

# NATIVE ADVERTISING

Product overview 2024

*impassioned by*

media **impact**—

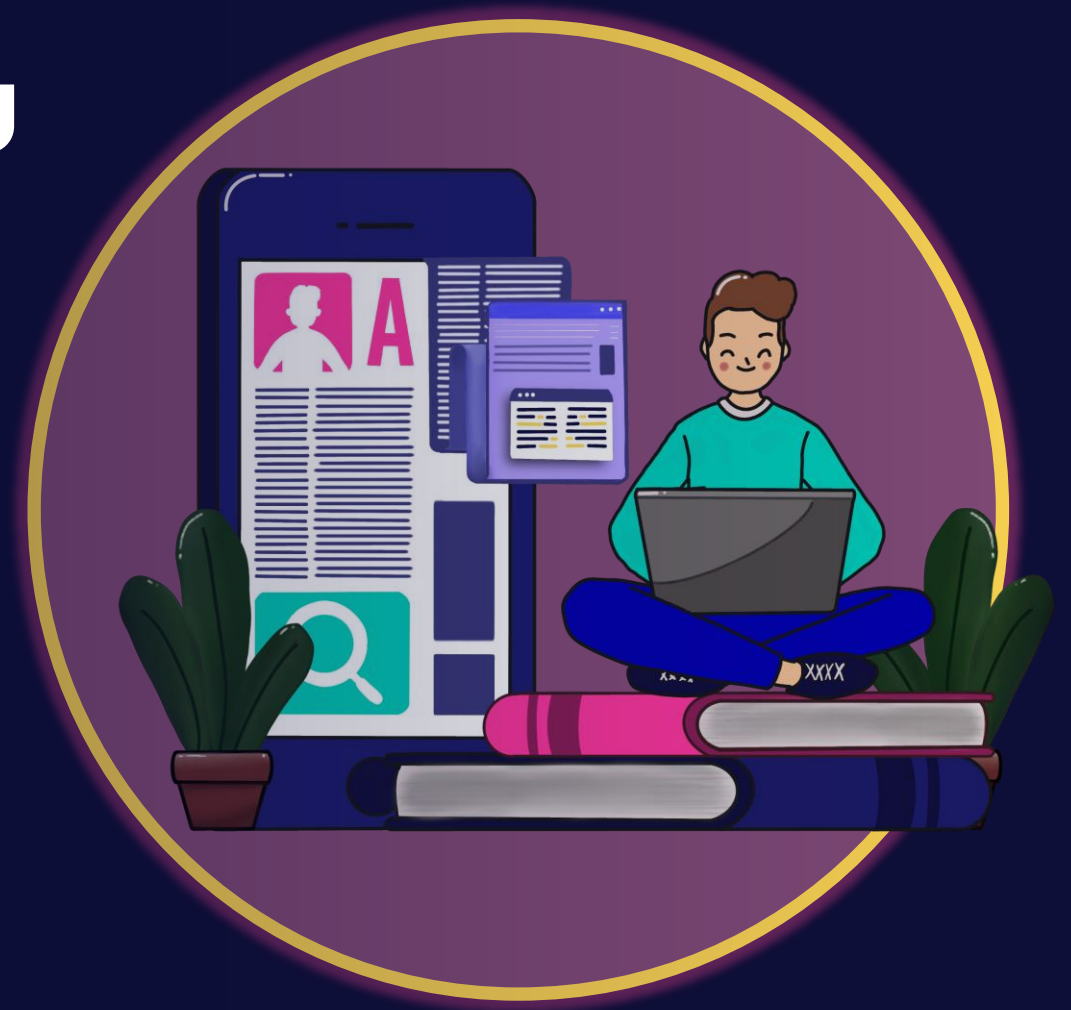
# WE LOVE TO CREATE GREAT STORIES FOR YOU

We create your success stories with our strong brands and accompany you throughout the entire campaign!

**Our motto: User first - every campaign is tailor-made for your target audience.**

Our campaign KPIs are set up and optimized individually for you. This makes success transparent and measurable.

At Media Impact, we provide top-tier journalistic service, including detailed feedback loops and a comprehensive final report.



# NATIVE ADVERTISING ROCKT AND...

**Is custom-fit to your goals!**

**Stays in readers' minds longer!**

**Boosts awareness of your products!**

**Builds trust in your brand!**

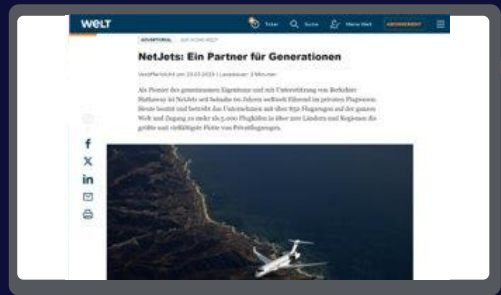
**Evokes emotions from readers!**

**Keeps readers engaged with your content longer!**



# FROM PROMOTIONAL TO NATIVE

Our products are also available for cross-media booking!



ADVERTORIAL



PRODUCT STORY



BRAND STORY

Our best native journalists, video producers, digital strategists and crossmedia experts translate your goals for the campaign to **tailor-made storytelling** and **360-degrees-campaigns** with a maximum effect!

# THE ADVERTORIAL

#LINKOUTS

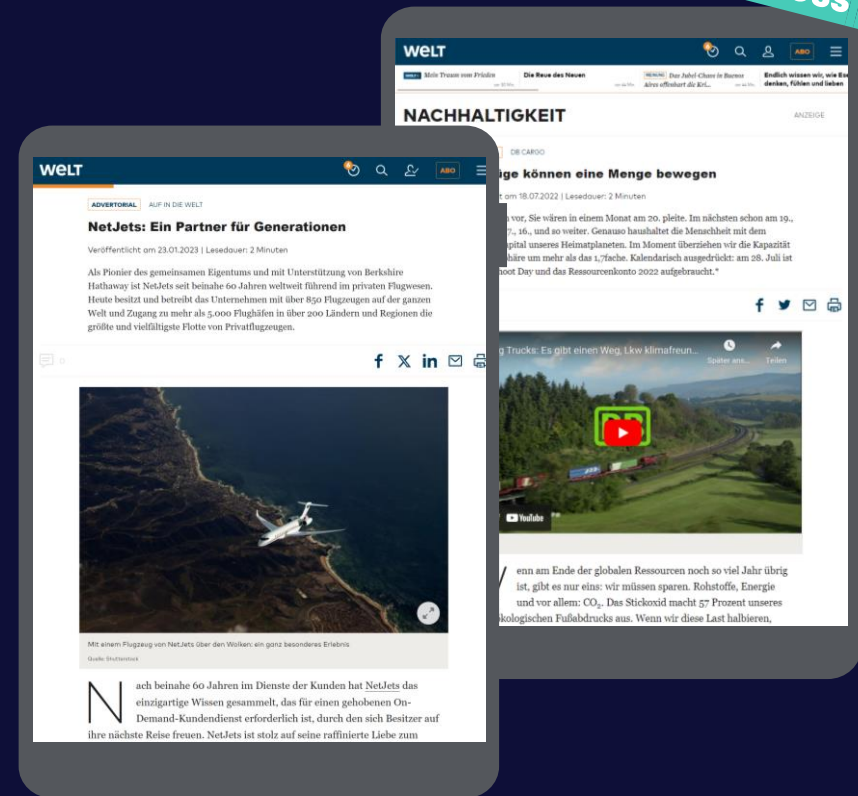


Also available cross media!

## YOUR CONTENT IN THE LOOK & FEEL OF OUR BRANDS

Your content is integrated into stories around the products and purchase messages.

The promotional materials you provide are presented in the look and feel of the respective media brand, which, in addition to driving traffic, creates a trusted brand environment.



# CUSTOMIZE YOUR ADVERTORIAL INDIVIDUALLY

	Ad Impressions	Package price <sup>1</sup>
<b>BILD</b>	<b>9.000.000</b>	<b>50.000€</b>
<b>WELT</b>	<b>4.000.000</b>	<b>25.000€</b>
<b>LIFESTYLE</b>	<b>3.600.000</b>	<b>20.000€</b>
<b>SportBILD, AutoBILD, ComputerBILD &amp; Business Insider</b>	<b>2.500.000</b>	<b>25.000€</b>



<sup>1</sup> Plus creation costs (neither discounts, nor agency commission can be granted on such costs); BILD, WELT & Business Insider: 3.500,-€ | LIFESTYLE, CoBI, AuBI, Spobi: 2.500,-€. | There might be additional costs for the respective add-ons, you can find more information on slide 22.

<sup>2</sup> Only the advertising formats included in the base traffic package are available at no extra cost.

# THE PRODUCT STORY

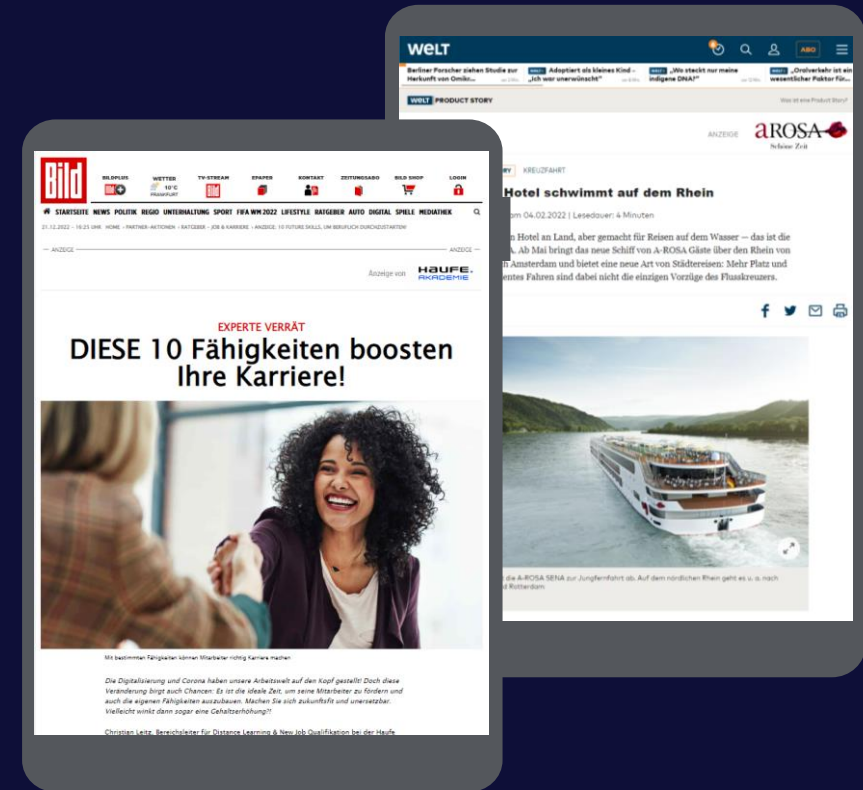
#AWARENESS  
♡♡

## YOUR PRODUCT TAKES CENTER STAGE IN OUR PORTFOLIO

Your product story, whether requiring explanations, showcasing new features, or promoting current offers, will be presented in the authentic and on-point style of our respective media brand.

We craft your individual narrative and teaser package for traffic based on the advertising material you provide, ensuring close coordination with you throughout the entire process.

**Also available for cross-media bookings!**





# CREATE YOUR PRODUCT STORY INDIVIDUALLY

	Ad Impression	Page Views	Paketpreis <sup>1</sup>
<b>BILD</b>			
<b>Paket M</b>	<b>6.200.000</b>	<b>20.000</b>	<b>55.000€</b>
<b>Paket L</b>	<b>8.400.000</b>	<b>30.000</b>	<b>79.000€</b>
<b>WELT</b>			
<b>Paket M</b>	<b>4.700.000</b>	<b>12.000</b>	<b>47.000€</b>
<b>Paket L</b>	<b>8.400.000</b>	<b>23.000</b>	<b>70.000€</b>
<b>ComputerBILD, AutoBILD, Books<sup>3</sup></b>	<b>1.700.000</b>	<b>9.000</b>	<b>33.750 €</b>



<sup>1</sup>) Plus creation costs: BILD & WELT package M: 6.000,- € | Package L: 8.000,- €; CoBI, AuBI, Books: 3.000,- € (neither discounts, nor agency commission can be granted on such costs). General verification of financial service providers' content; subject to potential adjustments of the product variant and/or guaranteed views as needed. Additional costs may apply for available add-ons; see Slide 22 for details.

<sup>2</sup>) Only advertising formats included in the basic packages can be booked.

<sup>3</sup>) Books: TRAVELBOOK, PETBOOK, TECHBOOK, STYLEBOOK, myHOMEBOOK, FITBOOK.



# YOUR STORY TOLD ACROSS MULTIPLE MEDIA BRANDS!

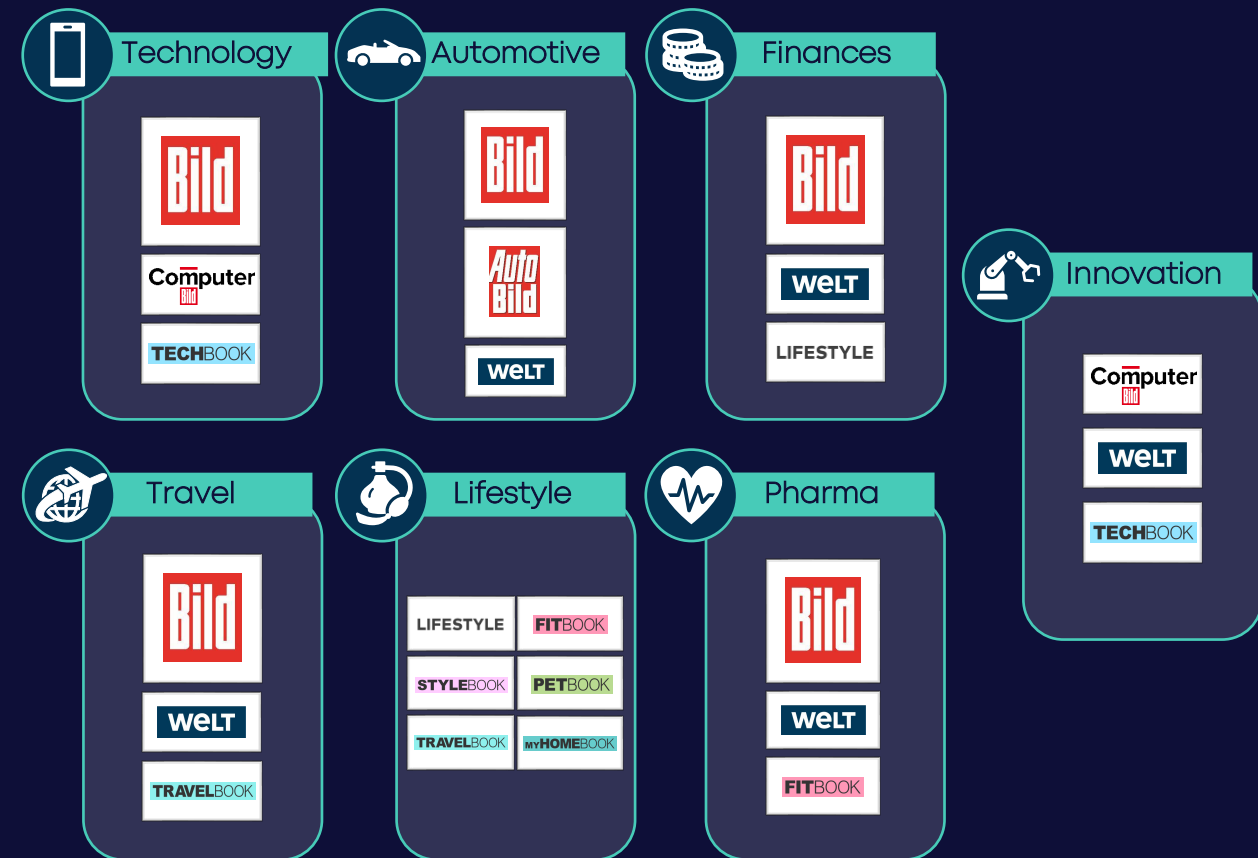
Reach multiple target audience touchpoints on our media brands with just one story - sounds crazy?

**With our Product Story Bundles it is possible!**

Just chose a suitable bundle and we create a Product Story based on your content and distribute it automatically in the look and feel of the respective media brands!

This way, you appear on multiple stages with just one story!

<b>15.000</b> guaranteed page views	<b>15.000.000</b> guaranteed ad impressions	<b>47.500€<sup>2</sup></b> package price
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1) The ad traffic is displayed via our ad server (standard formats) throughout the media brands that are included in the bundle (ROS or on selected channels with a thematic fit).  
 2) Plus creation costs: 4.500,- € (neither discounts, nor agency commission can be granted on such costs).

# THE BRAND STORY



#BRANDING



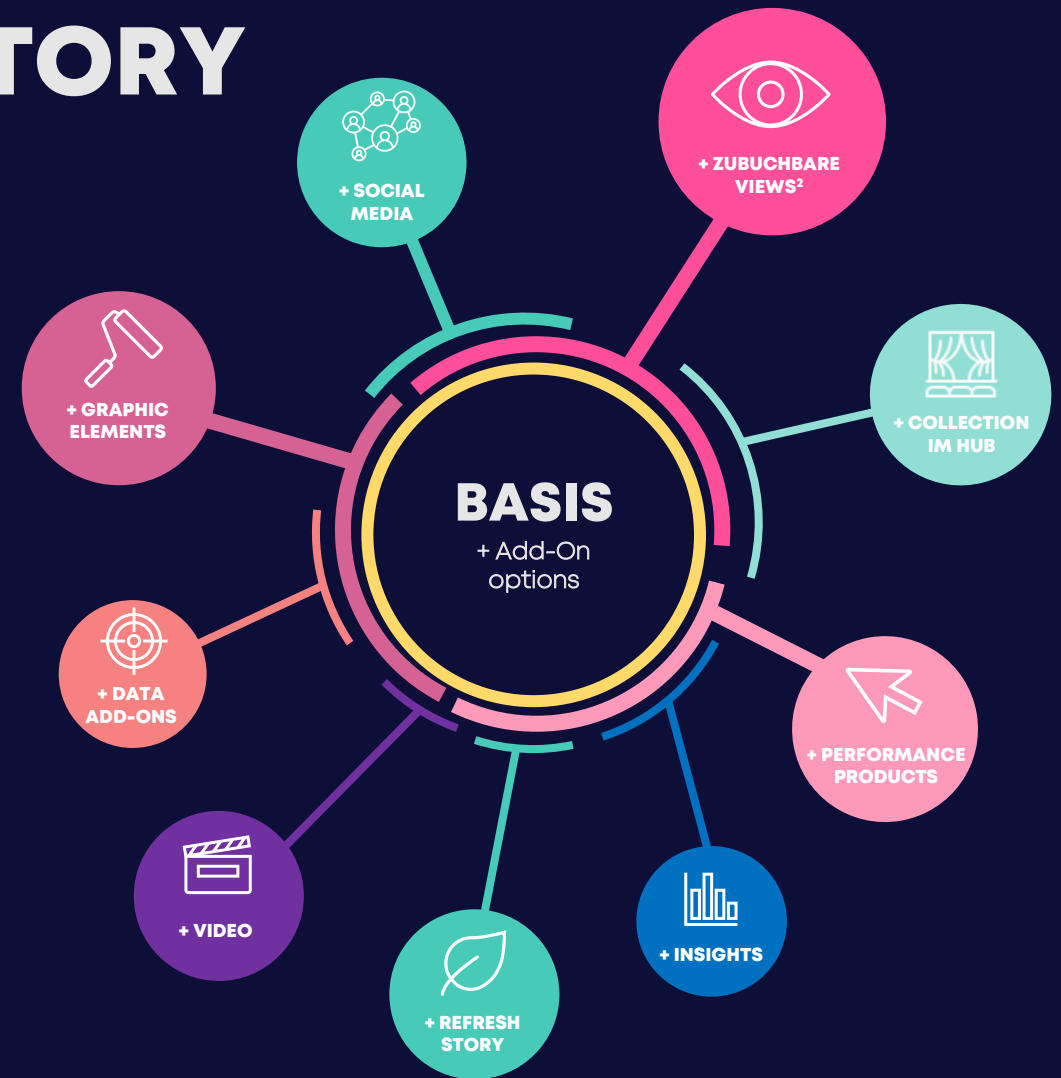
In the Brand Story, your **unique, compelling, and informative narrative** is crafted by our journalists in the style of Germany's leading media brands!

We create your unforgettable story, with all steps from idea to execution fully coordinated with you.

**Particularly exciting:** You get prominent traffic placements that aren't available without the Brand Story!

# STELL DIR DEINE BRAND STORY INDIVIDUELL ZUSAMMEN

	Views	Package price <sup>1</sup>
<b>BILD</b>	<b>110.000</b>	<b>231.000€</b>
<b>WELT</b>	<b>50.000</b>	<b>131.000€</b>
<b>LIFESTYLE</b>		
<b>BOOKS</b>		
<b>BZ</b>	<b>10.000</b>	<b>35.000€</b>
<b>SportBILD</b>		
<b>Business Insider</b>	<b>5.000</b>	<b>17.500€</b>



<sup>1</sup> Plus creation costs: BILD: from 40,000 views 8,000,- €; from 110,000 views 10,000,- €; from 200,000 views 12,000,- € | WELT: from 30,000 views 8,000,- €; from 50,000 views 10,000,- €; from 100,000 views 12,000,- € | LIFESTYLE, BZ, BOOKS, SportBILD: from 5,000 views 3,500,- €; from 15,000 views 4,000,- €; from 20,000 views 4,500,- € | Business Insider: 3,500,- € (not SR- or AE-compatible) | Additional costs may apply for available add-ons; see Slide 22 for details.

<sup>2</sup> Cost per view is discountable (based on booking volume and item). Maximum total booking volume: BILD: 250,000 views | WELT: 130,000 views | LIFESTYLE, Books, SportBILD & BZ: 20,000 views. Extra views cannot be booked for Business Insider.

# GET EVEN MORE POWER FOR YOUR STORY WITH ADDITIONAL REACH AND ACALABLE PAGE VIEWS

**Minimal bookable page views**

40.000 views  
CPV: 2,63€

+ 2,10€ CPV  
per additional view

30.000 views  
CPV: 3,15€

+ 2,62€ CPV  
per additional view

5.000 views  
CPV: 3,50€

+ 3,33€ CPV  
per additional view

**Only basic package bookable**

**BASIS**

**BILD**  
110.000 views  
CPV: 2,10€  
= 231.000€

**WELT**  
50.000 views  
CPV: 2,62€  
= 131.000€

**BOOKS<sup>1)</sup>, LIFESTYLE,  
SportBILD, B.Z.**

15.000 views  
CPV: 3,33€  
= 50.000€

**Business Insider**  
5.000 views  
CPV: 3,50€  
= 17.500€

**Maximal bookable page views**

200.000 views  
CPV: 1,58€

+ 1,58€ CPV  
per additional view

+ 1,54€ CPV  
per additional view

250.000 views

100.000 views  
CPV: 2,10€

+ 2,10€ CPV  
per additional view

+ 2,05€ CPV  
per additional view

130.000 views

+ 3,13€ CPV  
per additional view

20.000 views  
CPV: 3,13€

**Only basic package bookable**

1) BOOKS: TECHBOOK, TRAVELBOOK, STYLEBOOK, myHOMEBOOK, FITBOOK & PETBOOK.  
\*You can find an illustration of the respective advertising materials in our traffic supply starting on page 24.

# INSIGHT ADD-ON



Gain valuable insights into your target audience despite **the loss of cookies and without any additional** costs with our Insight Add-On!

**How?** Through customized **interactive surveys and quizzes** that we integrate into our **Brand or Product Stories**<sup>1</sup>

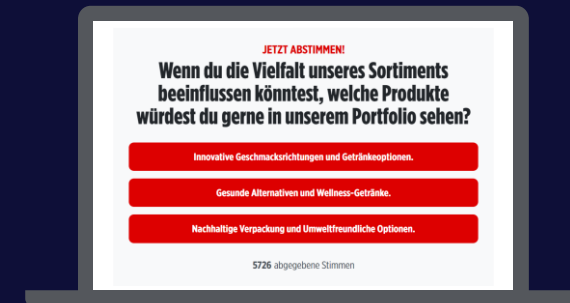


## Brand Story + Insight Add-On<sup>1</sup>:

### Brand Insights

Surveys/Quizzes within the Brand Story focused on your brand:

- Insights into general preferences
- Collection of opinions, interests, and desires
- Added value to the story for users through interactivity



## Product Story + Insight Add-On<sup>1</sup>:

### Product Insights

Surveys/Quizzes within the Product Story focused on your products:

- Insights into brand and product preferences
- Identification of potential new products
- Added value to the story for users through interactivity

<sup>1</sup>) Prices vary depending on the package (for Product Stories) or the booked views (for Brand Stories). See [Native Factsheet](#) – no additional charge.

# REFRESH STORY



With the Refresh Story, it is now possible **to retell your story** and embed the message even deeper – **conveniently and at lower creation costs!**



Your traffic package for the Refresh Story Easy<sup>3</sup>

## Refresh Story Easy:

**New traffic with little effort for your successful story!<sup>1</sup>**

**Regular brand or product story package<sup>2</sup>**

- Unchanged story, unchanged teasers
- Bookable on all available brands



Your traffic package for the Refresh Story Update<sup>3</sup>

## Refresh Story Update:

**Your successful story is updated with new teasers and fresh traffic<sup>2</sup>.**

**Regular brand or product story package<sup>2</sup>**

- Unchanged story, new teasers
- Bookable on all available brands

1) Your story is reused 1:1.

2) View volume / package size can be booked as desired. See [Native Factsheet 2024](#).

3) Creation costs are not eligible for discount and agency commission.

4) Example campaign for Almased.

# LET YOUR USERS ACTIVELY ENGAGE WITH YOUR STORIES!

## INTERACTIVE STORY

Users love interactions, which is why we incorporate a variety of elements to encourage engagement – **from classic videos and image worlds to sliders.**

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

This ensures high engagement and increased recognition – because users won't forget your interactive story anytime soon!



CUPRA INTERACTIVE STORY

Activate your audience with interactive and entertaining elements

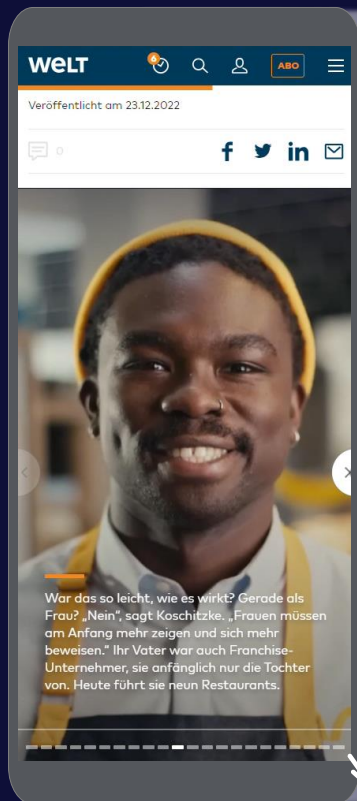


EXPERIENCE MCDONALD'S INTERACTIVE STORY WITH OUR LIVE SWIPE-STORIES!

1) Plus extra creation costs: 4,000,- € on top of the base Brand- or Product Story creation costs (neither discounts, nor agency commission can be granted on such costs)



# AN INNOVATIVE AND VISUALLY RICH READING EXPERIENCE



VIelfalt bei McDonald's

Easy to read and clearly structured!

+

Exklusive @WELT

+

**Up to 15 story parts!**

## SWIPE STORY

With this style of storytelling, which is oriented on the most recent mobile trends, allows you to **rethink and convey your messages to potential customers in a fresh way.**

It's impactful, well-structured, concise, and quick to read – just like the swipe formats readers are used to from Instagram and similar platforms, **now presented in the high-quality WELT context!**

# LET THE USERS DIVE INTO A VIRTUAL WORLD!

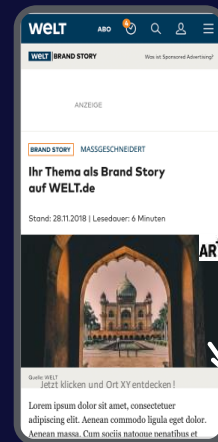


## IMMERSIVE STORY

Looking to narrate a topic innovatively through storytelling using the latest technologies and visually engage users on a journey? Then we have just the right product for you!

With a click, the user is guided into an immersive world on the web. Whether **it's 360° portals or virtual spaces, the possibilities are diverse.**

This captures the attention of users in saturated markets and secures first-mover recognition. Creativity fuels impressive virtual experiences, integrated into the Brand or Product Story. Enhanced involvement and emotional appeal through live experiences make your stories more memorable for users.



Beispielhafte Visualisierung



OBI INTERACTIVE STORY MIT UNSEREM VIRTUELLEN RAUM

With one click, 3D models and information are overlaid into the real world.

1) Plus creation costs: dependent on the respective project and therefore not defined in advance (neither discounts, nor agency commission can be granted on such costs).

# THREE, TWO, ONE AAAND ACTION!



## VIDEO BRAND STORY

Integrating videos into your Brand Story engages your target audience both effectively and emotionally, ensuring your message resonates and stays top-of-mind.

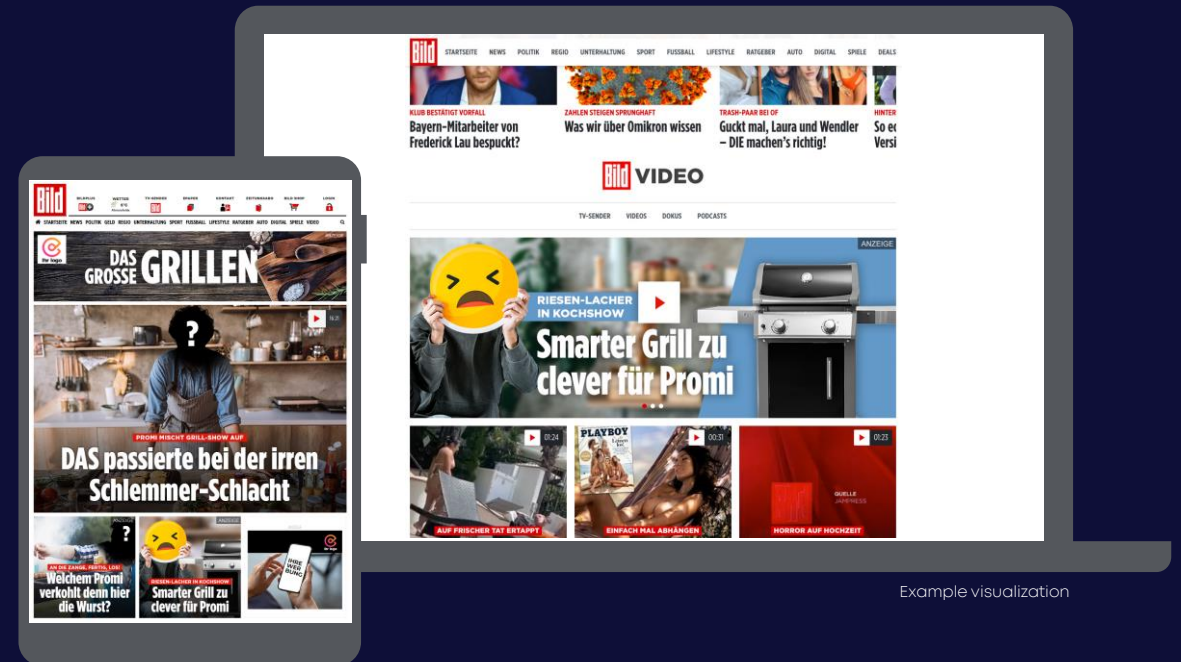
**Good to know:** When you book 3 or more Video Brand Stories, you can also add our exclusive video teasing package. This includes prominent placements, such as on BILD's homepage, with direct links to your videos!



**Extra video teasing package**

50,000 guaranteed video views

Package price: 120,000,-€<sup>1</sup>



Example visualization

<sup>1)</sup> Additional creation costs: €30,000, which also includes the production of your three Video Brand Stories (not SR- or AE-compatible).

# FOR THE PERFORMANCE BOOST FOR YOUR STORY

## JUST CLICKS



**The easiest way to guaranteed clicks!**

Your advertisements are displayed via the whole MI\_portfolio and we give you a click guarantee!

You can chose between:

- **Just Clicks:** picture + text teaser, which automatically adapt to the website they are displayed on
- **Just Clicks Regional:** Image-text teaser with regional targeting

## SOCIAL ENGAGEMENT ADD-ON



**Activation and interaction with your campaign!**

In addition to your branding measure, we offer you the right and high-performing advertising materials via social media ads on all major platforms with your branding, ensuring you achieve your target KPIs!

**Clicks, engagements** or **views** – you can choose!

## LEAD ADD-ON



**We generate measurable leads!**

In addition to your branding measure, we offer you additional lead generation to achieve your target KPIs! Potential leads can range from signing up for a **classic newsletter** to **scheduling a test drive!**

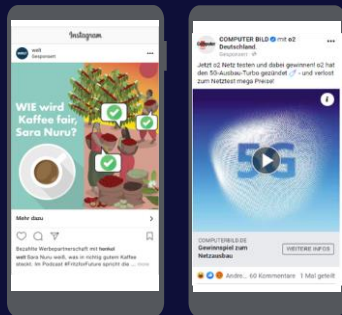
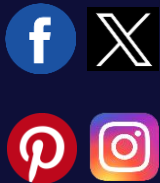
The distribution is done within your sender identity through native ads!

[tap for more information](#)

# JUST THE RIGHT FORMATS FOR THE YOUNG AUDIENCE

## SPONSORED POSTS

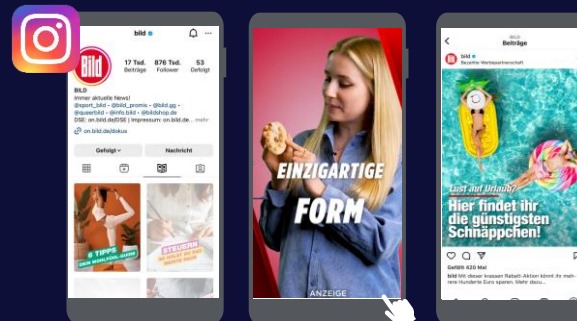
We blend your product with our strong **social media brands**, leveraging their notoriety to boost your posts and stories. Plus, we tag your social media account with a “handshake” or a link for added visibility.



## BILD CONTENT POSTS

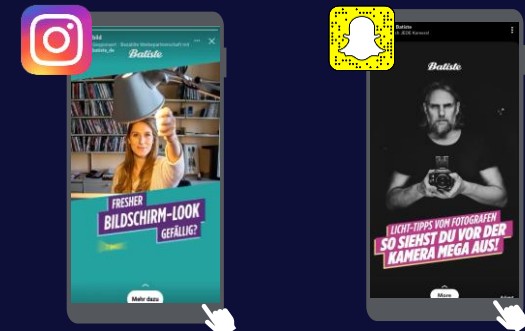
You get a permanent placement in our BILD Instagram timeline.

Choose from simple **content posts** and **stories** or opt for combined products like **Insta Reels**.



## VERTICAL STORY

Your story, styled for the younger generation, will be showcased on popular social media platforms Snapchat and Instagram through **full-screen vertical videos** or **photos**.



[tap for more information](#)

# ALL ADD-ONS AT A GLANCE!

Our Add-Ons		Additional costs <sup>1</sup>	Brand Story	Product Story	Advertorial
Graphische add-Ons <sup>2</sup>	Immersive	Individual costs that depend on the project	✓	✓	-
	Interactive	Plus 4,000,-€ creation costs	✓	✓	-
	Swipe	No surcharge	✓	✓	-
	Insights Add-On	No surcharge	✓	✓	-
Data	Targeting options	From 10€ CPM up (please refer to our data ratecard)	✓	✓	✓
Performance	Just clicks	15,000€ n2 + creation costs: 1,000€ native	✓	✓	✓
	Social Engagement add-On	from 20,000€ n2 up + creation costs: 1,000€ native	✓	✓	-
	Lead add-On	from 20,000€ n2 up + creation costs: 1,000,- € native; 3,000€ social	✓	✓	-
Social Media	Sponsored posts	Depends on platform and product. Please refer to our social media factsheet	✓	✓	✓
	Vertical story	Booster: 40,000€   stand alone 80,000€ + creation costs: Booster: 5,000€; Stand alone: 8,000€			-

1) Neither discounts, nor agency commission can be granted on such costs.

2) Graphic add-ons are not useful for all contents, prior check and verification by the Axel Springer Brand Studios.

# WIR FREUEN UNS AUF DEN AUSTAUSCH MIT DIR!

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# TRAFFIC PLACEMENTS

HOW THE USER GETS TO YOUR STORY

# BRAND STORIES

**welt**

**PETBOOK**

**MYHOMEBOOK**

**Sport  
Bild**

**Bild**

**TRAVELBOOK**

**STYLEBOOK**

**B.Z.**

**BUSINESS  
INSIDER**

**FITBOOK**

**TECHBOOK**

**LIFESTYLE**



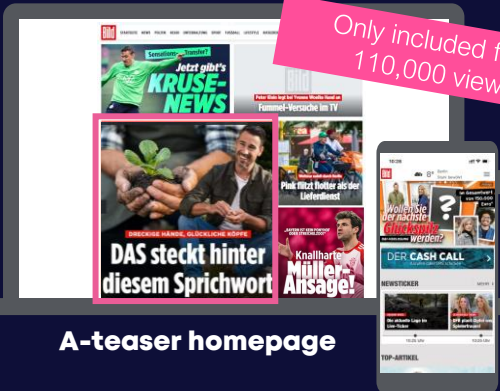
# BRAND STORY

BILD.de

Only included from 110,000 views

Only included from 70,000 to 110,000 views

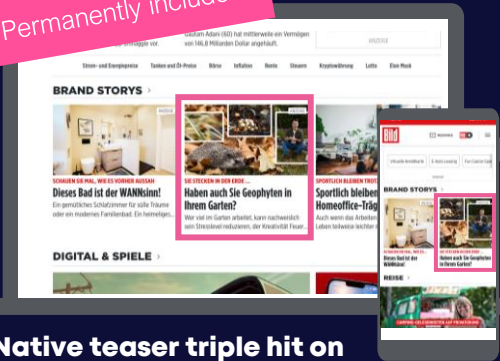
Permanently included



A-teaser homepage



C4-teaser; Homepage

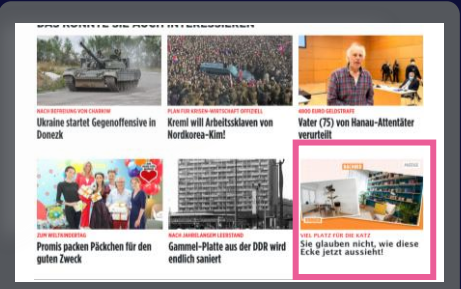


Native teaser triple hit on the homepage

→ If the basic package is scaled down, there is no longer an A-Teaser included!



Sponsored posts Facebook and Instagram



Native teaser BILD.de ROS

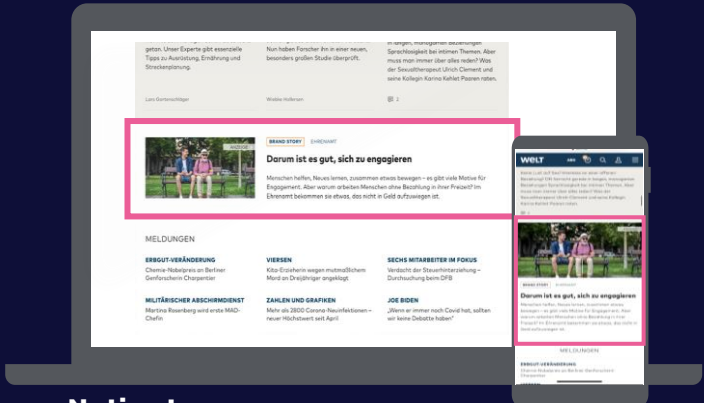


Example case: OBI

Brand Story on BILD.de

# BRAND STORY

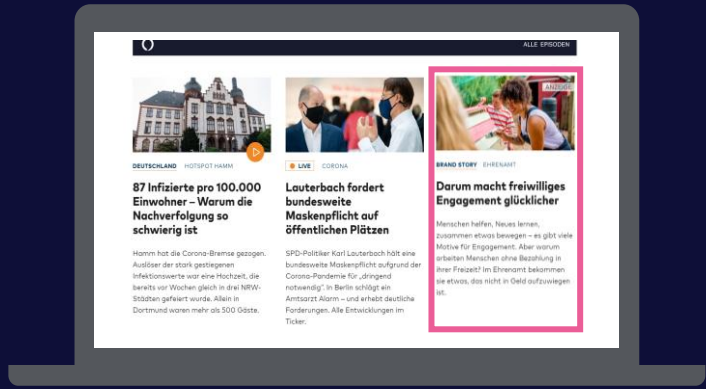
WELT.de



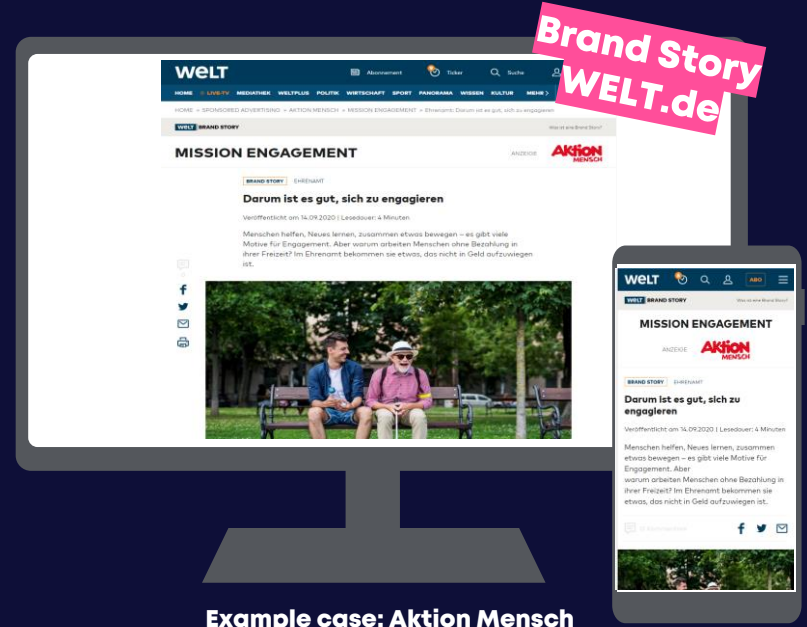
Native teaser  
WELT.de ROS



Sponsored posts  
Facebook and Instagram



Power teaser,  
WELT.de homepage



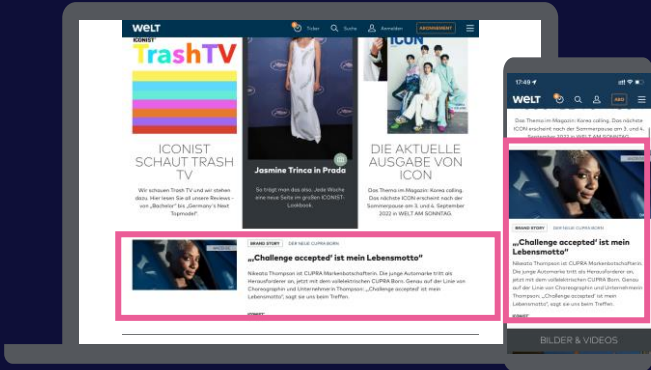
Example case: Aktion Mensch

Brand Story on WELT.de

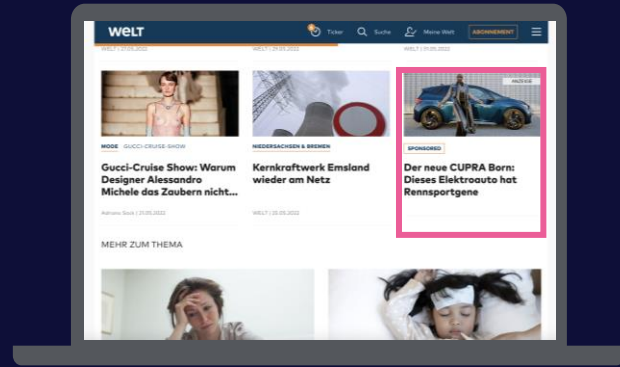
Brand Story  
WELT.de

## BRAND STORY

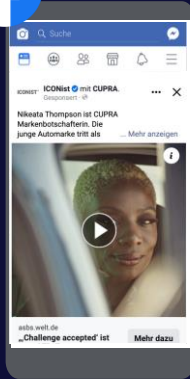
### LIFESTYLE



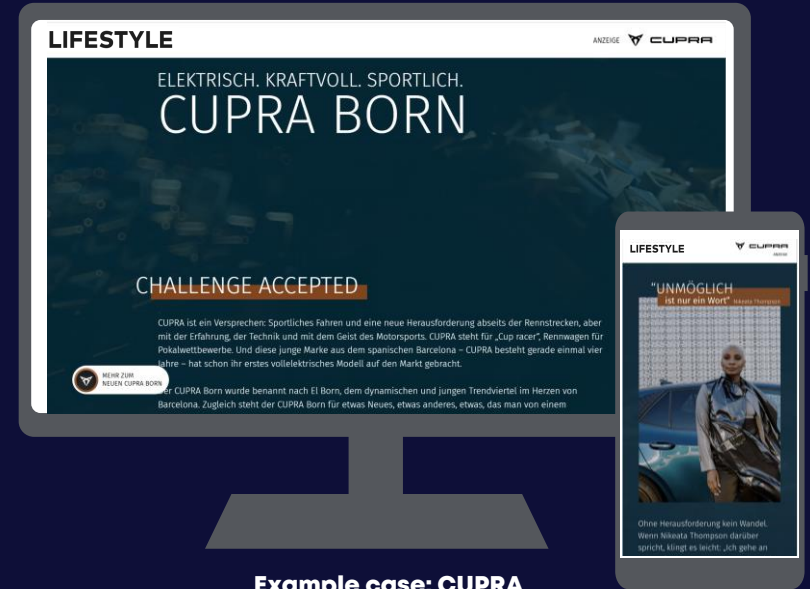
LIFESTYLE Channel



Native teaser ROS



Sponsored posts Facebook and Instagram

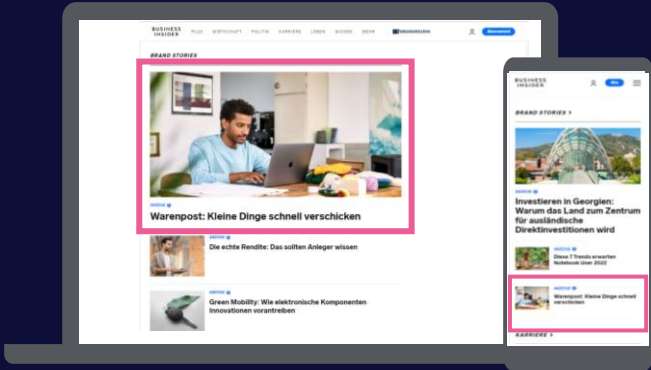


Example case: CUPRA

## Brand Story on WELT.de (LIFESTYLE channel)

BRAND STORY

BUSINESS INSIDER



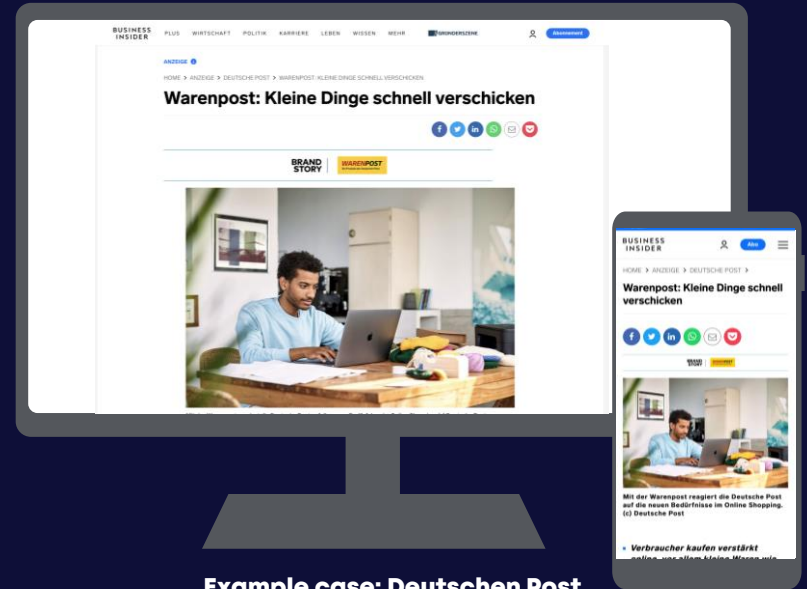
Native teaser



Content Ad 4:1 (mobile)



Mrec (mobile)



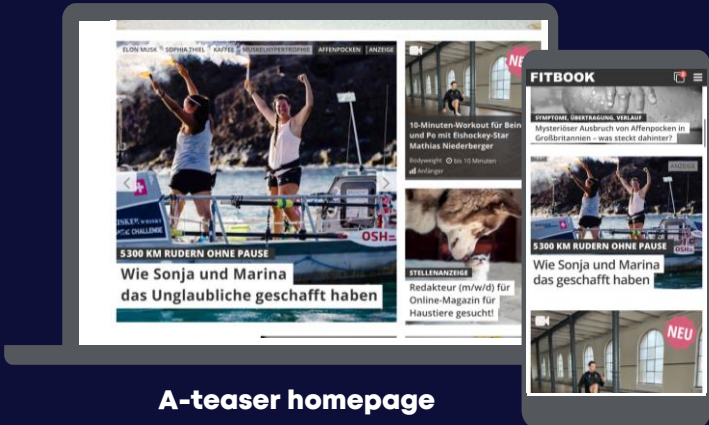
Example case: Deutschen Post

Brand Story on Businessinsider.de



# BRAND STORY

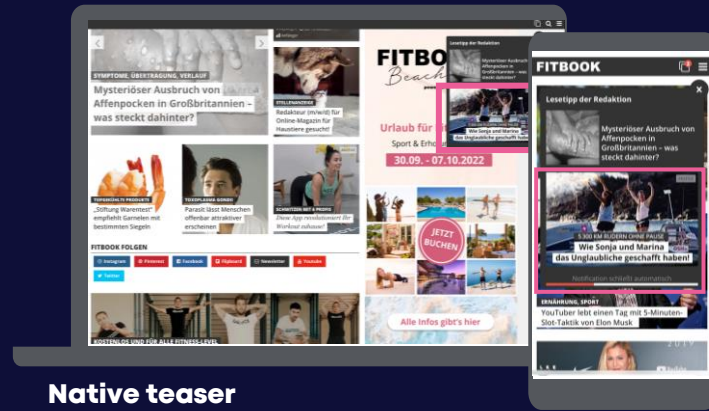
## BOOKS



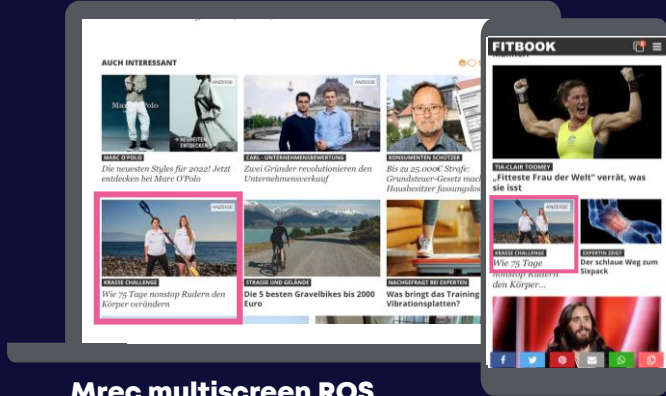
A-teaser homepage



Sponsored posts Facebook



Native teaser



Mrec multiscreen ROS



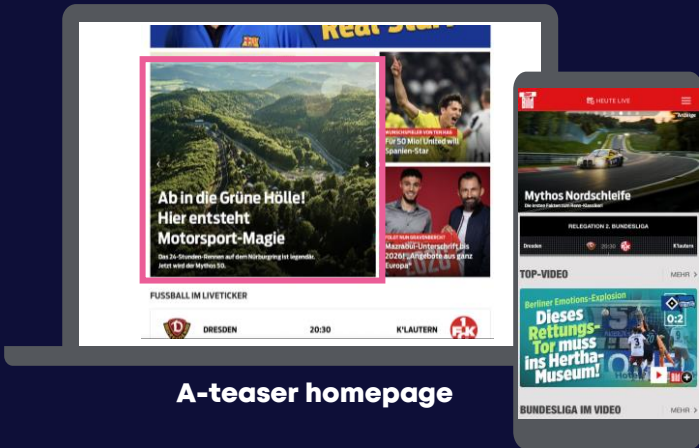
Example case Kettler

Brand Story on Fitbook.de

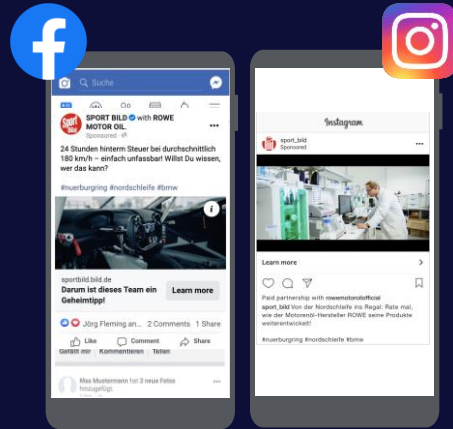


# BRAND STORY

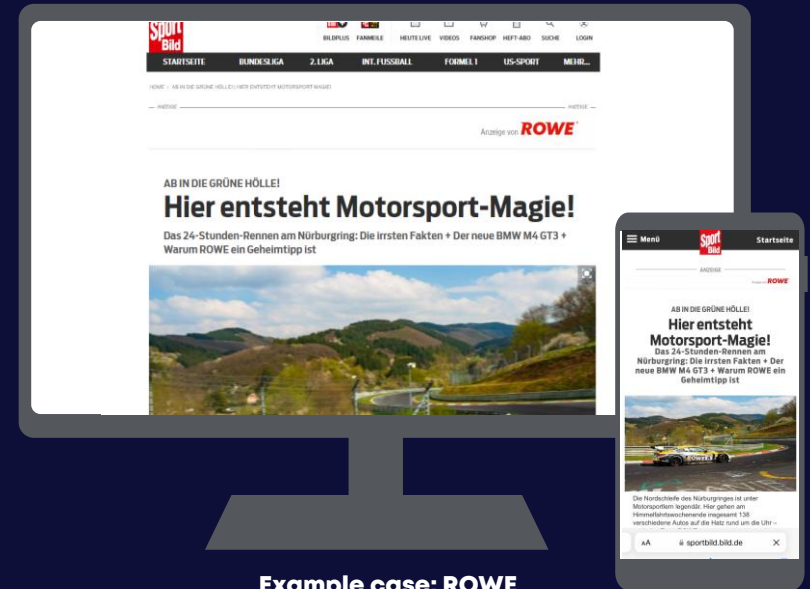
## SPORTBILD



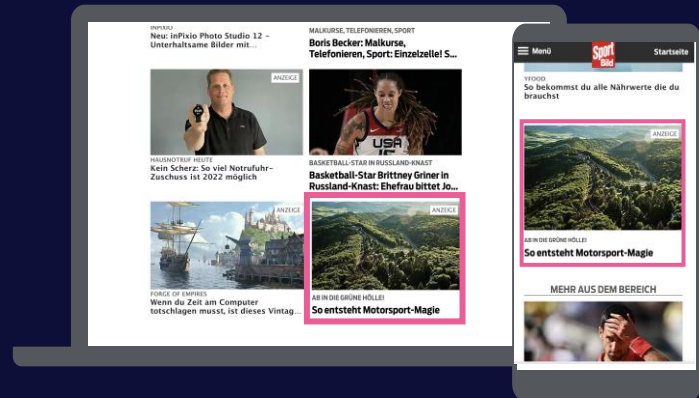
A-teaser homepage



Sponsored posts  
Facebook and Instagram

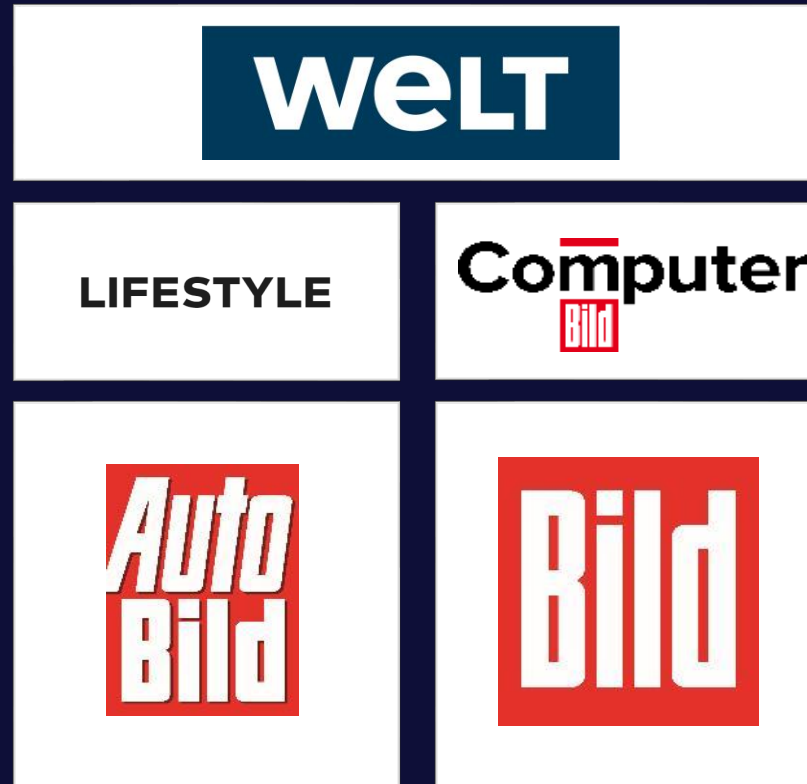


Example case: ROWE



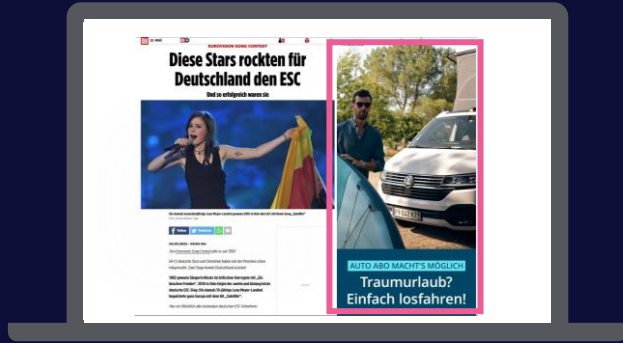
Brand Story on Sportbild.de

# PRODUCT STORIES



# PRODUCT STORY

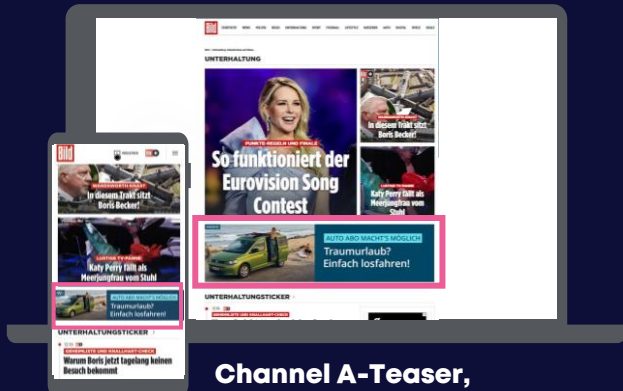
BILD.de



Sitebar desktop



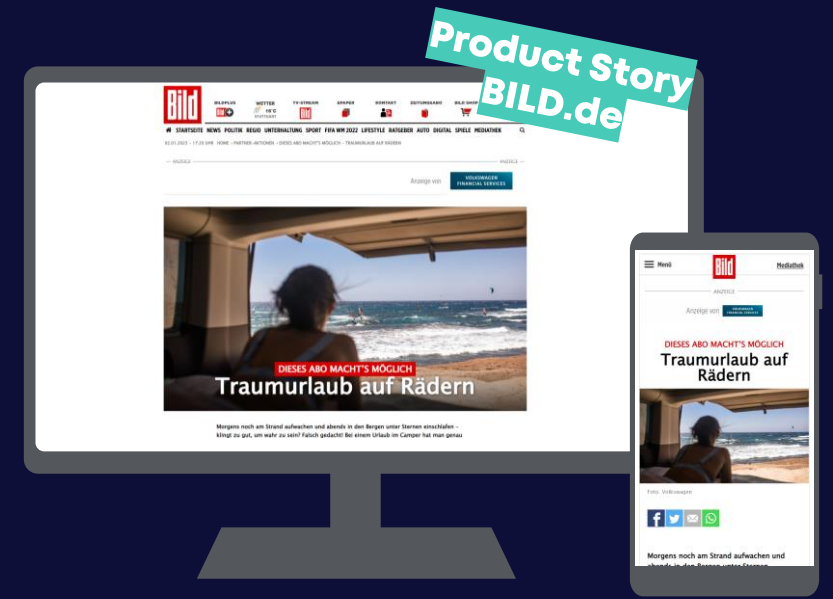
Sponsored posts Facebook and Instagram



Channel A-Teaser, **ATTENTION:** only included in package L!



Mrec / Cube Ad mobile homepage & ROS



Example case: Volkswagen Finance Service

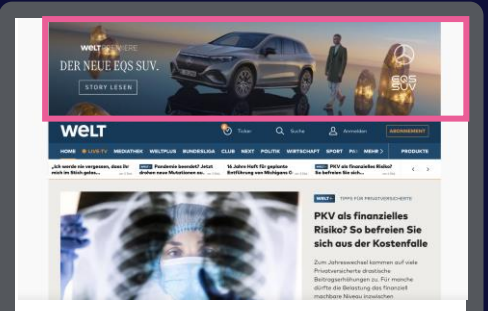
Product Story on BILD.de

# PRODUCT STORY

WELT.de & LIFESTYLE



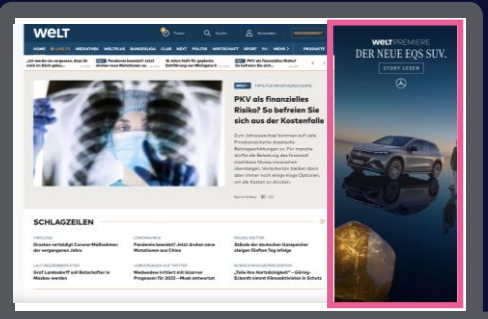
# LIFESTYLE



Billboard desktop on the homepage



Sponsored posts Facebook and Instagram



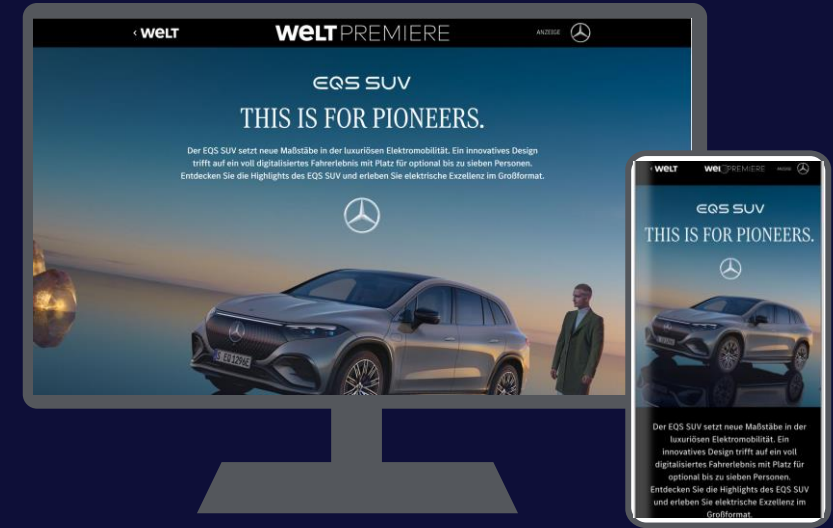
Sitebar desktop ROS



Understitial mobile ROS



Mrec / Cube ad mobile homepage & ROS



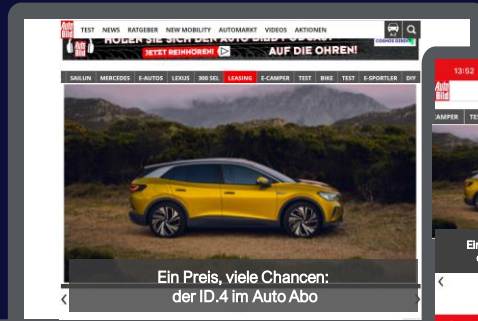
Example case: Mercedes EQS

**Product Story on WELT.de**  
(In this case, as an interactive product story)

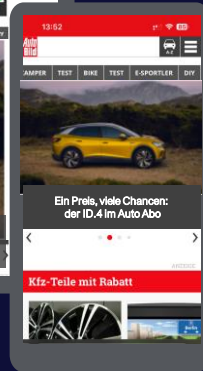


# PRODUCT STORY

AutoBILD.de



Homepage A-teaser / B-teaser mobile and desktop



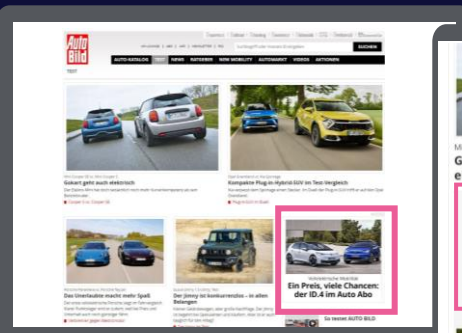
Sponsored posts Facebook and Instagram



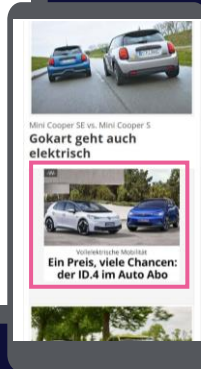
Example case: Volkswagen Finance Service



Product Story on Autobild.de



Mrec / Cube ad mobile and desktop homepage & ROS



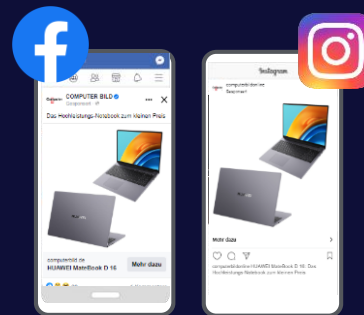
Native style ad mobil ROS

# PRODUCT STORY

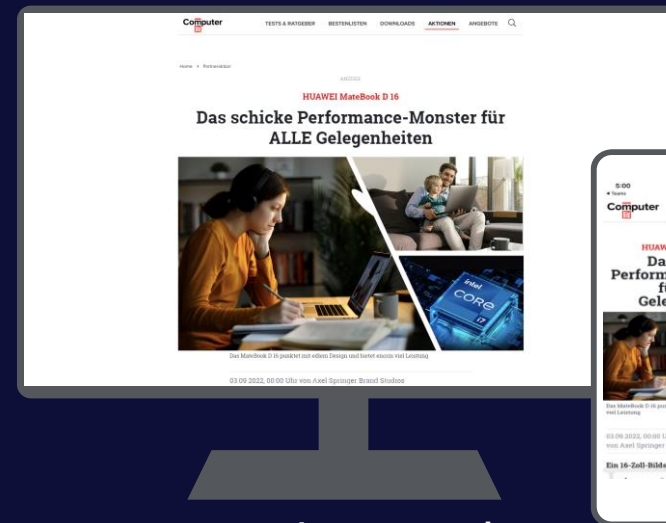
ComputerBILD.de



Promo teaser: mobile und desktop as Billboard

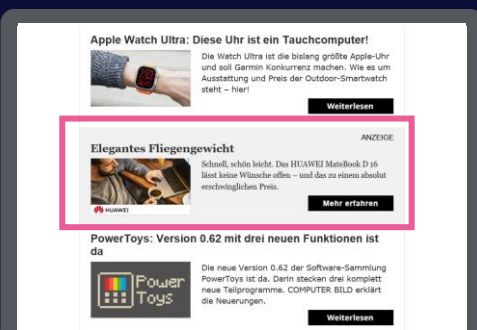


Sponsored posts Facebook and Instagram



Example case: Huawei

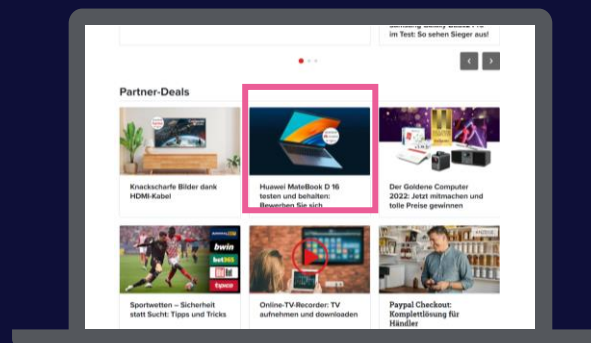
## Product Story on Computerbild.de



Newsletter teaser



Mrec / Cube ad mobile ROS

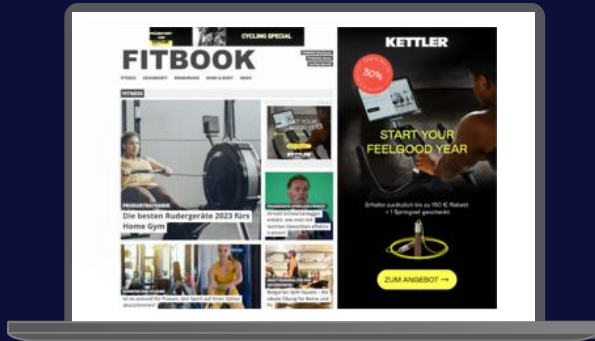


Partner deals



# PRODUCT STORY

## Books



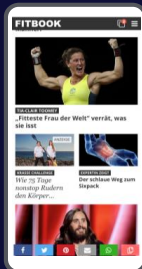
Dynamic Sitebar ROS



Sponsored posts  
Facebook and Instagram



Mobile Interscroller ROS



Mrec / Cube ad  
mobile ROS



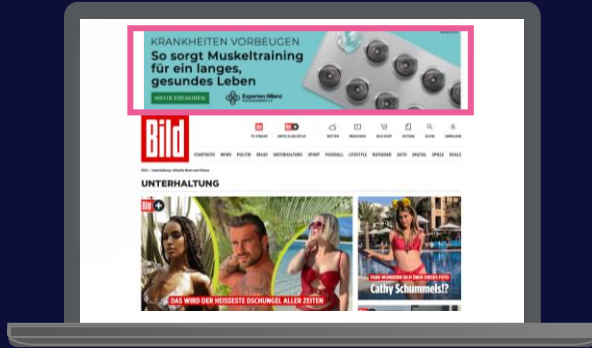
Product Story on einem der Books

# ADVERTORIALS



# ADVERTORIAL

BILD.de



Billboard desktop ROS

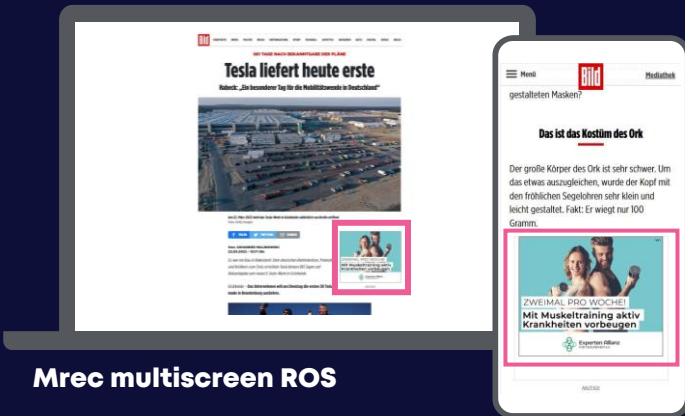


Content Ad 4:1 ROS



Example case: Experten Allianz

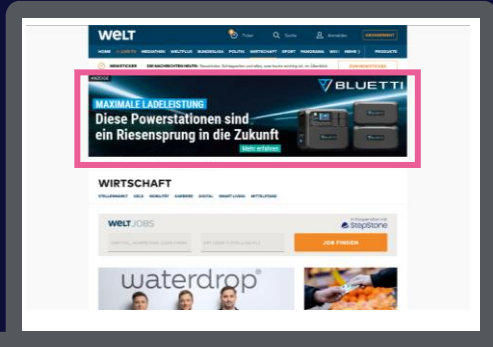
## Advertorial on BILD.de



Mrec multiscreen ROS

# ADVERTORIAL

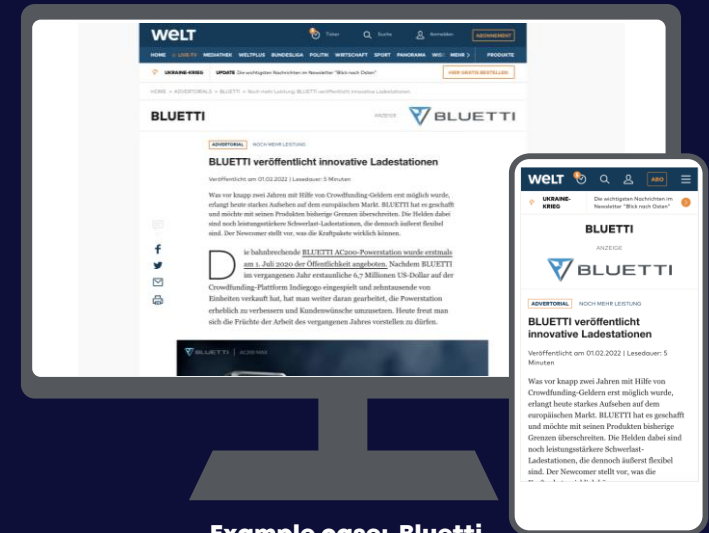
WELT.de



Billboard desktop ROS

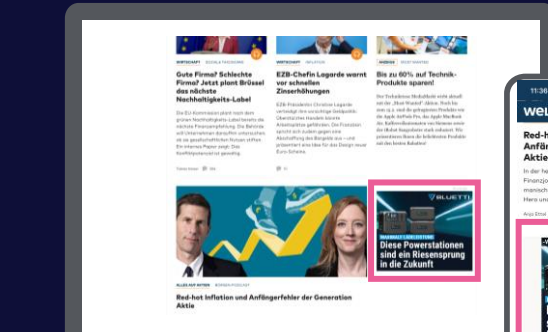


Content Ad 4:1 ROS



Example case: Bluetti

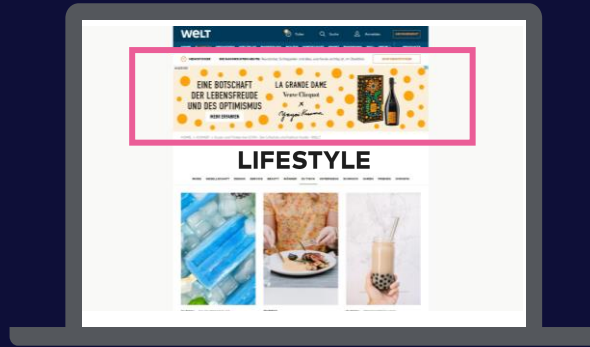
## Advertorial on WELT.de



Mrec multiscreen ROS



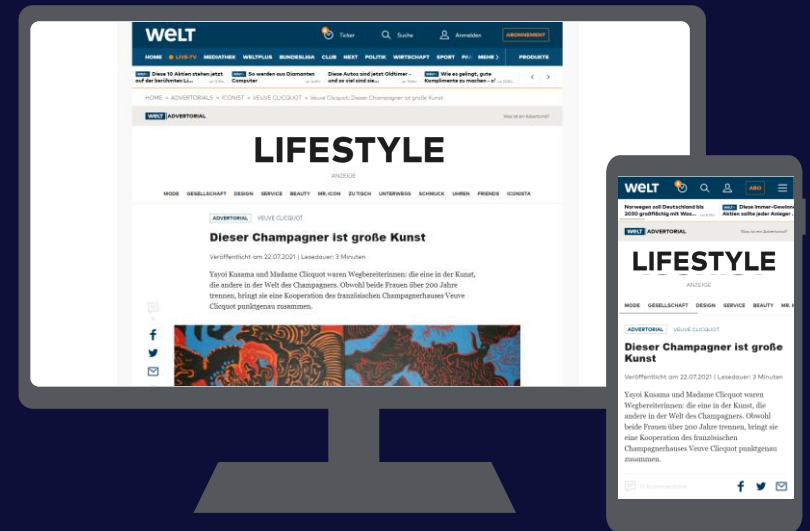
## ADVERTORIAL LIFESTYLE



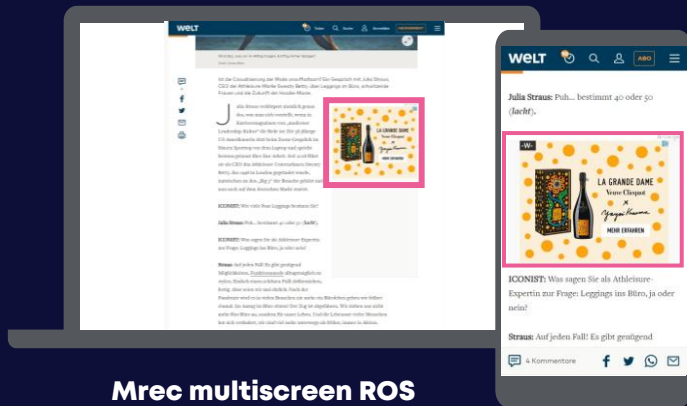
Billboard desktop ROS



Content ad 4:1 ROS



Example case: VEUVE CLICQUOT



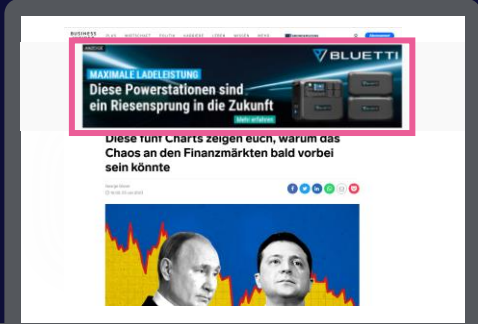
Mrec multiscreen ROS

## Advertorial on LIFESTYLE.de

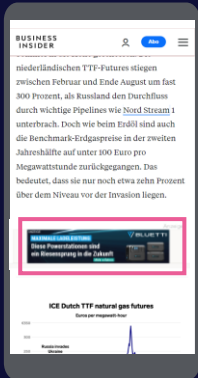
# ADVERTORIAL

## BUSINESS INSIDER

# BUSINESS INSIDER



Billboard desktop ROS

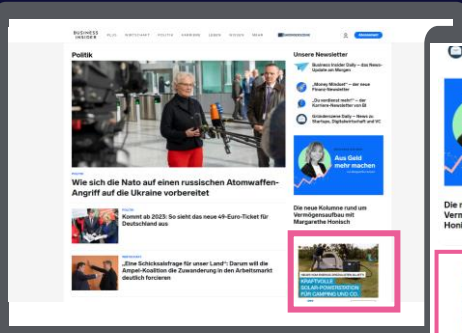


Content ad 4:1 ROS



Example case: Bluetti

### Advertorial on Businessinsider.de



Mrec multiscreen ROS



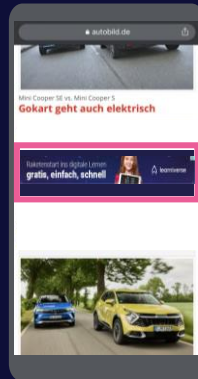


# ADVERTORIAL

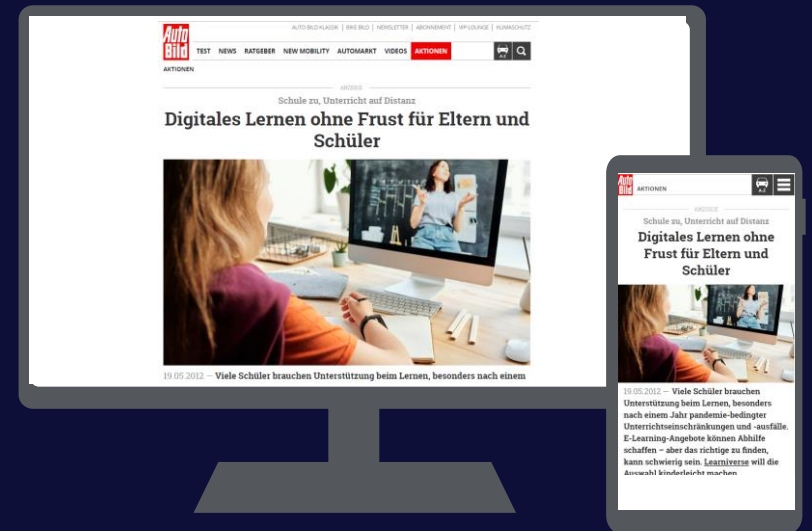
AutoBILD.de



Billboard desktop ROS

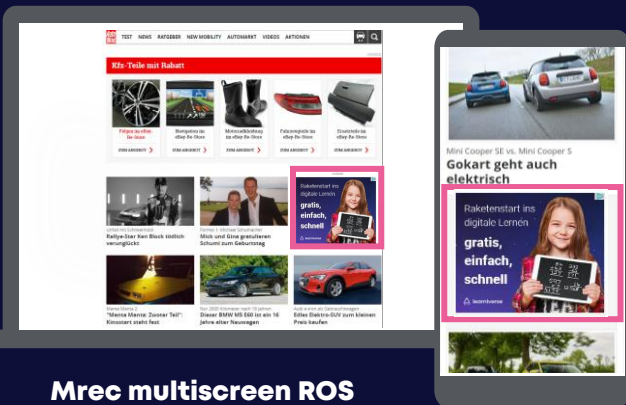


Content ad 4:1 ROS



Example case: Looping GmbH

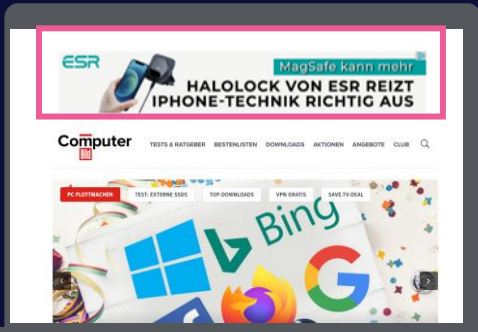
Advertorial on Autobild.de



Mrec multiscreen ROS

# ADVERTORIAL

ComputerBILD.de



Billboard stationär ROS

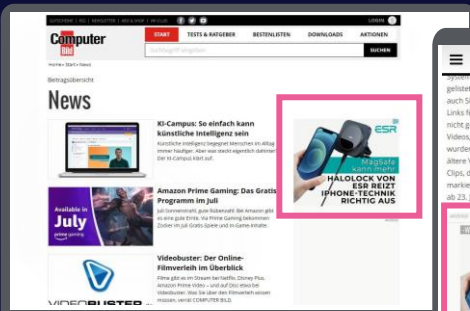


Content ad 4:1 ROS



Example case: Waymeet ESR

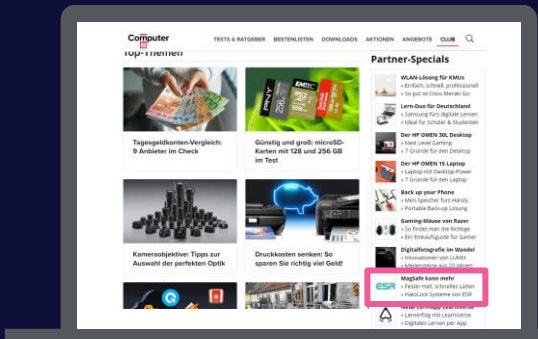
## Advertorial on ComputerBILD.de



Mrec multiscreen ROS



Partner special teaser



# ADVERTORIAL

SportBILD.de



Billboard



Mrec multiscreen ROS



Content ad 4:1 ROS



Example case: GoDaddy



## Advertorial on SportBILD.de