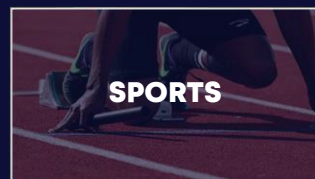
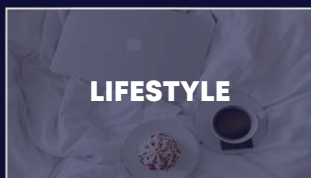


# CHANNEL



WITH ONE CLICK TO THE CHANNEL

# CHANNEL

## CAR

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTO BILD	total	x	only MEW
BILD	Car, Motorsport, Formula 1	x	x
CLEVER-TANKEN	total	x	only MEW
COMPUTER BILD	Connected Car	x	only MEW
SPORTBILD	Motorsport	x	x
WELT	Sports (Formula 1), Motor	x	x

- 74% of users are male
- 33% of users are between 20 and 39 years old
- 71% are employed
- 44% have a high level of education (at least A-levels)
- 56% have a HHNE of 3,000 euros and more



1,00 monthly Mio. UU<sup>1</sup>



1,94 monthly Mio. UU<sup>1</sup>



2,89 monthly Mio. UU<sup>1</sup>

## BEAUTY & FASHION

Portal	Channel	Stationary	Mobile (MEW+APP)
ICON	Fashion, Jewels, Beauty, Watches	x	only MEW
STYLEBOOK	total	x	only MEW
WELT	Lifestyle (Fashion, Trends)	x	x

- 54% of users are female
- 35% of users are between 20 and 39 years old
- 73% are employed
- 50% have a high level of education (at least A-levels)
- 53% have a HHNE of 3,000 euros and more



1,02 monthly Mio. UU<sup>1</sup>



2,85 monthly Mio. UU<sup>1</sup>



3,79 monthly Mio. UU<sup>1</sup>

# CHANNEL

## ENTERTAINMENT

Portal	Channel	Stationary	Mobile (MEW+APP)
B.Z.	Culture, Boulevard	x	only MEW
BILD	Entertainment, BILD.gg	x	x
COMPUTER BILD	Games	x	only MEW
MYHOMEBOOK	DIY, Fun, Howto	x	only MEW
STYLEBOOK	Stars, News	x	only MEW
TECHBOOK	Entertainment	x	only MEW
WELT	Culture, Panorama, Lifestyle (Service)	x	x

- 54% of users are male
- 34% of users are between 20 and 39 years old
- 70% are employed
- 47% have a high level of education (at least A-levels)
- 54% have a HHNE of 3,000 euros and more



6,90 monthly Mio. UU<sup>1)</sup>



14,19 monthly Mio. UU<sup>1)</sup>



19,13 monthly Mio. UU<sup>1)</sup>

# CHANNEL

## FAMILY

Portal	Channel	Stationary	Mobile (MEW+APP)
<b>BILD</b>	Lifestyle, News, Guide, Entertainment, Health	x	x
<b>COMPUTER BILD</b>	Tip centre, Video	x	only MEW
<b>FITBOOK</b>	total	x	only MEW
<b>MYHOMEBOOK</b>	total	x	only MEW
<b>PETBOOK</b>	total	x	only MEW
<b>STYLEBOOK</b>	total	x	only MEW
<b>TECHBOOK</b>	total	x	only MEW
<b>TRAVELBOOK</b>	total	x	only MEW
<b>WELT</b>	ICON, Travel, Health	x	x

- 48% of users are female
- 34% of users are between 20 and 39 years old
- 70% are employed 47% have a high level of education (at least A-levels)
- 54% have a HHNE of 3,000 euros and more



7,93 monthly Mio. UU<sup>1)</sup>



13,55 monthly Mio. UU<sup>1)</sup>



19,19 monthly Mio. UU<sup>1)</sup>

# CHANNEL

## FOOD

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Lifestyle, Guide, Health	x	x
STYLEBOOK	Food	x	only MEW
TRAVELBOOK	world foods	x	only MEW
WELT	Food, Lifestyle (Food&Drink)	x	x

- 51% of users are male
- 36% of users are between 20 and 39 years old
- 74% are employed
- 49% have a high level of education (at least A-levels)
- 54% have a HHNE of 3,000 euros and more

0,32 monthly Mio. UU<sup>1</sup>0,70 monthly Mio. UU<sup>1</sup>2,89 monthly Mio. UU<sup>1</sup>

## WOMEN

Portal	Channel	Stationary	Mobile (MEW+APP)
FITBOOK	Fitness, Nutrition, Health, Howto, Body & Mind, Style, News	x	only MEW
ICON	total	x	only MEW
MYHOMEBOOK	DIY, Gardening, Garden, Howto, Projects, Rooms, Plants	x	only MEW
STYLEBOOK	total	x	only MEW
TRAVELBOOK	total	x	only MEW
WELT	Panorama, Knowledge, Property, Health, Lifestyle	x	x

- 51% of users are female
- 34% of users are between 20 and 39 years old
- 69% are employed
- 48% have a high level of education (at least A-levels)
- 53% have a HHNE of 3,000 euros and more

3,43 monthly Mio. UU<sup>1</sup>9,99 monthly Mio. UU<sup>1</sup>12,76 monthly Mio. UU<sup>1</sup>

# CHANNEL

## FOOTBALL

Portal	Channel	Stationary	Mobile (MEW+APP)
B.Z.	Sports (Hertha BSC)	x	only MEW
BILD	Bundesliga, Sports, Football	x	x
SPORT BILD	Football, Bundesliga	x	x
WELT	Football	x	x

- 67% of users are male
- 35% of users are between 16 and 29 years old
- 70% are employed
- 46% have a high level of education (at least A-levels)
- 55% have a HHNE of 3,000 euros and more



8,10 monthly Mio. UU<sup>1</sup>



11,77 monthly Mio.UU<sup>1</sup>



17,16 monthly Mio. UU<sup>1</sup>

## HEALTH

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Health, Guide	x	x
FITBOOK	total	x	only MEW
STYLEBOOK	total	x	only MEW
WELT	Health, Lifestyle (Fitness&Wellness)	x	x

- 55% of users are female
- 34% of users are between 20 and 39 years old
- 71% are employed
- 50% have a high level of education (at least A-levels)
- 53% have a HHNE of 3,000 euros and more



1,08 monthly Mio. UU<sup>1</sup>



3,01 monthly Mio. UU<sup>1</sup>



4,01 monthly Mio. UU<sup>1</sup>

# CHANNEL

## JOB & CAREER

Portal	Channel	Stationary	Mobile (MEW+APP)
B.Z.	Jobs	x	only MEW
BILD	Guide	x	x
BUSINESS INSIDER	total	x	only MEW
WELT	Economy, Finance	x	x

- 63% of users are male
- 32% of users are between 30 and 39 years old
- 69% are employed
- 48% have a high level of education (at least A-levels)
- 54% have a HHNE of 3,000 euros and more



7,86 monthly Mio. UU<sup>1</sup>



8,16 monthly Mio. UU<sup>1</sup>



14,45 monthly Mio. UU<sup>1</sup>

# CHANNEL

## LIFESTYLE

Portal	Channel	Stationary	Mobile (MEW+APP)
B.Z.	Culture	x	only MEW
BILD	Lifestyle	x	x
FITBOOK	total	x	only MEW
MYHOMEBOOK	total	x	only MEW
PETBOOK	total	x	only MEW
STYLEBOOK	total	x	only MEW
TECHBOOK	total	x	only MEW
TRAVELBOOK	total	x	only MEW
WELT	Culture, Panorama, Lifestyle	x	x

- 53% of users are male
- 34% of users are between 20 and 39 years old
- 69% are employed
- 48% have a high level of education (at least A-levels)
- 53% have a HHNE of 3,000 euros and more



4,10 monthly Mio. UU<sup>1)</sup>



11,47 monthly Mio. UU<sup>1)</sup>



14,53 monthly Mio. UU<sup>1)</sup>



# CHANNEL

## MEN

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTO BILD	total	x	only MEW
B.Z.	Sport	x	only MEW
BILD	Car, Digital, Football, Sport, Games, Bundesliga	x	x
BUSINESS INSIDER	total	x	only MEW
COMPUTER BILD	total	x	only MEW
FITBOOK	total	x	only MEW
ICON	Watches	x	only MEW
MYHOMEBOOK	total	x	only MEW
PETBOOK	total	x	only MEW
SPORT BILD	total	x	x
TECHBOOK	total	x	only MEW
TRAVELBOOK	total	x	only MEW
WELT	Motor, Sports, Football, Money, Economy, Science, Politics, Finance	x	x
WIE IST MEINE IP	total	x	only MEW

- 60% of users are male
- 35% of users are between 20 and 39 years old
- 68% are employed
- 47% have a high level of education (at least A-levels)
- 54% have a HHNE of 3,000 euros and more



17,86 monthly Mio. UU<sup>1</sup>



22,15 monthly Mio. UU<sup>1</sup>



31,63 monthly Mio. UU<sup>1</sup>

# CHANNEL

## NEWS

Portal	Channel	Stationary	Mobile (MEW+APP)
B.Z.	total	x	only MEW
BILD	News, Politics, Money	x	x
BUSINESS INSIDER	total	x	only MEW
WELT	Economy, Science, Finance, Politics, News	x	x

- 59% of users are male
- 33% of users are between 20 and 39 years old
- 69% are employed
- 48% have a high level of education (at least A-levels)
- 54% have a HHNE of 3,000 euros and more



12,29 monthly Mio. UU<sup>1)</sup>



17,11 monthly Mio. UU<sup>1)</sup>



24,82 monthly Mio. UU<sup>1)</sup>

# CHANNEL

## GUIDE

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTO BILD	Guide, New Mobility, Test	x	only MEW
BILD	Guide	x	x
BUSINESS INSIDER	Strategy	x	only MEW
B.Z.	Guide, City life, Service	x	only MEW
COMPUTER BILD	Guide	x	only MEW
FITBOOK	How to	x	only MEW
MYHOMEBOOK	total	x	only MEW
PETBOOK	total	x	only MEW
STYLEBOOK	total	x	only MEW
TECHBOOK	Easylife, Techstyle, Apps	x	only MEW
TRAVELBOOK	total	x	only MEW
WELT	Lifestyle	x	x
WIE IST MEINE IP	Homepage, Pingtest, Speedtest	x	only MEW

- 63% of users are male
- 36% of users are between 20 and 39 years old
- 70% are employed
- 49% have a high level of education (at least A-levels)
- 55% have a HHNE of 3,000 euros and more



9,24 monthly Mio. UU<sup>1)</sup>



6,34 monthly Mio. UU<sup>1)</sup>



14,25 monthly Mio. UU<sup>1)</sup>

# CHANNEL

## TRAVEL

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTOBILD	Travel, Motorhomes	x	only MEW
BILD	Travel	x	x
TRAVELBOOK	total	x	only MEW
WELT	Travel	x	x

- 55% of users are male
- 33% of users are between 20 and 39 years old
- 70% are employed
- 49% have a high level of education (at least A-levels)
- 55% have a HHNE of 3,000 euros and more



0,90 monthly Mio. UU<sup>1</sup>



2,84 monthly Mio. UU<sup>1</sup>



3,65 monthly Mio. UU<sup>1</sup>

# CHANNEL

## SPORTS

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTO BILD	Motorsports, Sportscars, Motorsporttotal	x	only MEW
B.Z.	Sports	x	only MEW
BILD	Sports, Football, Bundesliga	x	x
COMPUTERBILD	Connected Sports	x	only MEW
FITBOOK	total	x	only MEW
SPORT BILD	total	x	x
WELT	Sports, Football	x	x

- 64% of users are male
- 35% of users are between 16 and 29 years old
- 70% are employed
- 47% have a high level of education (at least A-levels)
- 54% have a HHNE of 3,000 euros and more



8,87 monthly Mio. UU<sup>1)</sup>



14,29 monthly Mio. UU<sup>1)</sup>



19,94 monthly Mio. UU<sup>1)</sup>

# CHANNEL

## TECHNOLOGY

Portal	Channel	Stationary	Mobile (MEW+APP)
AUTOBILD	Connected Car	x	only MEW
BILD	Digital, Games, BILD.gg	x	x
BUSINESS INSIDER	Tech	x	only MEW
COMPUTER BILD	total	x	only MEW
TECHBOOK	total	x	only MEW
WELT	Digital, Science	x	x
WIE IST MEINE IP	total	x	only MEW

- 64% of users are male
- 37% of users are between 20 and 39 years old
- 71% are employed
- 50% have a high level of education (at least A-levels)
- 55% have a HHNE of 3,000 euros and more



5,91 monthly Mio. UU<sup>1</sup>



6,58 monthly Mio. UU<sup>1</sup>



11,60 monthly Mio. UU<sup>1</sup>

## DECISION MAKER & B2B

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Money, Politics	x	x
BUSINESS INSIDER	total	x	only MEW
WELT	Money, Economy, Politics	x	x

- 61% of users are male
- 33% of users are between 20 and 39 years old
- 70% are employed
- 48% have a high level of education (at least A-levels)
- 54% have a HHNE of 3,000 euros and more



10,43 monthly Mio. UU<sup>1</sup>



13,88 monthly Mio. UU<sup>1</sup>



21,00 monthly Mio. UU<sup>1</sup>

# CHANNEL

## TRENDS

Portal	Channel	Stationary	Mobile (MEW+APP)
STYLEBOOK	total	x	only MEW
TECHBOOK	total	x	only MEW
TRAVELBOOK	total	x	only MEW
WELT	Lifestyle	x	x

- 57% of users are male
- 35% of users are between 20 and 39 years old
- 72% are employed
- 48% have a high level of education (at least A-levels)
- 55% have a HHNE of 3,000 euros and more



1,92 monthly Mio. UU<sup>1</sup>



5,01 monthly Mio. UU<sup>1</sup>



6,68 monthly Mio. UU<sup>1</sup>

## ECONOMY & FINANCE

Portal	Channel	Stationary	Mobile (MEW+APP)
BILD	Money, Politics	x	x
BUSINESS INSIDER	total	x	only MEW
COMPUTER BILD	Test Guide Finances	x	only MEW
WELT	Economy, Politics, Money	x	x

- 61% of users are male
- 33% of users are between 20 and 39 years old
- 70% are employed
- 48% have a high level of education (at least A-levels)
- 54% have a HHNE of 3,000 euros and more



10,43 monthly Mio. UU<sup>1</sup>



13,88 monthly Mio. UU<sup>1</sup>



21,00 monthly Mio. UU<sup>1</sup>

# CPM PRICE LIST

## BOOKING OPTIONS

- All channels can be booked programmatically
- Individual channels can be mapped programmatically = customisable via Transparent Private Auction/Deals

### MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)

	AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard <sup>1</sup>	
<b>Mobile Content Ad 6:1 + 4:1</b>	RoC	40 €	RoC	50 €	RoC	60 €
<b>Mobile Content Ad 2:1, Mobile Medium Rectangle</b>	RoC	50 €	RoC	60 €	RoC	70 €
<b>Mobile Content Ad 1:1, Understitial<sup>2</sup>, Interscroller<sup>2</sup>, Prestitial (InApp)<sup>3</sup>, Mobile Halfpage Ad<sup>2</sup></b>	RoC	62 €	RoC	72 €	RoC	82 €

### VIDEO

<b>InText Outstream Ad<sup>4</sup></b> on start, up to incl. 20 Sek.	RoC	50 €	<b>Vertical Video<sup>6</sup></b> InFeed Vertical Video up to 30 Sek.	RoC	82 €
<b>Livestream Ad<sup>5</sup></b> up to incl. 20 Sek.	RoC	75 €			

### MULTISCREEN - Traffic distribution between stationary and mobile is based on availability.

<b>Additional options:</b>	Double Dynamic Sitebar	CPM sitebar plus €5 surcharge in combination with a mobile format.
	Dynamic Fireplace	CPM Fireplace plus €5 surcharge in combination with mobile format
	Desktop Only	highest price category plus €10 CPM surcharge
	Mobile Only	highest price category
	Tandem- / Triple Ads upon request	
	Other video formats on request	

### Notes:

- 1) Can also be booked as a cinematic ad in RoP and RoS (selected pages) (surcharge +€5 in combination with a mobile format).
- 2) The Mobile Halfpage Ad is displayed for individual objects in the Interscroller.
- 3) Exclusively bookable InApp. Playout 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 with a CPM surcharge.
- 5) Bookable on WELT TV Livestream, BILD Event Livestream, Pluto TV and the FAST channels of AUTO BILD, BILD, COMPUTER BILD and SPORT BILD. Longer adverts (21-30 sec.) +€10 CPM // Short adverts (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 possible for a CPM surcharge.
- 6) 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.