

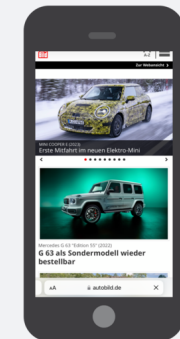
The first stop for auto content on the German web

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.

Digital

Views ¹	21,294,075
Net coverage ¹	3,560,267
Possible Video Ads ²	194,146



¹B4P 2025/II, ²Adserver 2026-03. AUTOBILD.de is published in Germany.