



## PRICE LIST 2026 GERMANY

Including Multi-Screen Solutions!

# Prices - Display Formats (Multi Screen)

## Standard formats - the classics of online advertising

WEB.DE / GMX / 1&1

Advertising format	Device	Format desktop / Mobile (incl. tablet)	Reach and rotations
Ad Bundle		728 x 90 & 120, 160 or 200 x 600 & 300 x 250 / 300 x 50 or 75 & 300 x 250	15
Medium Rectangle		300 x 250	25
Skyscraper		120 x 600	15
Super Banner		728 x 90 / 300 or 320 x 50 or 75	15
Wide Skyscraper		160 or 200 x 600	20
Mobile Banner 4:1/6:1		300 x 75 oder 300 / 320 x 50/15	15 / 15
*not available for 1&1		Video-compatible	Billing mode: CPM; prices in € and media gross
All standard formats can also be booked on the directory media at the same prices.			

## Premium formats - remarkable and successful

WEB.DE / GMX / 1&1

Advertising format	Device	Format desktop / Mobile (incl. tablet)	Reach and rotations
Billboard Ad		800 or 970 x 250 / 300 x 150	80
Fireplace Multi Screen		690 to 1680 x 250 + Sitebar 100% dynamically scalable	upon request
Halfpage Ad		300 x 600 / 300 x 250	50
MaxiAD*		640 x 480 / 300 x 250	70
MaxiAD* Maximus*		1260 x 690	110
MaxiAD* XL*		800 x 600 / 300 x 300	90
Mobile Baseboard Ad		300 or 320 x 50	60
Mobile Carousel Ad		300 x 300	35
Mobile Exclusive Ad		300 x 100	70
Mobile Exclusive Ad (fixed)		300 x 100	upon request
Mobile Floor Ad		300 or 320 x 75, Expanded 300 x 300	90
Mobile Floor Ad XL		320 x 50 or 75, Expanded 320 x 480	100
Mobile Interstitial		300 x 300 & 300 or 320 x 50 or 75	80
Mobile In-Text Video Ad		640 x 360	60
Mobile Medium Rectangle		300 x 250	70
Mobile Pushdown Ad		300 or 320 x 75, Expanded 300 x 150	70
Sitebar		dynamic / 300 x 250	60
Understitial		640 x 960	70
Mobile Banner 2:1		300 x 150	80
Mobile Banner 1:1		300 x 300	90
*not available for 1&1	**MaxiAD* on DM only available for mobile	Video-compatible	Billing mode: CPM; prices in € and media gross
The following premium formats can also be booked on the directory media at the same prices: Billboard Ad, Halfpage Ad, MaxiAD* (only mobile possible), Mobile Medium Rectangle.			

## Events on WEB.DE and GMX

Event formats are booked as Multi Screen Event XL by default. This includes a Mobile WEB.Buster and an Inbox Ad Image Clickout.

Advertising format	Device	Description	Price
(Dynamic) Billboard		An impressive appearance in the direct field of the user's vision. At 970 x 250 pixels, the Billboard is directly below the homepage-header - on the mobile portal with 300 x 150 pixels above the homepage header. The latest bookable version, the Dynamic Billboard, now offers 40% more space, up to 1680 x 250 pixels.	upon request
Brandformance		The combination of Multi Screen Homepage Event and the Inbox Ad Clickout complements the previous reach of our daily fixed placements on big screen and MEW with the mail area in the apps. This allows you to reach all users with maximum reach on a single day. No matter if classic on desktop/tablet or in a mobile usage situation - large-scale formats with guaranteed high awareness are the ideal stage for your branding/performance campaigns! Billing is based on CPC.	upon request
Bridge Ad		The ultimate homepage event. A Billboard combined with two skyscrapers for the big bang of your ad message. The Bridge Ad offers even more space with dynamic scaling.	upon request
Cinematic*		With our Cinematic Event, a great branding effect is guaranteed. The attention-grabbing format is located in the user's immediate field of vision and dynamically adapts to the entire page width, offering a fixed height of a full 380 pixels. This innovative feature always ensures maximum awareness of your ad message!	upon request
Content Event*		Achieve maximum attention with the Multi Screen Content Event thanks to the exclusive and topic-specific fixed placement within the magazines/channels. The Sitebar and Medium Rectangle formats are placed "sticky" and flank the article - other placements in the article text are hidden.	upon request
Double Sitebar*		The Sitebar on the homepage is now available twice! Get yourself and your advertising message the best presence and high attention. The entire left and right edges of the screen are yours, with plenty of space for creative content and dynamic adaptation of the ad to the respective screen size. Even when scrolling the page, the Sitebar holds its position thanks to the "sticky effect".	upon request
Fireplace*		The popular online format can also be booked on the United Internet portals. With the two Dynamic Sitebars on the sides and the Dynamic Billboard in the middle or for the XL version with the Super Banner in the middle, maximum attention is guaranteed. Depending on the viewport width, the individual elements scale like a kind of picture frame around the content area. The Dynamic Billboard is located near the login and therefore in the user's direct field of vision.	upon request
Flagship*		It doesn't get any larger than this! The Flagship is the star among our event placements. The perfect combination of the proven premium formats Billboard and Sitebar guarantees maximum awareness. The Sitebar features a "sticky effect" and dynamic scaling. The Billboard adjusts to the screen size in three steps.	upon request
HomeFrame*		Everything in one single frame: With the HomeFrame Event you can creatively design all areas surrounding the homepages on the WEB.DE and GMX portals. Secure full visibility for 24 hours, because even when scrolling, Skyscraper and Sitebar never fall out of the frame with the "sticky effect".	upon request
MaxiAD*		With the MaxiAD* you obtain an exclusive banner format on the prominent logout pages of WEB.DE and/or GMX. Use the attractiveness and persuasive power of 640 x 480 pixels to put your ad message in the spotlight and attract the full attention of your target group. Book the MaxiAD* as an in-stream format without additional costs. You deliver your ad, we'll take care of the rest!	upon request
MaxiAD* Maximus		The biggest MaxiAD* ever and the biggest stage on the German web! The logout pages of WEB.DE and GMX are the perfect breeding ground for your advertising message: Inbox checked, e-mails done - time to relax. This is the exact moment when the MaxiAD* Maximus event unfolds its full effect: The user is attentive, receptive and open to your advertisement. Moving images can also be optimally integrated here on a 1260 x 690 pixel screen.	upon request
MaxiAD* XL		The benefits of the MaxiAD* on the popular logout pages of WEB.DE and/or GMX are also available one size larger: on impressive 800 x 600 pixels! This XL version offers endless space and attention, long-lasting impact and brand loyalty included!	upon request
Sitebar		100% viewability and optimal use of the ad space. The Sitebar adapts to the user's screen resolution perfectly and always stays in the viewing area with the "sticky effect".	upon request
Wallpaper		The Wallpaper Event is a prominent element placed next to the editorial content on the WEB.DE and GMX homepages. The effect of this classic Super Banner and Skyscraper combination is further emphasized thanks to possible background coloring and a "sticky effect" - for guaranteed awareness.	upon request
Welcome Back Layer		Our special event format: The Welcome Back Layer Event combines a large half-page ad and a layer that is always placed in the foreground. Full attention guaranteed! The format is also perfectly suited to extend the reach of your homepage event on all editorial environments.	upon request
Video-compatible			*not bookable on the logout pages

For all fixed placements a lead time of 5 working days applies for the delivery of the advertising material!

## Special formats - special formats for special promotions

WEB.DE / GMX / 1&1

Directory media

Advertising format	Device	Format desktop / Mobile (incl. tablet)	Reach and rotations	Reach and rotations
MillionClick Traffic (Half Rectangle)		300 x 120	0.30	-
MillionClick Traffic & Targeting (Half Rectangle)		300 x 120	0.32 - 0.34	-
Video-compatible			Billing mode: CPM; prices in € and media gross	

## Video formats - versatile, creative, effective and innovative

WEB.DE / GMX / 1&1

Directory media

Advertising format	Device	Format desktop / Mobile (incl. tablet)	Reach and rotations	Reach and rotations
<b>In-Stream</b>				
Bumper Ad		1024 x 576 / 750 x 576	50	-
Pre-Roll		1024 x 576 / 1920 x 1080	80	-
Post-Roll		1024 x 576 / 1920 x 1080	60	-
Shoppable Video Ad		1024 x 576 / 1920 x 1080	80	-
Shuffle Roll		1024 x 576 / 750 x 576	70	-
<b>Out-Stream</b>				
In-Text Video Ad		16:9-Format, mind. 640x360	60	-
Watch4Mail		1024 x 576 / 1920 x 1080	80	-
Video-compatible			Billing mode: CPM; prices in € and media gross	

For bookings that are made through an advertising or media agency we grant 15% commission on the net amount of the invoice. All prices are net, without deduction, plus VAT.

Subject to changes and errors. Price changes and the General Terms and Conditions of United Internet Media GmbH can be found at [www.united-internet-media.de](http://www.united-internet-media.de)

Inbox Ad			
Advertising format	Device	Minimum booking volume	Price
Inbox Ad Template		5,000 €	47 € - 67 € CPM (depending on targeting or screen)
Inbox Ad Clickout		5,000 €	47 € - 67 € CPM (depending on targeting or screen)
Inbox Ad Image Clickout		5,000 €	70 € - 95 € CPM (depending on targeting or screen)
Billing mode: prices in € and media gross			

Editorial			
Advertising format	Device	Description	Price
Branded Content		Information transfer, lead generation or branding and brand loyalty - with Branded Content integration in the appropriate section, you can pursue a variety of goals. A media package is included, and traffic is targeted via Native Teasers to ensure maximum reach and visibility.	from 5,000
Content Hub		An exclusive editorial topic channel in the magazines: Our Content Hub combines high-quality content from our editorial team with your advertising teasers and articles for an exclusive user experience and optimal targeting.	upon request
Mobile Video Native Teaser		With one click on the teaser image, the ad enlarges to the Medium Rectangle format and presents your video content.	15
Native Teaser		Editorial-style image-text teasers on the logout lounge, homepage or in the magazines.	6
Video-compatible			Billing mode: CPM; prices in € and media gross

## 1st Party Data Audiences incl. Frequency Capping

Frequency Capping	Targeting TGP	Targeting TGP <i>Plus</i>
Frequency Capping or cross device Frequency Capping only on range and rotation assignments Storytelling	Proven Internet target group products and classic media and marketing target groups: TGP Age TGP Gender TGP Socio TGP Interest TGP Retail TGP Habits & Values TGP Technical	Combinations of TGP target groups and / or Frequency Capping: TGP Intent TGP Business to Business TGP Geo

## Data and Targeting

Targeting format	Description	Price
CRM Onboarding	Successful development of your existing customers or efficient acquisition of new customers similar to your existing customers with the highest purchasing power. Matching available with DCR or SFTP.	-
Customised Targeting	Creating an individual target group that is precisely tailored to your needs.	-
Contextual Targeting	Targeted campaign control based on contextual information such as key words or semantic categories.	-
Prospecting	Prospecting is based on user insights, first-party data and AI models developed by United Internet Media: This ensures the precise delivery of your advertising materials - with maximum relevance and without the use of cookies! With this advertising setup comprising display ads and native inbox ads, you can achieve maximum reach across all devices.	upon request
Retargeting Display Ad	Special formats with maximum engagement: Precise retargeting turns the classic display ad into a personalized and dynamic advertising medium that specifically addresses users on their customer journey and creates an effective incentive to buy.	upon request
Retargeting Inbox Ad	Native advertising directly in the FreeMail inbox: thanks to native integration in the email list, your products receive special attention. Precise retargeting creates a real incentive to buy.	upon request

### Extras: Surcharge on gross CPM

+ Frequency Capping	+ Targeting TGP	+ Targeting TGP <i>Plus</i> or combined bookings	+ Targeting solutions
+ 2 €	+ 5 €	+ 10 €	upon request

## Data Only

Targeting format	Description	Price from
TGP Age	This feature can be used to address individual age groups.	0.70/0.85 €
TGP Gender	This feature can be used to target specific gender groups.	0.70/0.85 €
TGP Geo	The postcode can be used to target users from individual regions.	0.70 €
TGP Socio	This feature allows users to be targeted based on their socio-demographic characteristics.	0.80 €
TGP Interest	This feature can be used to target users based on their interests and affinities.	0.80 € / Finance & Mobility - 1 €
TGP Retail	This feature can be used to target specific groups of shoppers based on their current purchasing behavior.	1.10 €
TGP Intent	This feature can be used to target users who have a strong interest in the product.	1.10 €
TGP Habits & Values	This feature can be used to target users based on their purchasing behaviour and values.	0.80 €
TGP Business to Business	This feature can be used to target decision-makers in companies.	1.50 €
TGP Audience Segments are available in the Data Marketplaces of the following DSPs/SSPs: Active Agent, Adform, Equativ, Xandr, The Trade Desk, Google DV360, Pubmatic.		

## Research

Brand Lift Study	Advertising impact study	Price
Brand Lift Study LONG	Survey of the complete brand funnel based on a five-stage survey, for target groups from 3 million unique users.	5,000
Brand Lift Study SHORT	Survey of the complete brand funnel based on a one-stage survey, for target groups from 2 million unique users.	3,000
Billing mode: CPM; prices in € and media gross		

### sedo.de

Advertising format	Description	Price
Sponsored text entries	Customized to your campaign goal, text ad (two lines) in the corresponding domain site.	upon request

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## Lead und Cashback

Advertising format	Minimum term/purchase quantity/booking volume	Price
Inbox Ad Lead	min. 5,000 €	CPL on request
<b>Lead Generation</b>		
Lead CoRegistration	min. 4 weeks	CPL on request
Lead Exclusive Contest	2 weeks/min. 40,000 €	CPL on request
Lead Multi Sponsor Contest		CPL on request
Thank you page	-	CPL on request
CoRegistration	min. 4 weeks	CPL on request
Sponsoring	min. 5,000 €	CPL on request
Billing mode: prices in € and media gross		


## Referral Marketing

Advertising format	Minimum term	CPM/fixied price
Vorteilswelt Integration (WEB.DE and GMX)	min. 4 weeks	upon request
WEB.Cent Cashback A-Placement	14 days	7.50 € CPM plus CPO/CPL/CPC
WEB.Cent Cashback B-placement	14 days	1 € CPM plus CPO/CPL/CPC
Billing mode: prices in € and media gross		



## E-Mail-Marketing

Advertising format	Minimum booking volume	Description	Price
Direct E-Mail	2,500 €	With our direct e-mail, you can optimize your newsletter distribution and reach targeted users. Benefit from over two million FreeMail users with advertising consent and use flexible design options. Thanks to limited mailing frequency, your direct marketing receives maximum attention.	89 € CPM
Billing mode: prices in € and media gross			

## Digital Flyers

Advertising format	Device	Minimum booking volume	Price
Digital Flyers		5,000 €	upon request
Billing mode: prices in € and media gross			

## trustedDialog

Advertising format	Device	Description	Price
trustedDialog		Protection against phishing, spam and viruses: with trustedDialog, all commercial e-mails sent to mailboxes of WEB.DE, GMX, 1&1, freenet and Telekom Mail pass a multi-stage authenticity and integrity check and are marked with an e-mail seal and customer logo in the mailbox.	upon request
trustedDialog Preview		Visual upgrade with trustedDialog Preview: The integration of up to three images and a voucher code creates maximum awareness even before the newsletter is opened.	upon request
Billing mode: prices in € and media gross			

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# UNITED INTERNET MEDIA GMBH

## Karlsruhe

Brauerstraße 48  
76135 Karlsruhe  
Germany  
Tel.: +49 721 - 91374-1717

## Munich

Sapporobogen 6-8  
80637 Munich  
Germany  
Tel.: +49 89 - 14339-333

## Dusseldorf

Holzstraße 2  
40221 Dusseldorf  
Germany  
Tel.: +49 211 - 301256-18

## Hamburg

Gerhofstraße 18  
20354 Hamburg  
Germany  
Tel.: +49 40 - 361226-60

## Vienna

UIM United Internet Media Austria GmbH  
Postgasse 8b  
1010 Vienna  
Austria  
Tel.: +43 699 1390 1291

[www.united-internet-media.de/en](http://www.united-internet-media.de/en)  
[info@united-internet-media.de](mailto:info@united-internet-media.de)

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