

AutoScout24

Media

AutoScout24 Media Price List IT 2025



CPM Prices 2025

Multiscreen Formats

AdBundle Multiscreen		
Medium Rectangle Multiscreen	RoS	8.50 €
Halfpage Ad Multiscreen	RoC	9.50 €
Gallery Ad ^{1,2}		
InList Native ¹		
Detailpage Native ¹	RoC	12.00 €
Native Carousel ¹		
OEM Position	RoS	12.00 €
	RoC	13.00 €
Understitial Multiscreen ⁴		
InList Video Native ¹	RoS	14.50 €
Multiscreen Slider Ad	RoC	15.50 €

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

		Mobile Formats	
Desktop Formats	Multiscreen Cluster	Mobile Banner Native Content Ad ¹	Mobile Medium Rectangle Mobile Richmedia Mobile Portrait Ad
	Leaderboard Skyscraper	RoS 5.00 € RoC 6.00 €	RoS 7.00 € RoC 8.00 €
	Medium Rectangle Halfpage Ad	RoS 7.00 € RoC 8.00 €	RoS 8.00 € RoC 9.00 €
	Lightbox Ad ¹ Masthead	RoS 8.00 € RoC 9.00 €	RoS 9.00 € RoC 10.00 €
	Sitebar Masthead Reminder ¹	RoS 10.00 € RoC 11.00 €	RoS 11.00 € RoC 12.00 €
	Double Sitebar ¹ Detailpage Branding ¹	RoC 13.00 €	RoC 14.00 €
	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 day	Fixed price	8,000 €
Homepage Takeover Multiscreen	Individual	CPM	20.00 €
Homepage Takeover App	Individual	CPM	10.00 €
Mighty Takeover (Option 1) ¹	1 day	Fixed price	13,000 €
Mighty Takeover (Option 2) ²	1 day	Fixed price	12,750 €
Branded Newsletter	1 mailing	Fixed price	5,000 €
Brand Hub	Individual	Package price	On request
Text Link Footer	Individual	CPM	4.00 €
Text Link Gallery	Individual	CPM	12.50 €
Text Logo Box	Individual	CPM	10.00 €

All prices are valid from 01.01.2025 – Subject to changes & errors 1) Homepage Takeover fixed placement AND First Contact Sitebar + Mobile Medium Rectangle on result list & detail page

2) Homepage Takeover fixed placement AND First Contact Masthead + 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 simple room with a window.

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