

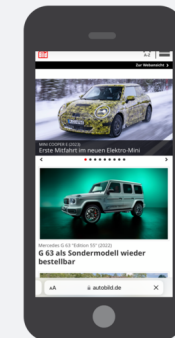
The first stop for auto content on the German web

AUTOBILD.de is the first address for editorial automotive content on the German-language web, and is, with its desktop and mobile offerings as well as its social media platforms, a digital market leader. Besides the most up-to-date and most exhaustive editorial offerings in automotive news and used vehicles, AUTOBILD.de offers Germany's most comprehensive test and driving report archive as well as 8 special interest categories from classic to connected car.

Two thirds of the readers are men. The readers are mainly between 20 and 49 years old.

In-Stream

Views ¹	22,358,814
Net coverage ¹	3,810,299
Possible Video Ads ²	4,082



¹B4P 2025/III, ²Adserver 2026-08. AUTOBILD.de is published in Germany.