

NATIVE ADVERTISING

Product overview 2024

impassioned by

media **impact** —

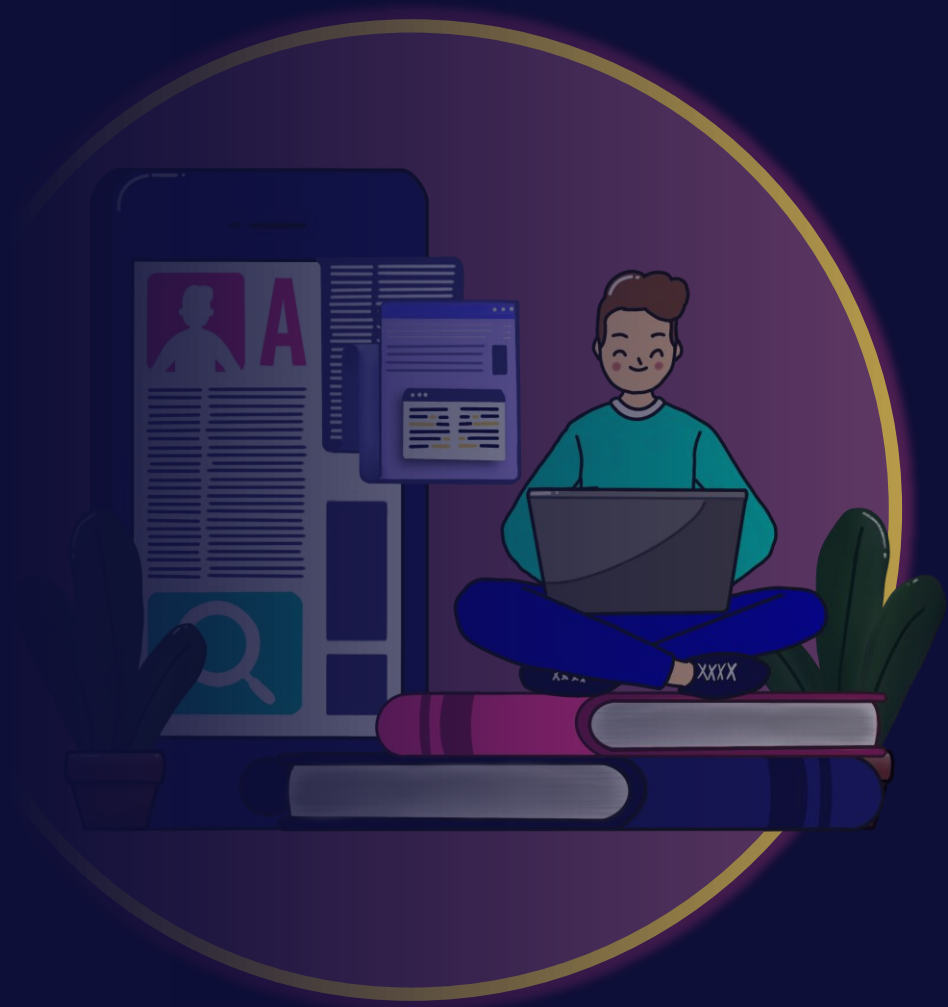
WE LOVE TO CREATE GREAT STORIES FOR YOU

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

Our motto: User first - every campaign is tailor-made for your target audience.

Our campaign KPIs are set up and optimized individually for you. This makes success transparent and measurable.

You'll receive comprehensive service of high journalistic quality with detailed feedback loops, culminating in a thorough end reporting.

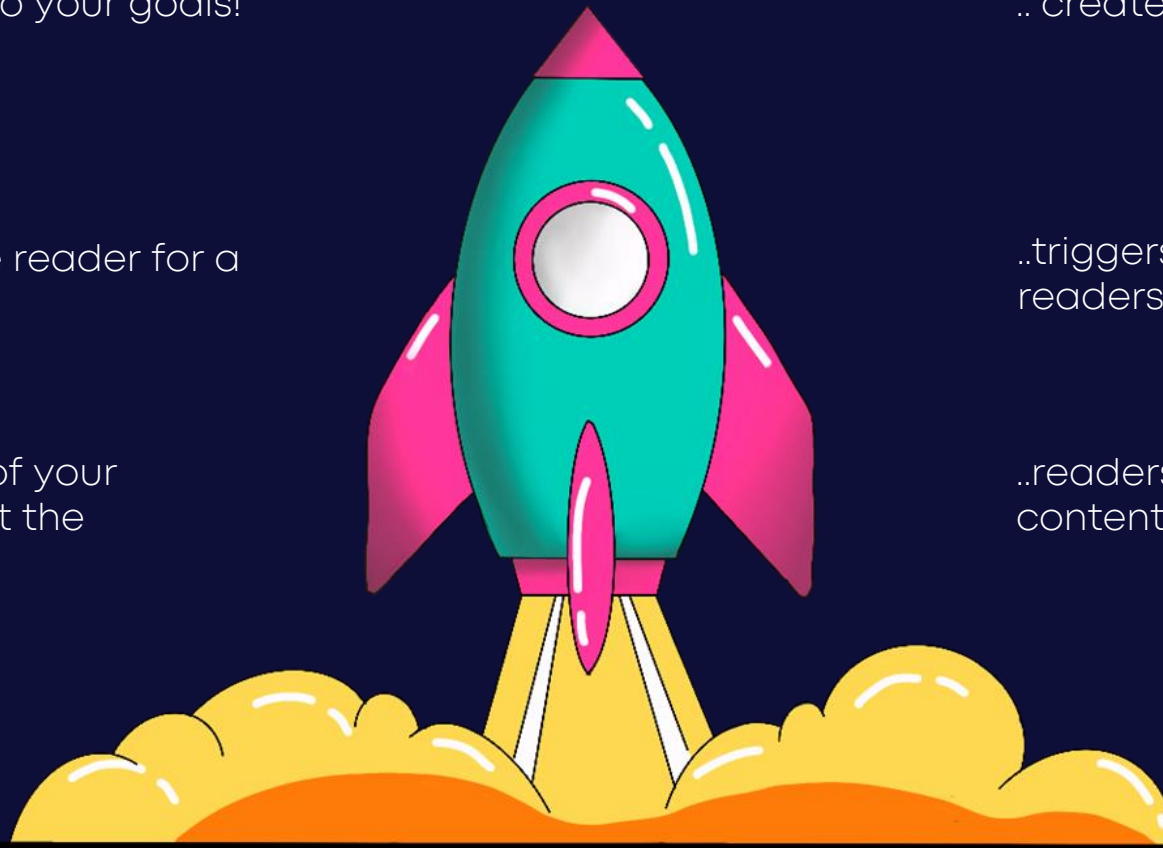


NATIVE ADVERTISING ROCKT UND...

.. is individually tailored to your goals!

..stays in the head of the reader for a longer period!

..the awareness for use of your products raises amongst the readers!



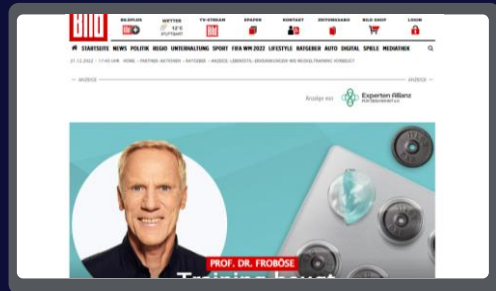
.. creates trust in your brand!

..triggers emotions amongst the readers!

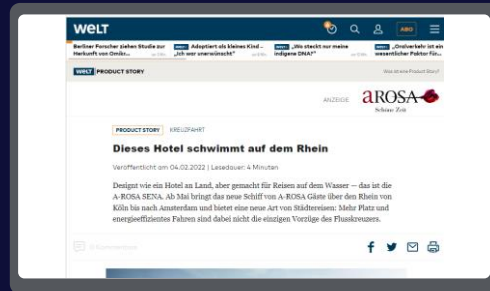
..readers are involved with your content for longer!

FROM PROMOTIONAL TO NATIVE

Our products are bookable
crossmedial as well!



ADVERTORIAL



PRODUCT STORY



BRAND STORY

Our best native journalists, video producers, digital strategists and crossmedia experts translate your goals for the campaign to tailor-made storytelling and 360-degrees-campaigns with a maximum effect!

THE ADVERTORIAL

#LINKOUTS

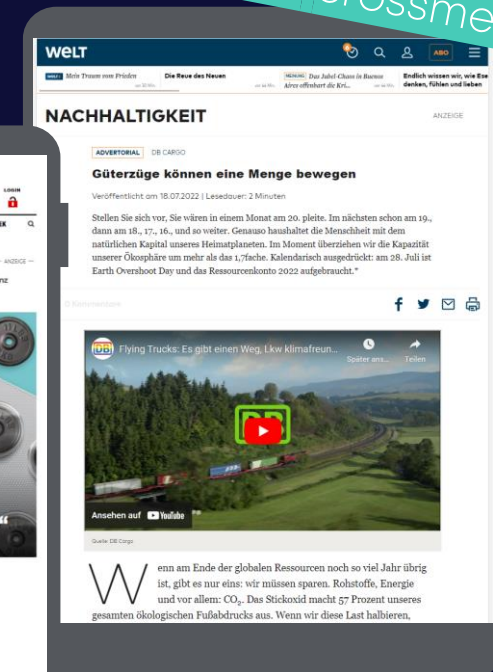
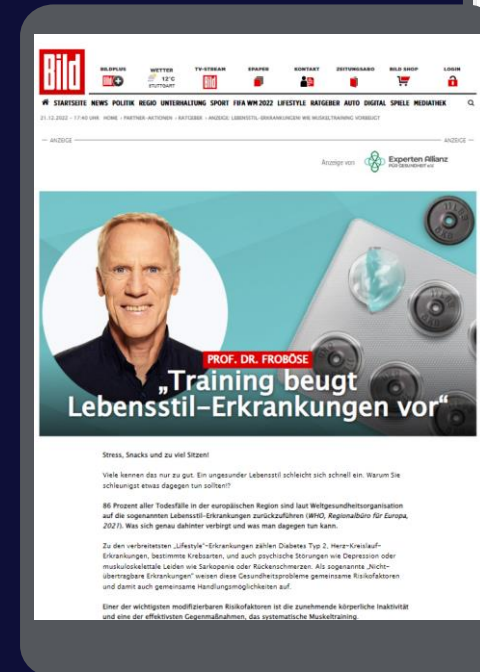


YOUR CONTENT IN THE LOOK & FEEL OF OUR BRANDS

Your content will be integrated in stories about your products & messages.

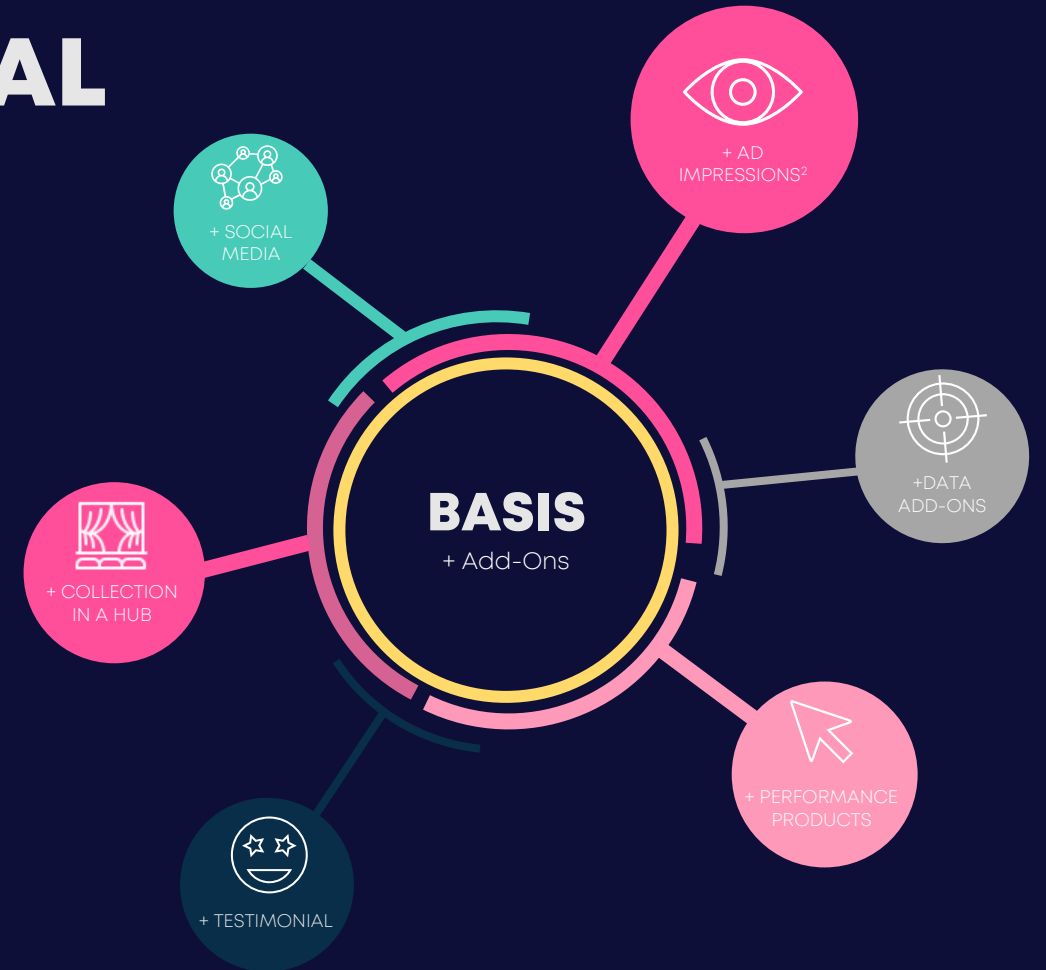
The advertising materials you provide will be presented in the look and feel of the respective media brand. Therefore, they get both the traffic and the trustful environment of our media.

Also available crossmedia!



ARRANGE YOUR INDIVIDUAL ADVERTORIAL

	Ad Impressions	Package price ¹
BILD	9,000,000	50,000€
WELT	4,000,000	25,000€
LIFESTYLE	3,600,000	20,000€
SportBILD, AutoBILD, ComputerBILD & Business Insider	2,500,000	25,000€



1. Plus creation costs (neither discounts, nor agency commission can be granted on such costs): BILD, WELT & Business Insider: 3,500€ | LIFESTYLE, CoBI, AuBI, Spobi: 2,500€. 1 There might be additional costs for the respective add-ons, you can find more information on slide 21.

2. Only advertising formats that are included in the traffic package of the base packages are bookable without extra costs.

THE PRODUCT STORY

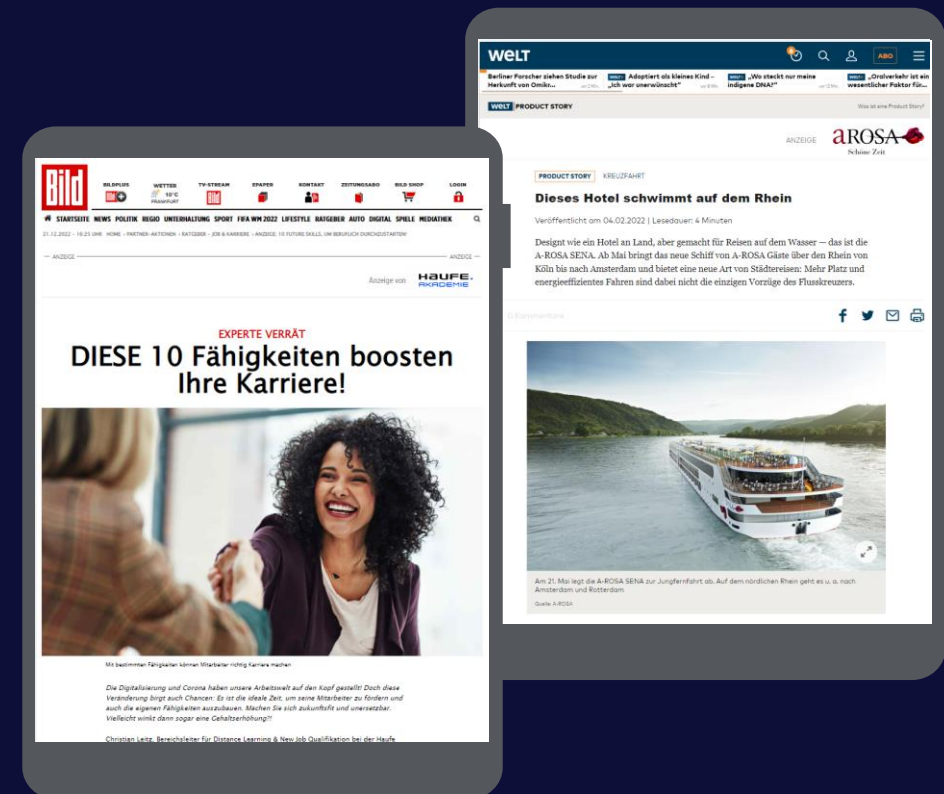
YOUR PRODUCT TAKES CENTER STAGE HERE

Your product story, whether requiring explanations, showcasing new features, or promoting current offers, will be presented in the authentic and on-point style of our respective media brand.

We craft your individual narrative and teaser package for traffic based on the advertising material you provide, ensuring close coordination with you throughout the entire process.

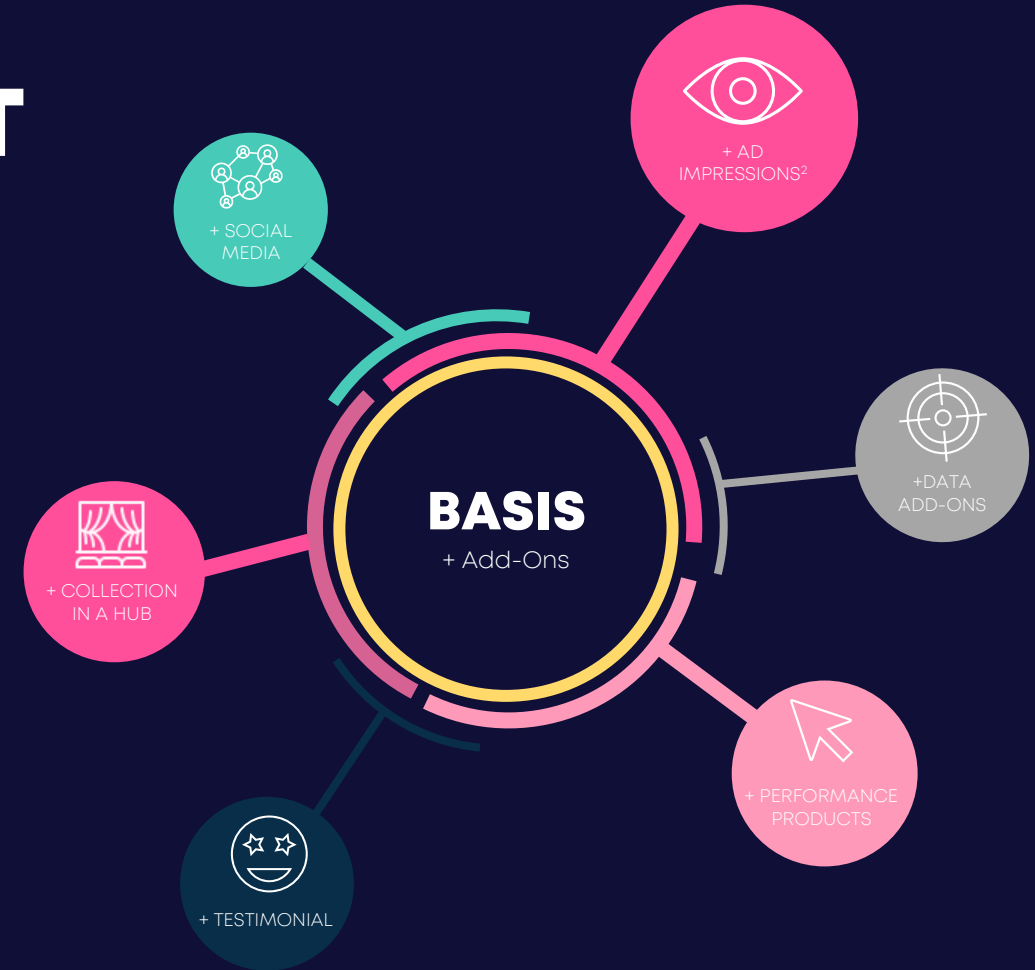
Also available for cross-media bookings!

#AWARENESS



PRODUCT STORY BASISPAKETE + ADD-ONS

STELL DIR DEINE PRODUCT STORY INDIVIDUELL ZUSAMMEN



	Ad Impression	Page Views	Paketpreis ¹
BILD			
Paket M	6.200.000	20.000	55.000€
Paket L	8.400.000	30.000	79.000€
WELT			
Paket M	4.700.000	12.000	47.000€
Paket L	8.400.000	23.000	70.000€
ComputerBILD, AutoBILD, , Books3	1.700.000	9.000	33.750 €

¹ Plus creation costs: BILD & WELT package M: 6.000,- € | Package L: 8.000,- €; CoBI, AuBI, : 3.000,- € (neither discounts, nor agency commission can be granted on such costs). General verification of content from finance clients; if applicable the Axel Springer Brand Studios are allowed to relevant changes of product kind and/or guaranteed views. ¹ There might be additional costs for the respective add-ons, you can find more information on slide 21.
² Only advertising formats that are included in the traffic package of the base packages are bookable without extra costs
³ Books = Travelbook, Petbook, Techbook, Stylebook, myHomebook, Fitbook

YOUR STORY TOLD ACROSS MULTIPLE MEDIA BRANDS!

THE PRODUCT STORY BUNDLES

Reach several touchpoints of your target group on our media with only one story - sounds crazy?

With our Product Story bundles it is possible!

Just chose a suitable bundle and we create a Product Story based on your content and distribute it automatically in the look and feel of the respective media brands in the bundle¹.

That's how your story is the star of the show on several stages!

15.000 guaranteed page views	15.000.000 guaranteed ad impressions	47.500€² package price
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The image displays six Product Story Bundles, each represented by a vertical stack of media brand logos within a rounded rectangular frame. Each bundle is topped with a circular icon representing its industry:

- Technology:** Icon of a smartphone. Logos include Bild, Computer, and TECHBOOK.
- Automotive:** Icon of a car. Logos include Bild, Auto Bild, and WELT.
- Finances:** Icon of stacked coins. Logos include Bild, WELT, and LIFESTYLE.
- Travel:** Icon of a globe. Logos include Bild, WELT, and TRAVELBOOK.
- Lifestyle:** Icon of a perfume bottle. Logos include LIFESTYLE, FITBOOK, STYLEBOOK, PETBOOK, TRAVELBOOK, and myHOMEBOOK.
- Pharma:** Icon of a heart with a pulse line. Logos include Bild, WELT, and FITBOOK.

¹ The ad traffic is displayed via our ad server (standard formats) throughout the media brands that are included in the bundle (ROS or on selected channels with a thematic fit).

² Plus creation costs: 4.500,- € (neither discounts, nor agency commission can be granted on such costs).

THE BRAND STORY



#BRANDING



Your individual, exciting and informative story – written by our journalists in the style of the biggest media brands in Germany!

We create your unforgettable story and every step – from the idea to the execution – we elaborate in close coordination together with you.

Especially interesting: By booking a Brand Story you will get prominent traffic placements that are not available without a Brand Story!

ARRANGE YOUR INDIVIDUAL BRAND STORY

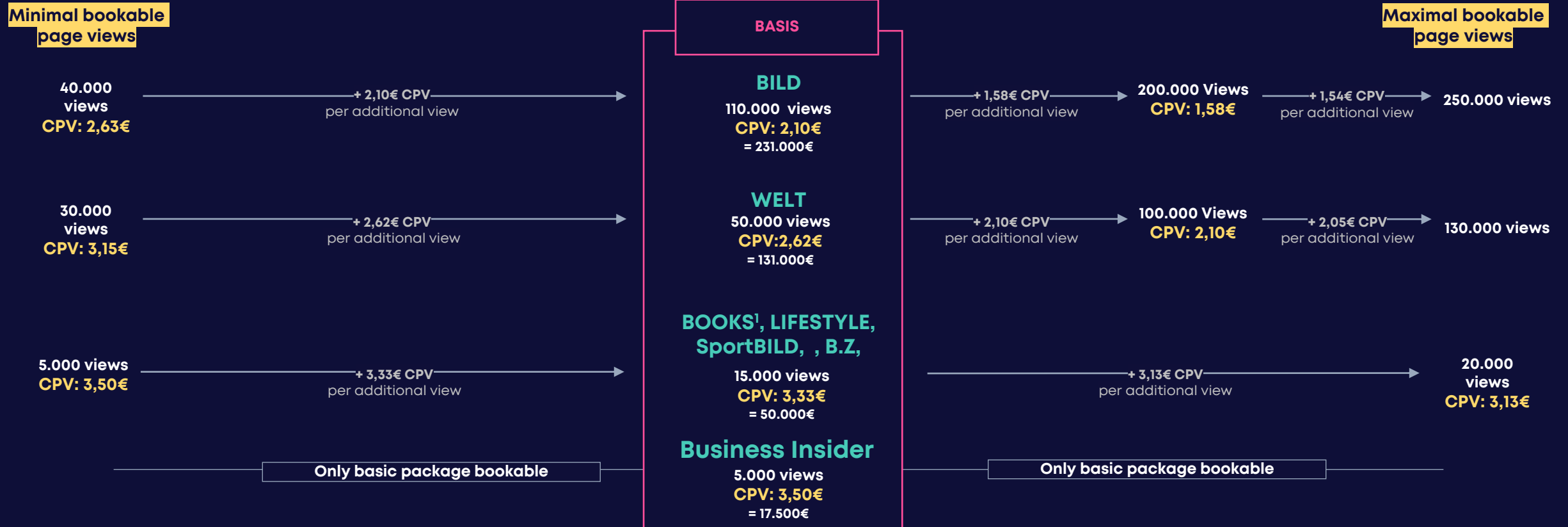


	Views	Package price ¹
BILD	110,000	231,000€
WELT	50,000	131,000€
LIFESTYLE	10,000	35,000€
BOOKS		
BZ		
SportBILD	5,000	17,500€
Business Insider		

1. Plus creation costs: BILD: up to 110,000 page views 8,000,- €; up to 200,000 views 10,000,- €; from 200,000 views up 12,000,- € | WELT: up to 50,000 page views 8,000,- €; up to 100,000 views 10,000,- €; from 100,000 views up 12,000,- € | LIFESTYLE, BZ, BOOKS, SportBILD: up to 15,000 page views 3,500,- €; up to 20,000 views 4,000,- €; 20,000 views 4,500,- € | Business Insider: 3,500,- € (neither discounts, nor agency commission can be granted on such costs) | There might be additional costs for the respective add-ons, you can find more information on slide 21.

2. Cost per view discountable (based on the size of the booking and the respective media brand). Overall maximum bookable volume = BILD: 250,000 views | WELT: 130,000 views | LIFESTYLE, Books, SportBILD & BZ: 20,000 views. No extra views bookable on Business Insider.

GET EVEN MORE POWER FOR YOUR STORY WITH ADDITIONAL REACH AND ACALABLE PAGE VIEWS





REFRESH STORY

With the Refresh Story, it's now possible to retell your story and embed the message more deeply – conveniently and at lower production costs!

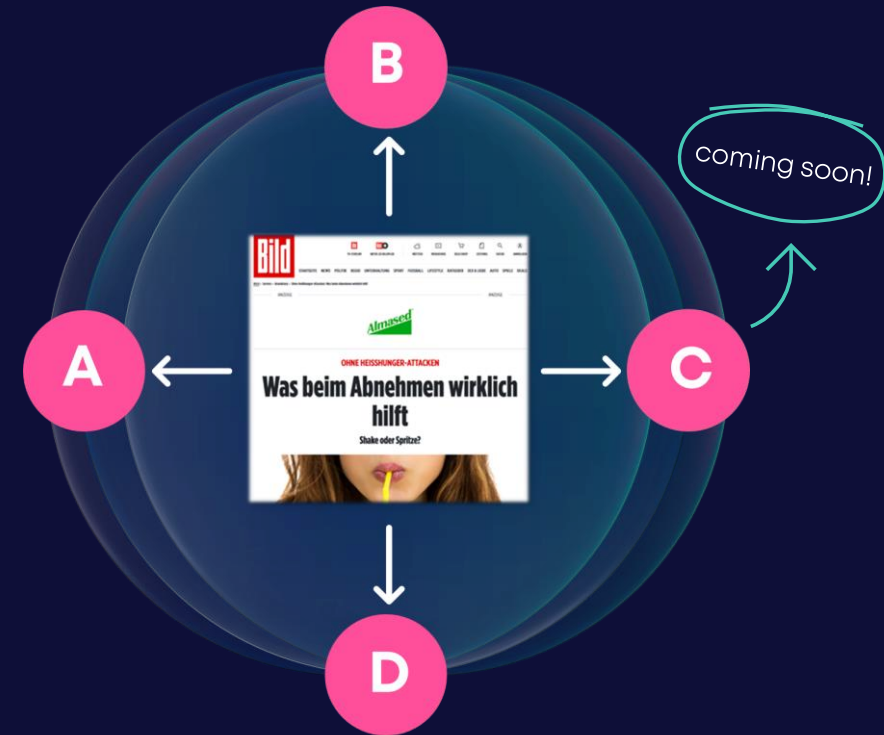
Option A: Same story with the same teasers. Booking of the Brand Story Package required.

Option B: Same story, but with a new teaser. Booking of the Brand Story Package required.

Option C: Your story will be presented on a relevant channel, rotating on the 3 available teaser spaces (coming soon).

Option D: Your story will be prominently featured on the homepage through native teasers, rotating on the 3 available teaser spaces.

Generate new traffic and effortlessly revitalize your story!



UNSERE BESONDEREN GRAPHISCHEN HIGHLIGHTS - LASS DEINE USER INTERAGIEREN!

Deliver an exceptionally captivating presentation that elevates awareness of your message!

The uniqueness of the interactive story lies in the overall impression created by numerous picture and video elements, allowing users to immerse themselves in the narrative! Why? Because users crave interactions. That's why we seamlessly integrate various elements into the story, ranging from classic videos to a visual journey through images and slideshows.

This ensures high engagement and heightened recognition, ensuring that your interactive story remains unforgettable for users!



1 Plus extra creation costs: 4,000€ on top of the base Brand- or Product Story creation costs (neither discounts, nor agency commission can be granted on such costs)

SWIPE-STORY OFFERS READERS AN INNOVATIVE AND VISUALLY RICH READING EXPERIENCE

With this style of storytelling, which is oriented on the most recent mobile forms of presentation, the messages for your potential customers can be put in a new perspective.

Effective, structured, on point and easy to read – a form of reading, which readers know from Instagram and co. in the high-quality environment of WELT!

Up to 15 story parts!

Exklusive at @WELT



Einfach zu lesen und klar strukturiert!

VIELFALT BEI MCDONALD'S



#INNOVATION

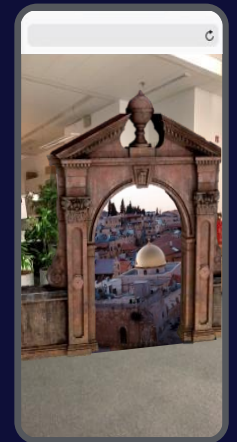
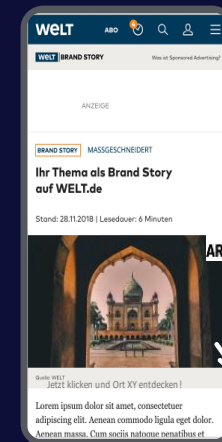
LET THE USERS DIVE INTO A VIRTUAL WORLD!

Looking to narrate a topic innovatively through storytelling using the latest technologies and visually engage users on a journey? Then we have just the thing for you!

With a click, the user is guided into an **immersive world** on the web. Whether it's **360° portals** or **virtual spaces**, the possibilities are diverse.

This helps capture the attention of overwhelmed users in saturated markets and gain first-mover recognition. Creativity knows no bounds in creating impressive virtual experiences. The integration takes place within the brand or product story.

Thanks to the increased involvement and emotional appeal through live experiences, we create authentic encounters that **make your stories more memorable** for the user!



Beispielhafte Visualisierung. Mit einem Klick werden 3D-Modelle und Informationen in die reale Welt eingeblendet.

LET THE USERS DIVE INTO A VIRTUAL WORLD!

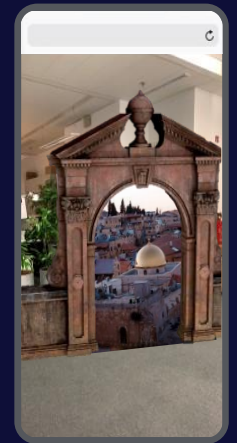
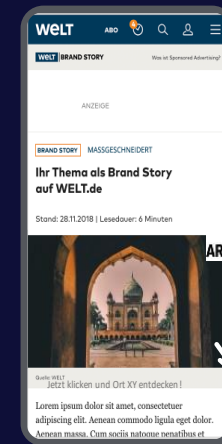


"Looking to narrate a topic innovatively through storytelling using the latest technologies and visually engage users on a journey? Then we have just the thing for you!

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Beispielhafte Visualisierung. Mit einem Klick werden 3D-Modelle und Informationen in die reale Welt eingeblendet.

¹ Plus creation costs: dependent on the respective project and therefore not defined in advance (neither discounts, nor agency commission can be granted on such costs)

THREE, TWO, ONE AAAND ACTION!



Your story in the Video Brand Story format!

With the integration of videos in your Brand Story you reach your target audience effectively and emotionally. The result is that your message stays in the head of the readers!

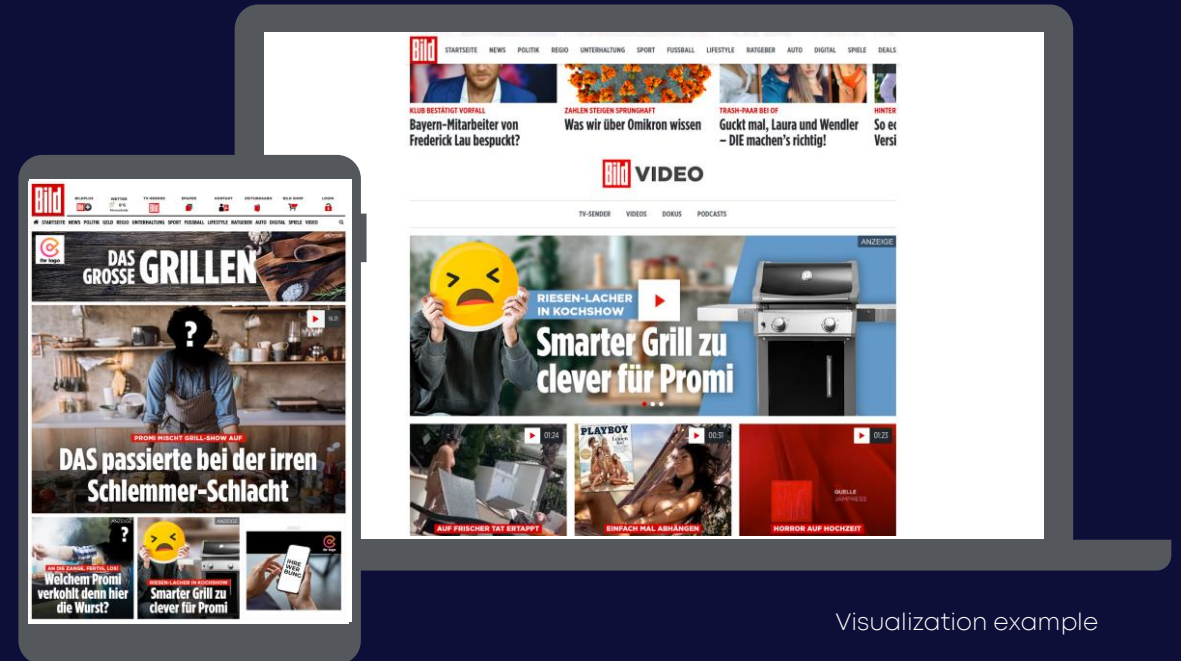
Good to know: When you book 3 or more Video Brand Storys you are able to additionally book our exclusive video teasing package which includes prominent video placements, amongst others on the BILD-Home, which directly link to your videos!



Extra video teasing package:

50,000 guaranteed video views

Package price: 120,000€¹



Visualization example

¹ Plus creation costs: 30,000€, creation of your three Video Brand Storys included (neither discounts, nor agency commission can be granted on such costs)

FOR THE PERFORMANCE BOOST FOR YOUR STORY

Whether traffic, lead or conversion: we have just the right performance add-on for every goal!

JUST CLICKS



The easiest way for simple clicks!

Your advertisements are displayed via the whole MI_portfolio and we give you a click guarantee!

You can chose between:

- **Just Clicks:** picture + text teaser, which automatically adapt to the website they are displayed on
- **Just Clicks Regional:** Image-text teaser with regional targeting

SOCIAL ENGAGEMENT ADD-ON



Activation and interaction with your campaign!

In addition to your branding campaign, we offer you the suitable performance advertisements within the Media Impact portfolio or via social media ads with your sendership, so that you reach your target KPI for sure!

Clicks, engagements or views – you can chose!

LEAD ADD-ON



We generate measurable leads!

As a complement to your existing branding initiative, we offer you additional lead generation to achieve your target KPIs! Potential leads can range from signing up for a **classic newsletter** to **scheduling a test drive!**

The distribution is done within your sender identity through native ads!

 [tap for more information](#)

JUST THE RIGHT FORMATS FOR THE YOUNG AUDIENCE



SPONSORED POSTS

We combine your product with our strong media brands! Profit from the notoriety of our media brands as the sender of your posts or stories. Additionally, we tag your social media account via a „handshake“ or a link.

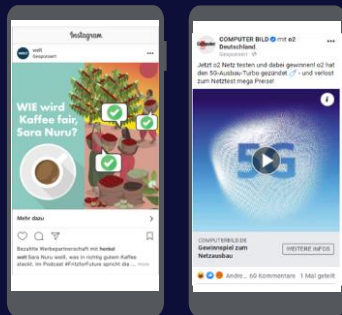
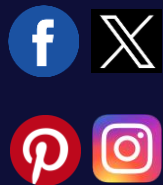
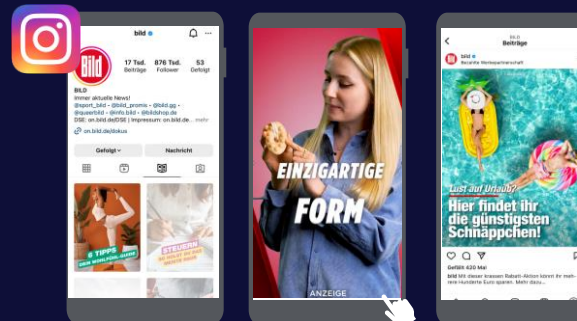


BILD CONTENT POSTS

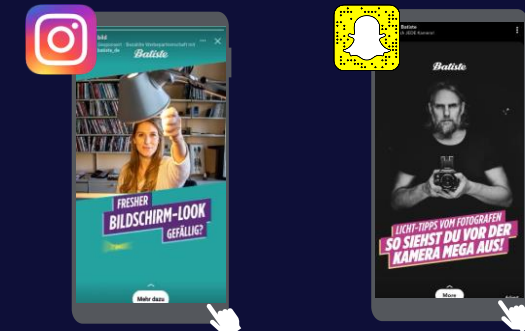
You get a permanent placement in our BILD Instagram timeline.

Choose from simple content posts or stories or opt for combined products like **Insta Reels**.



VERTICAL STORY

Your story, styled for the younger generation, will be showcased on popular social media platforms Snapchat and Instagram through full-screen vertical videos or photos.



Vertical Story on Instagram & Snapchat

➔ [tap for more information](#)

ALLE ADD-ONS AUF EINEN BLICK!

Our Add-Ons		Additional costs ¹	Brand Story	Product Story	Advertorial
Graphische add-Ons ²	Immersive	Individual costs that depend on the project	✓	✓	-
	Interactive	Plus 4,000€ creation costs	✓	✓	-
	Swipe	No surcharge	✓	✓	-
Data	Targeting options	From 10€ CPM up (please refer to our data ratecard)	✓	✓	✓
Performance	Just clicks	15,000€ n2 + creation costs: 1,000€ native 4,000€ display)	✓	✓	✓
	Activation add-On	from 15,000€ n2 up + creation costs: 1,000€ native 4,000€ display)	✓	✓	-
	Lead add-On	from 20,000€ n2 up + creation costs: 1,000,- € native, 3,000€ social 4,000€ display)	✓	✓	-
Social Media	Sponsored posts	Depends on platform and product. Please refer to our social media factsheet	✓	✓	✓
	Vertical story	Booster: 40,000€ stand alone 80,000€ + creation costs Booster: 5,000€ Stand alone 8,000€	✓	✓	-

¹ neither discounts, nor agency commission can be granted on such costs

² Graphic add-ons are not useful for all contents, prior check and verification by the Axel Springer Brand Studios

WIR FREUEN UNS AUF DEN AUSTAUSCH MIT DIR!

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TRAFFIC PLACEMENTS

HOW THE USER GETS TO YOUR STORY

BRAND STORIES

welt

PETBOOK

MYHOMEBOOK

**Sport
Bild**

Bild

TRAVELBOOK

STYLEBOOK

B.Z.

**BUSINESS
INSIDER**

FITBOOK

TECHBOOK

LIFESTYLE



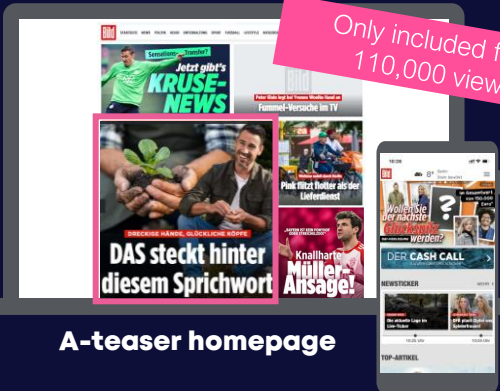
BRAND STORY

BILD.de

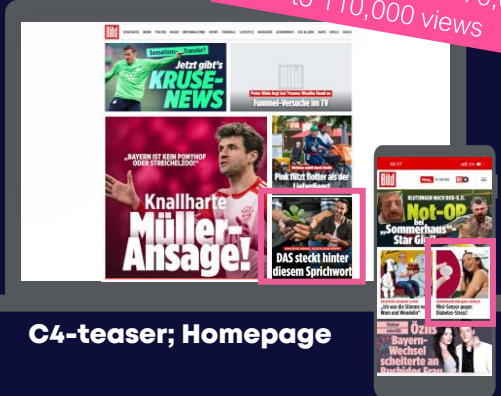
Only included from 110,000 views

Only included from 70,000 to 110,000 views

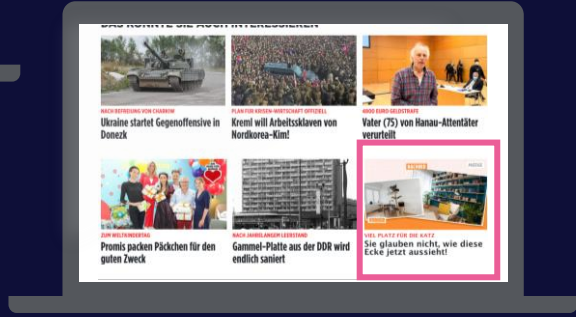
Permanently included



A-teaser homepage



C4-teaser; Homepage



Native teaser BILD.de ROS



Sponsored posts Facebook and Instagram



Example case: OBI

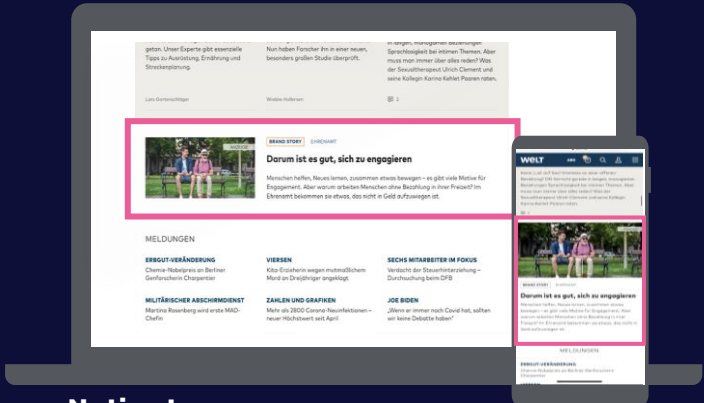
Brand Story on BILD.de

Native teaser triple hit on the homepage

→ If the basic package is scaled down, there is no longer an A-Teaser included!

BRAND STORY

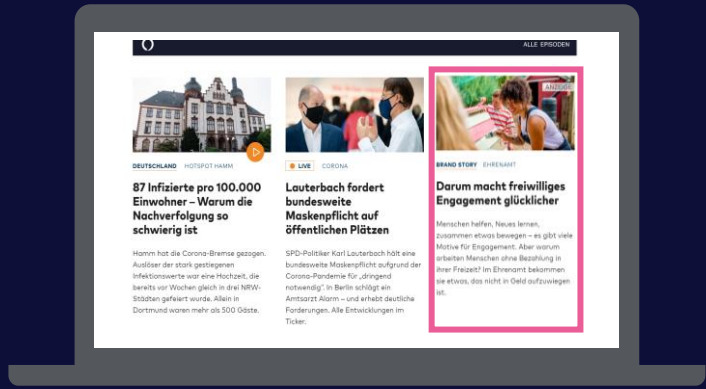
WELT.de



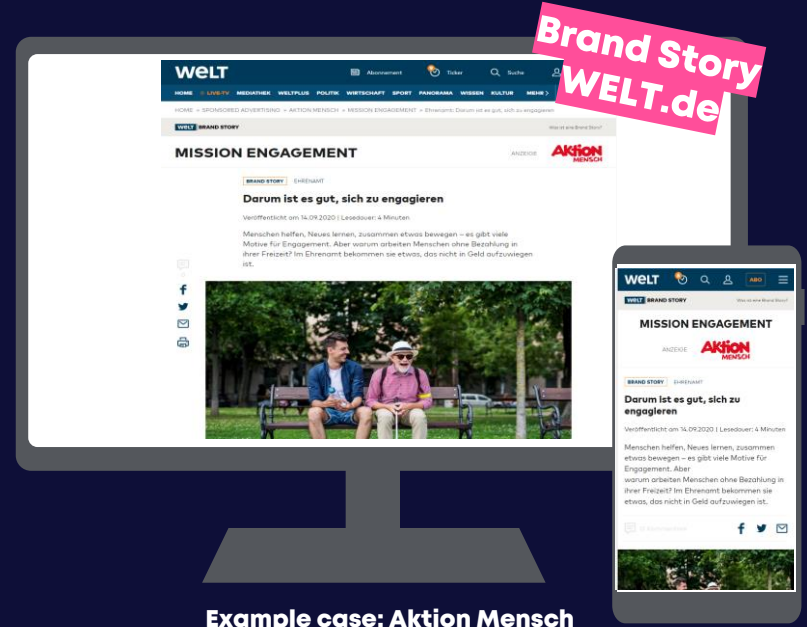
Native teaser
WELT.de ROS



Sponsored posts
Facebook and Instagram



Power teaser,
WELT.de homepage

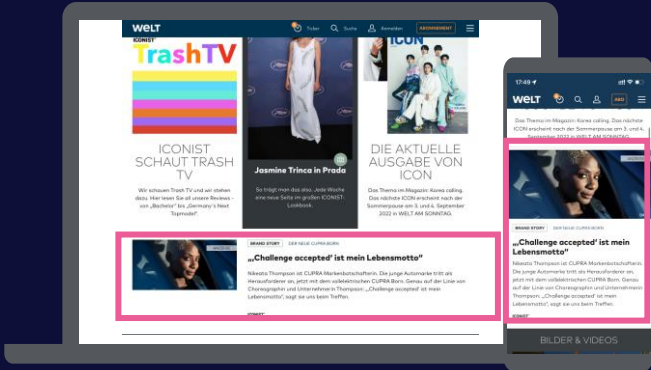


Example case: Aktion Mensch

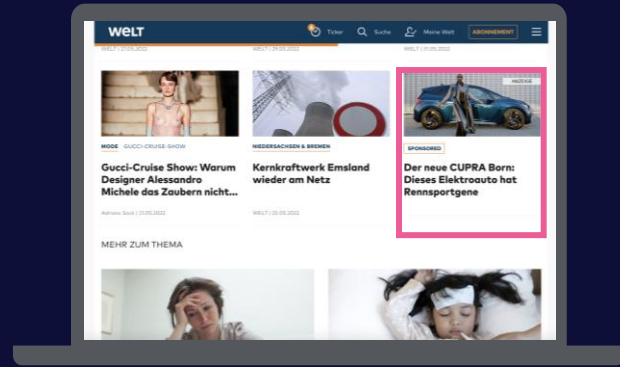
Brand Story on WELT.de

BRAND STORY

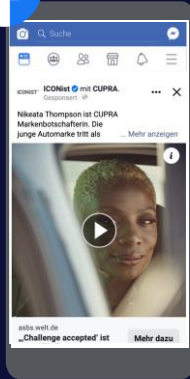
LIFESTYLE



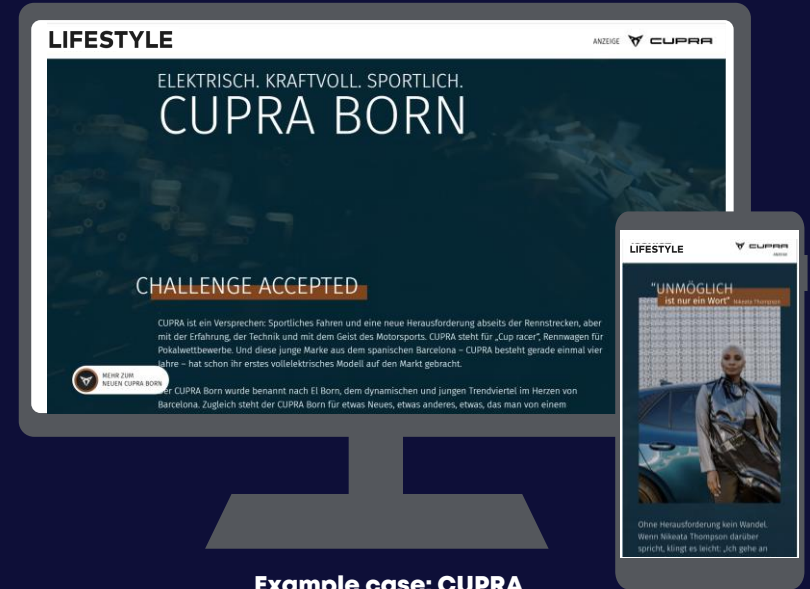
LIFESTYLE Channel



Native teaser ROS



Sponsored posts Facebook and Instagram



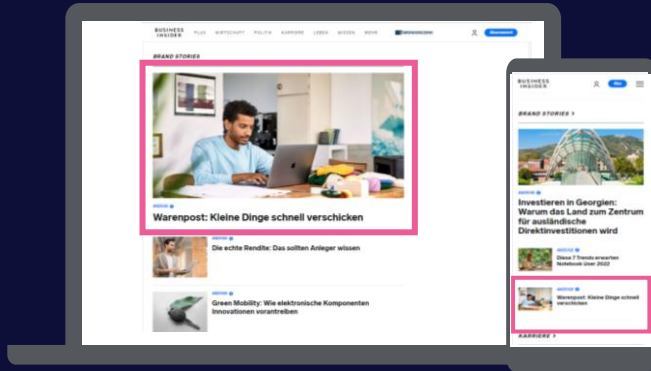
Example case: CUPRA

Brand Story on WELT.de (LIFESTYLE channel)

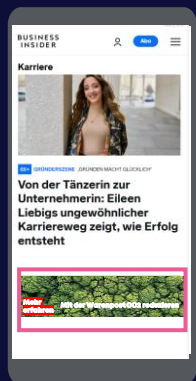
BRAND STORY

BUSINESS INSIDER

BUSINESS INSIDER



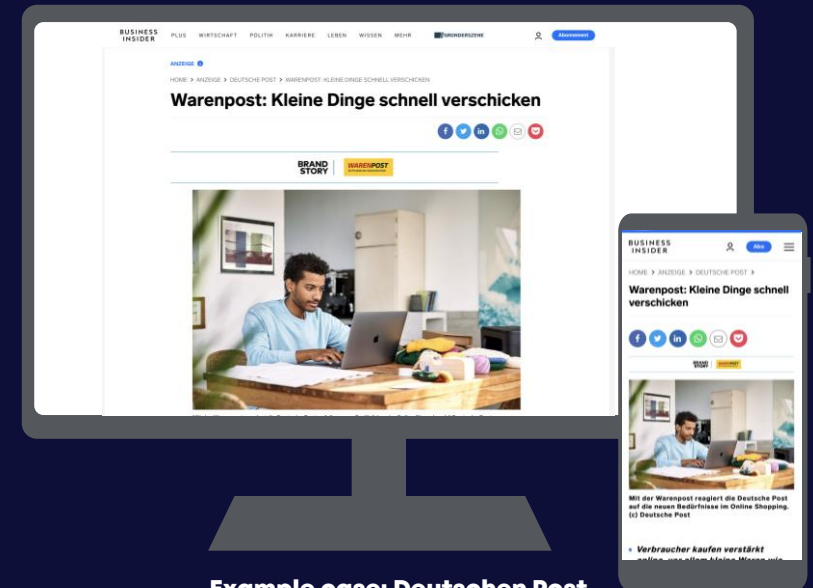
Native teaser



Content Ad 4:1 (mobile)



Mrec (mobile)

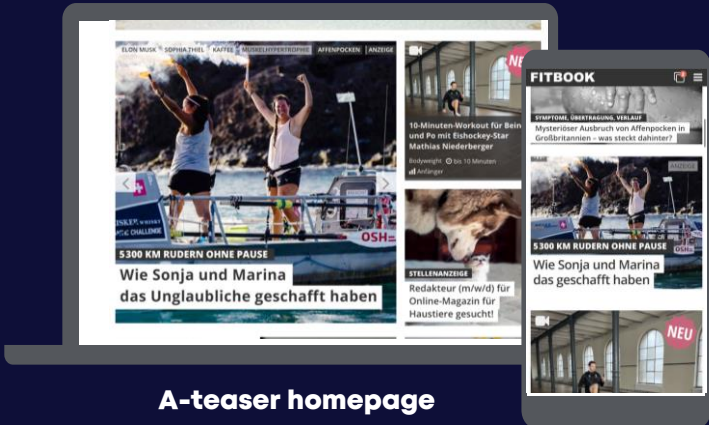


Example case: Deutschen Post

Brand Story on Businessinsider.de

BRAND STORY

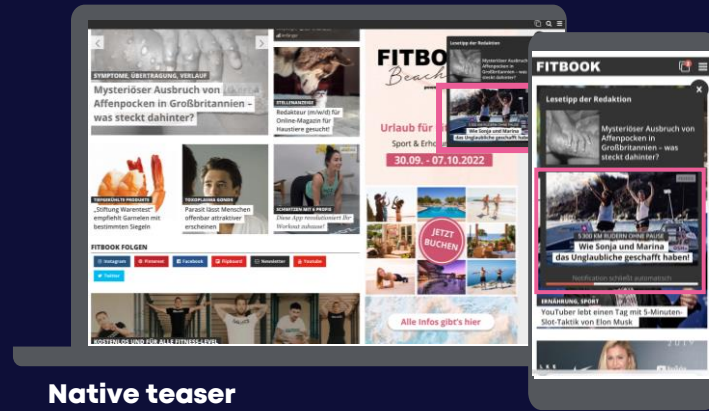
BOOKS



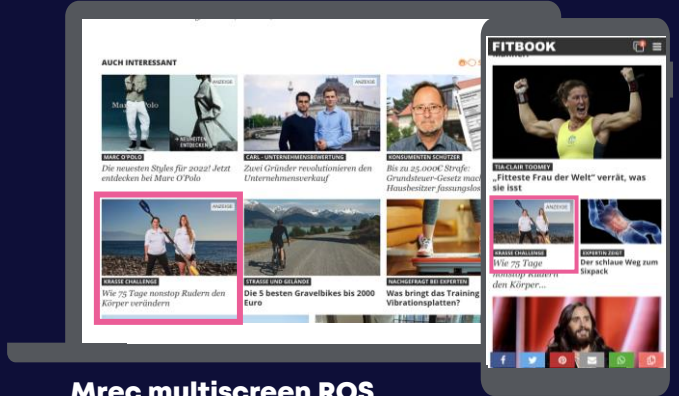
A-teaser homepage



Sponsored posts Facebook



Native teaser



Mrec multiscreen ROS

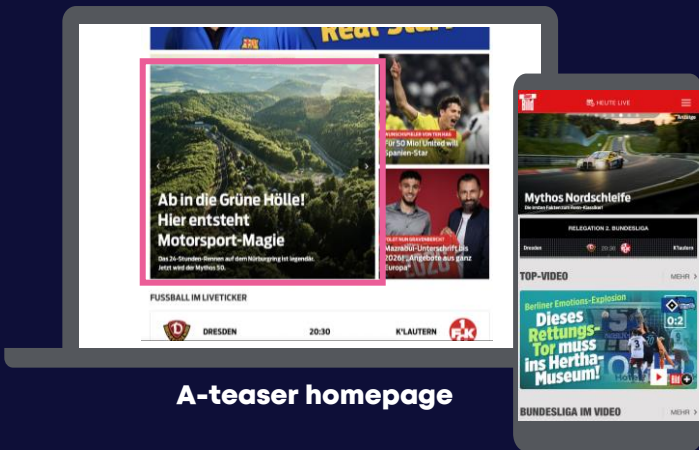


Example case Kettler

Brand Story on Fitbook.de

BRAND STORY

SPORTBILD



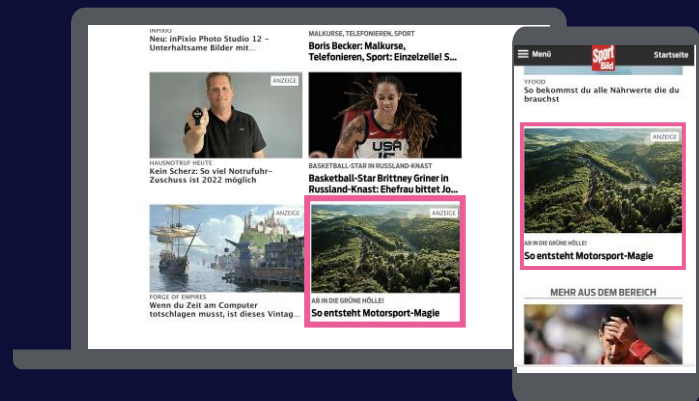
A-teaser homepage



Sponsored posts
Facebook and Instagram

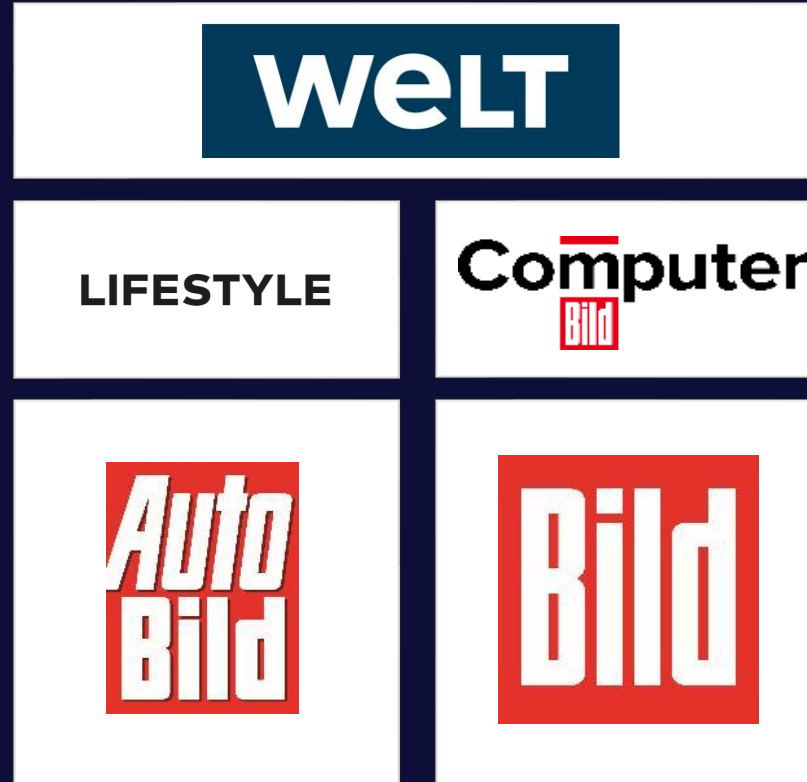


Example case: ROWE



Brand Story on Sportbild.de

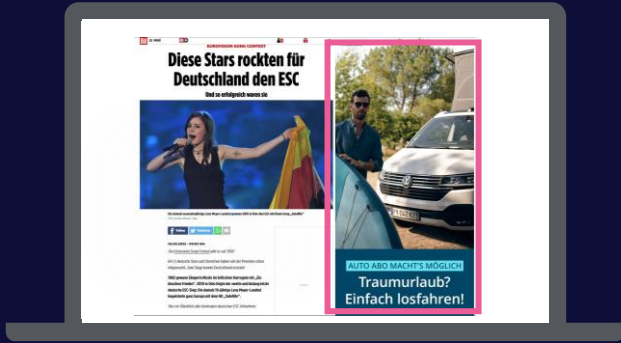
PRODUCT STORIES





PRODUCT STORY

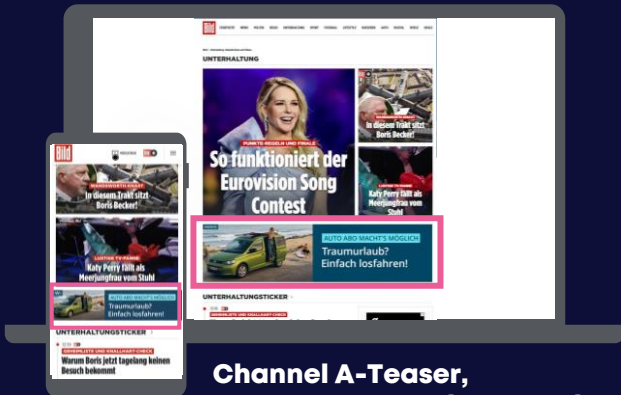
BILD.de



Sitebar desktop



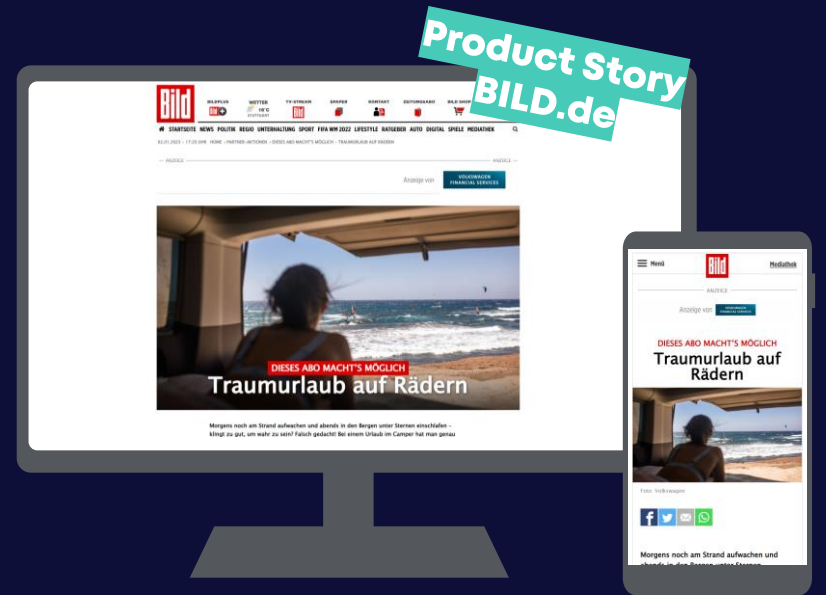
Sponsored posts
Facebook and Instagram



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



Mrec / Cube Ad mobile
homepage & ROS



Example case: Volkswagen Finance Service

Product Story on BILD.de

PRODUCT STORY

WELT.de & LIFESTYLE



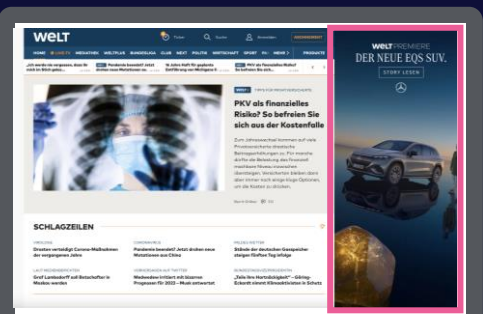
LIFESTYLE



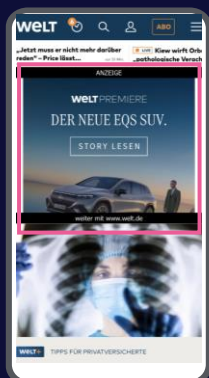
Billboard desktop on the homepage



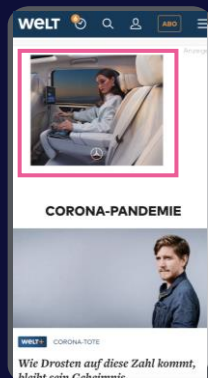
Sponsored posts Facebook and Instagram



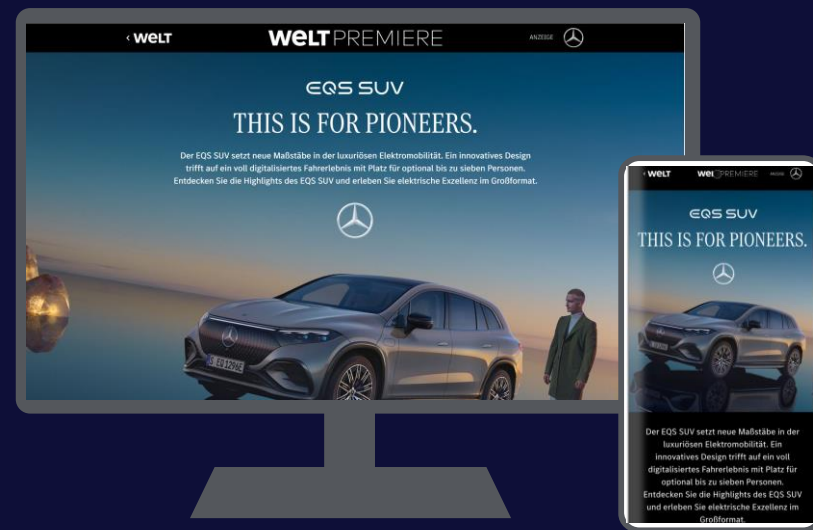
Sitebar desktop ROS



Understitial mobile ROS



Mrec / Cube ad mobile homepage & ROS

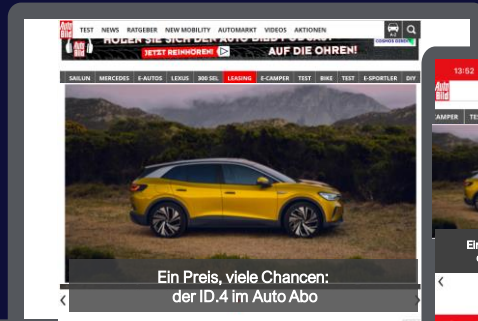


Example case: Mercedes EQS

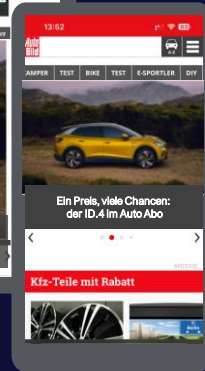
Product Story on WELT.de
(In this case, as an interactive product story)

PRODUCT STORY

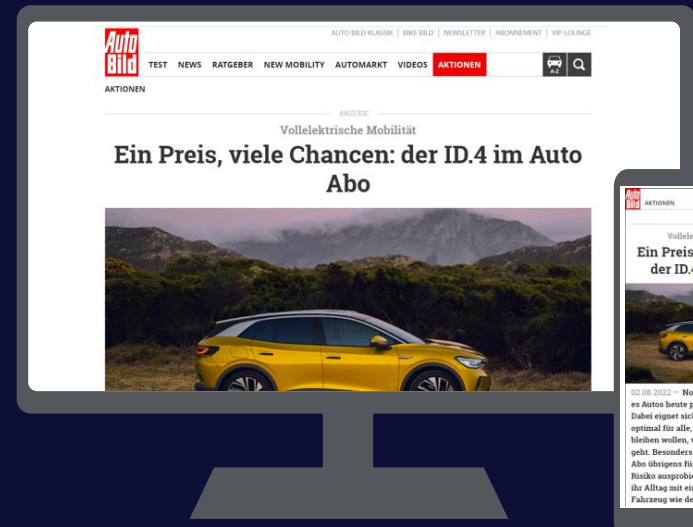
AutoBILD.de



Homepage A-teaser / B-teaser mobile and desktop



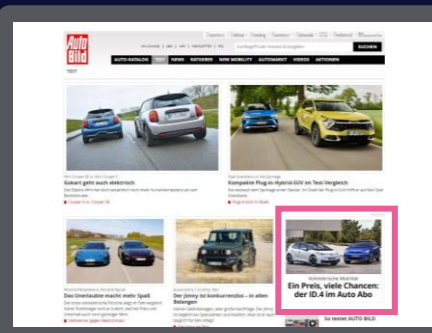
Sponsored posts Facebook and Instagram



Example case: Volkswagen Finance Service



Product Story on Autobild.de



Mrec / Cube ad mobile and desktop homepage & ROS



Native style ad mobil ROS

PRODUCT STORY

ComputerBILD.de



Promo teaser: mobile und desktop as Billboard



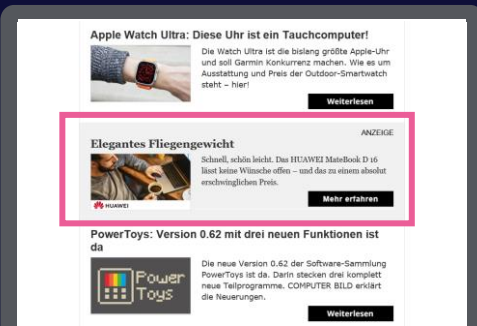
Sponsored posts Facebook and Instagram



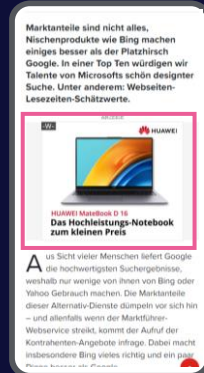
Example case: Huawei



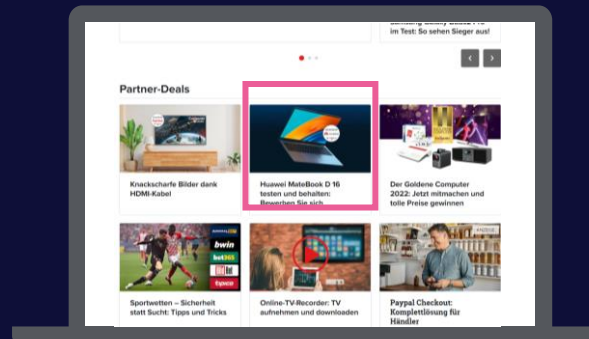
Product Story on Computerbild.de



Newsletter teaser



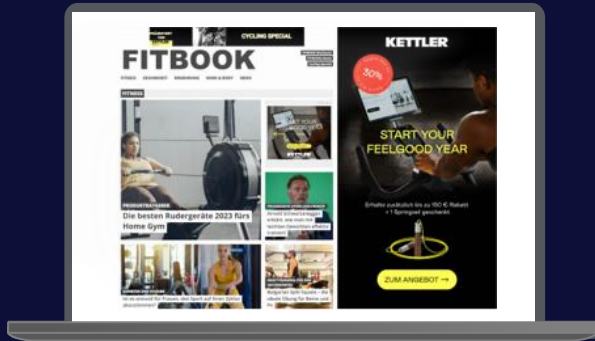
Mrec / Cube ad mobile ROS



Partner deals

PRODUCT STORY

Books



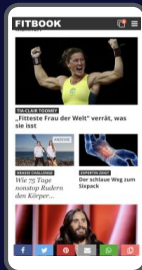
Dynamic Sitebar ROS



Sponsored posts
Facebook and Instagram



Mobile Interscroller ROS



Mrec / Cube ad
mobile ROS



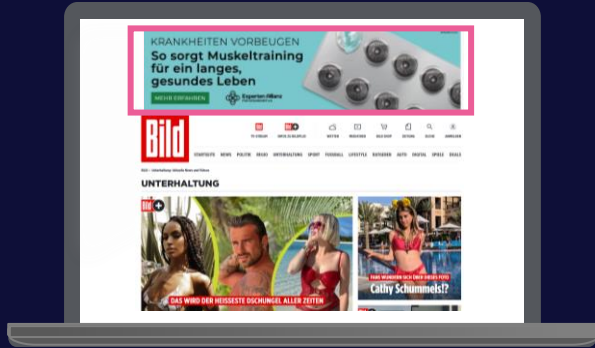
Product Story on einem der Books

ADVERTORIALS



ADVERTORIAL

BILD.de



Billboard desktop ROS

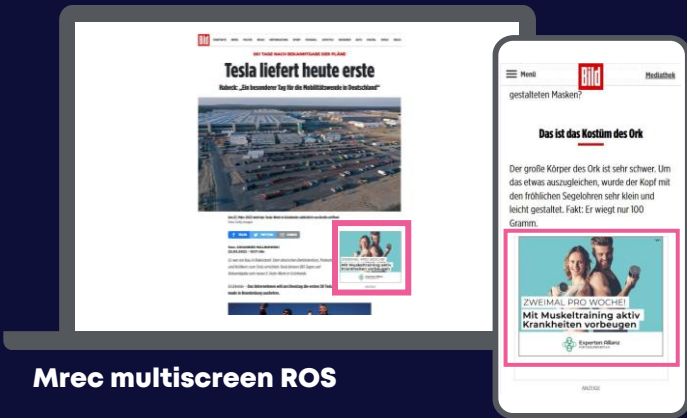


Content Ad 4:1 ROS



Example case: Experten Allianz

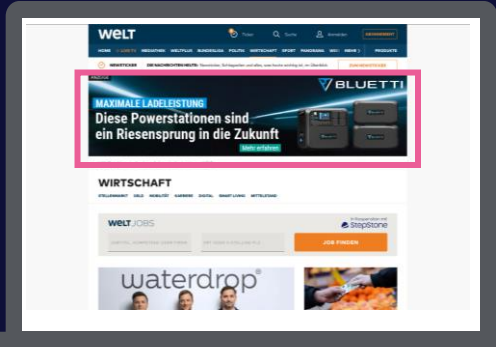
Advertorial on BILD.de



Mrec multiscreen ROS

ADVERTORIAL

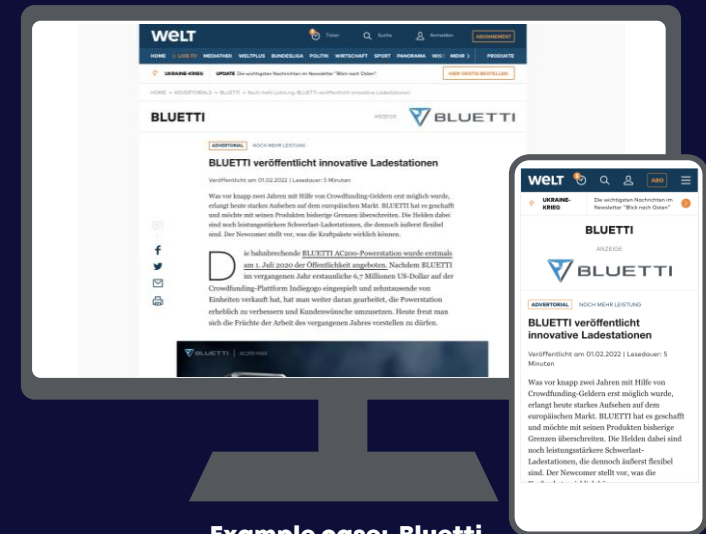
WELT.de



Billboard desktop ROS

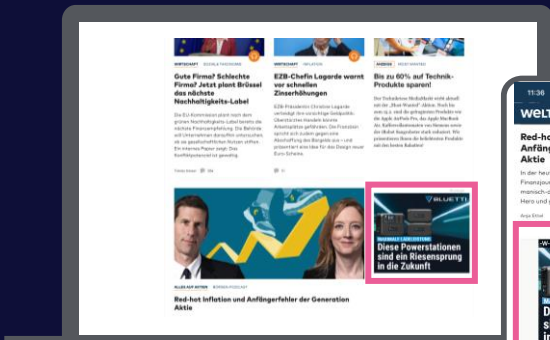


Content Ad 4:1 ROS



Example case: Bluetti

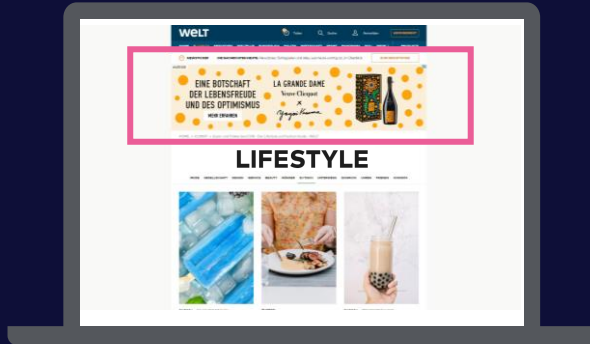
Advertorial on WELT.de



Mrec multiscreen ROS



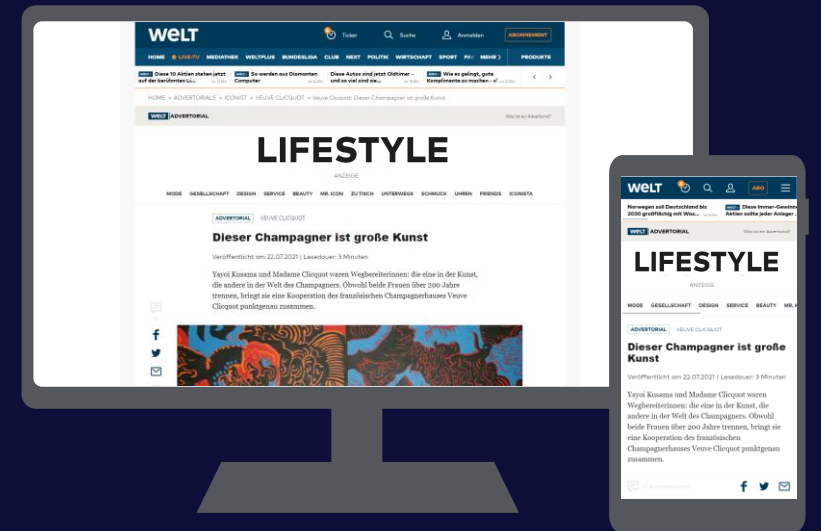
ADVERTORIAL LIFESTYLE



Billboard desktop ROS

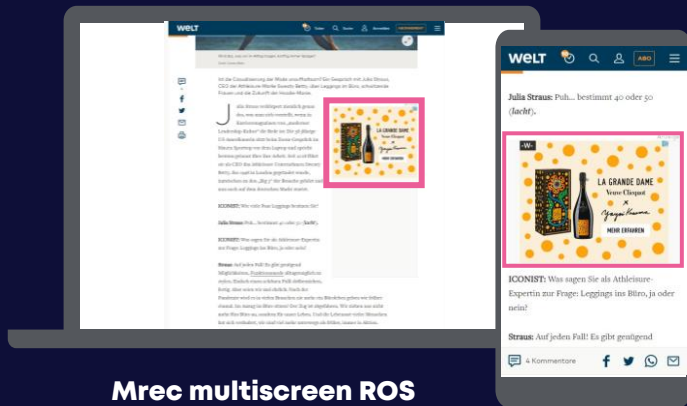


Content ad 4:1 ROS



Example case: VEUVE CLICQUOT

Advertorial on LIFESTYLE.de

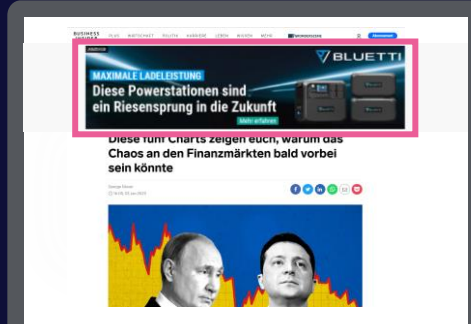


Mrec multiscreen ROS

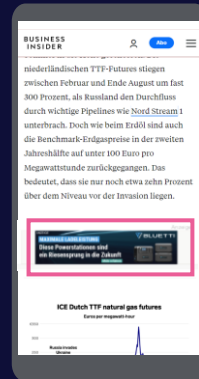
ADVERTORIAL

BUSINESS INSIDER

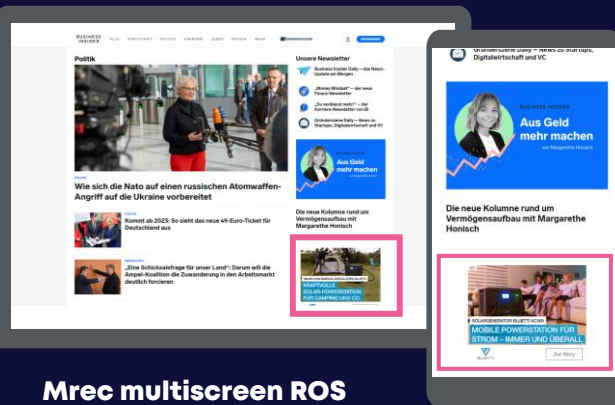
BUSINESS INSIDER



Billboard desktop ROS



Content ad 4:1 ROS



Mrec multiscreen ROS



Example case: Bluetti

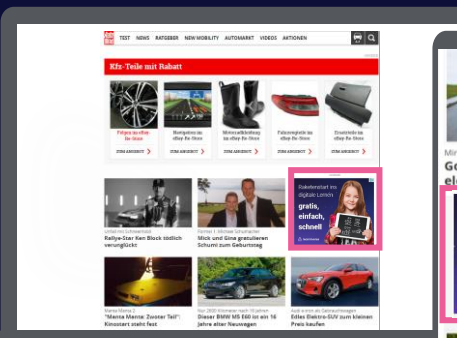
Advertorial on Businessinsider.de

ADVERTORIAL

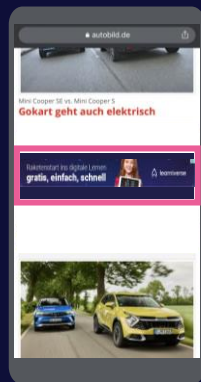
AutoBILD.de



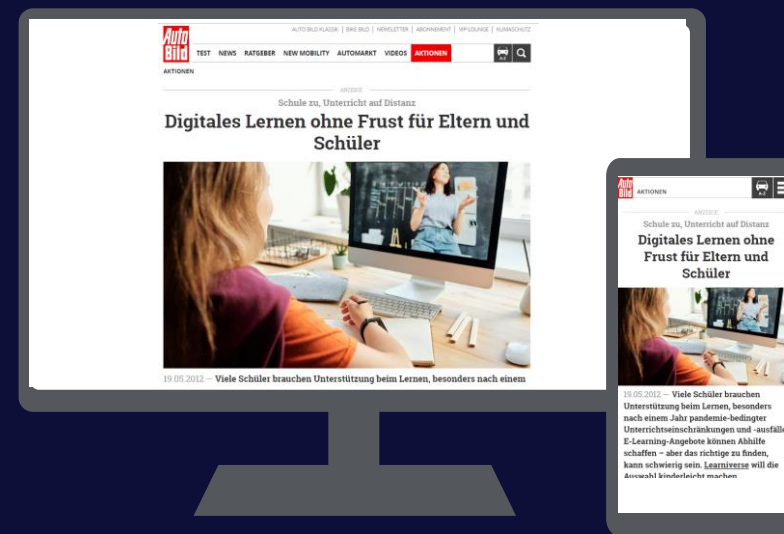
Billboard desktop ROS



Mrec multiscreen ROS



Content ad 4:1 ROS

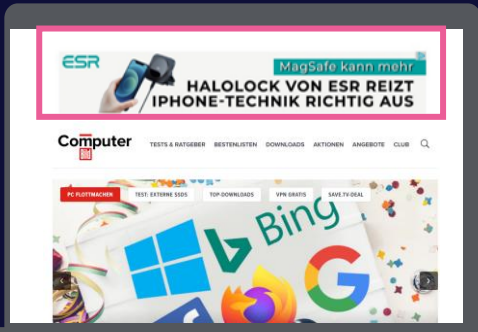


Example case: Looping GmbH

Advertorial on Autobild.de

ADVERTORIAL

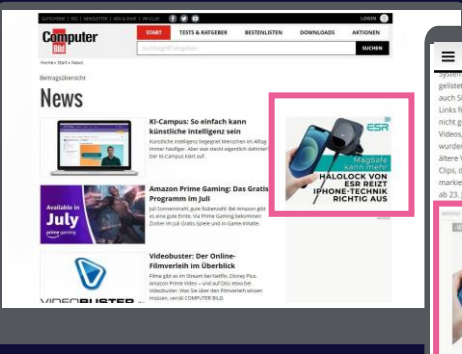
ComputerBILD.de



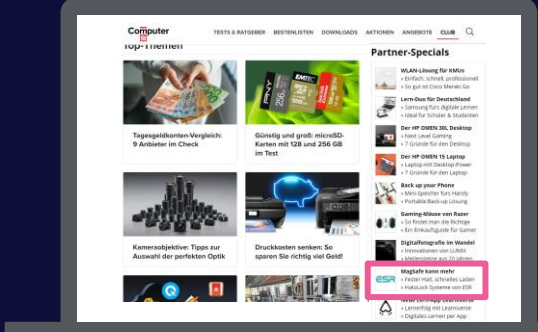
Billboard stationär ROS



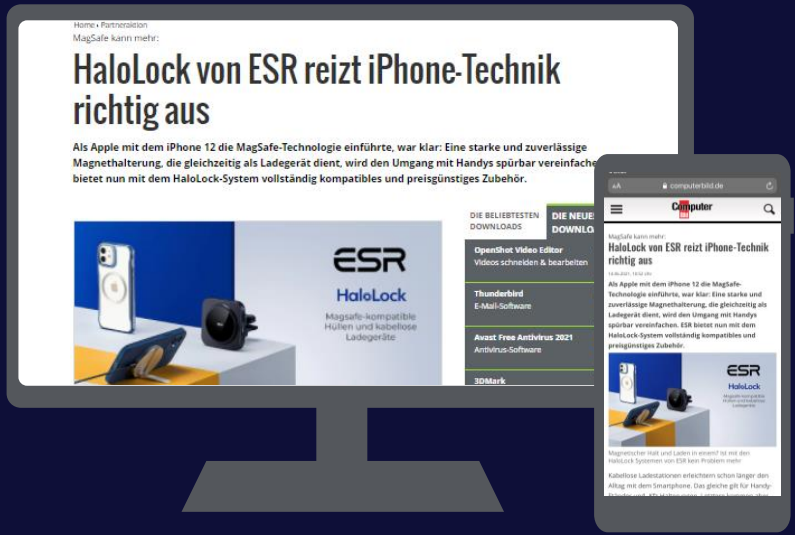
Content ad 4:1 ROS



Mrec multiscreen ROS



Partner special teaser



Example case: Waymeet ESR

Advertorial on ComputerBILD.de

ADVERTORIAL

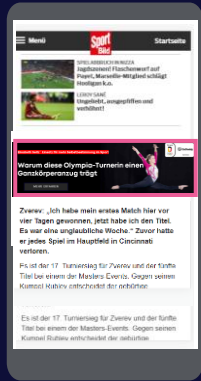
SportBILD.de



Billboard



Mrec multiscreen ROS



Content ad 4:1 ROS



Example case: GoDaddy



Advertorial on SportBILD.de