X                             | - |
|                  | Sticky Bar                                               | X | X                             | X |
| DATA             | Data use                                                 | X | -                             | - |



# WE LOOK FORWARD TO DISCUSSING CUSTOM CONCEPTS WITH YOU!

You can find your contacts [here!](#)

konzipiert von  
**media impact\_**  
Germany`s most creative customer  
expert\_

