

NATIVE ADVERTISING

PRODUCT OVERVIEW 2025

impassioned by

media **impact**—

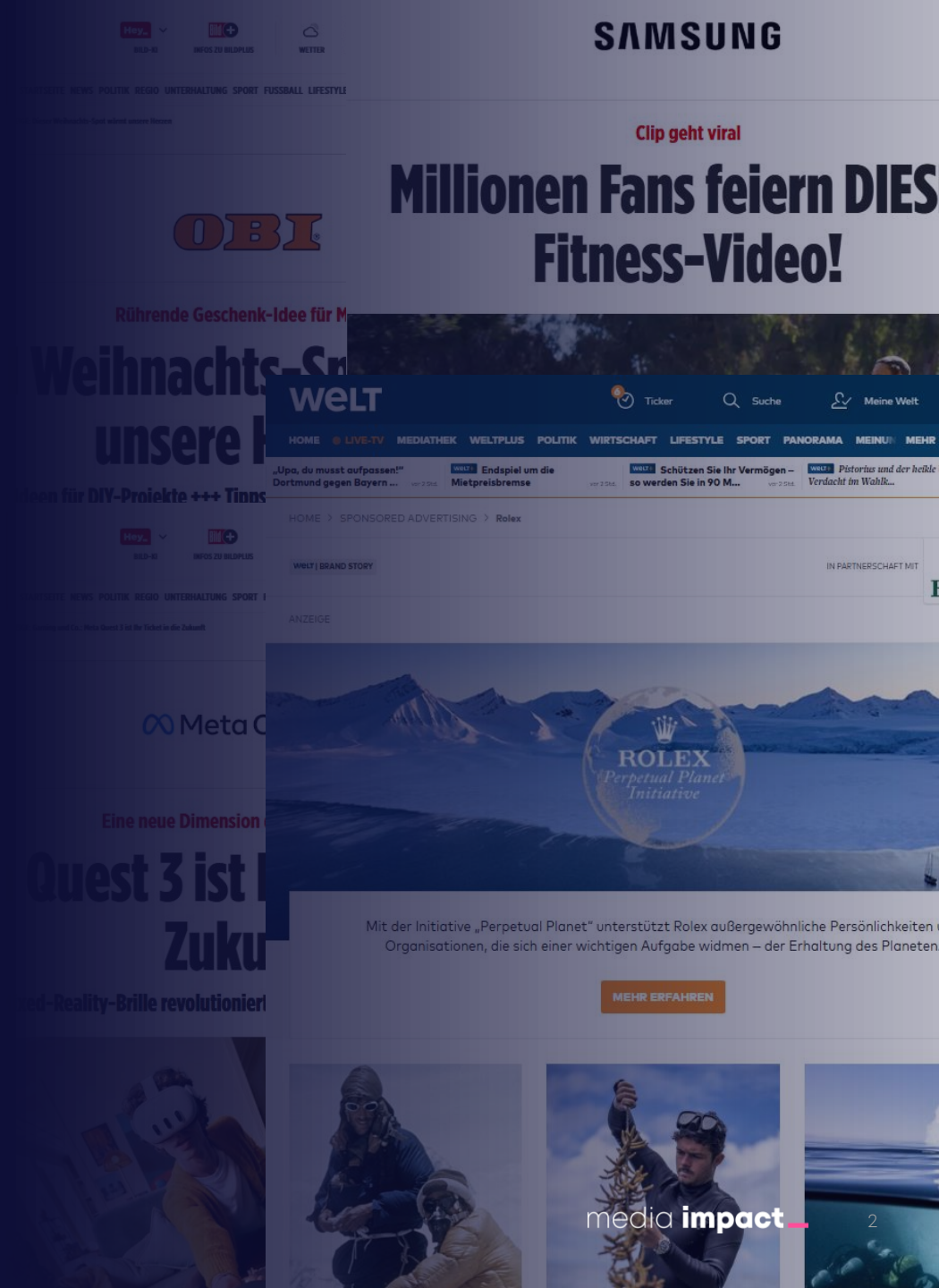
WE LOVE TO CREATE GREAT STORIES FOR YOU

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

Our credo: Users first – every campaign is tailored to your target group.

Our campaign KPIs are guaranteed and constantly optimized for you. This makes the success of your campaign transparent and measurable.

With us, you will receive an all-round service of high quality, from detailed feedback loops to detailed final reporting.



NATIVE ADVERTISING INSPIRES AND...

... is completely individual, tailored to your goals!

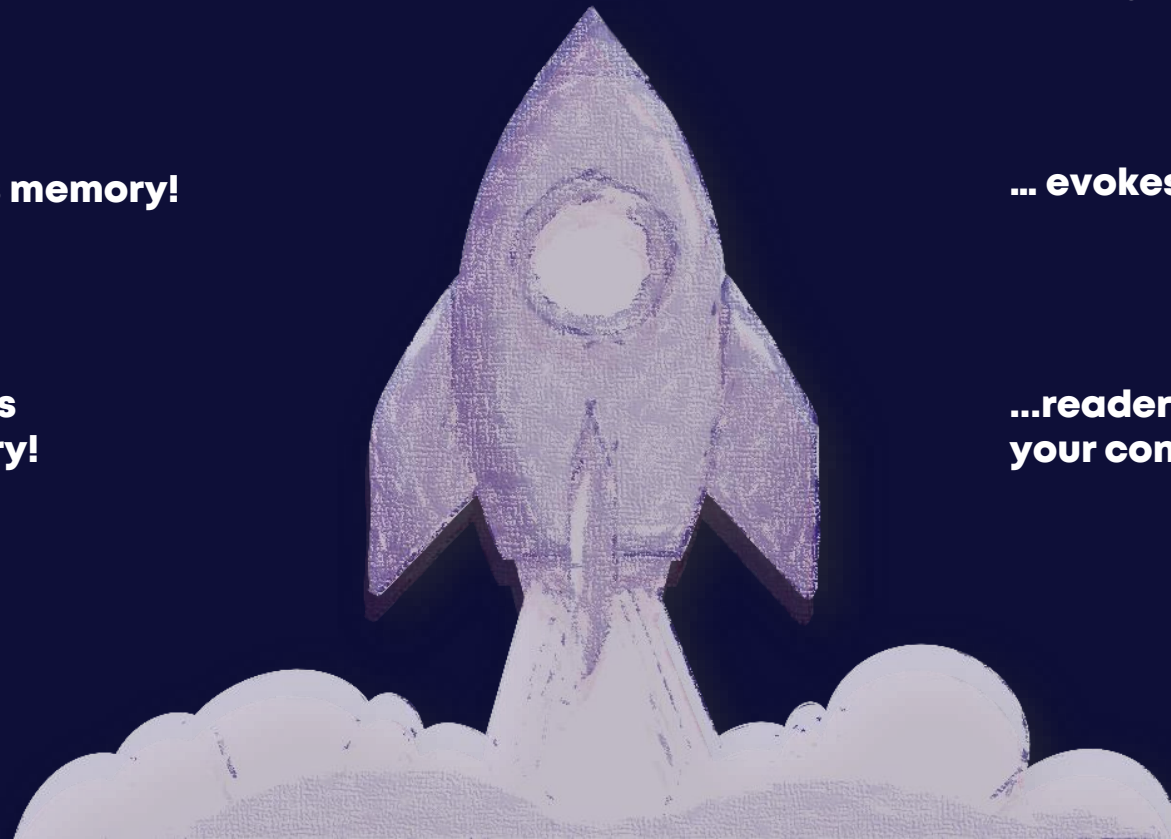
... stays longer in user's memory!

... the product benefit is anchored in the memory!

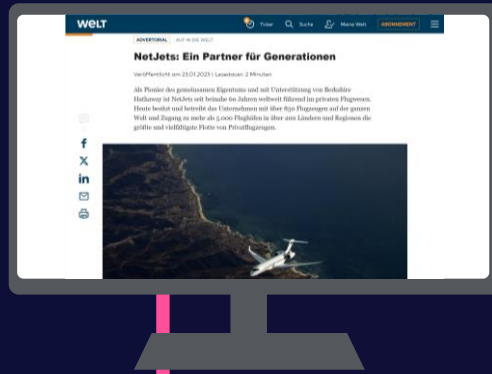
... generates trust in your brand among readers!

... evokes emotions in readers!

... readers engage longer with your content!



FROM PROMOTIONAL TO NATIVE



ADVERTORIAL



PRODUCT STORY



BRAND STORY

Our best native content editors, video producers, digital strategists and cross-media experts translate your campaign goals into **tailor-made storytelling** and **360-degree campaigns** with maximum effect.

THE ADVERTORIAL

YOUR CONTENT IN THE LOOK AND FEEL OF OUR BRANDS

Your content will be integrated into stories around your products & advertising messages.

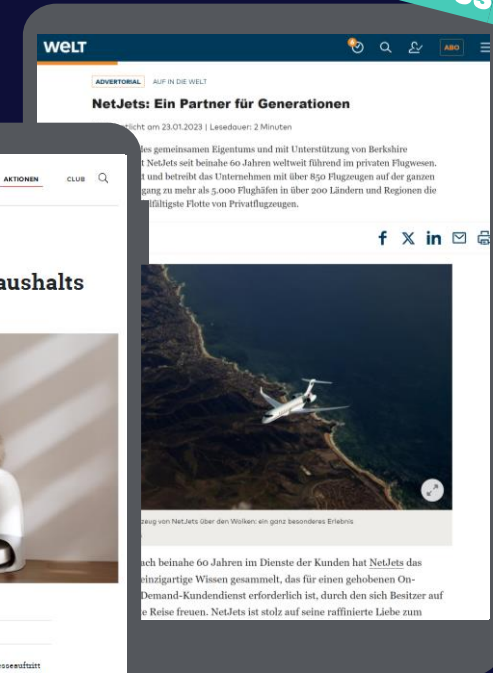
The advertising materials you provide are presented in the look and feel of the respective media brand and offer you a trustworthy brand environment in addition to traffic.

We guarantee you **ad impressions** on the traffic drivers!

Also bookable cross-media!



Advertorial for Roborock



Advertorial for NetJets

CUSTOMIZE YOUR ADVERTORIAL INDIVIDUALLY

	Ad Impressions	Package price ¹
BILD	9,000,000	50,000 €
WELT	4,000,000	25,000 €
LIFESTYLE	3,600,000	20,000 €
Sport BILD, Auto BILD, Computer BILD & Business Insider	2,500,000	25,000€



¹⁾ Plus creation costs: BILD, WELT & Business Insider: 3,500 € | LIFESTYLE, Computer BILD, Auto BILD, Sport BILD: €2,500 (not SR or AE capable). There may be an extra cost for the available add-ons outlined above, more to read [here](#)

THE PRODUCT STORY

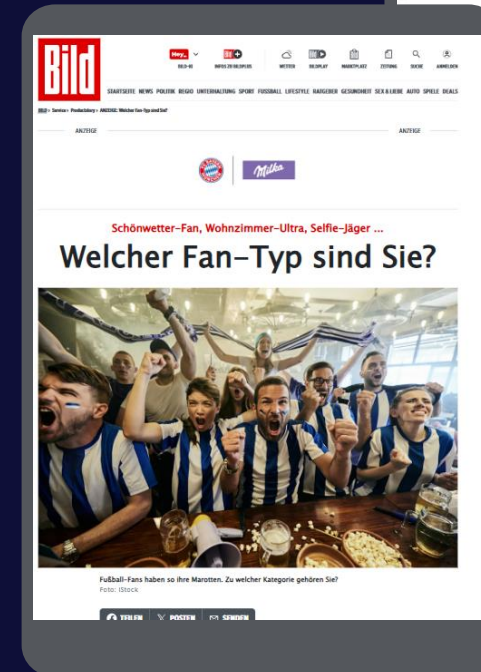
A STORY FOCUSED ON YOUR PRODUCT!

Your story around your products, new features or current offers that require explanation will be authentically and clearly reproduced in the style of the respective media brand.

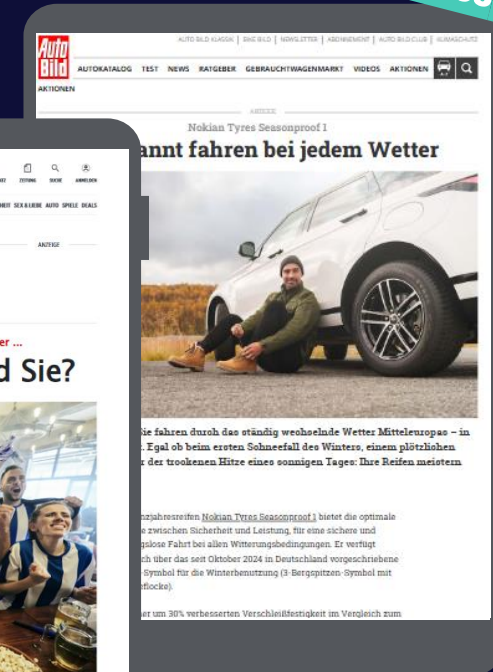
Based on the material you bring with you, we will create your individual story and the accompanying teasers. Of course, always in coordination with you!

We guarantee you both **ad impressions** and **page views**!

Also bookable cross-media!



Product Story L for Milka



Product Story for Nokian Tyres

CREATE YOUR INDIVIDUAL PRODUCT STORY

	Ad Impressions	Page Views	Package price ¹
BILD			
Package M	6,200,000	20,000	55,000 €
Package L	8,400,000	30,000	79,000 €
WELT			
Package M	4,700,000	12,000	47,000 €
Package L	8,400,000	23,000	70,000 €
Statement Story	4,700,000	8,000	47,000 €
Computer BILD, Auto BILD, Sport BILD, Books³	1,700,000	9,000	33,750 €
Business Insider	5,000,000	5,000	27,500 €



1) Plus creation costs: BILD & WELT Package M: 6,000 € | Package L: €8,000 | Statement Story: €6,000 | Computer BILD, Auto BILD, Sport BILD, Business Insider: €3,500 | Books: 3,000 € (not SR or AE eligible). Fundamental examination of the content of financial service providers, if necessary and subject to any necessary adjustment of the product variant and/or the guaranteed views. There may be an extra cost for the available add-ons outlined above, more on this [here](#).

2) Only advertising materials included in the basic packages can be booked without a surcharge for creation costs.

3) Books: Travelbook, Petbook, Fitbook, Stylebook, myHomebook & Techbook.



THE STORY KOMBOS: YOUR STORY TOLD ON MULTIPLE MEDIA!

Sounds crazy to reach multiple audience touchpoints on our media brands with just one story?

With the story combos, it's possible!

Simply choose a suitable combination, we will create a product story from your content! This is hung up on one of the media sites in the combo and fueled with high-quality traffic to all listed sites!

Advantages: Traffic on multiple brands with just one package and reduced creation costs compared to booking all brands individually!

- Technology** (Smartphone icon): Bild, Computer BILD, TECHBOOK
- Automotive** (Car icon): Bild, Auto Bild, Sport Bild
- Decision-makers** (Stack of coins icon): WELT, BUSINESS INSIDER
- Innovation** (Microscope icon): Computer BILD, WELT, TECHBOOK

Our Combo Packages	Guaranteed Page Views	Guaranteed Ad Impressions	Package price ²
Decision-makers (Business Insider + WELT)	28,000	13,400,000	97,500 €
Technology (Computer BILD + Techbook + BILD)	19,000	4,800,000	61,250 €
Automotive (Auto BILD + Sport BILD + BILD)	19,000	4,000,000	61,250 €
Innovation (Computer BILD + Techbook + WELT)	15,000	4,050,000	57,250 €

1) Payout takes place via ad server spaces and social media on the pages included in the combo.
 2) Plus creation costs: 8,000 € (not SR or AE eligible). Interactive design costs €4,000 extra.

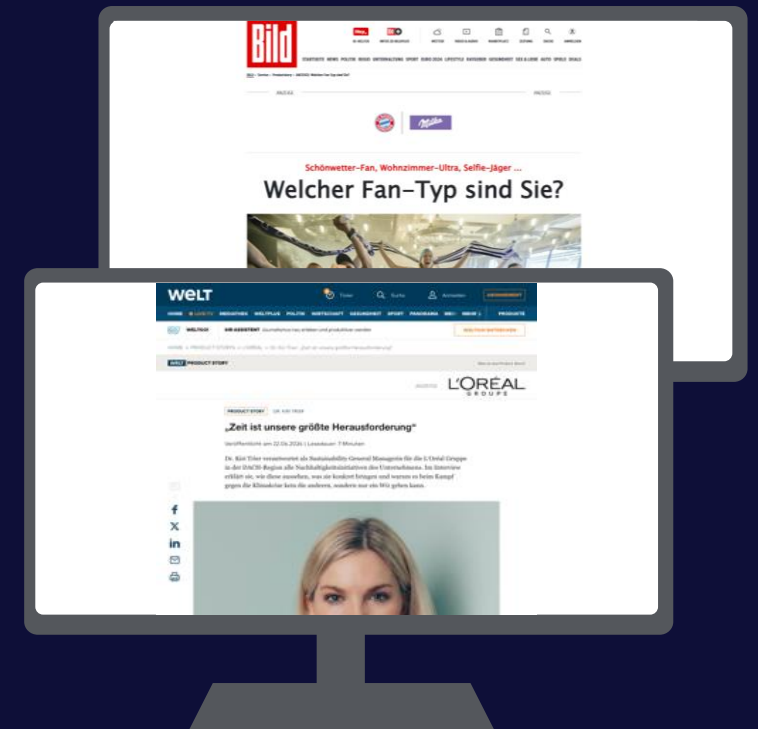


THE TARGETING PRODUCT STORY: MAKE SURE YOU REACH THE RIGHT USERS!¹

Combine the power of native advertising and data even more effectively!

Advantages:

- With the targeting Product Story, there is an end to wasted traffic! Your content is authentically reproduced. For this purpose, we create our own teasers and advertising materials. The Run of Site advertising materials and social media posts are targeted with appropriate targeting¹
- Reach and inspire your selected target group for your brand with the Targeting Product Story!
- The focus is on the performance and awareness of your product.



Our Targeting Product Storys	Guaranteed Page Views	Guaranteed Ad Impressions	Package price²
BILD	20,000	6,200,000	80,000 €
WELT	12,000	4,700,000	66,000 €

¹) Only selected Interest/Combi TGX + Context Targeting included in the package! These include age, gender, and interests.

²) Plus creation costs: 6,000 € (not SR or AE eligible).

THE BRAND STORY



Brand Story for Einhell



Brand Story for DHL



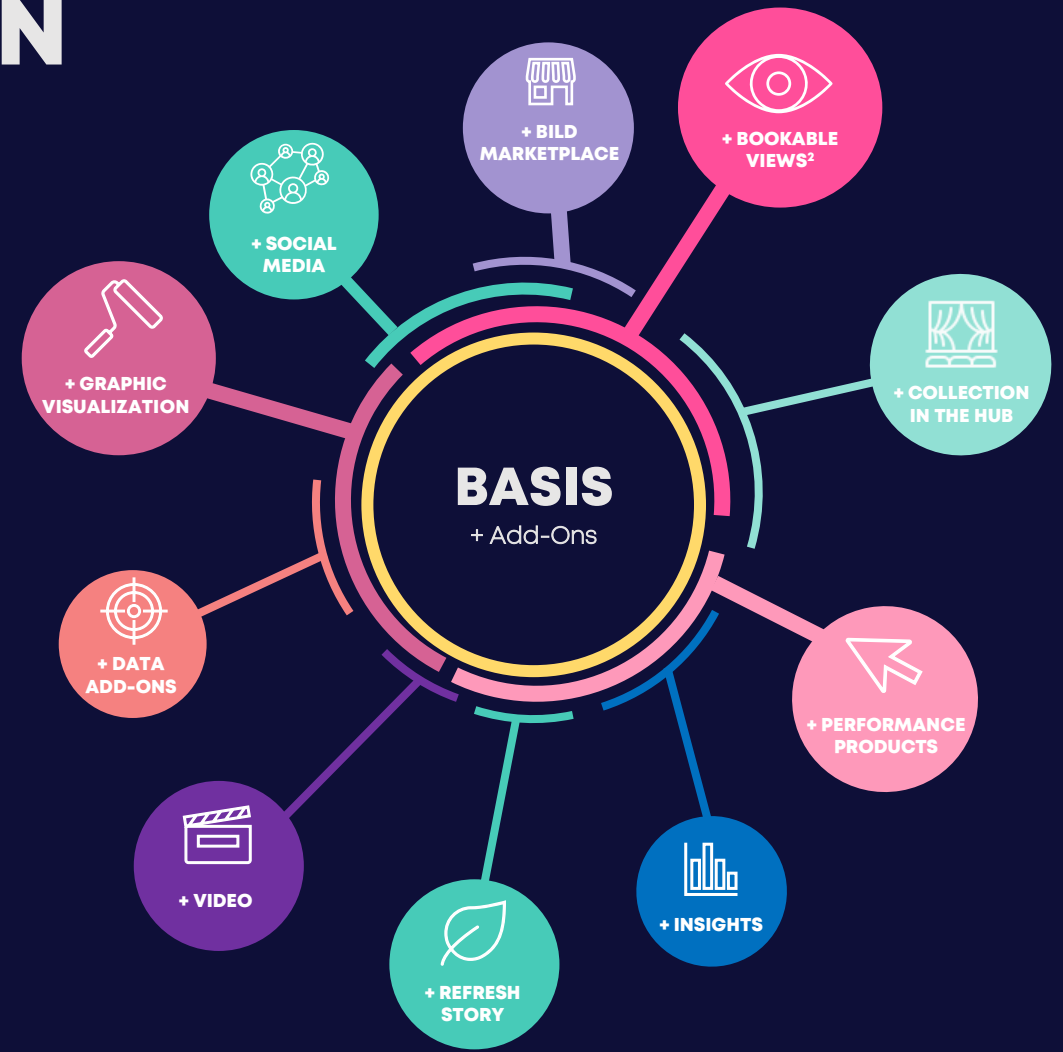
Your **individual, exciting and informative story** – written by our Brand Studios editors, in the style of Germany's biggest media brands!

We create your unforgettable story, all steps from the idea to the implementation are completely coordinated with you.

Particularly exciting: You get prominent traffic placements that you can't book without the brand story and we guarantee you **Page Views!**

PUT TOGETHER YOUR OWN BRAND STORY

	Page Views	Package price ¹
BILD	110,000	231,000 €
WELT	50,000	131,000 €
LIFESTYLE		
BOOKS		
BZ	15,000	50,000 €
Sport BILD		
BILD GG Channel	15,000	45,000 €
Business Insider	5,000	27,500 €



¹) 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 € | BILD GG Channel: 8,000 € | LIFESTYLE, BZ, BOOKS, Sport BILD: from 5,000 views 3,500 €; from 15,000 views 4,000 €; 20,000 Views 4,500 € | Business Insider: 3,500 € (these are not SR and AE capable) | There may be extra costs for the add-ons available, more on this [here](#).

²) Cost per View discountable (based on booking volume and object). Total maximum booking volume BILD: 250,000 views | WELT: 130,000 Views | LIFESTYLE, Books, Sport BILD & BZ: 20,000 views. No extra views can be booked on Business Insider and BILD GG.

EVEN MORE POWER FOR YOUR STORY WITH ADDITIONAL REACH

Minimum page views to book³

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 €

**BOOKS², LIFESTYLE,
SportBILD, B.Z.**

15.000 Views
CPV: 3,33 €
= 50.000 €

Business Insider

5.000 Views
CPV: 5,50 €
= 27.500 €

Maximum page views to book³

+ 1,58 € CPV per additional view → 200.000 Views CPV: 1,58 € → + 1,54 € CPV per additional view → 250.000 Views overall CPV: 1,57 €

+ 2,10 € CPV per additional view → 100.000 Views CPV: 2,10 € → + 2,05 € CPV per additional view → 130.000 Views overall CPV: 2,09 €

+ 3,13 € CPV per additional view → 20.000 Views overall CPV: 3,13 €

Only basic package bookable

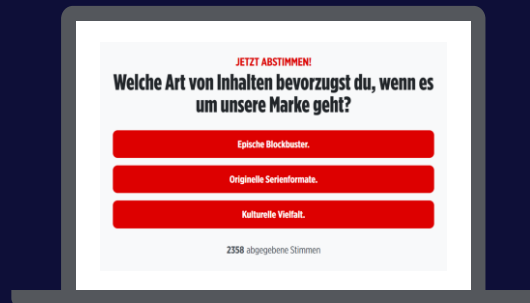
1) You can find an illustration of the respective advertising materials in our traffic access from [here](#).

2) BOOKS: TECHBOOK, TRAVELBOOK, STYLEBOOK, myHOMEBOOK, FITBOOK & PETBOOK.

3) Scalable page views: from min. 1,54€ gross CPV (SR and AE capable), depending on the size of the booking. Variable BILD Home placement: no A-teaser / no C4-Teaser: 40.000 - 69.999 views | C4 Teaser multiscreen: 70.000 - 109.999 Views | A-Teaser multiscreen: from 110.000 views.

INSIGHT ADD-ON

With our Insight Add-On you can receive interesting insights into your target group despite the **elimination of cookies and at no additional cost!** **How?** Through tailor-made **interactive polls and quizzes**, that we integrate in our **Brand or Product Stories**¹



Brand Story + Insight Add-On¹:

Brand Insights

Surveys / quizzes within the brand story with a focus on your brand:

- Insight into general preferences
- Consultation of opinions, interests and wishes
- Added value of the story for users through interactivity



Product Story + Insight Add-On¹:

Product Insights

Surveys / quizzes within the product story with a focus on specific products:

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

¹) Media prices depending on the package for the Product Stories or depending on the booked views for the Brand Stories, see Native Factsheet 2025 – there is no creation surcharge.

REFRESH STORY

With the Refresh Story, it is possible **to tell your story again** and anchor the message even deeper - conveniently and **with lower creation costs!**



Refresh Story Easy:

New traffic for your successful story with little effort for you!

Regular Brand or Product Story Package²

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



Refresh Story Update:

Your successful story will be provided with new teasers² and fresh traffic.

Regular Brand or Product Story Package²

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

1) Your story and teasers will be reused 1:1.

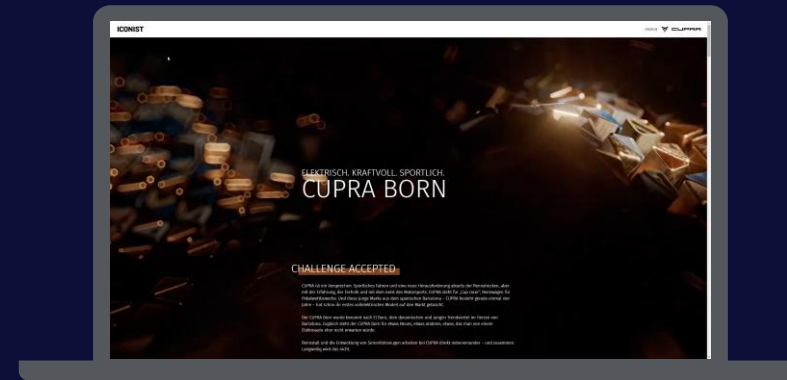
2) View volume / package size bookable as desired. See [Native Factsheet 2025](#).

LET YOUR USERS ACTIVELY INTERACT WITH YOUR STORIES!

INTERACTIVE STORY¹⁾

The special feature of the interactive story is the overall picture with image and video elements where users can actively immerse themselves in the story. Because: users love interactions – that's why we integrate many different elements that encourage interaction – **from classic videos, images and animations to sliders.**

This guarantees high engagement and increased recognition - because users won't forget your interactive story in a hurry!



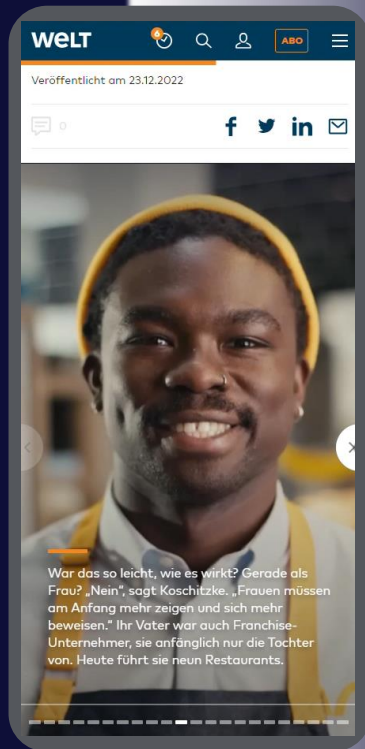
CUPRA INTERACTIVE STORY



EXPERIENCE MCDONALD'S INTERACTIVE STORY LIVE WITH OUR SWIPE STORIES

¹⁾ Plus extra creation costs: 4,000 € plus the classic brand or product story creation costs (not SR or AE capable).

THE SWIPE STORY OFFERS READERS AN INNOVATIVE AND VISUALLY POWERFUL EXPERIENCE



Easy to read and clearly structured!

+

Exclusive @WELT

+

Up to 15 Story Parts!

SWIPE STORY

This type of storytelling, tailored to the latest mobile display formats, allows you to deliver messages to your potential customers in a fresh and innovative way — **without any additional cost.**

Effective, clearly structured, concise, and quick to read — this format mirrors the reading style familiar from **Instagram and similar platforms**, now delivered with the premium quality of the WELT.de context!

CREATE AN IMMERSIVE EXPERIENCE FOR YOUR USERS!

IMMERSIVE STORY¹⁾

Do you want to use innovative storytelling and modern technologies to take users on a visual journey? We have the perfect solution!

With just one click, users can enter an immersive, web-based world – from **360° Portal** until **virtual spaces**.

This is how you gain attention in saturated markets and are perceived as a first mover. Integration into your brand or product story is seamless.

Through stronger interactivity and emotional appeal, we create authentic experiences that have a lasting impact on your story!



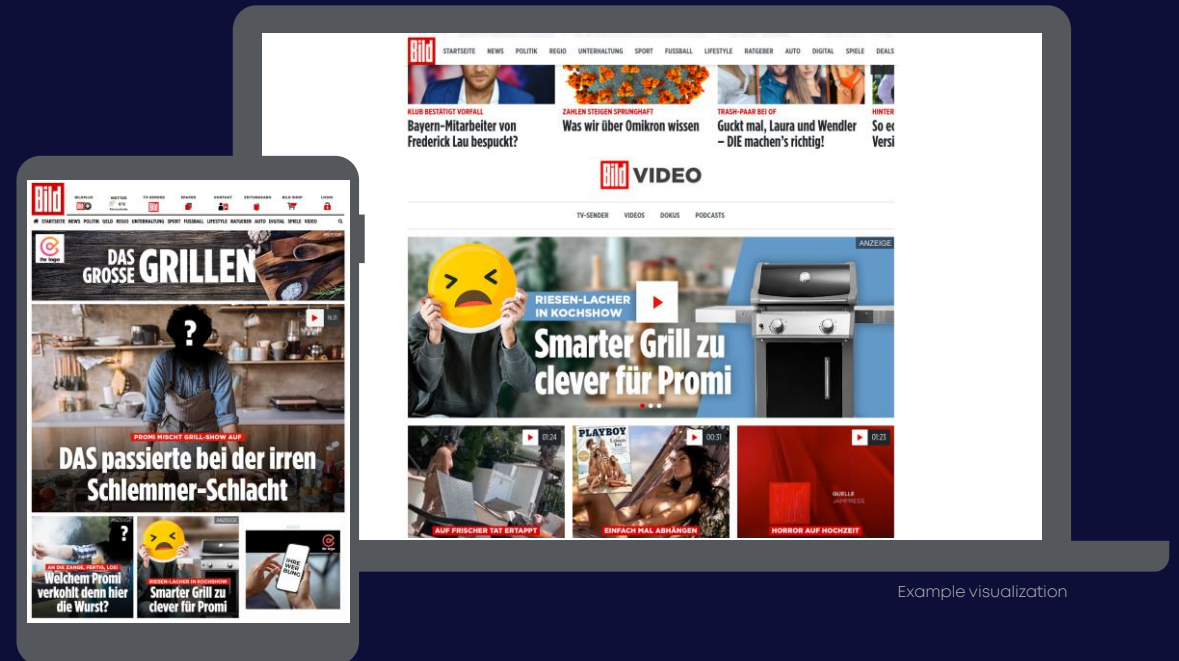
¹⁾ Plus extra creation costs: these depend on the project and cannot be clearly predefined (not SR or AE capable).

THREE, TWO, ONE AND ACTION!

Your brand story in video format!

With videos in the brand story, you reach your target group effectively and emotionally, which means that your advertising message stays in the user's mind!

Good to know: Book our exclusive video teaser package from 3 video brand stories and receive prominent video placements, including on the BILD home, which link directly to your videos!



Example visualization



Extra Video Teaser Pack:
50.000 guaranteed Video Views
Package price: 120,000 €¹

¹) Plus creation costs: 30,000€, also includes the creation of your three video brand stories (not SR or AE capable).

THE PERFORMANCE BOOST FOR YOUR STORY!

JUST CLICKS



The easiest way to guaranteed clicks!

Your advertising material will be played out over the entire MI_Portfolio via native ads and we guarantee you clicks on it!

You have the choice:

Just Clicks: Image/video text teasers that automatically adapt to the website without targeting

Just Clicks Regio or Regio Flex: Image/video text teaser with Regio Targeting

SOCIAL PERFORMANCE ADD-ON



Benefit from the concentrated social power!

In addition to your branding measure, we offer you the appropriate and high-performance advertising material via social media ads on all common platforms with your sendership, so that you are guaranteed to achieve your target KPIs!

Clicks, engagements, views or retargeting of story readers – the choice is yours!

INTERACTION ADD-ON



We generate measurable Interactions!

In addition to your existing branding measure, we offer you additional optimization for interactions to achieve your target KPI! In addition, there is **guaranteed clicks!**

Potential interactions can be driven by a **Lead** up to **Engagements on your Page!**

The payout takes place in your sendership via native ads!

[tap for more information](#)

THE RIGHT FORMATS FOR THE YOUNG TARGET GROUP

SPONSORED POSTS

We combine your product with our strong media brands! Benefit from the awareness of our brands as the sender of your posts or stories. In addition, we mark your social media page via "handshake" or link.

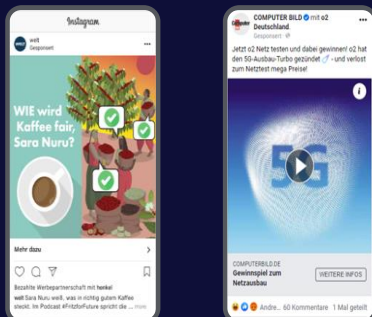
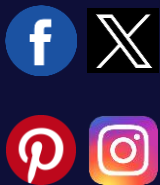


BILD CONTENT POSTS

You will receive a permanent placement in our BILD Instagram timeline.

Choose from simple **Content Posts** or **Stories** or combined products such as the **Insta Reels** and **WhatsApp**.



VERTICAL STORY

With the help of **full-surface 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.



[tap for more information](#)

ALL ADD-ONS AT A GLANCE!

Our Add-Ons		Additional costs ¹	Brand Story	Product Story	Advertorial
Graphic and content add-ons ²	Immersive Story	Individual according to project	✓	✓	-
	Interactive Story	Plus 4,000 € creation costs	✓	✓	-
	Swipe Story	No surcharge	✓	✓	-
	Insights Add-On	No surcharge	✓	✓	-
Reusability	Refresh Story	Depending on the booked views / package	✓	✓	-
Data	Targeting Options	From 10 € CPM (see Data Ratecard)	-	✓	✓
Performance	Just Clicks	15,000 € Netto2 + Kreas: 1,000 €	✓	✓	✓
	Social Performance Add-On	From 20,000 € net2 + Kreas: 3,000 €	✓	✓	✓
	Interaction Add-On	from 20,000 € net2 + creas: 1,000 €	✓	✓	✓
Social Media	Sponsored Posts	Individual depending on the platform and property	✓	✓	✓
	Vertical Story	Booster: 40,000 € Stand Alone 80,000 € + Kreas Booster: 5,000 € Stand Alone 8,000 €	✓	✓	✓
	Content Posts	Individual depending on the platform and property	✓	✓	✓
BILD Marketplace	BILD Marketplace Listing	From 4,000 € nn, depending on the scope	✓	✓	✓
Hub	Stage for stories	For brand and product stories from 3, for advertorials from 4 booked stories on top	✓	✓	✓

1) Creation costs are not eligible for discount and AE.

2) Graphical representations not useful for all content, review and decision by Axel Springer Brand Studios.

WE LOOK FORWARD TO EXCHANGING IDEAS WITH YOU!

SALES REGIONEN



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TRAFFIC ACCESS

HOW USERS GET TO YOUR STORY

BRAND STORYYS

welt

PETBOOK

MYHOMEBOOK

**Sport
Bild**

Bild

TRAVELBOOK

STYLEBOOK

B.Z.

**BUSINESS
INSIDER**

FITBOOK

TECHBOOK

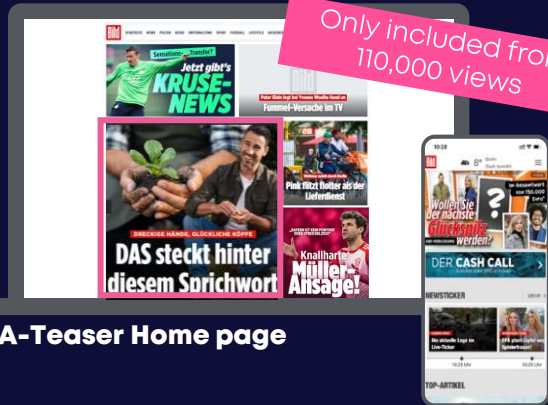
LIFESTYLE

BRAND STORY

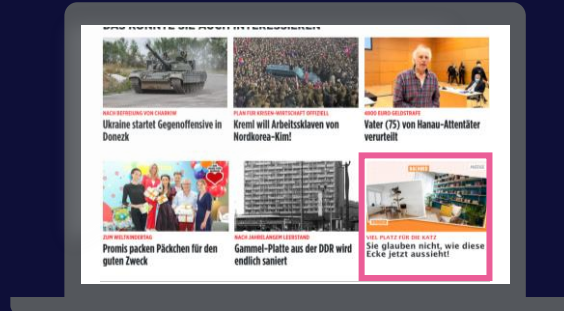
BILD.de



Only included from 110,000 views



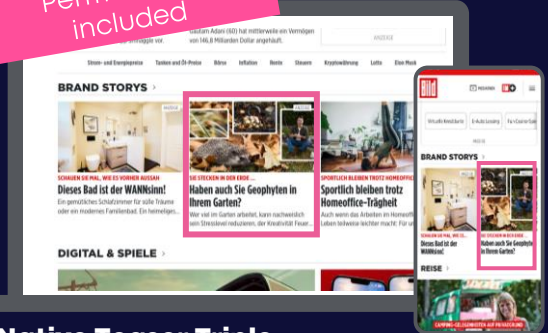
A-Teaser Home page



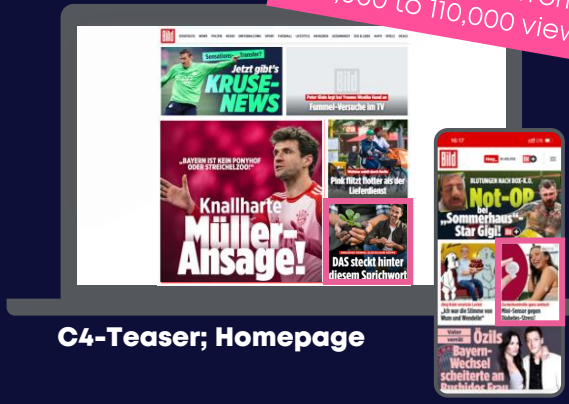
Native Teaser BILD.de ROS

Only included from 70,000 to 110,000 views

Permanently included



Native Teaser Triple Homepage



C4-Teaser; Homepage



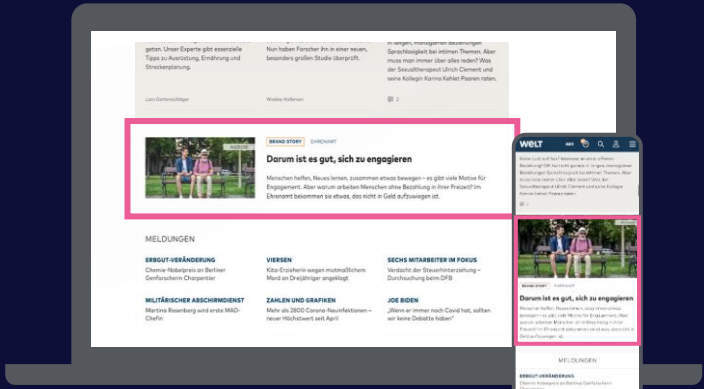
Example case OBI

Brand Story on BILD.de

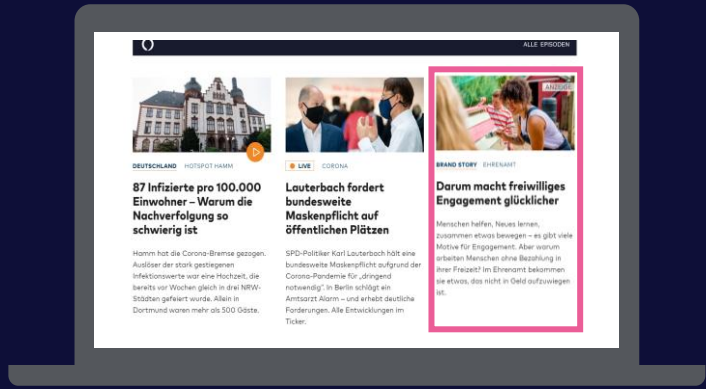
*If the base package is scaled down, the A-teaser placement is omitted!

BRAND STORY

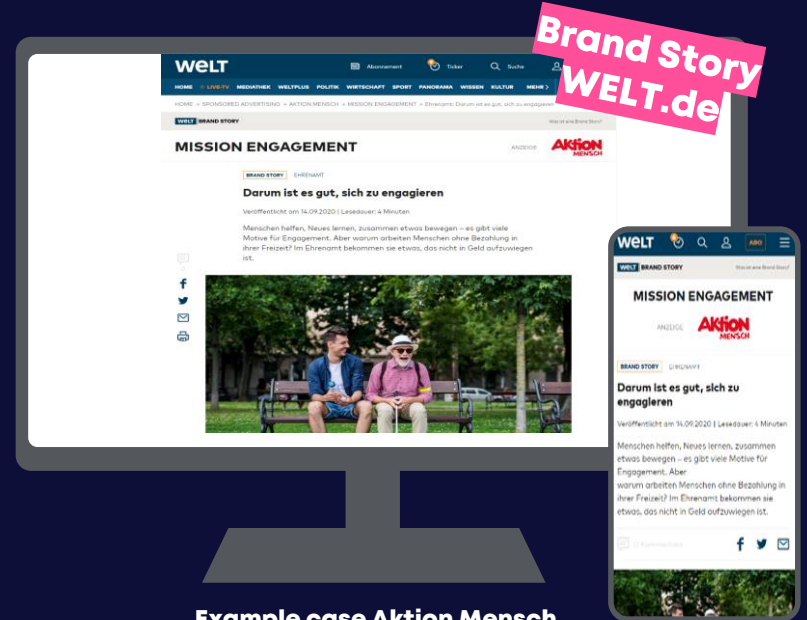
WELT.de



Native Teaser
WELT.de ROS



Power Teaser,
WELT.de homepage

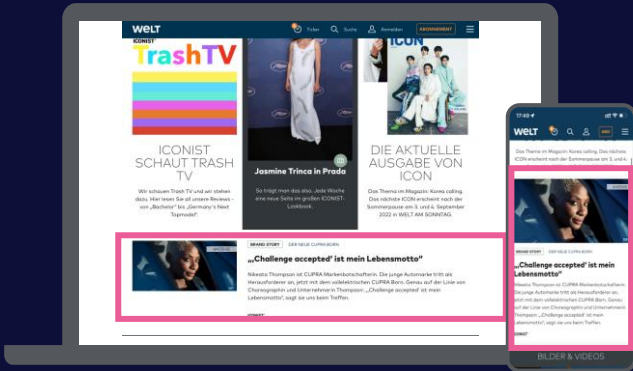


Example case Aktion Mensch

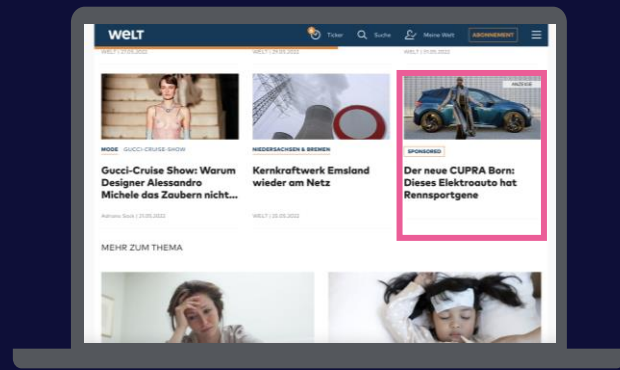
Brand Story on WELT.de

BRAND STORY

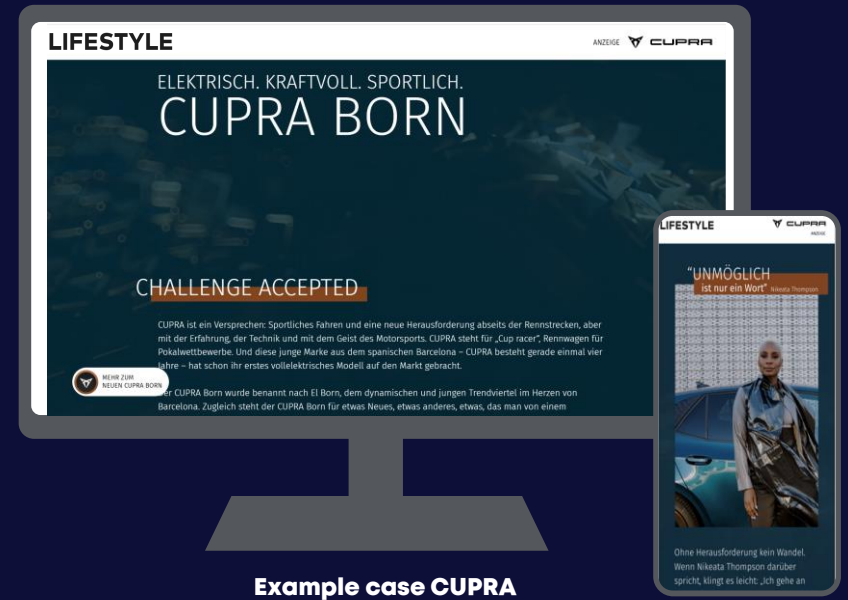
LIFESTYLE



Native Teaser in LIFESTYLE Channel



Native Teaser ROS



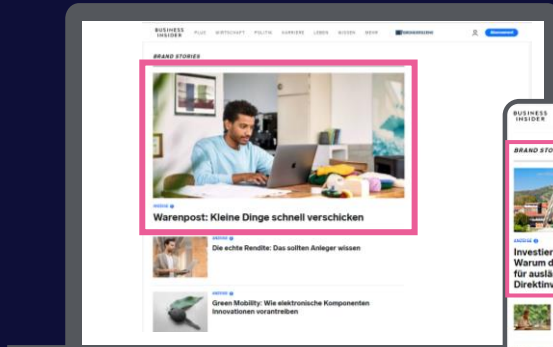
Example case CUPRA

Brand story on WELT.de
(Channel LIFESTYLE)

BRAND STORY

BUSINESS INSIDER

BUSINESS INSIDER



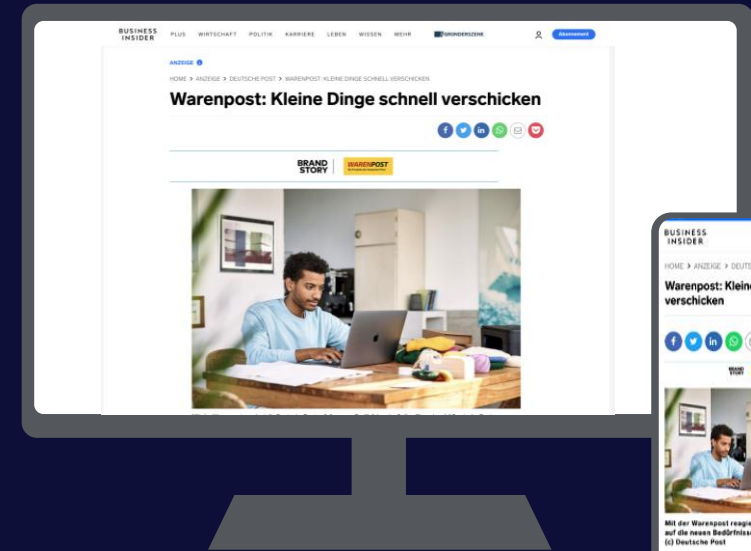
Native Teaser



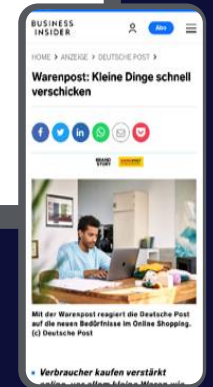
Content Ad 4:1 (mobile)



Mrec (mobile)



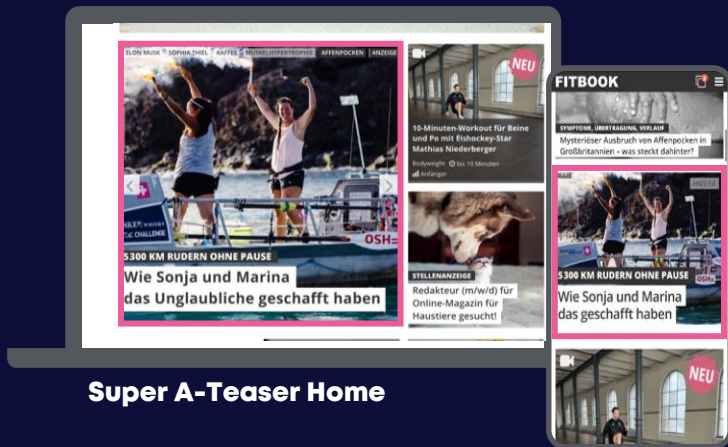
Example case Deutschen Post



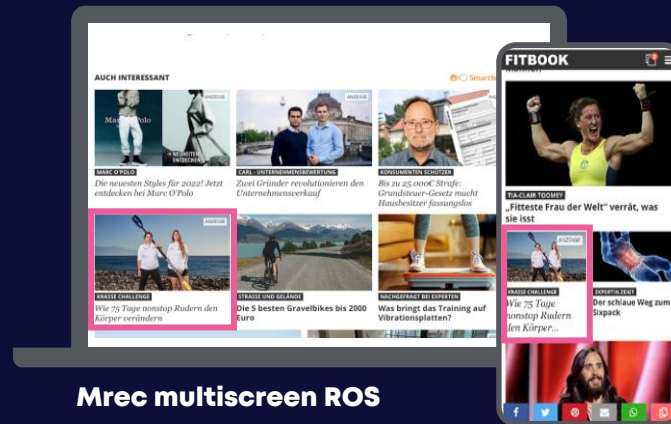
Brand Story on Businessinsider.de

BRAND STORY

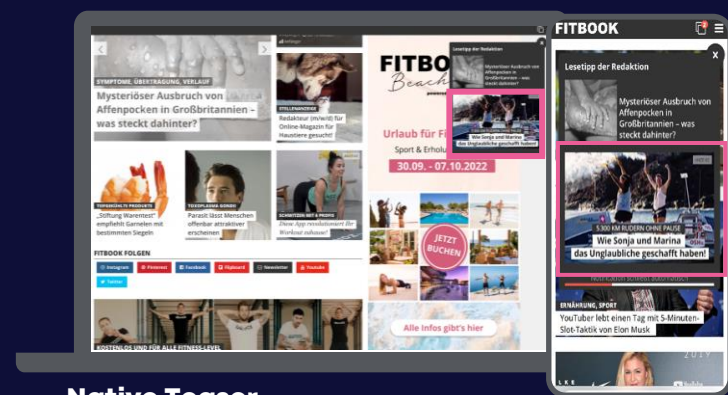
BOOKS



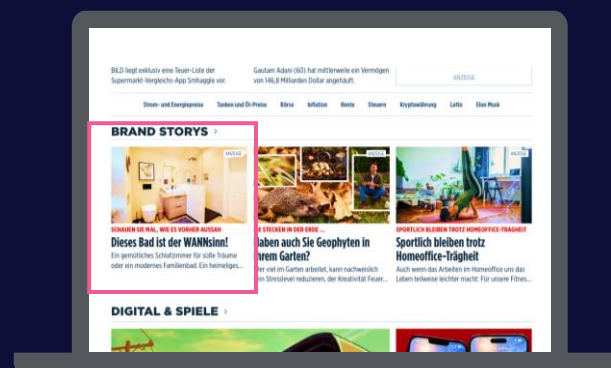
Super A-Teaser Home



Mrec multiscreen ROS



Native Teaser



Three-point strike on BILD.de

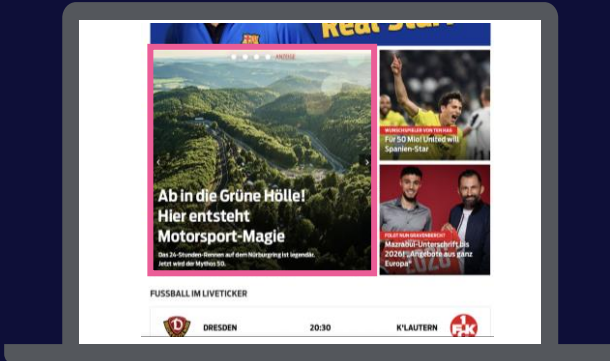


Example case Kettler

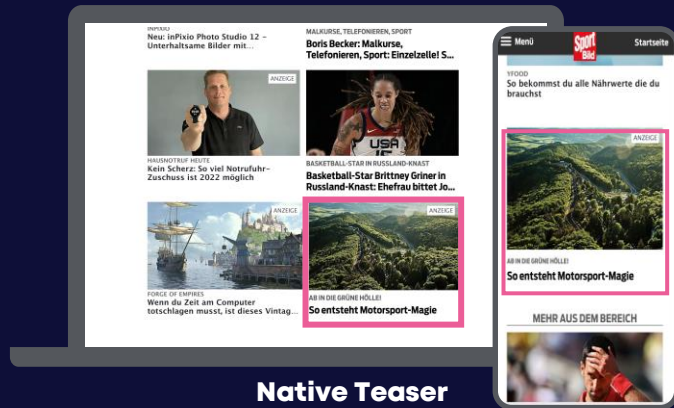
Brand Story on Fitbook.de

BRAND STORY

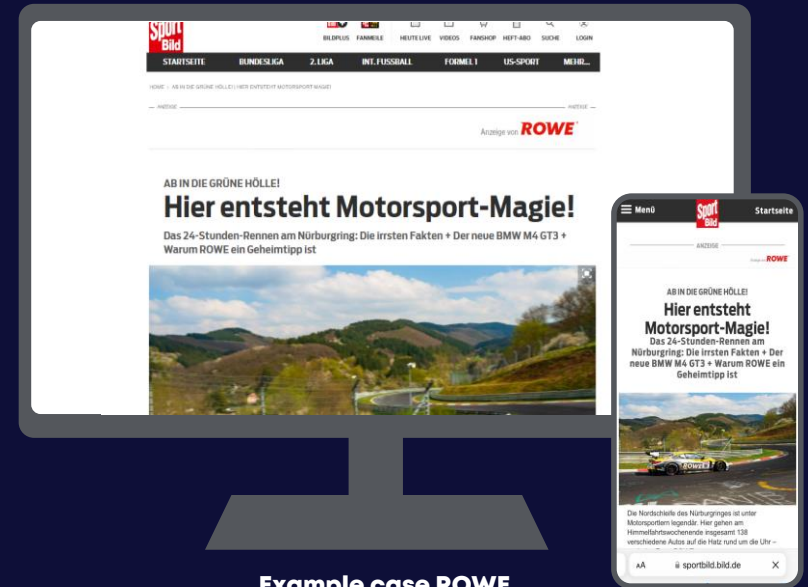
SPORT BILD



Prominent Home Placements on Sport BILD.de



Native Teaser



Example case ROWE

Brand Story on Sportbild.de

PRODUCT STORIES

welt

PETBOOK

MYHOMEBOOK

**BUSINESS
INSIDER**

Bild

TRAVELBOOK

STYLEBOOK

Computer


**Auto
Bild** **Sport
Bild**

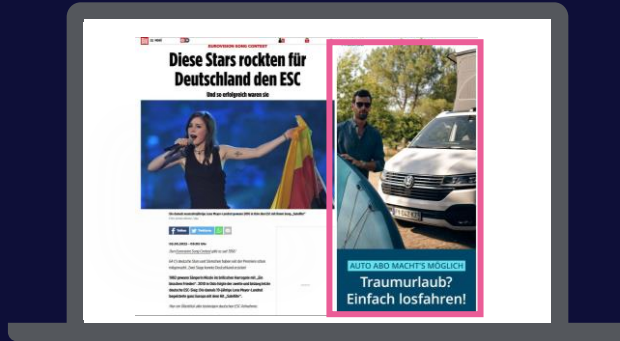
FITBOOK

TECHBOOK

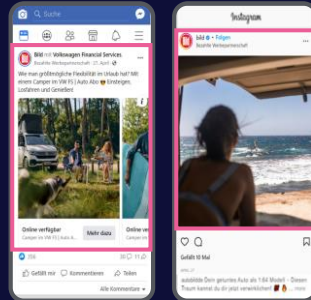
LIFESTYLE

PRODUCT STORY

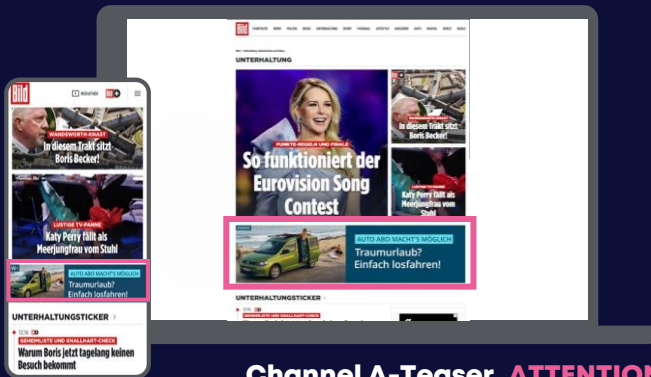
BILD.de



Sitebar Stationary



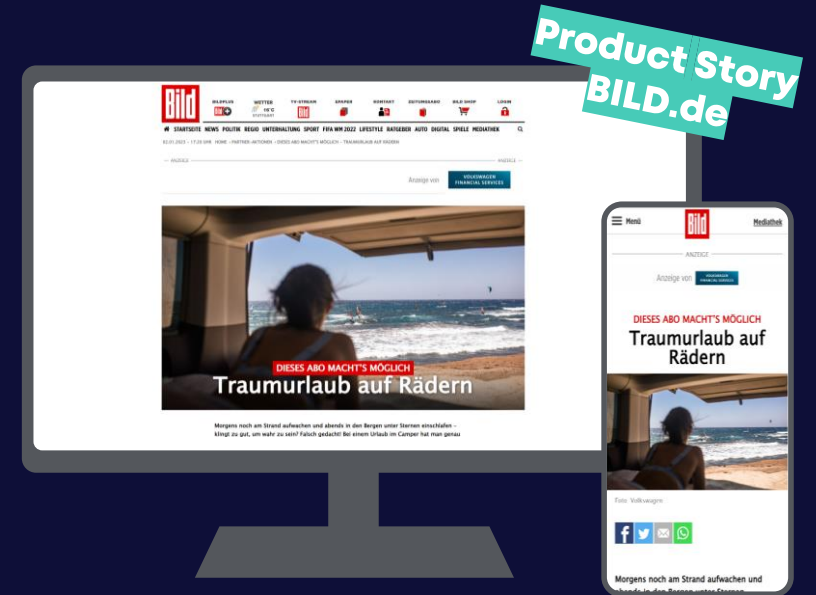
Sponsored Posts
Facebook und Instagram



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



Mrec / Cube Ad mobile
Home & ROS

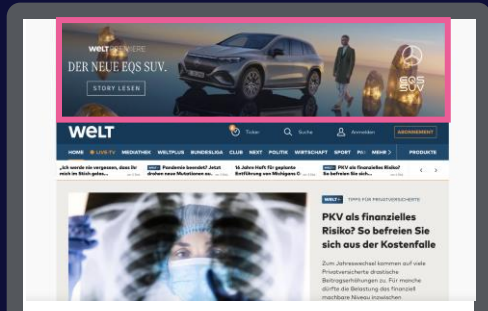


Example case Volkswagen Finance Service

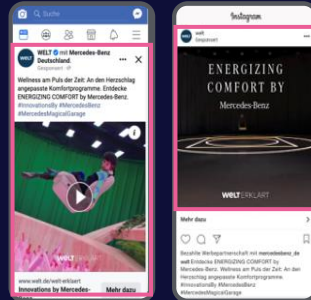
Product Story on BILD.de

PRODUCT STORY

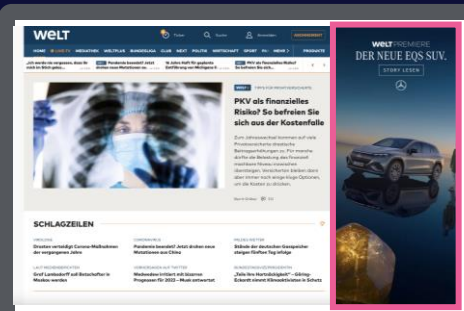
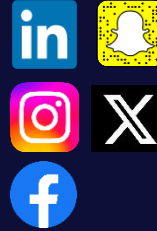
WELT & WELT Channel Lifestyle



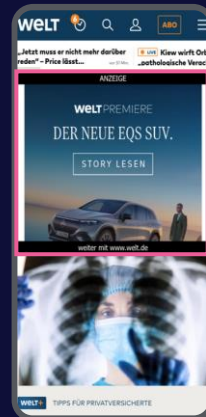
Billboard Stationary and A-Teaser on the homepage



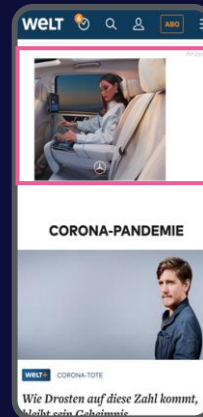
Social Media Sponsored Posts (depending on the topic)



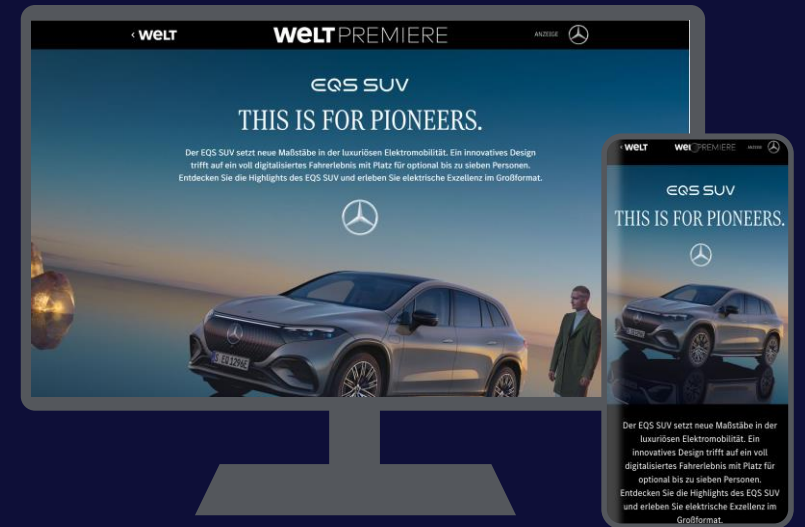
Sitebar Stationary ROS



Understitial mobile ROS



Mrec / Cube Ad mobile Home & ROS



Example case Mercedes EQS

Product Story on WELT.de (in this case as an interactive product story)

STATEMENT STORY

WELT.de

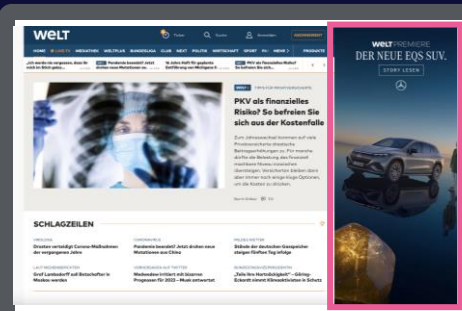
WELT



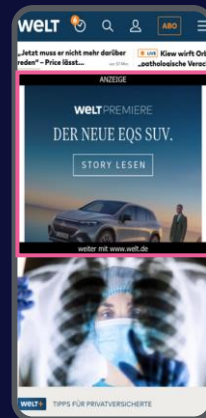
Billboard Stationary and A-Teaser on the homepage



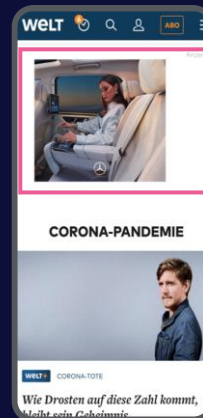
Sponsored Posts LinkedIn



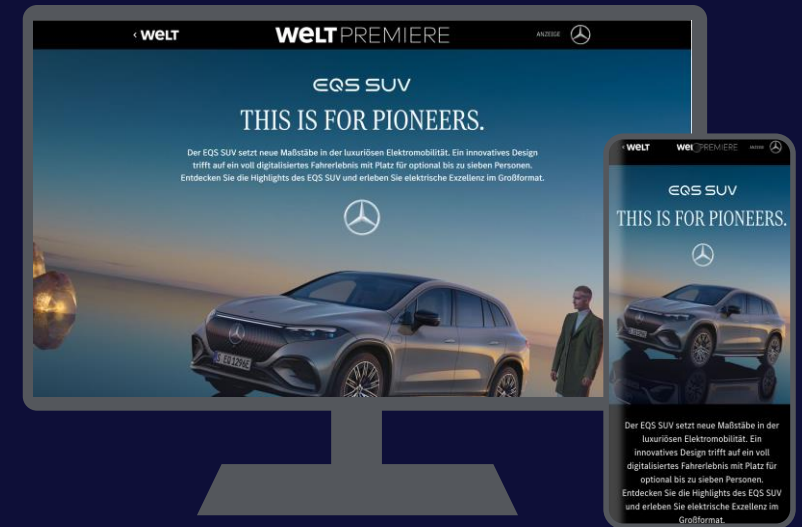
Sitebar Stationary ROS



Understitial mobile ROS



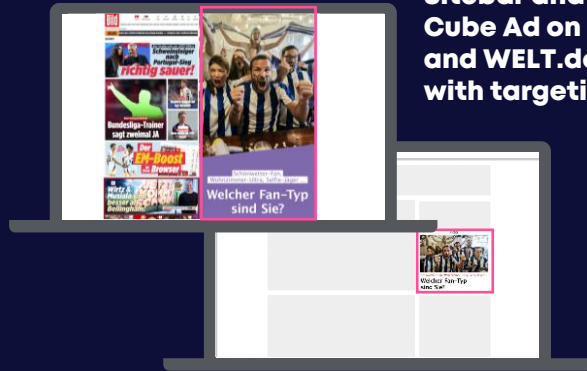
Mrec / Cube Ad mobile Home & ROS



Example case Mercedes EQS

Statement story on WELT.de
(in this case as an interactive product story)

TARGETING PRODUCT STORY



Sitebar and Mrec /
Cube Ad on BILD.de
and WELT.de in RoS
with targeting*



Social Media
Sponsored
Posts with
Targeting
(depending
on the topic)



Targeting Product Story

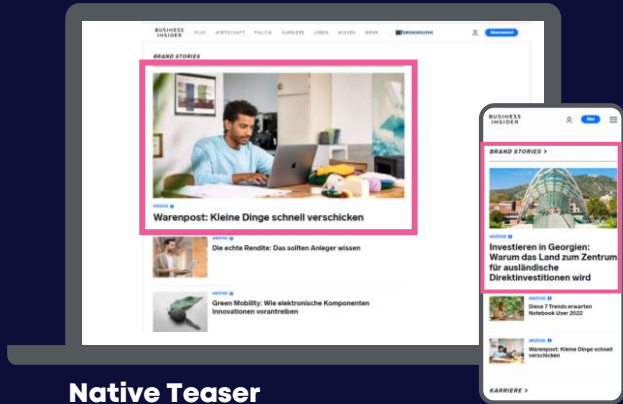


* Only selected Interest/Combi TGX + context targeting included in the package.

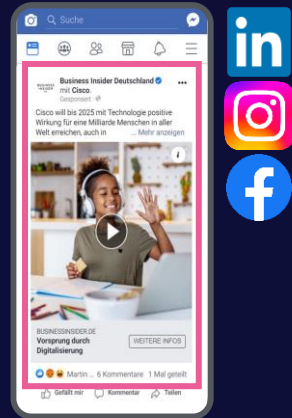
PRODUCT STORY

BUSINESS INSIDER

BUSINESS INSIDER



Native Teaser



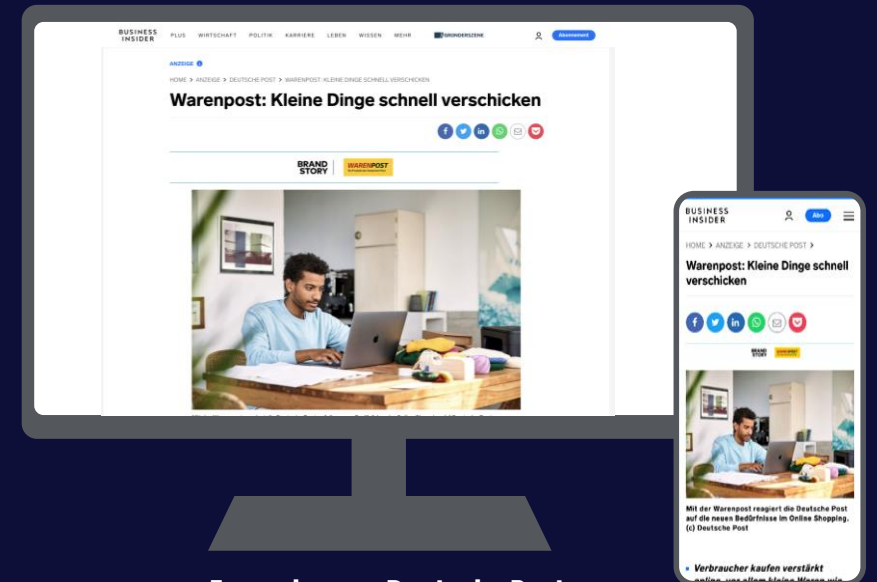
Social Media Sponsored Posts (depending on the topic)



Content Ad 4:1 (mobile)



Mrec (mobile)

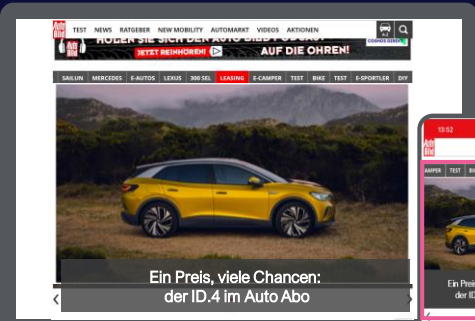


Example case Deutsche Post

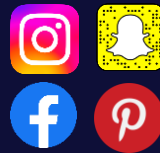
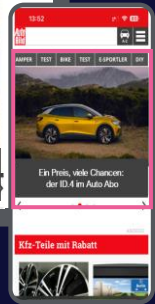
Story on Businessinsider.de

PRODUCT STORY

AutoBILD.de



Home A-Teaser / B- Teaser
mobile and stationary



Social Media Sponsored Posts
(depending on the topic)



Example case Volkswagen Finance Service



Product Story on Autobild.de



Mrec / Cube Ad
mobile and stationary Home & ROS



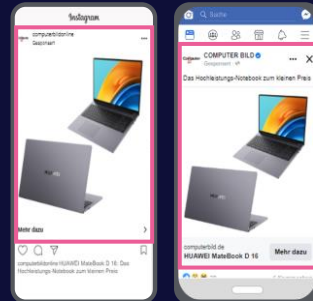
Native Style Ad mobil ROS

PRODUCT STORY

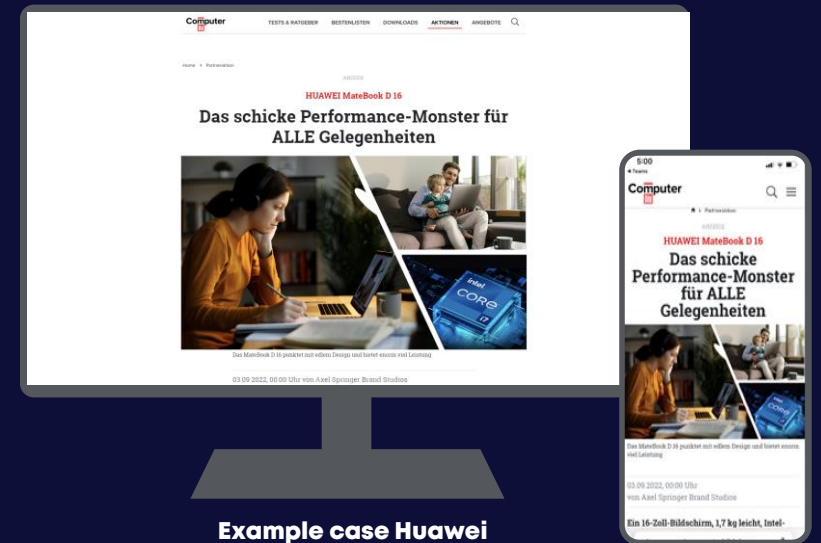
ComputerBILD.de



Promo Teaser: mobile and stationary as a billboard

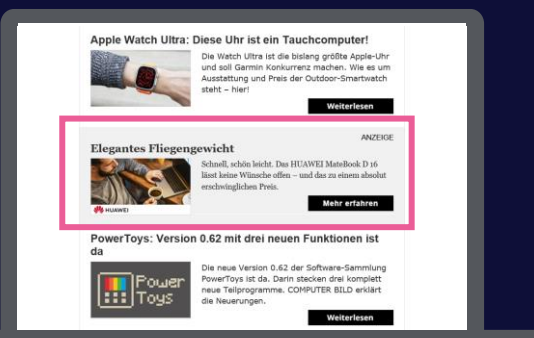


Social Media Sponsored Posts (depending on the topic)



Example case Huawei

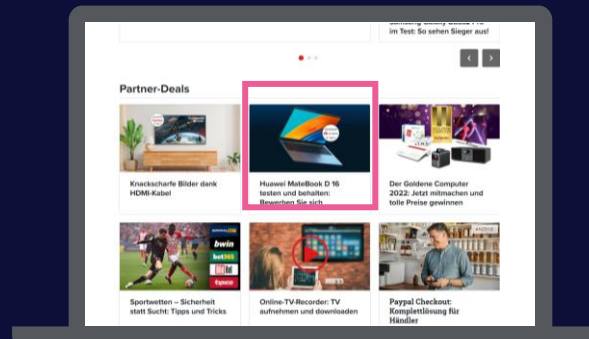
Product Story on Computerbild.de



Newsletter Teaser



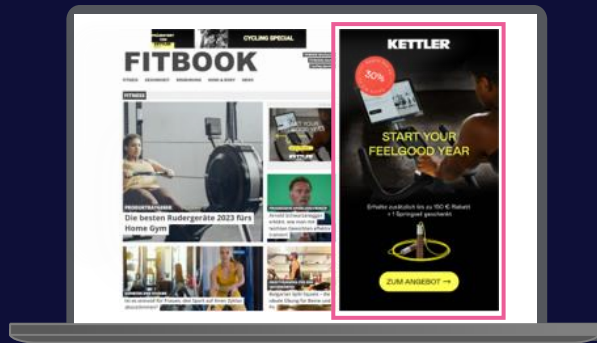
Mrec / Cube Ad mobile ROS



Partner deals

PRODUCT STORY

Books



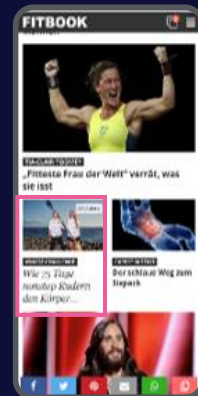
Dynamic Sitebar ROS



Social Media Sponsored Posts (depending on the topic)



Mobile Interscroller ROS



Mrec / Cube Ad mobile ROS

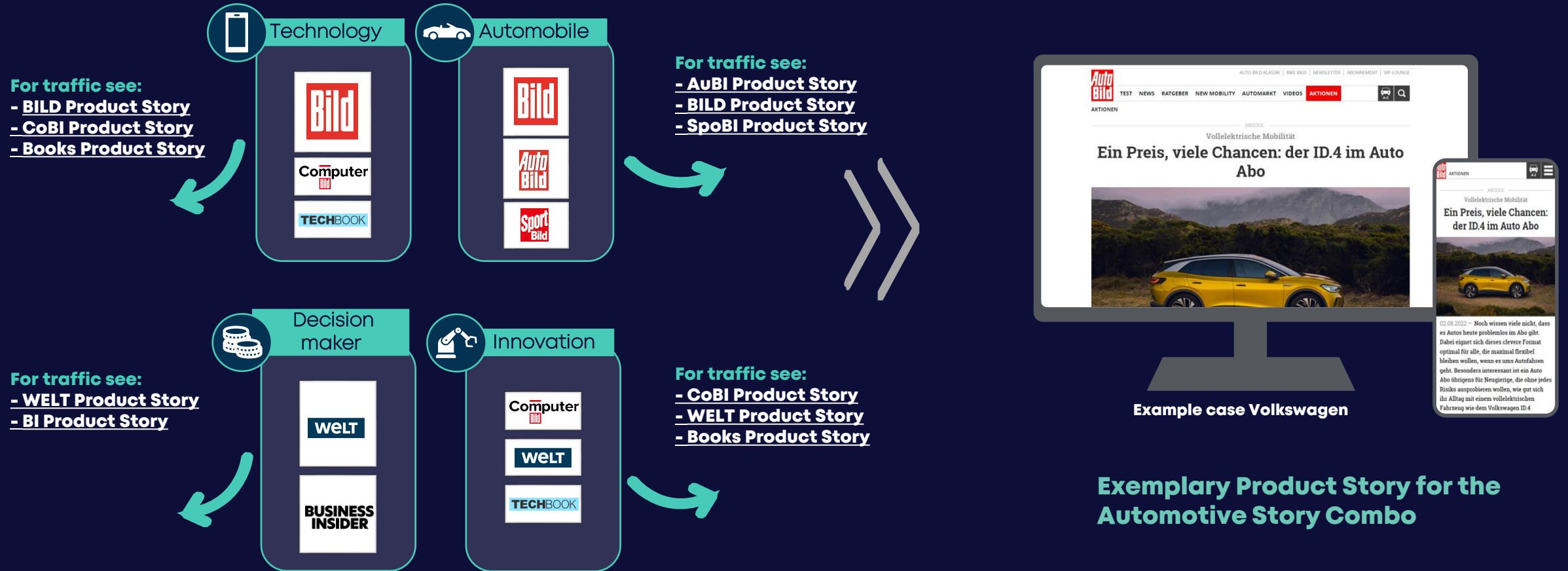


Beispielcase Kettler

Product Story on one of the books

PRODUCT STORY

Story Kombos



ADVERTORIALS



ADVERTORIAL

BILD.de



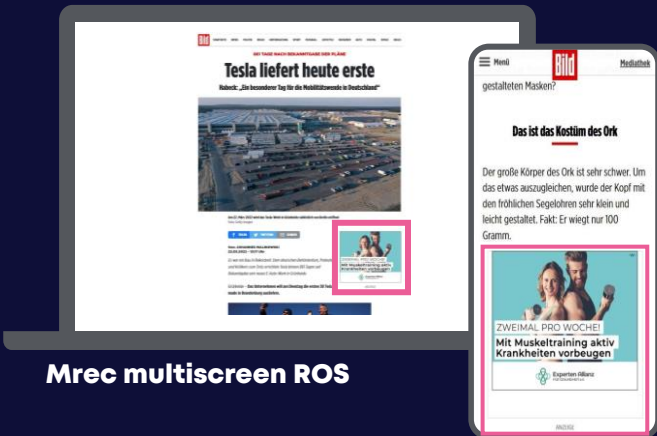
Billboard stationary ROS



Content Ad 4:1 ROS



Example case Experten Allianz

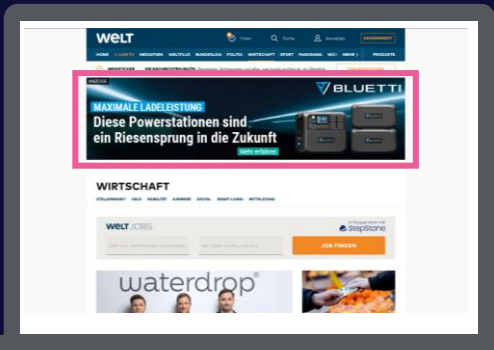


Mrec multiscreen ROS

Advertorial on BILD.de

ADVERTORIAL

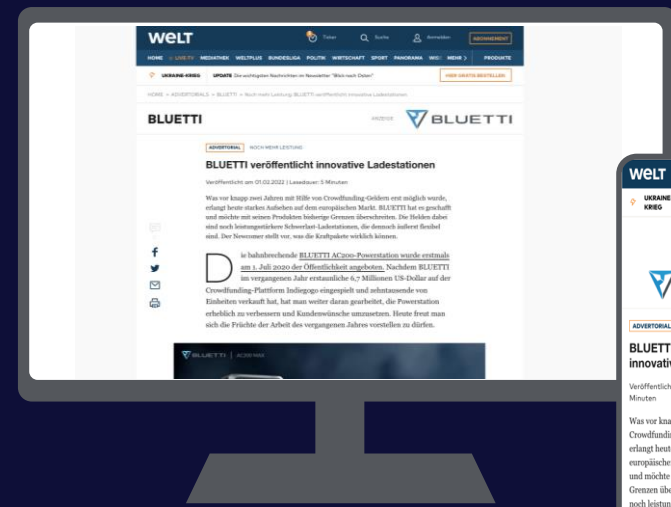
WELT.de



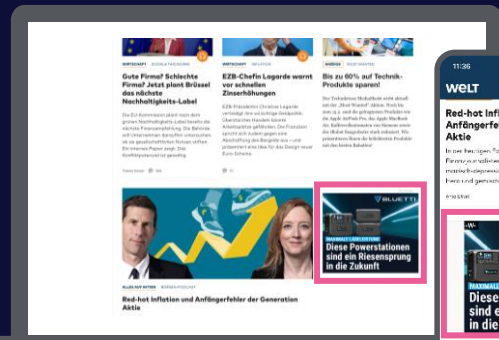
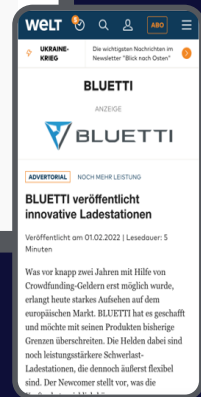
Billboard stationary ROS



Content Ad 4:1 ROS



Example case Bluetti



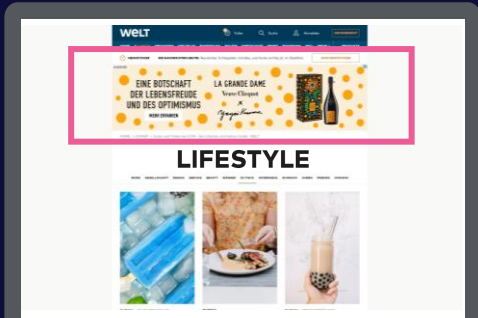
Mrec multiscreen ROS



Advertorial on WELT.de

ADVERTORIAL

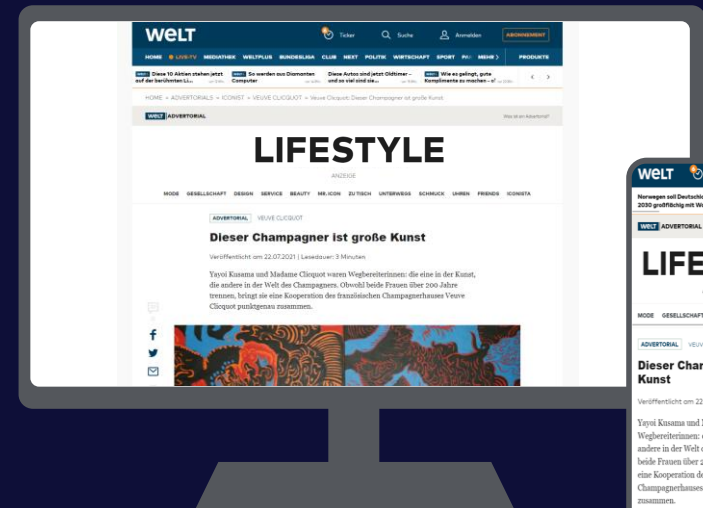
WELT.de Channel LIFESTYLE



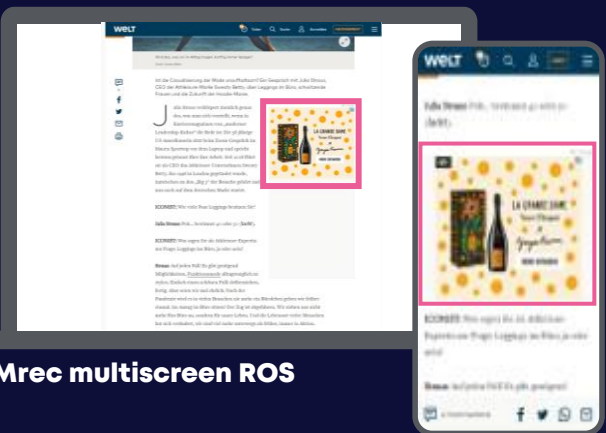
Billboard stationary ROS



Content Ad 4:1 ROS



Example case Veve Clicquot



Mrec multiscreen ROS

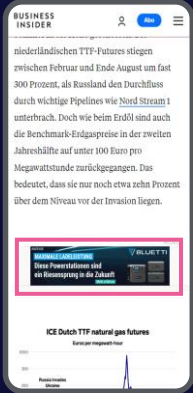
Advertorial on WELT.de in Channel Lifestyle

ADVERTORIAL

BUSINESS INSIDER



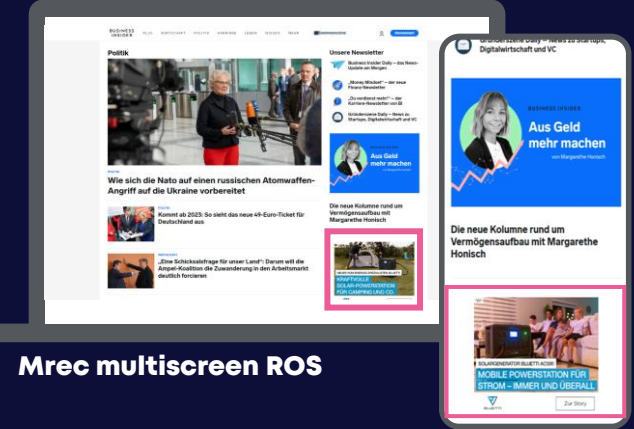
Billboard stationary ROS



Content Ad 4:1 ROS



Example case Bluetti



Mrec multiscreen ROS

Advertorial on Businessinsider.de

ADVERTORIAL

AutoBILD.de



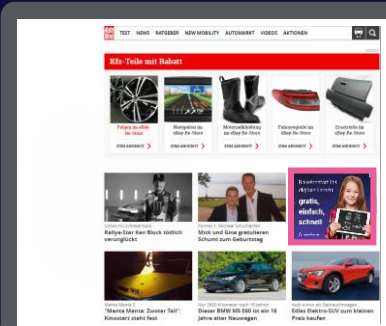
Billboard stationary ROS



Content Ad 4:1 ROS



Example case Looping GmbH



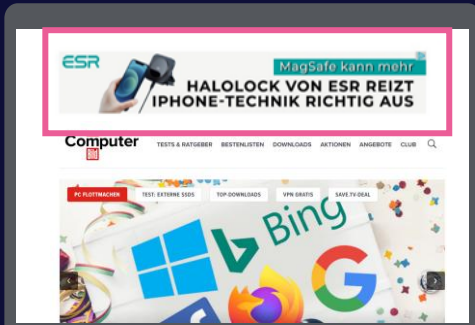
Mrec multiscreen ROS



Advertorial on AutoBILD.de

ADVERTORIAL

ComputerBILD.de



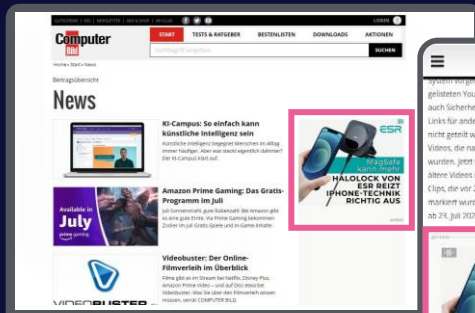
Billboard stationary ROS



Content Ad 4:1 ROS



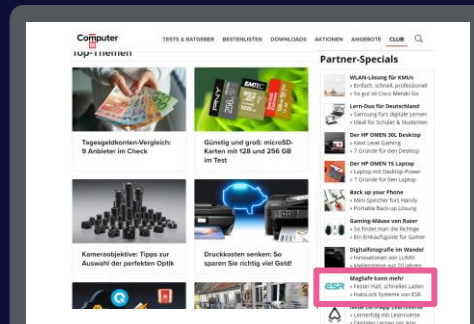
Example case Waymeet ESR



Mrec multiscreen ROS



Partner Special Teaser



Advertorial on ComputerBILD.de

ADVERTORIAL

SportBILD.de



Billboard



Mrec multiscreen ROS



Content Ad 4:1 ROS



Example case Godaddy



Advertorial on SportBILD.de