

AutoScout24

Media

AutoScout24 Media Price List NL 2026

Auto Scout24

 Auto
Trader

Gaspedaal  .nl

 autotrack

CPM Prices 2026

Multiscreen Formats		
	RoN	7.00 €
AdBundle Multiscreen	RoS	7.50 €
Medium Rectangle Multiscreen	RoC	8.00 €
	Audience Extension	8.50 €
	RoN	14.00 €
Halfpage Ad Multiscreen	RoS	15.00 €
Gallery Ad ^{1,2,3,4,7}	RoC	16.00 €
	Audience Extension	17.00 €
Understitial ^{3,6}		
Multiscreen Slider Ad ³	RoN	17.00 €
InList Native ^{2,3}	RoS	18.00 €
Detailpage Native ^{1,2,3,7}	RoC	19.00 €
Native Carousel ^{1,2,3,7}		
Offsite Formats		
Meta Ad ⁵ (Carousel, Video, ...)		On request
PreRoll Youtube ⁵		On request

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

		Mobile Formats			
Multiscreen Cluster		Mobile Banner Native Content Ad ^{1,2,3,7}	Mobile Medium Rectangle Mobile Richmedia ³ Mobile Portrait Ad ³		
Desktop Formats	Super Banner	RoN	7.00 €	RoN	8.00 €
	Medium Rectangle	RoS	7.50 €	RoS	8.50 €
	Skyscraper	RoC	8.00 €	RoC	9.00 €
	Lightbox Ad ^{1,2,3}	Audience Extension	8.50 €	Audience Extension	9.50 €
	Halfpage Ad Billboard	RoN	14.00 €	RoN	13.00 €
		RoS	15.00 €	RoS	14.00 €
		RoC	16.00 €	RoC	15.00 €
		Audience Extension	17.00 €	Audience Extension	16.00 €
	Sitebar ³ Billboard Reminder ^{2,3}	RoN	17.00 €	RoN	18.00 €
		RoS	18.00 €	RoS	19.00 €
RoC		19.00 €	RoC	20.00 €	
Double Sitebar ^{1,2,3,7} Detailpage Branding ^{1,2,3,7}	RoS	20.00 €	RoS	21.00 €	
	RoC	21.00 €	RoC	22.00 €	

Delivery of Desktop and Mobile according to availability

Base price

All prices are valid from 01.11.2025 – Subject to changes & errors 1) RoN NOT possible 2) RoS NOT possible 3) Audience Extension NOT possible 4) Audience Targeting NOT possible 5) Key Value Targeting NOT possible 6) Also desktop- or mobile-only available (plus device targeting fee) 7) Format only available on AutoScout24.nl

Fixed placements & integrations

AutoScout24 Media network prices 2026

Format	Run time	Cost type	Pricing
Homepage Takeover Multiscreen ¹	1 week/ 1 day	Fixed price	30,000 € / 6,000 €
Mighty Takeover (Option 1) ^{1,2}	1 week/ 1 day	Fixed price	40,000 € / 8,000 €
Mighty Takeover (Option 2) ^{1,3}	1 week/ 1 day	Fixed price	37,000 € / 7,500 €
Branded Newsletter ¹	1 mailing	Fixed price	1,500 €
Advertorial	Individual	Package price	On request
Brand Hub	Individual	Package price	On request
Text Link Footer ¹	Individual	CPM	4.00 €
Text Link Gallery ¹	Individual	CPM	12.50 €
Text Logo Box ¹	Individual	CPM	10.00 €

All prices are valid from 01.11.2025 – Subject to changes & errors 1) Only available on AutoScout24.nl 2) Homepage Takeover fixed placement AND First Contact Sitebar + Mobile Banner on result list & detail page
3) Homepage Takeover fixed placement AND First Contact Billboard + Mobile Banner on result list & detail page



Glossary – Targeting Options

Key Value Targeting

Targeting based on search criteria on AutoScout24.nl, Autotrader.nl, LeaseVergelijker.nl (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 in the AutoScout24 network)



Glossary – Placement Options

RoN (Run of Network)

Ads run on entire network (AutoScout24.nl, Autotrader.nl, LeaseVergelijker.nl)

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

Audience Extension

Ads run with audience targeting (our first-party data) on premium websites (+ apps) outside of AutoScout24 network