


MEDIA KIT

Computer

The logo for 'Bild', consisting of the word 'Bild' in white, bold, sans-serif font, enclosed within a red square.

impassioned by

media **impact**



THE EXPERT IN THE FIELD OF TECHNOLOGY

TRUST AT THE HIGHEST LEVEL

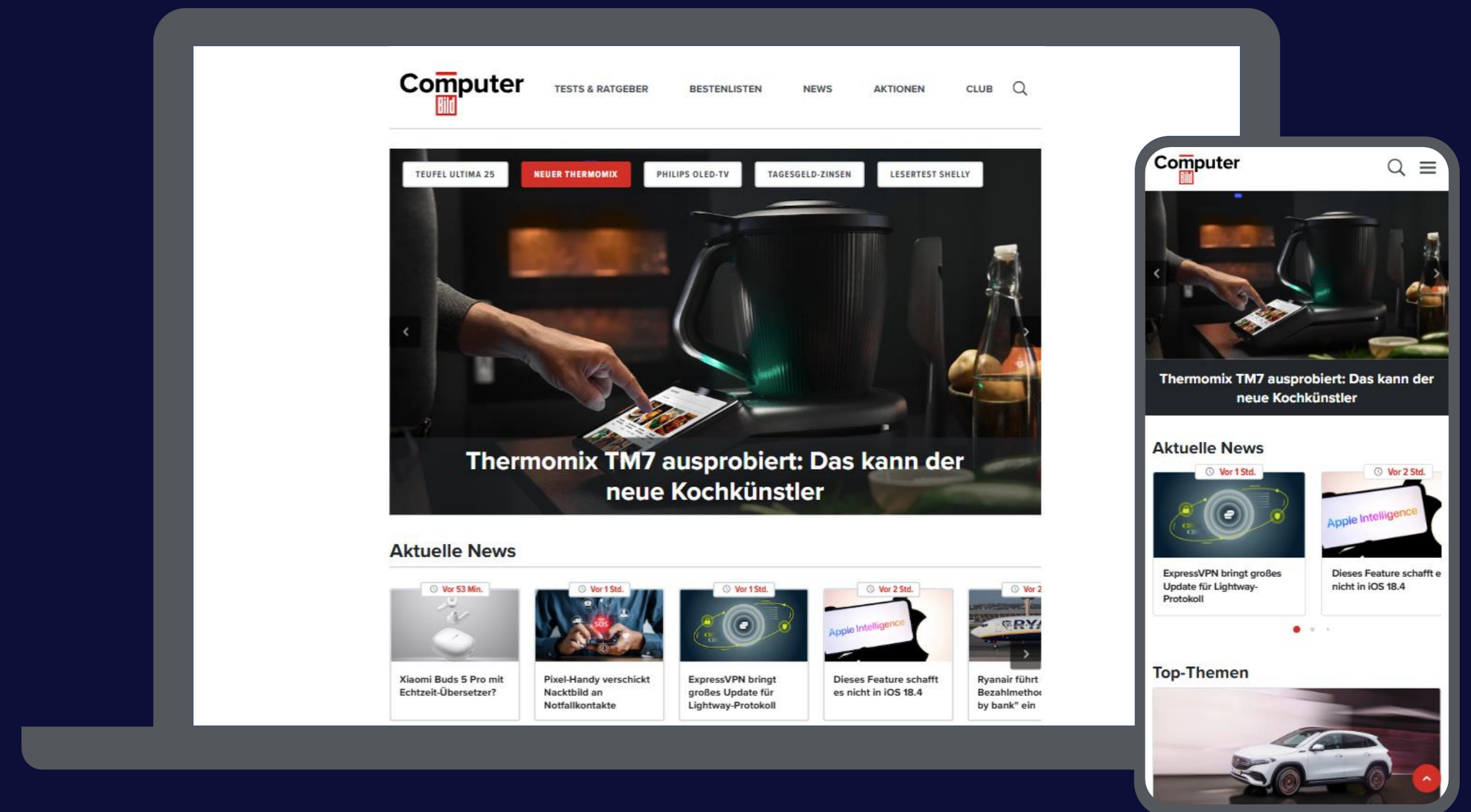
As a trustworthy and strong brand, COMPUTER BILD confidently provides clear recommendations and assessments of technology trends and demonstrates how technology brings fun, joy, and makes life easier.

RELEVANT ENVIRONMENTS

Topics related to computers, smartphones, smart home, PC and console games, audio, video, TV, and photography provide the perfect environment for your brand.

8.61 million unique visitors*

19.51 million page views*



* Adobe Analytics 02/2025

Computer **TARGET GROUP**



66% male



55% aged 20-49 years



55% earn more than €3,000



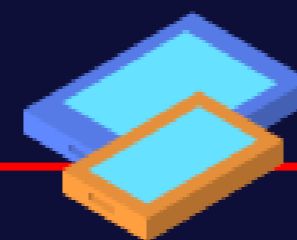
65% employed

TARGET GROUP AFFINITIES THAT CONVINC!



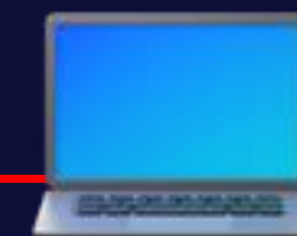
Affinity Index 138

Computer software
and games



Affinity Index 122

Apps for mobile
phones



Affinity index 114

Computers, notebooks,
and tablets



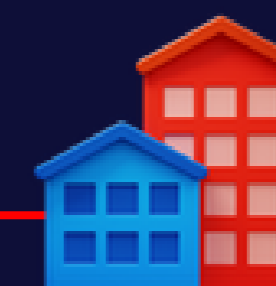
Affinity index 118

Cars



Affinity index 123

Music and movies



Affinity index 121

Loans and home
financing

SELECTION OF KEY TOPICS FOR 2025



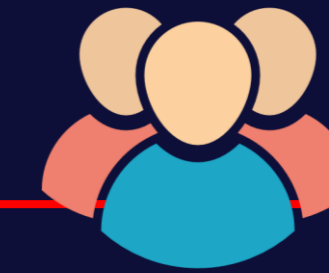
Tests & Guides

As soon as a product hits the market, we thoroughly test it with expert knowledge and detailed analysis.



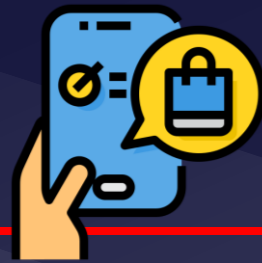
Shopping Events

All information about shopping events like Christmas, Black Friday, or Prime/Single Day.



User Activities

Year-round diverse activities: user tests, competitions, and more – join in!



Buying Guide

Always by our users' side – all essential information for making the right purchase decision.



Current Highlights

Staying ahead of trends – a quick overview of topics that interest tech-savvy users.



New Energy

Latest developments and solutions in sustainability and renewable energy.

SELECTION OF SPECIAL TOPICS 2025



SMART HOME

Everything about the topic:
How do I digitalize my home? The latest trends and gadgets.



NEW MOBILITY & NEW ENERGY

What will the mobile world and energy supply of tomorrow look like? From e-scooters to the latest developments in the energy sector, this special covers it all.



STREAMING

Television is a thing of the past! What do the new streaming services offer, and what does the future of TV look like?



YOUR SPECIAL

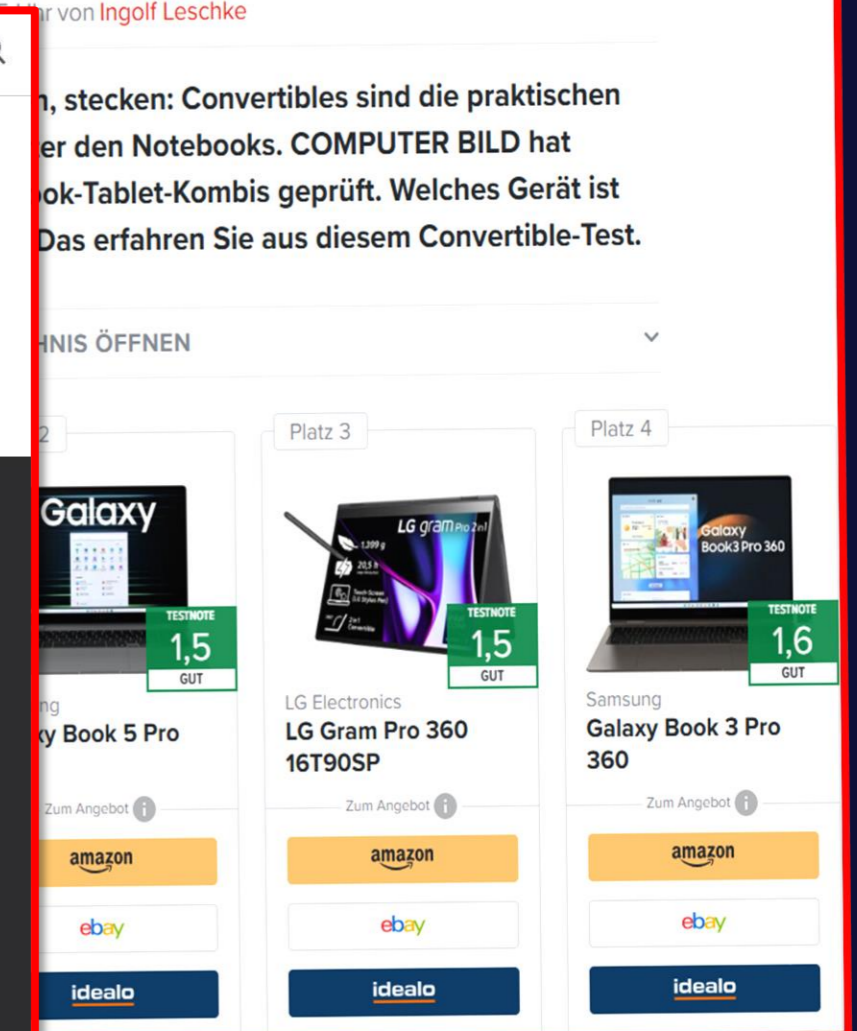
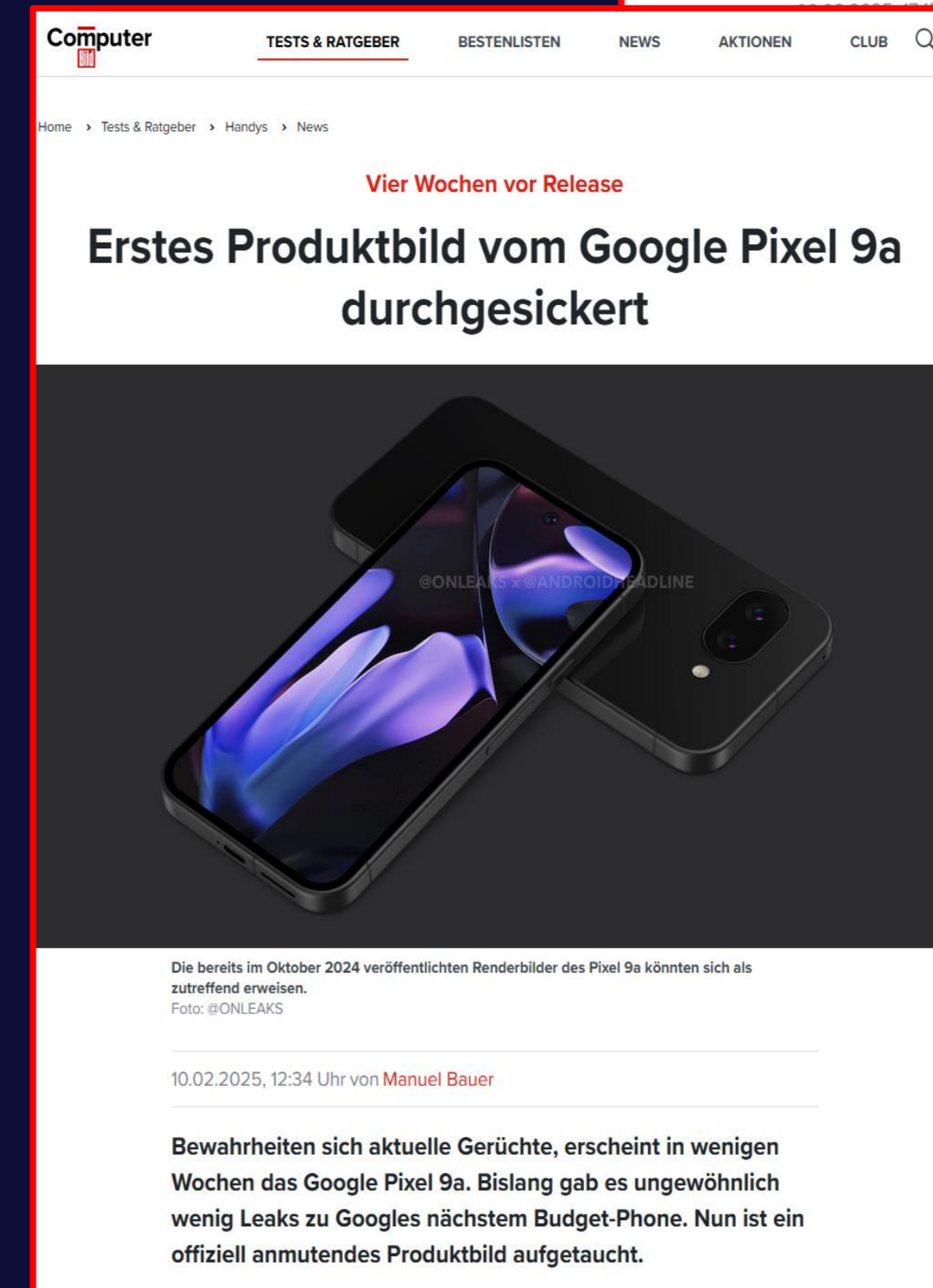
We are happy to create a customized theme month together with you.

INTEREST & ENGAGEMENT

Take advantage of our versatile communication opportunities to reach tech-savvy and tech-interested users.

For a targeted audience approach, computerbild.de offers a diverse range of products in the fields of telecommunications and consumer electronics.

Our USP: Excellent click rates and above-average dwell times due to the intensive information-seeking behavior of our users.



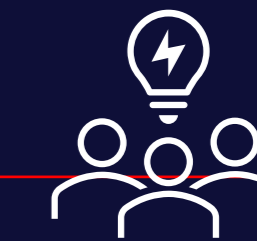
THE CONCEPT

The partner enables users to thoroughly test one of their innovative products.

Users apply through an exclusive and joint campaign on the website. The editorial team supports, accompanies, and organizes the test.

- Call for participation
- Selection and notification of participants
- Supervision of the test
- Evaluation & publication of experience reports





THE OVERVIEW

Advertising support
by the customer



Call

Test

Review

Logo Usage

Call and selection of testers

A test accompanied by the editorial team

Coverage with selected comments from testers

Recommendation marketing: logo usage for your communication

Content, type, and scope are determined by the editorial team and are a free editorial service. This depends on relevance and the added value for users.

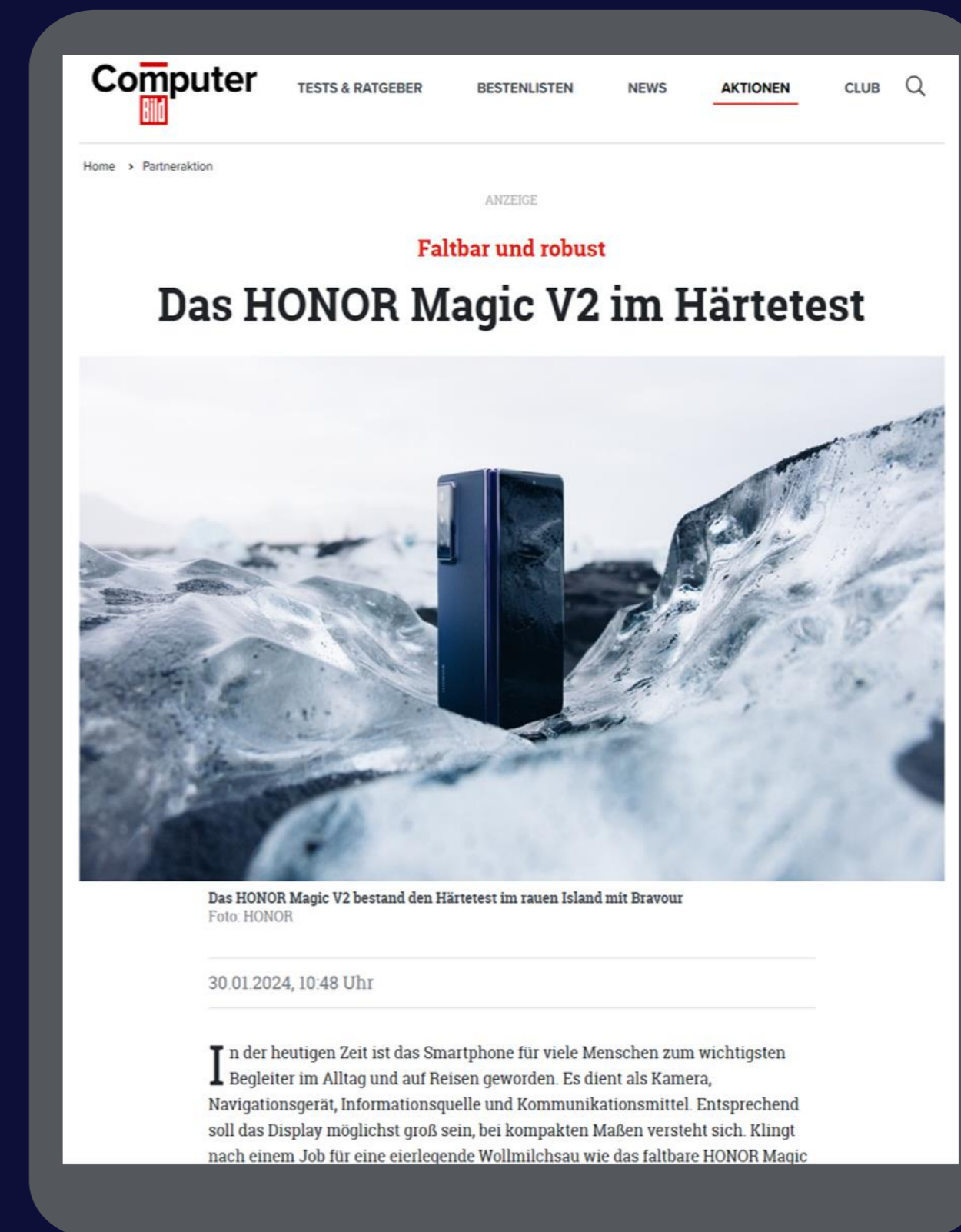
PRODUCT STORY

The Grand Entrance!

In a product story, we showcase all facets of a product in an editorially refined manner. Whether it's a product launch or a clear presentation of its USPs, your product is highlighted in the best possible way.

The high dwell times on product stories indicate that users are engaged, sparking strong interest in your product.

Traffic is directed through a comprehensive media package, guaranteeing at least **9,000 views within 4 weeks** for your product story.



MAXIMIZE YOUR LINKOUT CTR WITH ENGAGING PRODUCT STORIES!



Linkout CTR: 39.50%

The screenshot shows a product story for the Xiaomi Watch 2 Pro. The headline is "Xiaomi Watch 2 Pro mit Wear OS Die Perfektion des Smartwatch-Designs". The image shows a man wearing the watch. The text below the image reads: "Die Xiaomi Watch 2 Pro ist definitiv ein Hingucker! Foto: Xiaomi". The date and time are "21.09.2023, 13:27 Uhr". The main text starts with "Die Welt der Smartwatches hat sich in den letzten Jahren rasant weiterentwickelt, und die Xiaomi Watch 2 Pro steht an vorderster Front dieser Evolution. Mit ihrem schlanken und klassischen Design, dem leistungsstarken SnapdragonW5+ Gen 1-Prozessor und einem atemberaubenden AMOLED-Display ist sie weit mehr als nur eine Uhr. Sie ist ein Statement für Performance, Eleganz und Intelligenz."

Linkout CTR: 39.24%

The screenshot shows a product story for the Acer Aspire 5 laptop. The headline is "Notebook Acer Aspire 5 Dieses Detail bringt mächtig Power!". The image shows a woman working on the laptop. The text below the image reads: "Den Acer Aspire 5 gibt es in zwei leistungsstarken Varianten Foto: Acer". The date and time are "23.12.2022, 09:38 Uhr" and the author is "von Axel Springer Brand Studios". The main text starts with "Tim hatte sich ein Acer Aspire 5 mit 17-Zoll-Monitor gekauft, bevor er in seine neue WG gezogen war. Zufälligerweise hatte sich sein neuer WG-Kumpel Yilmaz zuvor für das gleiche Modell mit 15-Zoll-Display und etwas anderer Ausstattung entschieden. Im Alltag machte sich der Unterschied bei bestimmten Anwendungen..."

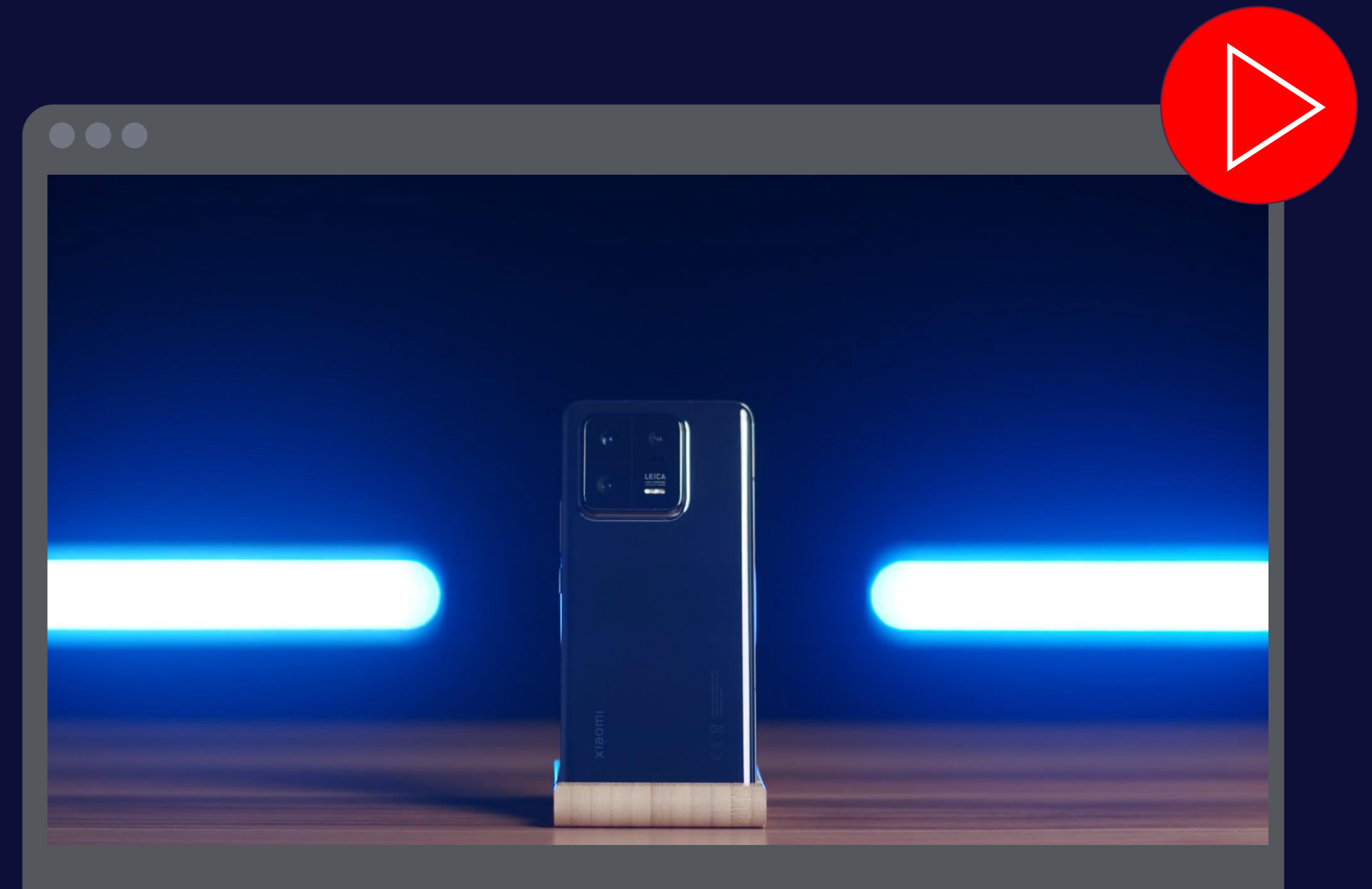
Linkout CTR: 34.64%

The screenshot shows a product story for the HP Smart Tank printer. The headline is "Geld und Nerven sparen mit der nächsten Generation nachfüllbarer Tankdrucker Einfacher, länger und günstiger drucken mit HP Smart Tanks". The image shows the printer with a yellow banner that says "Bis zu 3 Jahre Tinte inklusive". There is also a "LESER-TEST" badge. The text below the image reads: "Die HP Smart Tank-Drucker kommen bereits mit einem Tintenvorrat für bis zu drei Jahre und sparen so richtig viel Geld* Foto: HP". The date and time are "23.08.2023, 09:44 Uhr". The main text starts with "Ob privat oder geschäftlich: Ein Drucker wird häufiger benötigt, als man denkt. Zum Glück gibt es jetzt eine tolle Alternative, die richtig..."

VIDEO PURCHASE GUIDE

Everything in motion? Your product will be showcased in a high-quality video production, and you can also use this video on your websites.

Our partner agency has many years of experience in presenting your product in the best light and visually highlighting its advantages. With the video purchase guide, you can enhance your product story with an additional highlight, making your product even more "tangible" for users. Traffic supply will be supported with corresponding Pre-Roll Ads.



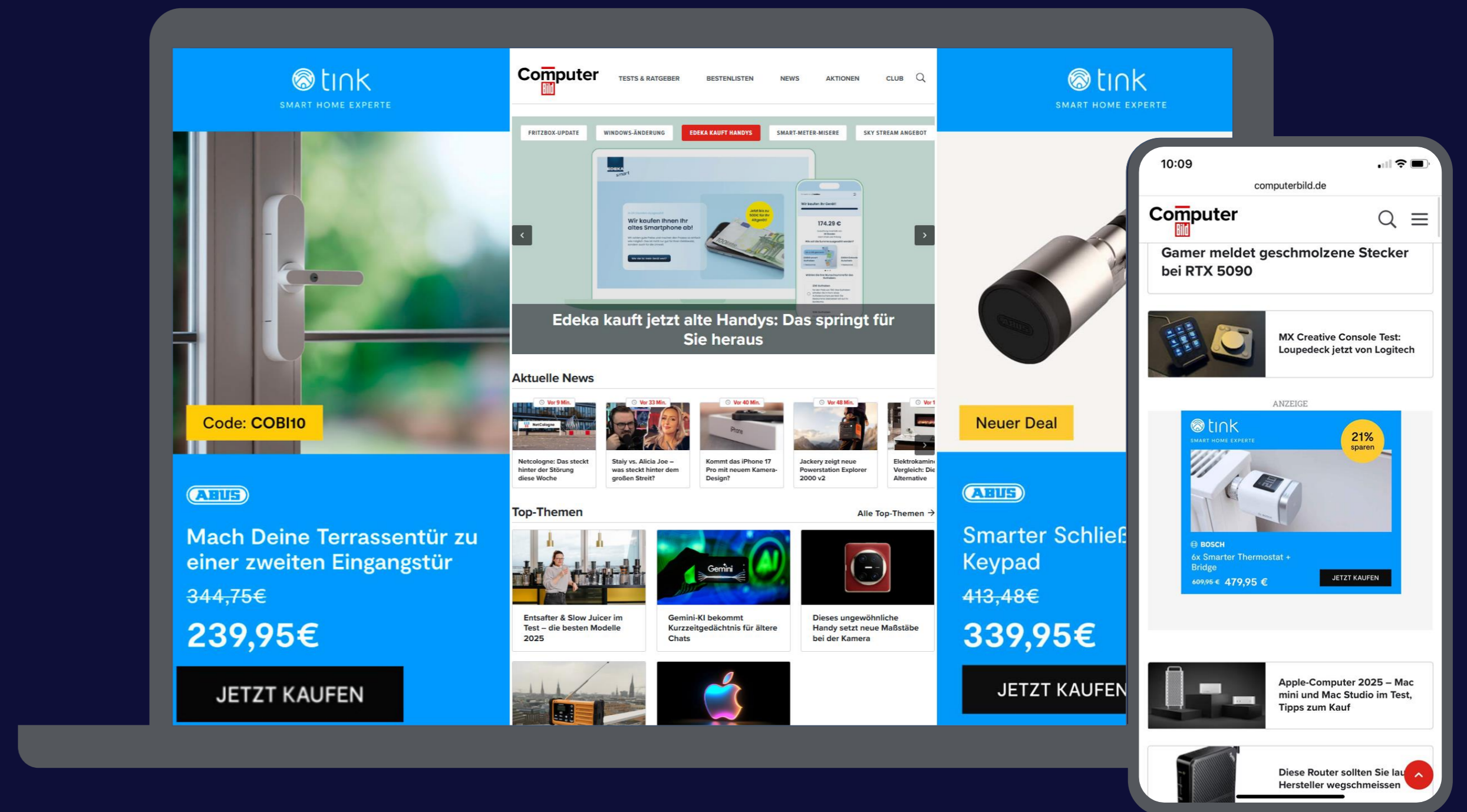
[Click here](#)

HOMEPAGE: FIRST-CLASS STAGING FOR MAXIMUM PRESENCE!

One day, all AIs on the homepage and all index pages on Computerbild.de!

Our product combinations make your homepage placement as customizable as possible:

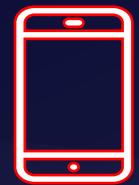
- Fixed homepage placement on a daily or weekly basis.
- Homepage Extender: TFP + 350,000 AIs in RoS.
- Homepage Flex: 3 TFPs within one week.



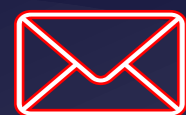
YOUR CONTACT PERSONS

Michael Müller

Senior Marketing Manager



+49 151 43867563



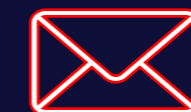
michael.mueller@axelspringer.com

Luisa Boschetti

Junior Marketing Manager



+49 151 16851172



Luisa.boschetti@axelspringer.com