PRICE LIST NO. 74 a – VALID FROM 01.01.2020

IF YOU WANT TO ACHIEVE IT ALL, YOU HAVE TO REACH EVERYONE!

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media impact

Around the clock, 7 days a week.

1. THE BILD GROUP

Early in the morning | At breakfast | While out and about | At work | During breaks | In the evening / at home

The BILD Group brands have a total reach of more than 46 million per month, meaning over 66 % of the German population engages with our media every month[1]!

[1]Cross-media net reach from: BILD (brand per month), AUTO BILD (brand per month), SPORT BILD (brand per month) and COMPUTER BILD umbrella brand (brand per month); Source: b4p 2019 I; German-speaking population aged 14 and older (potential: 70.60 million).

2. MAGAZINE PROFILE

[1] Source: BILD Purchasing Impulse Study 2018; as compared with the examined media types and media brands where there exists an adequate sample size according to the ZAW framework.
[2] Booking unit consists of the titles BILD and B.Z. B.Z. can also be booked individually.
[3] Source: ma 2019 Pressemedien II.
[4] Source: IVW 2019/3, Mon–Sat

We give people what moves them.
We think big. We don't give up until we find what people in Germany really care about.

We write with passion.
We can't help it. And we wouldn't have it otherwise. We pour our blood, sweat and tears into what we do.

We turn facts into feelings.
Information is just information until we feel it. We give facts a human face.

We are always everywhere.
Good journalism has no reservations. Because only those in the midst of it all are listened to.
And those who listen are in the midst of it all.

We are big pictures.
We create pictures with words. And we show pictures that leave you speechless.

We've got them all.
Merkel, Putin, Trump. We're talking with the big names.

Never letting ourselves be held back. Being everywhere. Always being faster. Making the difficult simple. Only with BILD!

Advertising in Bild has the highest purchasing probability.[1]
What exactly determines the purchasing probability for a particular product? In the new BILD Purchasing Impulse Study, the interrelationships between things like advertising affinity, media image, advertising recall and evaluation and the probability of a product being purchased were all examined. These are the results[1]:

- Ads in BILD stay in your head. Advertising recall is highest with BILD.
- Newspapers have the best image. BILD is above all emotional.
- Ads in print are liked, and with BILD they are loved.
- Ads in BILD significantly influence a purchasing decision.
- Ads in BILD are highly tolerated and send a strong purchasing impulse.
- Ads in BILD media incentivise people almost three times as much as those on TV and radio.

Booking unit BILD DEUTSCHLAND-GESAMT[2]

- Consists of the titles BILD and B.Z.
- 8.62 million readers[3]
- 1,468,027 copies sold (Mon–Sat)[4]
- BILD is available in 19 regional editions

3. PUBLISHER'S DATA

Publisher and regional marketer

axel springer

BILD: Axel Springer SE
B.Z.: B.Z. Ullstein GmbH

Address
BILD Anzeigen
Axel-Springer-Straße 65
10888 Berlin

Publication frequency
Daily (Mon–Sat)

ZIS number
102541 (DEUTSCHLAND-GESAMT)

Note: The AGMA-certified BILD DEUTSCHLAND-GESAMT combination includes the titles BILD DEUTSCHLAND and B.Z.

Internet
www.bild.de

National marketer

media impact

Media Impact GmbH & Co. KG
Axel-Springer-Straße 65
10888 Berlin

Bank details
Deutsche Bank AG, Berlin
IBAN DE73 1007 0000 0083 4747 00
BIC DEUTDEBB

Current information and services
www.mediaimpact.de
www.die-zeitungen.de

BILD ad management contact
Phone: +49 (0) 30 2591 - 76843
Email: anzeigen@bild.de
(not for print data)

Order management contact
Email: zeitungen@mediaimpact.de

Print materials contact
Phone: +49 (0) 30 2591 - 73073
Email: bildgruppe-duteam@axelspringer.de

Terms of payment
Payment due immediately after invoice date net cash. 1 % discount on SEPA mandates, provided older invoices are not overdue and a discount deduction has not been expressly excluded. When a new business relationship is established, the publisher reserves the right to demand prepayment by the ad booking deadline. In case of late payment or deferral, interest will be charged at the statutory rate.

General terms and conditions
The execution of advertising orders is subject to our general terms and conditions for newspapers, the additional terms and conditions of the respective title and the general business terms for advertising orders in online media.

Our complete general terms and conditions can be found at:
www.mediaimpact.de/agb

4. DISCOUNT SCALES

Discount scales for BILD-Nielsen/regional editions

Discount scale/ Duration: 12 months		Volume scale/Duration: 12 months for millimetre orders of at least	
At 6 times	5%	3,000 mm	5%
At 12 times	10%	5,000 mm	10%
At 24 times	15%	10,000 mm	15%
At 52 times	20%	20,000 mm	20%

Mini deals for BILD-Nielsen/regional editions and B.Z.

Discount scale/ Duration: 3 months		Volume scale/Duration: 3 months for millimetre orders of at least	
At 2 times	5%	1,000 mm	5%
At 4 times	10%	1,500 mm	10%
At 8 times	15%	3,000 mm	15%
At 16 times	20%	6,000 mm	20%

Each edition is discounted separately. In the case of orders for sub-issues, ads/millimetres of the next largest issue(s) may be counted, provided the periods of time coincide.

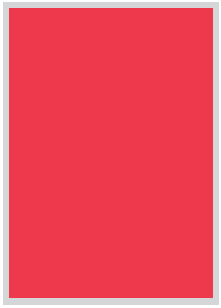
Minimum size for issues to qualify for discounts: 20 mm.

Discount scale for B.Z.

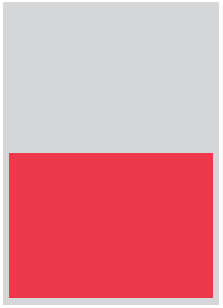
Discount scale/ Duration: 12 months		Volume scale/Duration: 12 months for millimetre orders of at least	
At 6 times	5%	1,800 mm	5%
At 12 times	10%	3,000 mm	10%
At 24 times	15%	5,000 mm	15%
At 52 times	20%	10,000 mm	20%

Discounts may only be granted on a booking unit if the discount is claimed in writing to the publisher by 31 March of the calendar year following the publication of the ad in question in the case of ad orders, or within 3 months after the end of the advertising period for the discounts on ads obtained during the advertising period in the case of deals.

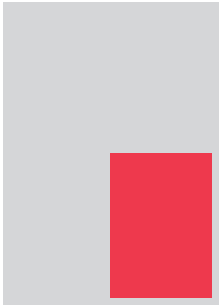
5. BASIC PRICES DEUTSCHLAND-GESAMT[1]



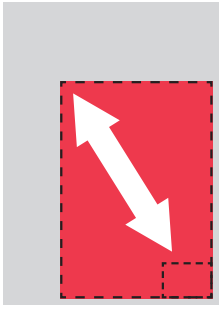
1/1 page
€ 535,000.00



1/2 page
€ 336,500.00

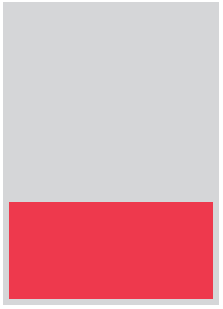


1,000 format
€ 154,500.00



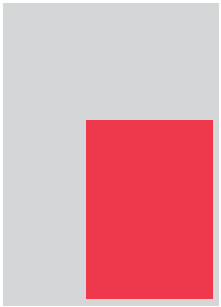
mm price[2]
€ 166.00

2/1 Panorama ad
€ 1,155,000.00

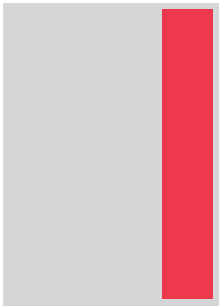


Stip ad (8 col., 175 mm high)
€ 225,300.00

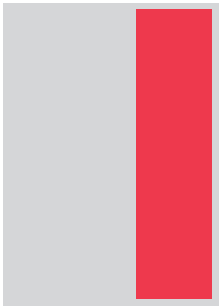
For footnote resolutions and notes see the following page.



Corner ad XXL (5 col., 325 mm high)
€ 261,500.00



Strip full-depth (2 col., 528 mm high)
€ 169,900.00



Strip full-depth (3 col., 528 mm high)
€ 255,000.00

	DEUTSCHLAND-GESAMT[1]		
	BILD Nordisch format	Tabloid format	Normal price gross
1/1 page	8 col., 376 x 528 mm	257 x 369 mm	**535,000.00**
1/2 page	8 col., 376 x 264 mm/4 col., 187 x 528 mm	257 x 184 mm / 130 x 369 mm	**336,500.00**
1,000 format	4 col., 187 x 250 mm	187 x 250 mm	**154,500.00**
mm price[2]	Minimum size 20 mm	Minimum size 20 mm	**166.00**
2/1 Panorama ad	17 col., 777 x 528 mm	532 x 369 mm	**1,155,000.00**
8-column/175 mm (full-width)	8 col., 376 x 175 mm	257 x 119 mm	**225,300.00**
Corner ad XXL	5 col., 234 x 325 mm	187 x 259 mm	**261,500.00**
2-column/528 mm (full-depth)	2 col., 92 x 528 mm	65 x 369 mm	**169,900.00**
3-column/528 mm (full-depth)	3 col., 139 x 528 mm	98 x 369 mm	**255,000.00**

[1] Booking unit consists of the titles BILD and B.Z. B.Z. can also be booked individually.
[2] A minimum size of 1,400 mm in total applies to ads with 5 columns or more.
Ads may be scaled in partial circulations published in tabloid format. For details see technical data.
All prices in Euro plus VAT.

6. EXTERNAL FORMATS AND FIXED PLACEMENTS

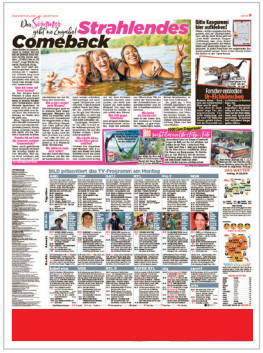
Cover page header

Cover page footer left/right

Cover page footer XXL

Cover page text portion ad

Strip under advice section



Strip under TV

Strip on sports opening page

Back page header/footer

Back page VIP strip

Love means

SPECIAL EXTERNAL FORMATS ON THE BILD COVER PAGE

With us at the very front! The additional options on the BILD cover page. What moves Germany today is on the cover page of BILD. The BILD cover page is highly topical, relevant and always eye-catching!

Cover page header left
€ 101,600.00

Is the cover page header always fully booked up when it best fits your campaign? A second ad can now be placed to its left. This is how we give you planning security!

Cover page header XXL
€ 160,800.00

If you have a lot to say and really want to reach everyone, use the maximum space for your message at the top of the cover page. Ideal to launch your campaign - or as a spectacular finish!

Note: Both formats are limited to 4 insertions per month.

	DEUTSCHLAND-GESAMT[1]		
	BILD Nordisch format	Tabloid format	Normal price gross
Cover page header right/left[2]	2 col., 92 x 135 mm	63 x 92 mm	**101,600.00**
Cover page header XXL[2]	2 col., 92 x 250 mm	63 x 171 mm	**160,800.00**
Cover page text portion ad	2 col., 92 x 50 mm	63 x 34 mm	**31,800.00**
Cover page footer right large	115 x 164 mm	78 x 112 mm	**101,300.00**
Cover page footer left/right	2 col., 92 x 135 mm	63 x 92 mm	**76,500.00**
Cover page footer left/right small	2 col., 92 x 100 mm	63 x 68 mm	**50,000.00**
Cover page footer XXL left	2 col., 92 x 250 mm	63 x 171 mm	**140,200.00**
Back page header	2 col., 92 x 135 mm	63 x 92 mm	**75,300.00**
Back page header small	2 col., 92 x 100 mm	63 x 68 mm	**49,200.00**
Back page footer left/right	2 col., 92 x 135 mm	63 x 92 mm	**66,200.00**
Back page footer left/right small	2 col., 92 x 100 mm	63 x 68 mm	**43,300.00**
VIP strip back page	8 col., 376 x 100 mm	257 x 68 mm	**162,000.00**
Love means	1 col., 45 x 50 mm	31 x 34 mm	**10,300.00**
Strip under TV, 50 mm high	8 col., 376 x 50 mm	257 x 34 mm	**64,000.00**
Strip under TV, 100 mm high	8 col., 376 x 100 mm	257 x 68 mm	**128,000.00**
Strip under advice, 50 mm high	8 col., 376 x 50 mm	257 x 34 mm	**79,000.00**
Strip under advice, 100 mm high	8 col., 376 x 100 mm	257 x 68 mm	**143,000.00**
Strip on the sports opening page	8 col., 376 x 175 mm	257 x 119 mm	**245,000.00**
Advice section window	2 col., 92 x 150 mm	63 x 102 mm	**59,300.00**

[1] Booking unit consists of the titles BILD and B.Z. B.Z. can also be booked individually.
[2] Only possible 1x per week.
Ads may be scaled in partial circulations published in tabloid format. For details see technical data.
The editorial staff reserves the right of postponement for ads on certain publication days. If we make use of this right, Media Impact will try to provide the advertising client a placement of equal value as soon as possible.
All prices in Euro plus VAT.

7. 1/2 PAGE AND 1/1 PAGE[1]

Booking unit	1/2 page (b/w–4c)	ECO[4] (b/w–4c)	1/1 page (b/w–4c)	ECO[4] (b/w–4c)
DEUTSCHLAND-GESAMT[2]	**336,500.00**	**224,000.00**	**535,000.00**	**300,000.00**
DEUTSCHLAND-WEST-GESAMT[2, 6]	**295,300.00**	**–**	**430,800.00**	**–**
NIELSEN I	**100,028.00**	**–**	**153,349.00**	**–**
BILD HAMBURG UND DER NORDEN	31,046.00	17,075.00	54,923.00	30,208.00
NIELSEN I-Süd	**35,969.00**	**–**	**51,838.00**	**–**
BILD HANNOVER	14,192.00	7,806.00	25,125.00	13,819.00
NIELSEN I-West	**32,992.00**	**–**	**46,551.00**	**–**
BILD BREMEN	3,425.00	2,946.00	5,825.00	4,980.00
NORDRHEIN-WESTFALEN	**70,604.00**	**–**	**129,000.00**	**–**
BILD RUHRGEBIET	27,984.00	15,391.00	55,968.00	30,782.00
BILD RUHR-OST	14,572.00	8,015.00	29,145.00	16,030.00
BILD RUHR-WEST	15,903.00	8,747.00	31,806.00	17,493.00
BILD DÜSSELDORF	10,454.00	5,750.00	20,908.00	11,499.00
BILD KÖLN	2,750.00	2,365.00	4,425.00	3,783.00
BILD WESTFALEN	20,064.00	11,035.00	40,128.00	22,070.00
NIELSEN IIIa	**69,030.00**	**–**	**110,448.00**	**–**
BILD FRANKFURT RHEIN-MAIN	21,014.00	11,558.00	42,028.00	23,115.00
BILD SAARLAND	2,180.00[5]	1,875.00	3,290.00[5]	2,813.00
BILD RHEIN-NECKAR	10,602.00	5,831.00	21,204.00	11,662.00

For footnote resolutions and notes see the following page.

7. 1/2 PAGE AND 1/1 PAGE[1]

Booking unit	1/2 page (b/w–4c)	ECO[4] (b/w–4c)	1/1 page (b/w–4c)	ECO[4] (b/w–4c)
NIELSEN IIIb	**48,500.00**	**–**	**69,950.00**	**–**
BILD STUTTGART	15,945.00	8,770.00	31,891.00	17,540.00
NIELSEN IV	**59,769.00**	**–**	**80,262.00**	**–**
BILD MÜNCHEN	2,680.00[5]	2,305.00	4,100.00[5]	3,506.00
BILD NÜRNBERG	10,707.00	5,889.00	21,415.00	11,778.00
DEUTSCHLAND-OST-GESAMT[2, 6]	**79,100.00**	**–**	**142,200.00**	**–**
BERLIN-BRANDENBURG-GESAMT[2, 3]	22,540.00	–	45,136.00	–
BILD BERLIN-BRANDENBURG[3]	12,144.00	6,679.00	24,288.00	13,358.00
B.Z.[3]	10,396.00	6,238.00	20,848.00	12,509.00
MECKLENBURG-VORPOMMERN	**12,566.00**	**6,911.00**	**22,190.00**	**12,205.00**
BILD SACHSEN-ANHALT	8,426.00	4,634.00	16,853.00	9,269.00
BILD THÜRINGEN	7,054.00	3,880.00	14,108.00	7,759.00
SACHSEN	**18,817.00**	**–**	**34,759.00**	**–**
BILD LEIPZIG	9,821.00	5,402.00	17,800.00	9,790.00
BILD DRESDEN	2,850.00[5]	2,451.00	4,667.00[5]	3,990.00
BILD CHEMNITZ	6,146.00	3,380.00	12,292.00	6,761.00

[1] Fixed format of the 1/1 page: Nordisch format 376 x 528 mm (W x H)
or fixed format for the 1/2 page: Nordisch format: horizontal 376 x 264 mm (W x H) or vertical 187 x 528 mm (W x H).
[2] Booking unit consists of the titles BILD and B.Z. B.Z. can also be booked individually.
[3] See price list BERLIN-BRANDENBURG-GESAMT, BILD BERLIN-BRANDENBURG and B.Z.
[4] Economy tariff identical for all colour schemes. Handling in BILD regional editions: You determine whether your ad should appear in the first half of the week (Monday to Wednesday) or in the second half of the week (Thursday to Saturday), we decide the exact publication date. Prices not further discountable and do not count towards discount volumes, but eligible for deductible agency commissions. Ad/print booking deadline for the first half of the week: Friday, 11 am. For the second half of the week: Wednesday, 11 am.
[5] Highly reduced fixed format price, which is not further discountable.
[6] DEUTSCHLAND-WEST GESAMT consists of BILD Nielsen I to V and B.Z. See also separate map BILD booking units 2020.
[7] DEUTSCHLAND-OST-GESAMT consists of BILD Nielsen V to VII-2-3 and B.Z. See also separate map BILD booking units 2020.
For discount see footnote 4.
Ads are scaled in partial circulations that are published in tabloid format. For details see technical data.
All prices in Euro plus VAT.

8. MILLIMETRE PRICES AND 1,000 FORMAT[1]

Booking unit	mm price (bw–4c)	1,000 format (bw–4c)	ECO[4] (bw–4c)
DEUTSCHLAND-GESAMT[2, 6]	**166.00**	**154,500.00**	**92,500.00**
DEUTSCHLAND-WEST-GESAMT[2, 6, 7]	**146.61**	**123,400.00**	**–**
NIELSEN I[6]	**47.45**	**44,146.00**	**–**
BILD HAMBURG UND DER NORDEN	14.70	14,700.00	8,085.00
NIELSEN I-Süd[6]	**17.07**	**15,399.00**	**–**
BILD HANNOVER	6.72	6,720.00	3,696.00
NIELSEN I-West[6]	**15.67**	**14,037.00**	**–**
BILD BREMEN	3.09	1,895.00[5]	1,639.00[5]
NORDRHEIN-WESTFALEN	**33.43**	**33,430.00**	**–**
BILD RUHRGEBIET	13.25	13,250.00	7,288.00
BILD RUHR-OST	6.90	6,900.00	3,795.00
BILD RUHR-WEST	7.53	7,530.00	4,142.00
BILD DÜSSELDORF	4.95	4,950.00	2,723.00
BILD KÖLN	4.55	1,425.00[5]	1,233.00
BILD WESTFALEN	9.50	9,500.00	5,225.00
NIELSEN IIIa[6]	**38.35**	**38,350.00**	**–**
BILD FRANKFURT RHEIN-MAIN	9.95	9,950.00	5,473.00
BILD SAARLAND	3.80	1,340.00[5]	1,159.00
BILD RHEIN-NECKAR	5.02	5,020.00	2,761.00

For footnote resolutions and notes see the following page.

8. MILLIMETRE PRICES AND 1,000 FORMAT[1]

Booking unit	mm price (bw–4c)	1,000 format (bw–4c)	ECO[4] (bw–4c)
NIELSEN IIIb[6]	**25.30**	**22,950.00**	**–**
BILD STUTTGART	7.55	7,550.00	4,153.00
NIELSEN IV[6]	**28.35**	**25,725.00**	**–**
BILD MÜNCHEN	5.50	1,760.00[5]	1,522.00
BILD NÜRNBERG	5.07	5,070.00	2,789.00
DEUTSCHLAND-OST-GESAMT[2, 3, 6, 8]	**43.39**	**41,600.00**	**–**
BERLIN-BRANDENBURG-GESAMT[2, 3]	17.05	17,050.00	–
BILD BERLIN-BRANDENBURG[3]	5.75	5,750.00	3,163.00
B.Z.[3]	11.30	11,300.00	6,780.00
MECKLENBURG-VORPOMMERN[7]	**5.95**	**5,950.00**	**3,273.00**
BILD SACHSEN-ANHALT	3.99	3,990.00	2,195.00
BILD THÜRINGEN	3.34	3,340.00	1,837.00
SACHSEN[6]	**10.61**	**7,804.00**	**–**
BILD LEIPZIG	4.65	3,300.00	1,815.00
BILD DRESDEN	3.05	1,594.00[5]	1,379.00
BILD CHEMNITZ	2.91	2,910.00	1,601.00

[1] Fixed format: 1.000 format: 187 x 250 mm (W x H)
[2] Booking unit consists of the titles BILD and B.Z. B.Z. can also be booked individually.
[3] See price list BERLIN-BRANDENBURG-GESAMT, BILD BERLIN-BRANDENBURG and BZ.
[4] Economy tariff identical for all colour schemes. Handling in BILD regional editions: You determine whether your ad should appear in the first half of the week (Monday to Wednesday) or in the second half of the week (Thursday to Saturday), we decide the exact publication date. Prices not further discountable and do not count towards discount volumes, but eligible for deductible agency commissions. Ad/print booking deadline for the first half of the week: Friday, 11 am. For the second half of the week: Wednesday, 11 am.
[5] Highly reduced fixed format price, which is not further discountable.
[6] For the millimetre prices: A minimum size of 1,400 mm in total applies to ads with 5 columns or more.
[7] DEUTSCHLAND-WEST GESAMT consists of BILD Nielsen I to V and B.Z. See also separate map BILD booking units 2020.
[8] DEUTSCHLAND-OST-GESAMT consists of BILD Nielsen V to VII-2-3 and B.Z. See also separate map BILD booking units 2020.
For discount see footnote 4.
All prices in Euro plus VAT.

Simply affordable: With the popular economy tariff, we are rewarding your flexibility once more in 2020.

9. ECONOMY TARIFF

From 1,000 format to corner ad XXL, 1/2 page and 1/1 page:
In the Economy tariff you book a calendar week and we decide on the exact day of publication.

Saving
Benefit from huge savings of up to 43%!

Right to postpone
You book the calendar week, we determine the exact day of publication between Monday and Saturday.
When booking, you can exclude any day within the booked calendar week, thus increasing planning security.

Booking units and prices
1/1 page, 1/2 page, corner ad XXL and 1,000 format,
External page formats: DEUTSCHLAND GESAMT, **for prices and formats of the economy tariff see the next page.**

Ad and print booking deadlines, cancellation date
DEUTSCHLAND-GESAMT: Monday before the calendar week in question

Handling in BILD regional editions:
You decide whether your ad appears as 1,000 format, 1/2 page or 1/1 page in the
- first half of the week (Monday to Wednesday) or in the
- second half of the week (Thursday to Saturday),
  and we decide on the exact publication date.

For prices and formats see price tables under sections 7 and 8.

Ad and print booking deadlines
- for the first half of the week: Friday, 11 am and
- for the second half of the week: Wednesday, 11 am.

For each half of the week only **one** ad can be booked.

	DEUTSCHLAND-GESAMT[1]			
	BILD Nordisch format	Normal price gross	Economy tariff	Economy tariff savings
1/1 page	8 col., 376 x 528 mm	**535,000.00**	**300,000.00**	**43.9 %**
1/2 page	8 col., 376 x 264 mm 4 col., 187 x 528 mm	**336,500.00**	**224,000.00**	**33.4 %**
1,000 format	4 col., 187 x 250 mm	**154,500.00**	**92,500.00**	**40.1 %**
Corner ad XXL	5 col., 234 x 325 mm	**261,500.00**	**155,000.00**	**40.7 %**
Cover page header right	2 col., 92 x 135 mm	**101,600.00**	**65,000.00**	**36.0 %**
Cover page text portion ad	2 col., 92 x 50 mm	**31,800.00**	**21,300.00**	**33.0 %**
Cover page footer right large	115 x 164 mm	**101,300.00**	**70,200.00**	**30.7 %**
Cover page footer left/right	2 col., 92 x 135 mm	**76,500.00**	**54,000.00**	**29.4 %**
Cover page footer left/right small	2 col., 92 x 100 mm	**50,000.00**	**35,900.00**	**28.2 %**
Cover page footer XXL left	2 col., 92 x 250 mm	**140,200.00**	**97,800.00**	**30.2 %**
Back page header	2 col., 92 x 135 mm	**75,300.00**	**52,500.00**	**30.3 %**
Back page header small	2 col., 92 x 100 mm	**49,200.00**	**34,800.00**	**29.3 %**
Back page footer left/right	2 col., 92 x 135 mm	**66,200.00**	**45,800.00**	**30.8 %**
Back page footer left/right small	2 col., 92 x 100 mm	**43,300.00**	**30,700.00**	**29.1 %**
VIP strip back page	8 col., 376 x 100 mm	**162,000.00**	**97,800.00**	**39.6 %**

Conditions:

- no reservations, no waiting list
- no theme changes, no split
- more than 2 ads per week only on request
- Ads in the economy tariff are eligible for deductible agency commissions, but do not count towards discount volumes or qualify for order discounts or any other discounts.

Handling for the economy tariff **DEUTSCHLAND-GESAMT**

- Right to postpone: within one calendar week (Mon-Sat), one weekday can be excluded when booking

[1]Booking unit consists of the titles BILD and B.Z. B.Z. can also be booked individually.
Ads are scaled in partial circulations that are published in tabloid format. For details see technical data under section 20.
All prices in Euro plus VAT.

10. SPECIAL FORMS OF ADVERTISING

Special forms of advertising in BILD are exciting, eye-catching and always full of surprises. They stimulate the senses and incite the reader to engage with your promotional message on a deeper level. Here is a small selection.

Title page Page 2 and 3 Page 4

Opening Spread on page 2 and 3
Place your advertisement at the very front! When you advertise in the opening spread, you have the double page after the cover page all to yourself! Ensure that your ad gets readers' full attention by placing it in this prominent position.

Cover page strips and 1/2 page
Twice the impact! With this combination of cover page strips and the 1/2 page on page 3, readers will remember you! Ask us about your preferred date.

Tunnel ad
Straight through the middle! When you place your ad in the middle of a double page spread it is bound to attract readers' attention, which means your ad will reach your audience with full effect when they turn the page! With the tunnel ad, your ad is printed across two facing pages.

Special ads in BILD Regional*

In several of our editions, depending on the location, a number of different typographic special forms of advertising are available. From flying pages and halfcovers, to halfpages, scented varnish, fluorescent colours, transparent ads and coloured paper: Please contact us for custom offers and implementation options.

Flying page

Cover page
135 mm/2 col.

Inside page
2x 1/2 page full-depth

Back page
1/2 page full-depth

With the flying page your ad really takes off – and won't be overlooked! Guaranteed to grab attention! With the flying page you can take advantage of the attractive advertising space on the cover and back pages (of the first book) of BILD!

Halfcover

Halfcover

Cover page
135 mm/2 col.

Inside page
1/2 page full-depth

With the halfcover you extend beyond the confines of the frame - without leaving the newspaper itself! The halfcover offers you an attractive advertising space which is eye-catchingly placed around the cover page!

Halfpage

Halfpage

Inner part
1/2 page full-depth

Inner part
1/2 page full-depth

With the halfpage you get noticed, not skipped over! Take advantage of the prominent advertising space inside BILD and attract a great deal of attention with your ad!

*only possible in some BILD regional editions, but not BILD national.

11. PLACEMENT SURCHARGES AND GEOGRAPHIC SPLIT

Placement surcharges
Fixed placements in the inner part are available from the 1,000 format.
Surcharges are added to the gross price when a binding order is placed and do not include an island position commitment for the corresponding page.
Only a limited number of placement commitments can be made.
Placement surcharge: 10% of gross price (discountable and eligible for deductible agency commissions).

Geographic split
Book nationally, advertise on a regional level: Benefit with the option of a theme split in our 38 regional and Nielsen booking units.

Technical costs:	2 - 3 themes:	€3,000.00
	4 - 7 themes:	€5,000.00
	> 7 themes:	€7,000.00

Technical costs are not discountable, but eligible for deductible agency commissions.

12. INSERTS

Insert weight per started 1,000 copies	All other issues	BILD HAMBURG	B.Z.
Up to 10 g	82.00	82.00	85.50
Up to 15 g	86.00	86.00	88.00
Up to 20 g	90.00	92.00	90.50
Up to 25 g	94.00	98.00	93.00
Up to 30 g	98.00	104.00	95.50
Up to 35 g	102.00	110.00	98.00
Up to 40 g	104.00	116.00	100.50
Up to 45 g	106.00	122.00	103.00
Up to 50 g	108.00	128.00	105.50

Higher weights on request. All prices in Euro plus VAT.

Format
Smallest format: 10.5 x 14.8 cm (Postcard)
Largest format: 26.0 x 36.0 cm[1]

Larger formats can be included if they are folded down to the maximum size. All multi-page inserts should be folded on the long side. Other types of folds such as double gate and accordion folds (zigzag folds) cannot be processed. If inserts contain postcards, they should be glued to the inside.

Competitive exclusion and island positions cannot be guaranteed.

For any questions:
BILD Beilagen
Phone: +49 (0) 30 2591 - 76798
Email: beiprodukte@mediaimpact.de

Booking deadline and cancellation date for inserts: 6 working days before publication.

13. AD AND PRINT BOOKING DEADLINES, CANCELLATION DATE

Ads	DEUTSCHLAND-GESAMT, DEUTSCHLAND-WEST-GESAMT, DEUTSCHLAND-OST-GESAMT and Nielsen editions		Regional issues[2]	
	Ad/print booking deadline	Cancellation right	Ad/print booking deadline	Cancellation right
	Before publication		Before publication	
All colour schemes	3 working days, 12 pm	5 working days	1 working day, 11 am Monday issue: Friday, 2 pm	4 working days
Split ads	5 working days, 12 pm	5 working days	2 working days	4 working days

[1] BILD CITY largest diverging format: 22.5 x 30.5 cm.
[2] Diverging ad and print booking deadlines for BERLIN-BRANDENBURG-GESAMT: See price list BERLIN-BRANDENBURG GESAMT.

14. RED IMPACT

redimpact

A one-stop shop – **Germany's leading tabloids**. Secure the coverage of the extra class and reach **more than 10 million readers** throughout Germany.

Book once, get more!

Take advantage by booking just once in the **ideal operating environment to have your ad appear** in BILD DEUTSCHLAND-GESAMT (incl. B.Z.), Berliner Kurier, Express, Hamburger Morgenpost, Morgenpost für Sachsen and tz in Munich.

Your benefits

- Reach of **10.31 million readers**[1]
- Total paid circulation of **1.82 millon copies**[1]
- Book once, get eight insertions
- Simple, fast and flexible processing – even in the **economy tariff**
- **New, larger formats** (in the style of BILD DEUTSCHLAND-GESAMT)
- National reach and boosting your campaign in **metropolitan areas**

Your contact

Email: redimpact@mediaimpact.de

[1]Source: Circulation IVW 3/2019, reach ma 2019 Pressemedien II.

Prices and bookable formats – red impact[1] 2020

Formats	1/1 page	1/2 page landscape	1;000 format	Cover page header	Cover page footer
Mon-Fri	623,600.00	380,800.00	195,000.00	123,100.00	98,000.00
Sat-Sun	631,500.00	384,800.00	200,200.00	124,900.00	99,800.00
ECO tariff (Mon-Sat)[1]	349,600.00	253,500.00	116,700.00	78,700.00	69,200.00

Advertising and print booking deadlines, cancellation dates

red impact ads[1]	Ad / Cancellation right	Print booking deadline
Ads red impact, inner part	3 working days before DOP, 12 pm	3 working days before DOP, 12 pm
Ads red impact, cover page	5 working days before DOP, 12 pm	3 working days before DOP, 12 pm

It's never been easier to have your ads appear throughout Germany and in the 5 additional major cities! One order - one bill!
And with a delivery of just one printing template it makes life even easier for you.

[1] The red impact booking consists of the newspapers: BILD DEUTSCHLAND-GESAMT (incl. B.Z.), Berliner Kurier, Express, Hamburger Morgenpost, Morgenpost für Sachsen and tz München.
All ad prices in Euro plus VAT. Gross prices are eligible for discounts and deductible agency commissions. Theme splits when booking red impact are available on request plus technical costs.
[2] See conditions of the economy tariff on page 16.

15. BILD DIGITAL

BILD.de is the undisputed number 1 among news portals[1]. There are over 5.95 million unique users every day, including 4.11 million who use the BILD.de homepage. Passionate journalism, up-to-the-minute information, sports coverage, lifestyle reports, health guides and news from the world of celebrities – this is what BILD stands for.

BILD reaches users in every scenario, whether it be on mobile devices, desktop computers, or smart TV - **BILD is always everywhere.**

- Innovative design and high usability
- Modern video portal with daily updates and proprietary formats

[1]Source: agof daily digital facts; basis: 16+ years; average day: 29.07.2019.

SPECIALS

Use our diverse editorial areas and specials for your advertising campaign:

- **HomeRun on BILD:** A wider reach is impossible! Simple booking process on the desktop and mobile BILD homepage for a cross-media placement of your ads.
- **BUNDESLIGA on BILD:** BUNDESLIGA on BILD stands for 24/7 football coverage. From exclusive Bundesliga highlight clips shortly after the final whistle to interviews and background reports - BILD reaches fans always and everywhere.
- **Video on BILD:** The new BILD video sponsorships offer a broad spectrum of attractive products to appeal to the target group on all screens. From eye-catching presenter clips to integrative product placements: We've got it all.
- **Native advertising on BILD:** We believe in the power of stories! Journalists, video producers, digital strategists & social media experts will turn your communication objectives into tailor-made storytelling and 360 degree campaigns that have huge advertising effects.

BILD Digital

BILD.de is the multimedia portal for the whole of Germany. Always and everywhere. As one of the leading general interest portals with a very wide reach, BILD is accessible on all devices – desktop, mobile, social media and apps!

- BILD gets up to **5.95 million** daily unique users[1]
- Of that, on average **4.11 million** unique users visit the BILD.de homepage[1]

Advertising relevant

57 % are aged between 20 and 49 years.

57 %

High-earning

70 % have a net household income of more than € 2,000.00.

70 %

Unisex

55 % are male and 45 % female.

55 % | 45 %

Employed

71 % of our users are employed.

71 %

Key figures

- Unique users: over 24.9 million[2]
- Visits: over 458.4 million[3]
- Page impressions: over 1,471.4 million[3]

[1] Source: agof daily digital facts; basis: 16+ years; average day: 29.07.2019.
[2] Source: agof daily digital facts; basis: 16+ years; single month July 2019.
[3] IVW July 2019.

16. BILD SOCIAL MEDIA

Engage BILD fans and their contacts in a new environment and in a different usage scenario!

4.9 million MAUs | **8 million followers** | **1.1 million fans**

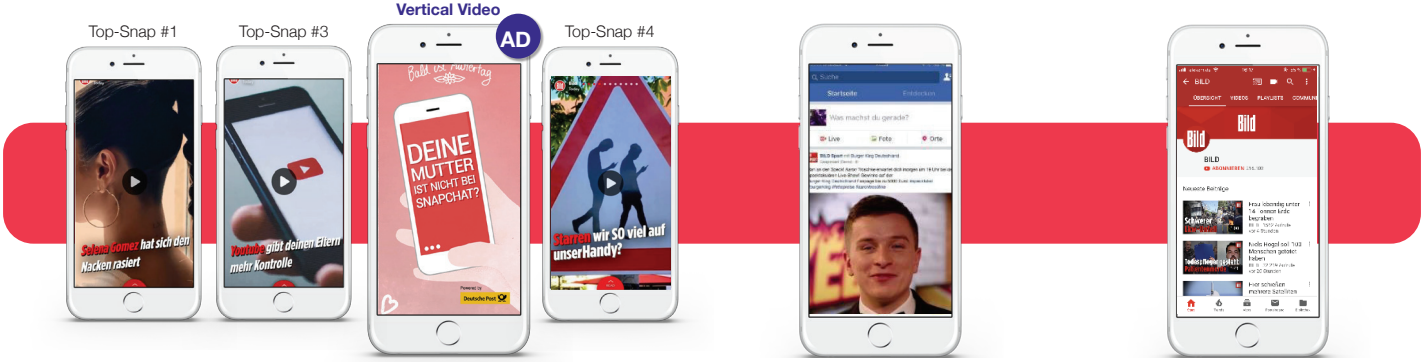


BILD SNAPCHAT

- Your advertising is inserted between the top snaps “native” to the content!
- Reach out to the youngest BILD target group
- Interactive & likeable

BILD FACEBOOK

- “Handshake” link on your Facebook page
- Direct link out to your desired landing page
- Targeting and high CTR

BILD YOUTUBE

- Expand your media volumes on YouTube
- Access to BILD’s largest video collection
- Expanded and younger target group

17. BILD.DE REGIONAL AND BZ.DE

Reach your target group in a suitable region. Highlights and news from 16 regions are packaged together attractively and presented on the BILD. de regional channels. Benefit from the rapidly growing regional environments and a multi-screen delivery.

SPECIALS

Use our top sellers to give your products a stage in the digital world.

- **BILD.de regio advertorial:** Take advantage of the benefits of both mediums with the BILD.de regio multiscreen advertorial. Let the user dive into your brand world with videos, picture galleries and much more.
- **BILD.de regio brand story:** A brand story in the unmistakable BILD style - tailor-made for you with exclusive native and large-scale teasers on the regional channel of BILD.de.
- **BZ.de brand run:** Book the full BZ.de homepage and attract maximum attention from our users.
- **BZ Berlin hammer:** The Berlin classic - the concept was tailored to the Berlin market based on the nationally renowned BILD Volks-Produkt (people's product)

We are happy to advise you on our regional and customised BILD.de Specials!

More information at mediaimpact.de/bild-regional

18. Cross-media concepts of the BILD Group

Volks.Produkt

For over 17 years, the Volks-Produkt has been one of Germany's biggest cross-media concepts. With almost 200 Volks-Produkt, they speak for themselves. We offer you a full-service package for cross-media campaigns that is individually tailored to your needs.

AKTION für Deutschland

Aktion für Deutschland (campaign for Germany) allows you to market products or services. The content is suitable for the mass market and captivates the whole of Germany.

Produkt.Tipp

We make your product the centrepiece! With the **Produkt-Tipp** (product tip) we offer an advertising campaign based on recommendations. We label your product as a product tip and thus ensure credible support of your messages.

[1]All ads designed as brand concepts are labelled as ads.

With a BILD Group brand concept you benefit from the credibility of one of Germany's strongest media brands. Through a design in the look and feel of our titles, your message is translated into the language of our readers and users.[1] And with the exclusive use of the brand logos this message is transferred to your products and to the PoS. Reach your customers with our wide reach and attention-grabbing campaigns.

Our readers become your testers!
Deutschlands großer Produkttest (Germany's big product test) is a cross-media test campaign in BILD and on BILD.de which offers you the opportunity to have products tested. Depending on the test outcome, the seal may be used to announce the results.

Deutschlands großer Lesertest (Germany's big reader test) is a product test campaign with BILD am SONNTAG. Product samples and questionnaires are distributed with the retail edition of BILD am SONNTAG.
Depending on the test outcome, the results can then be used to announce the results.

PRODUKTPREMIERE

Do you want to present your latest product to a wide audience? With the **Premierenkonzept** (premiere concept), we offer a way to make a major impact on the successful launch of your product's marketing – in cross-media publishing with you and BILD.de.

Complex topics made easy. That's what the **'Erklärt in …'** (explained in...) concept offers you.
We translate your message into the language of our readers. With infographics, statistics and background information, we present your content in a straightforward way.

The design of the brand concepts is undertaken by Axel Springer Brand Studios. Any changes to existing concepts are communicated promptly.

19. AXEL SPRINGER BRAND STUDIOS

At **Axel Springer Brand Studios** we unite digital and cross-media content with the creative marketing power of Europe's leading publisher.

WE THINK BIGGER. WE ENTERTAIN. WE EXPLAIN. WE MAKE A DIFFERENCE.

Native journalists, video producers, digital strategists and cross-media experts turn brand objectives into tailor-made storytelling and 360 degree campaigns that have a maximum impact. With our strong media brand portfolio, we reach all target groups precisely, provide orientation, entertain and make a difference.

We offer a full service package – ranging from the communication idea, media planning and project management to the creative implementation by a professional team.

PUBLISHER-DNA
The best journalists and cross-media strategies develop real success stories for strong brands. Each campaign is tailor-made for your target group.

RELEVANT REACH
We will reach your target groups in secure environments with maximum reach on all screens, devices & platforms as well as in newspapers & magazines. We are everywhere where Germany is at home.

GENUINE SUCCESS KPIs
Our campaigns are individually prepared and optimised. We will give you the results that your brand needs.

axel springer
brand studios

The right concept for each goal

BRAND STORY

BRAND-STORYTELLING

Brand storytelling with expertise in narrative journalism.
Individually conceived stories with elaborative storytelling elements, videos & graphics

Focus: on the USP of the brank with native approach

Guaranteed: page views

Cross-media/online-only/ print-only

PRODUCT STORY

AWARENESS

Product-focused, individually designed promotional storytelling with elaborate videos and graphics that have the look & feel of the media brand

Focus: on product and/or brand

Guaranteed: page views & ad impressions

Cross-media/online-only/ print-only

BRAND CONCEPTS

SALE/EXPLANATION

Cross-media brand concepts to explain products, brands or services and to increase sales

Markenkonzepte:
e.g. BILD People's Product, WELT ERKLÄRT

Focus: on customer's product

Guaranteed: Ad Impressions

Crossmedia

CONTENT CO-OPERATIONS

IMAGE

Select the appropriate integration for your long-term brand from Brand Hub, Presented Channel and Branded Content

Focus: on image of the brand

Guaranteed: ad impressions

Cross-media/online-only/ print-only

ADVERTORIAL

TRAFFIC

Promotional advertisement with the look & feel of a media brand. Integration of your contents in stories about your products & message geared to selling the product

Focus: on product and contents of the client

Guaranteed: ad impressions

Cross-media/online-only/ print-only

axel springer brand studios

20. TECHNICAL SPECIFICATIONS

Contact phone
+49 (0) 30 2591 - 73073
+49 (0) 30 2591 - 76970

Fax
+49 (0) 30 2591 - 72948

NORDISCH FORMAT

Print space
376 mm wide x 528 mm high
(4,224 millimetres total)

Number of columns
Ad and text part:
8 columns, 45 mm each

Column widths
1 col. = 45 mm, 2 col. = 92 mm, 3 col. = 139 mm,
4 col. = 187 mm, 5 col. = 234 mm, 6 col. = 281 mm,
7 col. = 329 mm, 8 col. 376 mm

Gutter spread printing
Max. 777 mm wide, 528 mm high
(17 ad columns)

Fonts
Positive fonts from 6 points
Negative fonts from 8.5 points, semi-bold, sans serif

Line width
Positive lines min. 0.2 mm
Negative lines min. 0.3 mm

TABLOIDFORMAT

Print space
257 mm wide x 369 mm high
(1,845 millimetres total)

Number of columns
Ad and text part:
5 columns, 45 mm each

Gutter spread printing
Max. 532 mm wide, 369 mm high
(11 ad columns)

Scaling tabloid format
All ads on the external pages as well as those in the inner part which exceed a size of 5 columns width and 286 mm height are automatically scaled for the partial circulation in tabloid format. A separate printing template can be supplied for the tabloid circulation. Please contact us for information on formats.

For ads scaled in the tabloid format, we recommend the following font sizes and line widths to ensure optimal readability:

Fonts
Positive fonts from 9 points
Negative fonts from 12 points, semi-bold, sans serif

Line width
Positive lines min. 0.3 mm
Negative lines min. 0.45 mm

GENERAL INFORMATION

Printing process
(Coldset) web offset according to ISO 12647-3:2005

Tonal range
Printing tonal range from 3% to 95%

Dot gain
50% of the sample's tonal value increases in newspaper offset printing by approx. 26%.

QR code
For better readability of QR code images in the newspaper print, a minimum size of 25 x 25 mm and a resolution of 300 dpi are recommended. The advertiser is responsible for the content of the link.

Screen angle
Cyan = 15°, Magenta = 75°,
Yellow = 0°, Black = 135°

Colours
Euroscale ISO 2846-2
Please create additional colours as HKS-Z special colours. These are usually converted into CMYK values according to the HKS-Z-CMYK colour chart version 2006 (available on request).

Register tolerance
≤ 0.3 mm (overfill > 0.3 mm)

AD DETAILS

Image resolution
250 dpi, with line max. 1,270 dpi
The publisher reserves the right to reduce image resolutions to the values stated here in the case of image components with a higher resolution. We do not assume liability for the correctness of the conversion.

File format
We recommend the file format **PDF/X-4:2008**.
The file formats PDF/X-1a:2001 and PDF/X-3:2002 are still valid and accepted. Open formats are not accepted. The data must be laid out in the original size of the ad; do not leave crop marks.

Please note that if a PDF/X-4 is delivered, flattening of any contained transparencies is performed by the publisher.

Colour enhancement
Please use the ICC colour profile ISOnewspaper26v4.icc. This ensures that the parameters for grey component replacement, max. total ink coverage and the dot gain of newspaper print are taken into account. Download the profile at:
http://www.axelspringer.de/icc

Total ink coverage
Max. 240%

4c proof
Supplied customer proof, adapted to newspaper printing according to ISO 12647-3:2005 with FOGRA Media Wedge CMYK v3.0a

DIGITAL DATA TRANSMISSION

On the website http://transfer.axelspringer.de you can find information on the structure and transmission of the print documents and send them to us directly. We recommend the upload with registration option.

Please contact us by e-mail at zugangsdaten.upload@axelspringer.de to get a transfer account. Please send storage devices (CD, DVD) and the proof to:

Axel Springer SE, AdMedia-Pool
BILD and WELT Group
Axel-Springer-Straße 65, 10888 Berlin

PRINT FAILURE

If different data formats are used, no liability can be assumed for print failures.
Any colour variations within the printing locations are process-related and do not justify any claims for compensation. We do not assume liability for the correctness of implementing 4c-ads via ICC colour profiles The dimensional stability of newsprint is subject to slight fluctuations due to the process.

Further options to transmit print documents can be found at http://transfer.axelspringer.de

For technical data and contact details for individual bookings of B.Z., please refer to the appropriate price list at www.media-impact.de.

21. CONTACT PERSON OF THE NATIONAL MARKETER MEDIA IMPACT

NATIONAL

Sales Director BILD Group
Media Impact GmbH & Co. KG
Christoph Schulze
Neuer Zollhof 1
40221 Düsseldorf
Phone: +49 (0) 211 159268 12
Fax: +49 (0) 211 159268 55
Email: christoph.schulze@mediaimpact.de

Northern Region
Media Impact GmbH & Co. KG
Stephanie Huth
Axel-Springer-Platz 1
20350 Hamburg
Phone: +49 (0) 40 347 28157
Fax: +49 (0) 40 347 28160
Email: stephanie.huth@mediaimpact.de

Southern Region
Media Impact GmbH & Co. KG
Knut G. Müller
Theresienhöhe 26
80339 München
Phone: +49 (0) 89 7432596 487
Fax: +49 (0) 89 7432596 480
Email: knut.mueller@mediaimpact.de

Western Region
Media Impact GmbH & Co. KG
Christian Kloppenburg
Neuer Zollhof 1
40221 Düsseldorf
Phone: +49 (0) 211 159268 14
Fax: +49 (0) 211 159268 55
Email: christian.kloppenburg@mediaimpact.de

Eastern Region
Media Impact GmbH & Co. KG
Felix Kemna
Axel-Springer-Straße 65
10888 Berlin
Phone: +49 (0) 30 2591 72574
Fax: +49 (0) 30 2591 72579
Email: felix.kemna@mediaimpact.de

Central Region
Media Impact GmbH & Co. KG
Ingo Kölbl
Gerbermühlstraße 9
60594 Frankfurt / Main
Phone: +49 (0) 69 962385 20
Fax: +49 (0) 69 962385 33
Email: ingo.koelbl@mediaimpact.de

South-western Region
Media Impact GmbH & Co. KG
Martin Baumgardt
Zeppelinstraße 116
73730 Esslingen
Phone: +49 (0) 711 3199 156
Fax: +49 (0) 711 3199 160
Email: martin.baumgardt@mediaimpact.de

National retail
Media Impact GmbH & Co. KG
Birgit Santoro
Axel-Springer-Straße 65
10888 Berlin
Phone: +49 (0) 30 2591 71232
Fax: +49 (0) 30 2591 71233
Email: birgit.santoro@mediaimpact.de

Head of Healthcare
Media Impact GmbH & Co. KG
Elmar Tentesch
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85737 Ismaning
Phone: +49 (0) 89 7432596 615
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INTERNATIONAL SALES

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General Manager Sales Success
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DE-10888 Berlin
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Email: leonie.reinicke@mediaimpact.de

Worldwide
Fellin Wolter
Head of International Sales
Media Impact GmbH & Co. KG
Axel-Springer-Straße 65
DE-10888 Berlin
Phone: +49 (0) 151 4404 7064
Email: fellin.wolter@mediaimpact.de

UK/Ireland/US
Patricia Meier Woster
Media Impact GmbH & Co. KG
9 Wimpole Street
3rd Floor London W1G 9SG
United Kingdom
Phone: +44 (0) 207 836 4313
Email: adsales.uk@axelspringer.de

Italy
Cristiano Merlo
Axel Springer Media Italia S.r.l.
Via Leopardi N° 21
IT-20123 Milan
Phone: +39 (0) 2 43 98 18 65
Email: info@axelspringer.it

Benelux
Anita Rodwell
Mediawire International
Plein 1945, nr 27
NL-1251 MA Laren
Phone: +31 (0) 651 48 01 08
Email: rodwell@mediawire.nl

In case of regional advertising interest, please contact us at the regional marketing organisation of BILD.

You can find your local contact under mediaimpact.de/bild-regional

Version: December 2019

media **impact**