

# BILD Title Portrait: German's big daily newspaper



## Editorial Concept

BILD is Europe's largest daily newspaper and informs, together with B.Z. and FUSSBALL BILD, 9.42 million readers - every day!

**We give people everything that touches them.**  
We think bigger. We don't give up until we find out what really touches the people in Germany.

**We have a passion for writing.**  
We can't help it. And we don't want it any other way. We put our heart and soul into what we do.

**We turn facts into feelings.**  
Information is just information until we can feel it. We tell human stories instead of facts.

**We are always everywhere.**  
Good journalism has no fear of contact. Because only those who are in the middle of things get people's attention. And only those who pay attention are in the middle of things.

**We are big pictures.**  
We speak a language that creates images. And we show pictures that leaves people speechless.

**We have them all.**  
Merkel, Putin and Obama. The major players speak with us.

## Rates & Formats 2019 GERMANY-TOTAL\*

	Rate	Economy-Rate**
Basic rate/mm, 4c	163.00	
Format		
1/1 page	525,000.00	296,000.00
1.000-Format (187x250 mm)	151,500.00	90,880.00

All rates in Euro plus VAT.

\* The booking unit consists of the BILD and B.Z. titles. B.Z. can also be booked individually

\*\* The customer can book in a certain calendar week and BILD decides on which publication date the advertisement will appear.

## Basic Data

- Publication: Every day except Sundays and holidays
- Copy price: € 0.80 - € 1.00
- Sold circulation: 1.511.428 (IVW 4/2018, Mo.-Sa.)
- Reach: 9.42 mio. readers

## Readership (Composition in %)

	BILD	Basis
Gender		
Men	67	49
Women	33	51
Age		
14 – 19 years	3	7
20 – 29 years	12	14
30 – 39 years	15	14
40 – 49 years	18	16
50 – 59 years	21	18
60 – 69 years	15	13
70 years and older	16	17
Household-net-income		
under 1.000 €	7	8
1.000 € – 1.250 €	5	4
1.250 € – 1.500 €	8	7
1.500 € - 2.000 €	15	13
1.200 € – 2.500 €	17	14
2.500 € and more	47	54

Source: ma 2018 Pressemeldien II;  
Booking unit consists of the BILD and B.Z.

