


# CPM RATECARD 2025

Prices valid from 01. January to 31. December 2025

							
MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)							
		AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard <sup>1</sup>	
Mobile Content Ad 6:1 + 4:1	RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	70 €	
	RoC	40 €	RoC	50 €	RoC	60 €	
	RoP	35 €	RoP	45 €	RoP	55 €	
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	80 €	
	RoC	50 €	RoC	60 €	RoC	70 €	
	RoP	45 €	RoP	55 €	RoP	65 €	
Mobile Content Ad 1:1, Understitial <sup>2</sup> , Interscroller <sup>2</sup> , Prestitial (InApp) <sup>3</sup> , Mobile Halfpage Ad <sup>2</sup>	RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €	
	RoC	62 €	RoC	72 €	RoC	82 €	
	RoP	57 €	RoP	67 €	RoP	77 €	
VIDEO							
InText Outstream Ad <sup>4</sup>	on start, up to 20 sec.	RoS & Custom 60 €	X-Stream Ad <sup>6</sup>	up to 20 sec.	RoS	55 €	
		RoC 50 €			RoC	-	
		RoP 40 €			RoP	35 €	
(Live)Stream Ad <sup>5</sup>	up to 20 sec.	RoS & Custom	YouTube <sup>7</sup>	PreRoll up to 20 sec.	RoS & Custom	85 €	
		RoC			75 €	RoC	-
		RoP			65 €	RoP	-
Muted Instream Ad <sup>8</sup>	up to 30 sec.	RoS	Vertical Video <sup>9</sup>	InFeed Vertical Video up to 30 sec.	RoS & Custom	92 €	
		RoC			-	RoC	82 €
		RoP			45 €	RoP	77 €

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:** Double Dynamic Sitebar  
Dynamic Fireplace  
Video Wall  
Desktop Only  
Mobile Only  
Tandem / Triple Ads on request  
Other video formats on request

CPM sitebar plus €5 surcharge in combination with a mobile format  
CPM Fireplace plus €5 surcharge in combination with mobile format  
Desktop only, RoS&Custom: €92 CPM<sup>10</sup>  
highest price category plus €10 CPM surcharge  
highest price category

- 1) Can also be booked as a Cinematic Ad in RoP and RoS (selected pages) (surcharge +€5 in combination with a mobile format).
- 2) For individual objects the Mobile Halfpage Ad is displayed in the Interscroller .
- 3) Exclusively bookable InApp. Layout takes place with FC 1/campaign.
- 4) Excess length (21-30 sec.) + €20 CPM // Short spots (7-15 sec.) - €10 CPM // VPAID + €10 CPM // Paid targeting possible for a CPM surcharge.
- 5) Bookable in the WELT TV livestream, BILD event livestream, Pluto TV and the FAST channels of AUTO BILD, BILD, COMPUTER BILD and SPORT BILD. Longer spots (21-30 sec.) + €10 CPM // Short spots (up to and including 6 sec.) - €10 CPM. Excess length (31+ sec.) on request, surcharge depending on excess length. There is a surcharge of €30 gross for targeting on CTV. Paid targeting is possible for a CPM surcharge.
- 6) Bookable on selected pages. Excess length (21-30 sec.) + €20 CPM // Short spots (up to and including 6 sec.) - €10 CPM.
- 7) Other formats: Bumper Ad (up to incl. 6 sec) - RoS & Custom €65, Sponsorship (up to incl. 20 sec) - RoS & Custom €100. Targeting possible (Regio+Sozio): + € 11 CPM surcharge per targeting criteria. RoP: programmatically available.
- 8) Bookable on BILD, SPORT BILD und WELT. Short spots (up to and including 6 sec.) - €10 CPM.
- 9) Vertical videos are played in the Interscroller, muted with Click to Play. In RoS & Custom, a vertical video can also be played in BILD.Play, autoplay.
- 10) FC 1/24h, a billboard or a sitebar is displayed as a reminder (on tablets only the billboard is displayed), other formats on request. Bookable on the following sites: businessinsider.de, autobild.de, computerbild.de, fitbook.de, myhomebook.de, petbook.de, stylebook.de, techbook.de, travelbook.de. Special features bild.de: Only bookable as fixed placement, FC 1/24h, no autoplay, subject to editorial approval, limited to one-time looping.

# TARGETING RATECARD 2025

Prices valid from 01. January to 31. December 2025<sup>1</sup>

BASIC TARGETING			Gross CPM surcharge in € <sup>2,3</sup>
Sociodemographics	Age	18-29 30-39 40-49 50-59 60+	10,00 €
	Gender	Male Female	
	HHNI	< 1,000 € 1,000 €-2,000 € 2,000 €-3,000 € 3,000 €-4,000 € > 4,000 €	
Contextual targeting	OVK Classifier Tier 1 - 4 Categories	With this targeting method, advertising media are controlled in real time based on the context on a website.	10,00 €
Interest	Interest Targeting	Mapping of numerous interests by analysing the past reading behaviour of our users.	10,00 €
Perfect Fit	Perfect Fit is a combination of interest and contextual targeting	To maximise reach, both cookie-based movement data and cookie-independent content data are used in combination.	10,00 €
Intent	<b>PLATZHALTER</b>		
Regio	Standard	All federal states and 80 largest cities - without radius	10,00 €
	Flex	Campaign-specific playout area - radius possible	20,00 €
	Plus	Individual advertising area in the 5th postcode (unlimited number of creatives possible), including campaign reports and screenshots	30,00 €
<b>ADVANCED TARGETING</b>			
Persona	e.g. Decision Maker, Fitness Foodies, LOHAS, Students, Travel Lover, Young Family or Young Performers	Addressing market-relevant target groups - based on first-party data and algorithmic modelling in our data management platform.	20,00 €
Customized	Customised segment	Creation of customised segments or specific personas.	30,00 €
Weather	Weather or temperature	Display 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, 50-199, 200-999, ab 1,000	30,00 €
	Revenue classes	< 500k €, 500k €-2,49Mio €, 2,5Mio €-49,99m €, from 50m €	30,00 €
	Industries	Automotive, banking, construction, civil servants, services, purchasing & logistics, retail, energy suppliers, education & training, F&E, gastronomy, wholesale, craftsmen, real estate, industry, investment managers, IT, law & law, SMEs, agriculture, marketing & media, pharmaceuticals, self-employed, security, start-ups, tourism, entertainment & recreation, insurance	30,00 €   10,00 € <i>combination price - all industries</i>
Retargeting	Classic retargeting	We use an MI Adserver Pixel to mark website visitors & clickers in order to address them again as part of a retargeting campaign.	10,00 €
	Retargeting 2.0	Retargeting and retargeting of relevant users. Creation of a segment by profiling and extrapolating the marked clickers and adding look-a-likes.	20,00 €
<b>ID-BASED TARGETING</b>			
ID Targeting		With our ID targeting, we can address users across all devices with highly relevant advertising. Our audiences are continuously supplemented with additional ID solutions.	20,00 € <sup>2</sup>
Match_MI	Strategic data partnership	Activate your first-party target group with the help of our Data Clean Room solution exclusively in our portfolio and realise the full potential of your data.	30,00 € <sup>2</sup>
<b>DATA ANALYSES</b>			
Audience Insight Report		Gain valuable insights into the actual target group. Use these insights (e.g. as the basis for customised personas) to increase the efficiency of follow-up campaigns.	750 € <sup>4,6</sup>
Iterative focussing		Based on the first Audience Insights Report, we change the campaign in consultation with you to improve the campaign result.	1,500 € <sup>4,6</sup>
<b>FURTHER TARGETING OPTIONS</b>			
Amazon Targeting	InMarket segments (search for specific products) or Lifestyle segments (regular purchase of certain products)	Addressing users in the MI portfolio with a specific search or purchase behaviour on Amazon.	20,00 € <sup>4,5</sup>

**Notes:**

- 1) Subject to price adjustments during the year
- 2) Further combination options available. Please contact us.
- 3) Discount & AE capable; for targeting combinations, the surcharges are absolute additive gross CPM surcharges - exception: when combining Sozio or Interest with Regio Plus or Flex, the higher surcharge applies (€20 or €30)
- 4) **CANNOT** be combined with **ANY** other targeting
- 5) Only bookable on the following ad formats: Adbundle, Skyscraper, Superbanner, Medium Rectangle, Halfpage Ad, Billboard, Mobile Medium Rectangle, Mobile Content Ad 6:1
- 6) Net price; **NOT** discount & AE capable