computerbild.de | Standards, Video, Reach-Packages, Homepage

Kennzahlen (je Monat)

- **Unique User:**[1] 13,76 Mio.
- **Visits:**[2] 29.513.991
- **Page Impressions:**[2] 251.746.323

Plaacement offers

Homepage	Only bookable for fix placements. (rates see below.)
Subchannels	Hardware, Notebooks, Software, Internet, DSL- & WLAN, Spiele-PC, Spiele-Playstation, Spiele-Wii, Spiele-XBox, Spiele-Portables,TV, Audio, Digitalkameras, Handy, Navigation, Videos (exkl.Spiele-Videos)
Rotation	Computer, Spiele, TV & Audio, Foto, Mobil, News, Tipps, Tests, Downloads, Community, Run of Site (ROS)

Editorial Concept

- computerbild.de combines three successful brands in one powerful platform: COMPUTER BILD, COMPUTER BILD SPIELE, and AUDIO VIDEO FOTO BILD
- Comprehensive information on 120,000 technological products and more than 8,000 computer / console games
- Over 5,000 guaranteed virus-free software downloads for free
- Interactive applications e.g. Germany‘s leading DSL speed test

Target Group*

computerbild.de addresses well-funded technology multipliers who take pleasure in buying new products.

- 74 % of users are male
- 63 % of users are between 20 and 49
- 35 % possess a net household income of 3,000 € or more

Key figures (per month)

- Unique User:* 13,76 m
- Visits:** 48.112.453
- PageImpressions:** 251.746.232

Specials

- Editorial and Mixed Specials
- Raffles/ competitions
- Advertorials
- Video integration
- Advertising in our Newsletter
- Crossmedia concepts

Prices and Ad´s 2013

Standard-Ad´s	Homepage/Subchannel	Rotation
Super Banner	35 €	20 €
Skyscraper	45 €	30 €
Medium Rectangle	55 €	40 €
Ad-Bundle	45 €	30 €
Halfpage Ad	70 €	50 €
Wallpaper	85 €	65 €
Layer Ad	85 €	65 €
Banderole Ad	85 €	65 €
Sidebar	85 €	65 €
Pushdown Ad	95 €	75 €
Fireplace	95 €	75 €
Billboard	115 €	85 €
Interstitial	115 €	85 €
Exp. Superbanner	55 €	35 €
Exp. Skyscraper	65 €	45 €
Exp. Medium Rectangle	75 €	55 €
Exp. Wallpaper	105 €	80 €
Tandem Ads	Unit-Prices less. 20% Tandem Ad Discount	
Triple Ads	Unit-Prices less. 30% Triple Ad Discount	
Additional charge		
Quantitative targeting	time, region, frequency capping, etc. - no additional charge	

Examples for reach packages 2012[3]
(Rotation, only agency commision is granted)

Advertising Form	500,000 AI	1 m. AI	1.5 m. AI
Fixed prices include	40% discount	50% discount	60% discount
Super Banner	6,000 €	10,000 €	12,000 €
Skyscraper	9,000 €	15,000 €	18,000 €
Medium Rectangle	12,000 €	20,000 €	24,000 €

Video Rates 2013

Advertising Form	Category	Run of Site
Pre-Roll (up to 20 sec.)	90 €	80 €
Pre-Roll (up to 25 sec.)	100 €	90 €
Pre-Roll (up to 30 sec.)	105 €	95 €
Mid-Roll	80 €	70 €
Post-Roll	55 €	45 €
Overlay	40 €	30 €
Pre-Roll Tandem Overlay	100 €	90 €
Video Interstitial	130 €	100 €

1 Quelle: AGOF internet facts 2012-10, Basis: Onliner WNK (50,84 Mio.)
2 Quelle: IVW November 2012
3 Ohne Video; Weitere Formate auf Anfrage möglich.
4 Rotation, nur AE-fähig

Technische Spezifikationen der Werbeformen sowie Abmessungen finden Sie unter http://www.mediapilot.de/specs bzw. http://www.mediapilot.de/abmessungen
Alle Preise verstehen sich (sofern nicht anders vermerkt) als TKP oder Festpreise, abzgl. AE, zzgl. MwSt. | Änderungen und Irrtümer vorbehalten.

Für diesen Titel auch verfügbar: Mobile-Angebote | Video-Angebote | Tablet-Angebote

Stand: XX.XX.2012