

AutoScout24

Media

Price List 2025



CPM Prices 2025

Multiscreen Formats

AdBundle Multiscreen	RoS	15 €
Medium Rectangle Multiscreen	RoC	16 €
Halfpage Ad Multiscreen	RoS	19 €
Gallery Ad ^{1,2}	RoC	20 €
InList Native ¹	RoC	23 €
Detailpage Native ¹		
Native Carousel ¹		
Understitial Multiscreen ⁴	RoS	23 €
	RoC	24 €

Offsite Formats

Meta Ad ³ (Carousel, Video, ...)	On request	
PreRoll Youtube ³	On request	

Targeting Surcharge

Device Targeting	2 € CPM increase of the base price (only applies to multiscreen cluster advertising, NOT to multiscreen formats)
Key Value Targeting/ IP Targeting/ Audience Targeting	20 % surcharge on the base price

	Multiscreen Cluster	Mobile Formats	
		Mobile Banner Native Content Ad ¹ Mobile Medium Rectangle	Mobile Richmedia Mobile Portrait Ad
Desktop Formats	Super Banner Medium Rectangle	RoS 15 € RoC 16 €	RoS 17 € RoC 18 €
	Lightbox Ad ¹ (Wide) Skyscraper	RoS 17 € RoC 18 €	RoS 18 € RoC 19 €
	Halfpage Ad Billboard	RoS 19 € RoC 20 €	RoS 20 € RoC 21 €
	Sitebar Billboard Reminder ¹	RoS 22 € RoC 23 €	RoS 23 € RoC 24 €
	Double Sitebar ¹ Detailpage Branding ¹	RoC 25 €	RoC 26 €
Delivery of Desktop and Mobile according to availability			

Base price

Fixed placements & integrations

AutoScout24 Media network prices 2025

Format	Run time	Cost type	Pricing
Homepage Takeover Multiscreen ¹	1 week/ 1 day	Fixed price	28,000 € / 5,500 €
Mighty Takeover (Option 1) ^{1,2}	1 week/ 1 day	Fixed price	49,000 € / 9,600 €
Mighty Takeover (Option 2) ^{1,3}	1 week/ 1 day	Fixed price	45,000 € / 9,000 €
Advertorial	Individual	Package price	On request
Brand Hub	Individual	Package price	On request
Text Link Footer ¹	Individual	CPM	5.00 €
Text Link Gallery ¹	Individual	CPM	15.50 €
Text Logo Box ¹	Individual	CPM	12.50 €

All prices are valid from 01.06.2025 – Subject to changes & errors 1) Only available on AutoScout24.be 2) Homepage Takeover fixed placement AND First Contact Sitebar + Mobile Medium Rectangle on result list & detail page 3) Homepage Takeover fixed placement AND First Contact Billboard + Mobile Medium Rectangle on result list & detail page

A woman with brown hair tied in a bun, wearing glasses and a blue cardigan over a striped shirt, is sitting on a bed. She is looking down at a smartphone in her hands, with a laptop open in front of her. The background is a bright window with light streaming in.

Glossary – Targeting Options

Key Value Targeting

Targeting based on search criteria on AutoScout24.it (e.g. Make, model, car segment, price)

IP Targeting

Targeting based on the location of the user's IP address

Audience Targeting

Targeting based on our first-party data (user profiles, search behaviour, user interaction on AutoScout24)

A woman with brown hair tied in a bun, wearing glasses and a blue cardigan over a striped shirt, is sitting on a bed. She is looking down at a smartphone in her hands, with a laptop open in front of her. The background is a bright window.

Glossary – Placement Options

RoS (Run of Site)

Ads run on entire website (+ apps)

RoC (Run of Category)

Ads run on a certain "category" of the website (+ apps), e.g. Resultlist, Detailpage