

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



6,66

Mio. Page Impressions*

2,40

Mio. User*



226,676 Follower**

227,070 Likes**



6,183 Follower**

849 Posts**

*b4p 2024, IVW PI 10/2025.

**Facebook and Instagram March 2025.

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.

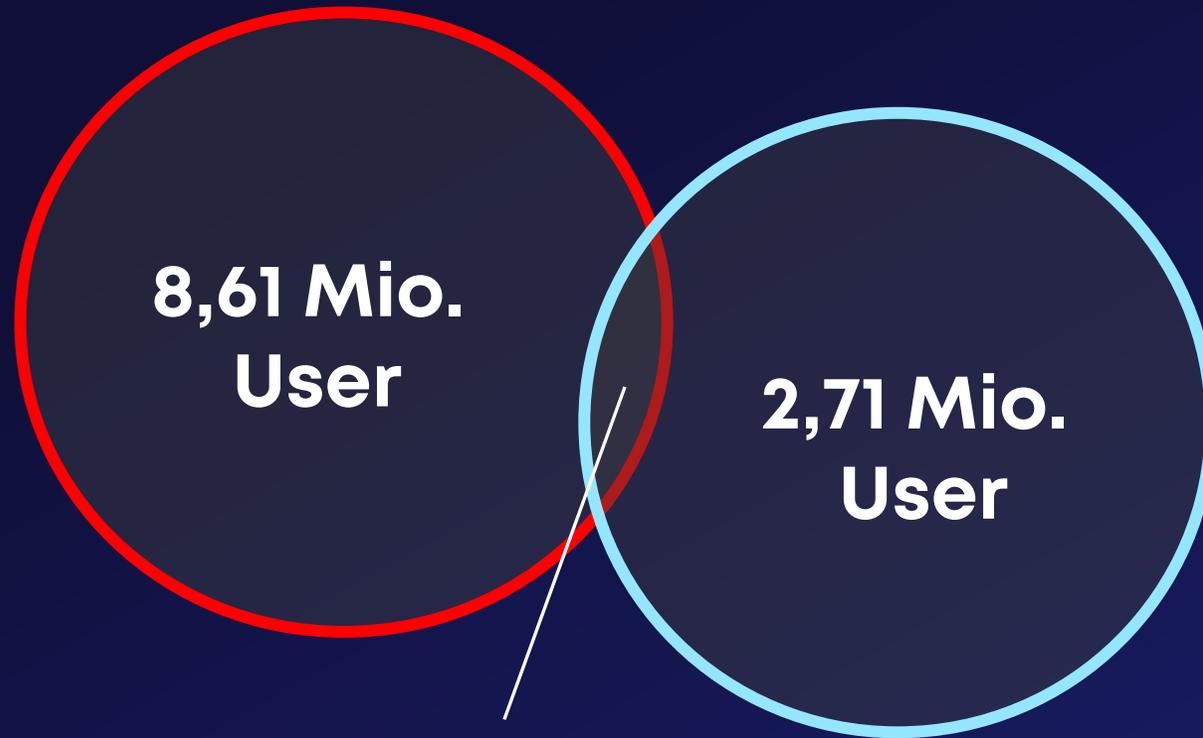
The logo for TECHBOOK, featuring the word "TECHBOOK" in a bold, black font with a white outline, set against a light blue rectangular background. The background of the slide is dark blue with a white geometric pattern of overlapping triangles and lines.

TECHBOOK

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



Only 0.6 million users use both brands (5,3%)²

TECHBOOK

The target audience¹	
Male	66 %
14-29 years	27%
30-49 years	36 %
50 years +	37%
HH net income ≥ 3000€	55 %
employed	65%

The target audience¹	
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 €

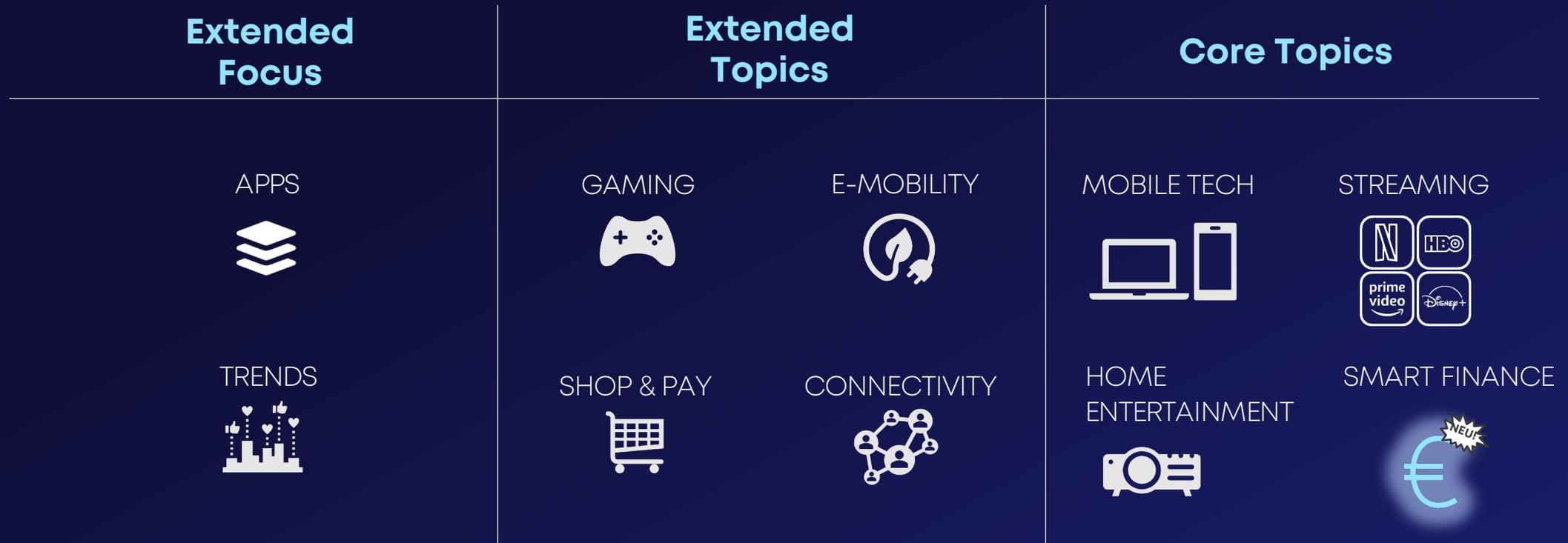


– **Very high product information interest in:** Entertainment electronics, TV, HiFi, streaming services, computers, smartphones, tablets (index value btw. 69-144)

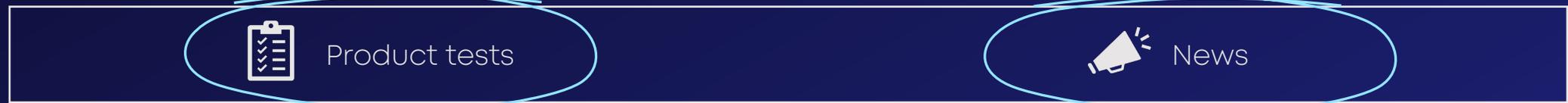
TECHBOOK users want to keep their devices up-to-date at all times. (index value 163)

Source: agof daily digital facts; Basis: digital WNK 16+ years old, single month December 2022.
*High School Diploma, university degree; best for planning 2022 III; Basis: Basic Population; NpM.

OUR CATEGORIES & TOPICS



Across all categories:



„TECHBOOKS BEST“ – OUR EDITORIAL BUYING GUIDE

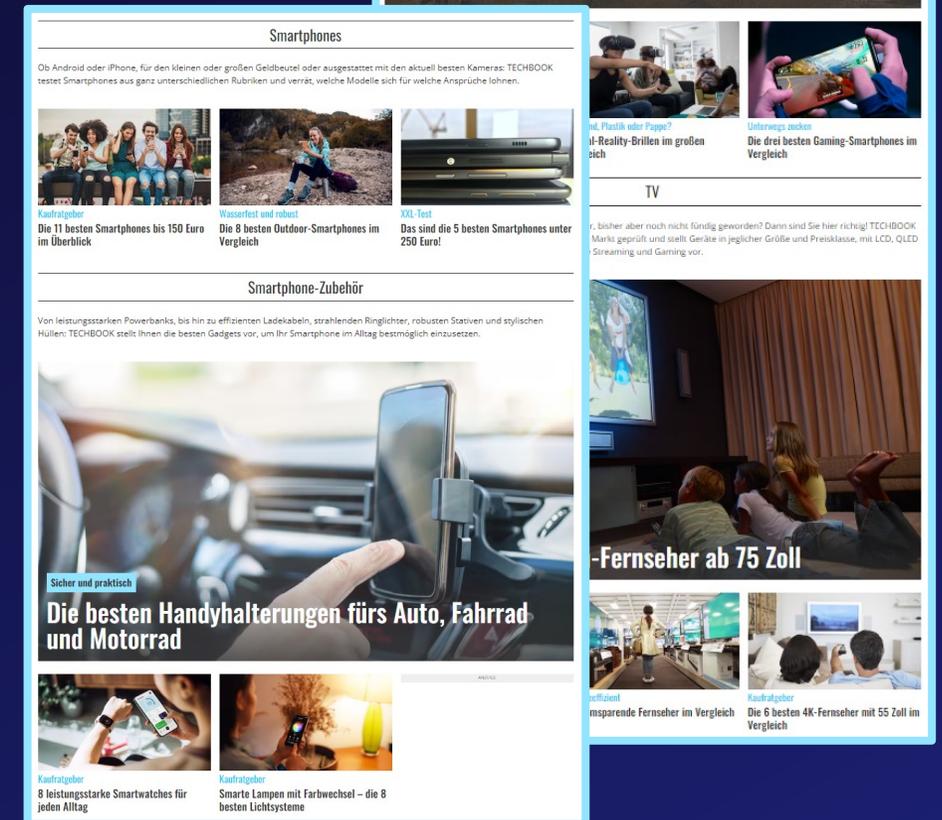


The editorial product highlights "TECHBOOK's Best" are prominently anchored in the header of the page.

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!

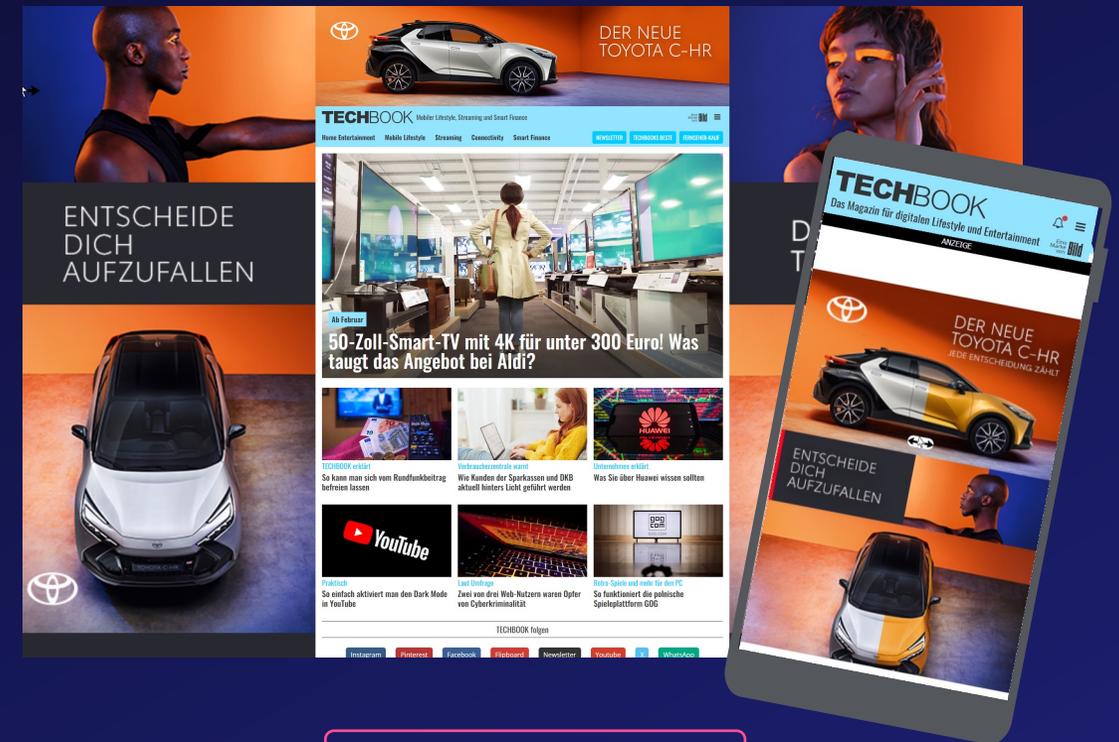


HOMERUN: HIGH-QUALITY STAGING ON THE HOME

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 factsheet](#)

Package ¹	Guarantee	Duration	Pricing Homerun	Pricing Homerun Plus ²
Homerun Day	200,000 AIs	1 Day	11,200 €	14,000 €
Homerun Week	1,200,000 AIs	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	Garantie	Duration ¹	Pricing ²
A-Teaser	50,000 Als	1 Day	4,500 €



*example visualization

1) Saturday and Sunday count together as one day.

NATIVE ADVERTISING

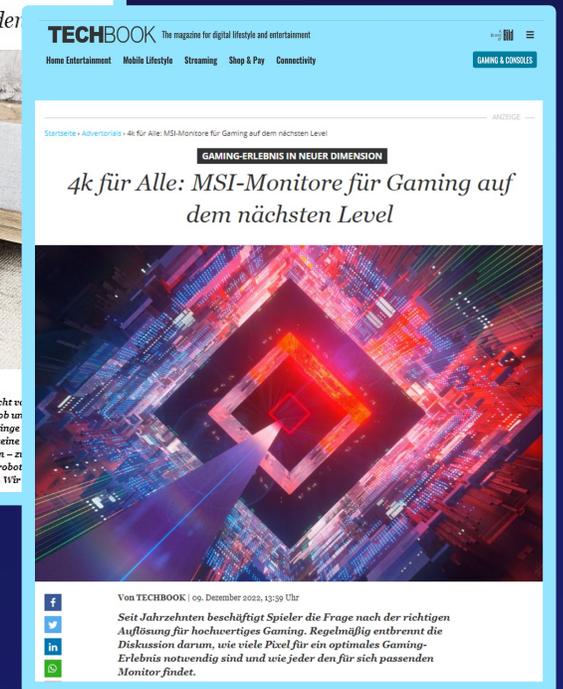
Your brand told in the right context – authentic and impactful.

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 ¹	Pricing ²
Advertorial XS ³	375,000 AIs	2 Weeks	7,500 €
Advertorial S ³	500,000 AIs	2 Weeks	10,000 €
Advertorial M ³	1,000,000 AIs	4 Weeks	17,500 €
Advertorial L ³	1,500,000 AIs	6 Weeks	22,500 €
Advertorial Stage ⁴	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 ³	Basic package	Maximum page views to be booked ³
5,000	15,000 Page Views 50,000 €¹ 6 Week Duration²	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 ¹
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 ¹	Video-Production ²
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 ¹	Pricing ²
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 ¹	Pricing ²
Interactive Story	20,000 Views	4 Weeks	62,500€

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

Individual Text Design
Mit exklusiven Storytelling - Dein Thema wird gemeinsam mit dem Brand Studio Team erarbeitet.

Banner & LinkOuts
For those who want peace in the midst of noise

Slider & Image Elements

Video Elements

Work as if you were everywhere - and nowhere.
Compact, mobile, ready to work - wherever you are.

For those who want peace in the midst of noise

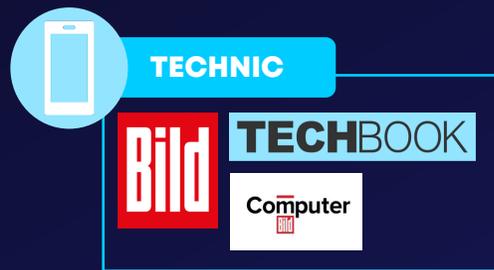
TECHBOOK | **media impact**

*Example visualization

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 brands¹. So you can appear on several stages with just one story.



15,000
Guaranteed Page Views

4,050,000
guaranteed Ad Impressions¹

57,250 €²
Paket price



19,000
Guaranteed Page Views

4,800,000
Guaranteed Ad Impressions¹

61,250 €²
Paket Price

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:

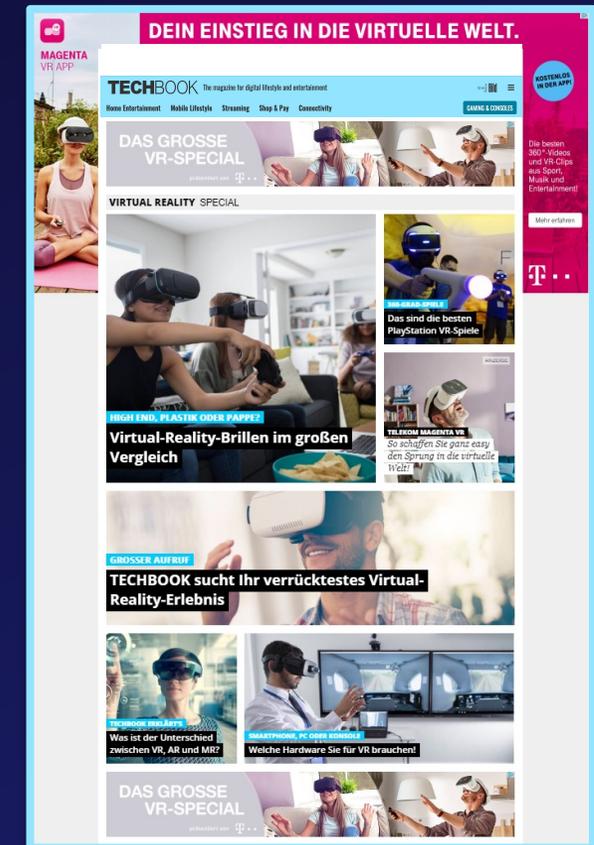
- Sponsoring header and footer “presented by”.
- Integration of advertising media (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle).
- Traffic feed via homepage teaser as well as an ad bundle and mobile medium rectangle in run of site.
- Brand stories and advertorials can also be integrated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

Paket	Garantie	Laufzeit ¹	Pricing ²
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

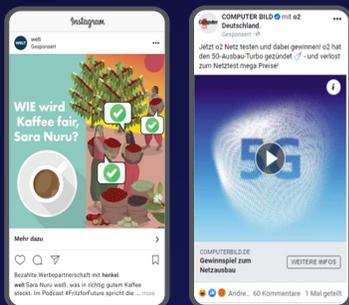
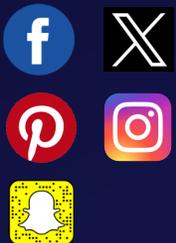
SOCIAL MEDIA: OUR PRODUCTS FOR YOUR SUCCESS!

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!

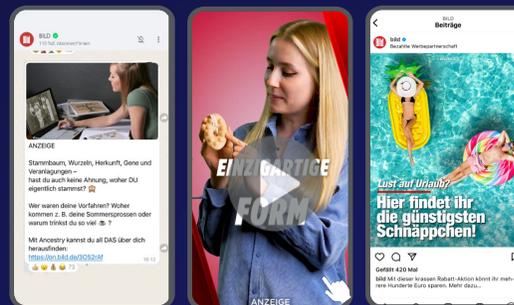
Benefit from the recognition of our brands as the sender of your posts or stories. Additionally, we tag your social media page via “Handshake” or direct link.



[View the Add-Ons](#)

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!

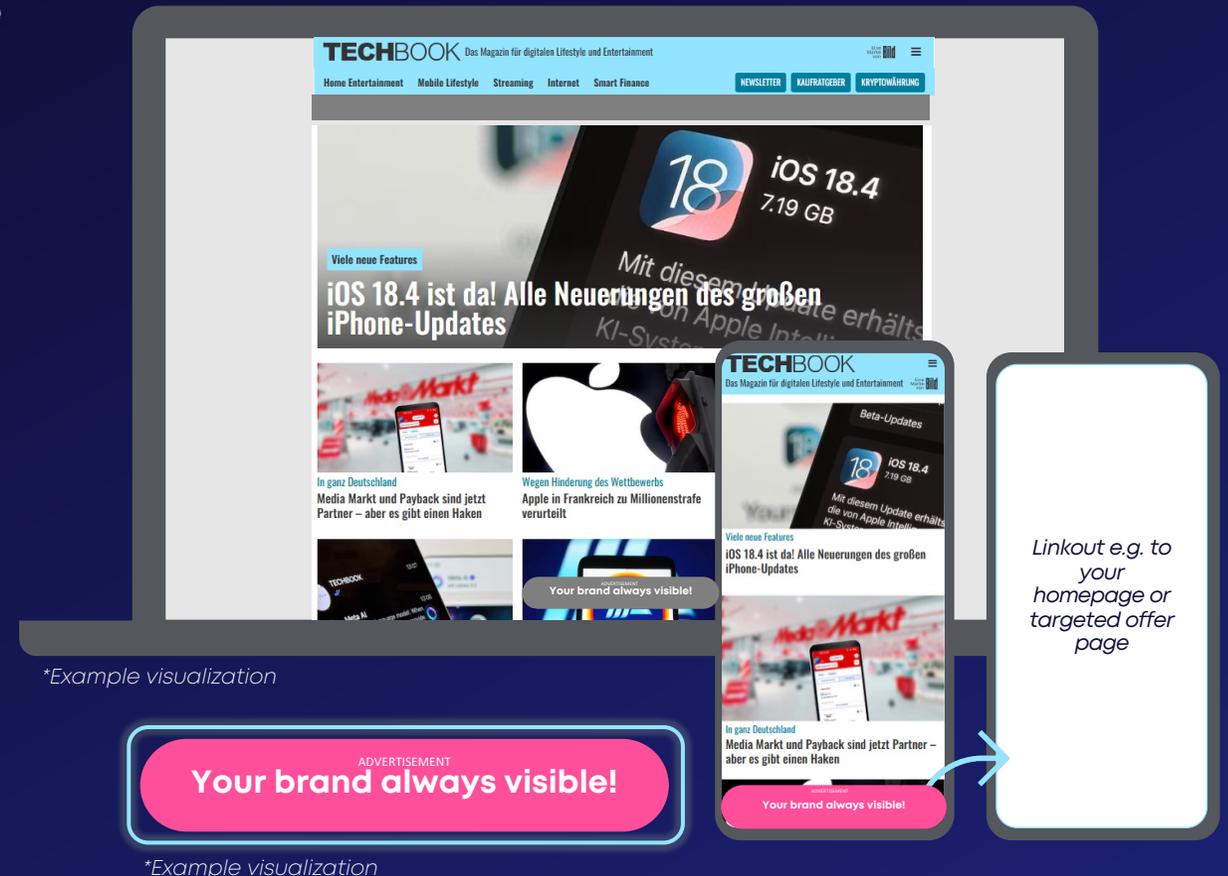
All services are permanently bundled in the custom-created Sticky Bar, which remains visible on the homepage, stage areas, and article pages. This bar is fixed at the bottom of the screen and cannot be minimized or closed.

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!

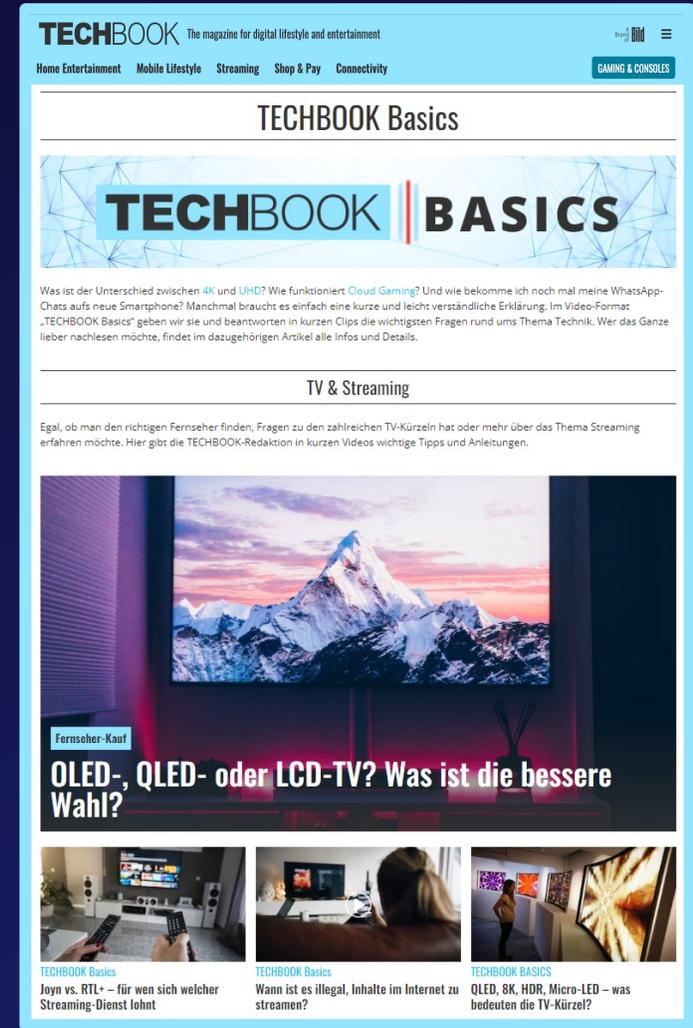


TECHBOOK | BASICS

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](#) 



TECHBOOK The magazine for digital lifestyle and entertainment

Home Entertainment Mobile Lifestyle Streaming Shop & Pay Connectivity **GAMING & CONSOLES**

TECHBOOK Basics

Was ist der Unterschied zwischen 4K und UHD? Wie funktioniert Cloud Gaming? Und wie bekomme ich noch mal meine WhatsApp-Chats aufs neue Smartphone? Manchmal braucht es einfach eine kurze und leicht verständliche Erklärung. Im Video-Format „TECHBOOK Basics“ geben wir sie und beantworten in kurzen Clips die wichtigsten Fragen rund ums Thema Technik. Wer das Ganze lieber nachlesen möchte, findet im dazugehörigen Artikel alle Infos und Details.

TV & Streaming

Egal, ob man den richtigen Fernseher finden, Fragen zu den zahlreichen TV-Kürzeln hat oder mehr über das Thema Streaming erfahren möchte. Hier gibt die TECHBOOK-Redaktion in kurzen Videos wichtige Tipps und Anleitungen.

Fernseher-Kauf
OLED-, QLED- oder LCD-TV? Was ist die bessere Wahl?

TECHBOOK Basics
Joyn vs. RTL+ – für wen sich welcher Streaming-Dienst lohnt

TECHBOOK Basics
Wann ist es illegal, Inhalte im Internet zu streamen?

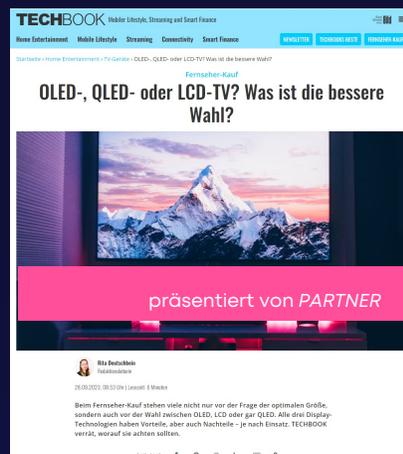
TECHBOOK BASICS
QLED, 8K, HDR, Micro-LED – was bedeuten die TV-Kürzel?

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:

ADVERTORIALS
on the video stage¹

BRAND STORY
on the video stage¹

Product Story
on the video stage¹

**PRODUCT
PLACEMENT²**

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 PACKAGE¹

Logo integration in the video:

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

Media components:

- Multiscreen media package on the video pages²
- Multiscreen media package in ROS for traffic feed

1 Folge
5,000 Views³ and 200,000 AIs
 (Duration 4 weeks)
22,000 €⁴

ADD-ONS:

ADVERTORIAL S
 500,000 AIs/ 10,000 €⁵

BRAND STORY BASIC
 15,000 Views/ 50,000 €⁶

PRODUCT STORY
 1,700,000 AIs + 9,000 Views/ 33,750 €⁷

PRODUCT PLACEMENT
 at 5,000 €⁸

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.

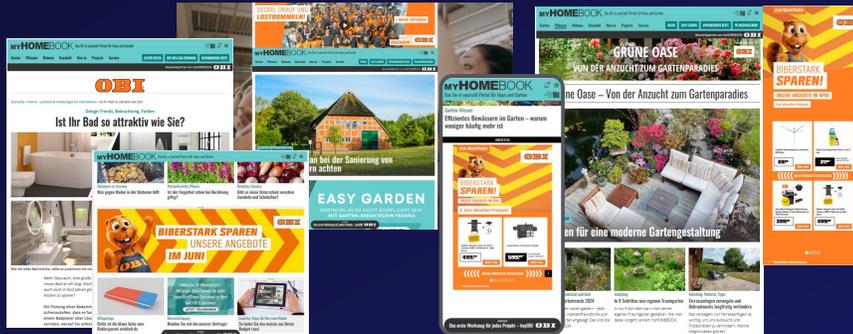
1 We create an ideal environment and build the beginning of a customer experience.

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

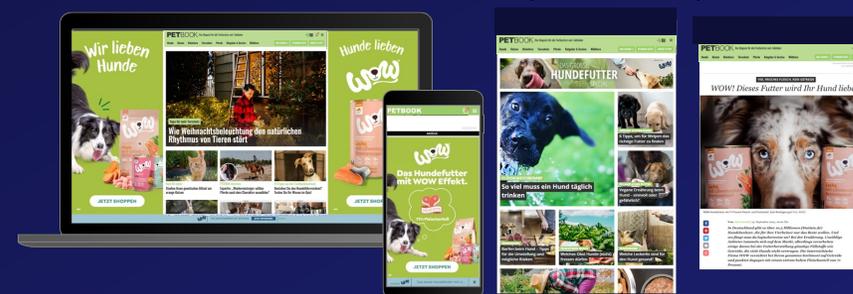
3 Strong media appearances on the portal also ensure an image transfer between the respective book and your brand.

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

		PREMIUM-PARTNERSHIP	CO-PARTNERSHIP	CO-PARTNERSHIP LIGHT
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_

