WE REACH GERMANY

digital total reach
31,96 Mio. UU / month

mobile web
24,85 Mio. UU / month

app
1,35 Mio. UU / month

Source: agof daily digital facts; Base: digital WNK 16+ years, single month December 2019; average day March 2020; retrieved March 05, 2020
BILD is the multimedia leading medium in Germany. BILD knows what moves people, which creates friction. Fast, up-to-date and varied.

BILD enables advertisers to have direct access to these wide-ranging environments. Because: No one has more daily reach! On average, 3.9 million UU visit the BILD Home per day.

3,75 Mio.
UU / day at BILD Home

For you!
BILD.DE

AUDIENCE

- 52% male
- 55% 20 - 49 years old
- 70% at least 2000 € net income per household
- 70% working

13,65 Mio. UU / day at BILD over all

Source: agof daily digital facts; base: digital WNK 16+ years, single month March 2020
SOCIAL MEDIA AT BILD

- your advertising fits natively into the content between the top snaps!
- address the youngest BILD target group
  - interactive & likeable
- “handshake” link to your Facebook page
- direct linkout to your desired landing page
  - targeting and high CTR
- expand your media volume on YouTube
- access to the largest video collection of the BILD
- extended and younger target group
BILD 2020 IS MORE!

MORE
SPORT

MORE
LIVE
COVERAGE

MORE
ENTERTAINMENT
Pole Position for BILD

With an average of 5.32 million UUs, BILD.de is well ahead in the advertising-relevant daily reach comparing the competitors Der Spiegel and Focus.

Source: AGOF daily digital facts; Base: 16+ years, average weekday December 2019, evaluated on: 21.01.2020
very interested / interested to men's cosmetics

very interested / interested on electrical DIY devices

very interested / interested to cars

affinity index 131

affinity index 128

affinity index 126

Source: agof daily digital facts; Base: digital WNK with VuMa features 16+ years, single month/snowday January 2020.
very interested / interested
private pension provision

very interested / interested
to electricity providers

very interested / interested
to offers from banks and savings banks

 Source: agof daily digital facts; Base: digital WNK with VuMa features 16+ years, single month/snowday January 2020.
INDIVIDUAL INTEGRATION
With our “Markenkonzept” of the BILD Group, you benefit from the credibility of one of Germany's strongest media brands. The design in the "look and feel" of our titles translates your message into the language of our readers and users. By using the brand logos exclusively, you transfer this message to your products and to the PoS. Reach your consumers with our high reach and attention-grabbing staging. We bring movement to your sale!
BRAND PARTNERSHIPS – FOR EVEN MORE BILD

- Theme page
  - Integration of the partner website including BILD Header & Footer
- Page is hosted by the partner

Channelizer
- Partner content is edited & embedded
- Page is located in the CMS of BILD

Best Cases: McFit, GutscheinPony.de, autohaus24.de. Detailed information at: koop.bild.de
GREAT RANGE AND

CONVERSION

ADVERTISING
Digital advertising space on BILD.de - the leading media brand in Germany

SALE
Fast & uncomplicated sales promotions in the look & feel of BILD

VISIBILITY
Permanent visibility in the BILD Shop

NEWSLETTER
120K guaranteed newsletter recipients
BILD.DE

PREMIUM PACKAGE

Unlimited access to the complete BILD content, anytime, anywhere.

The most relevant background articles and analyses.

Unpublished photos and videos - exclusively for you!

From more than 500 reporters around the world.

Unique sweepstakes and exclusive benefits.

Tickets for concerts, football events and movie premieres money wins, smartphones, tablets and more.
SPECIAL AD FORMATS
With this ad format you are always in the field of view of the users. The billboard is placed above the navigation. The dynamic sitebars connect to the pages and run along when scrolling.
With this ad format, you add something special to your message. On the billboard below the navigation bar, an additional advertising effect can be placed in the user’s field of view. The billboard is provided with an FC=1 per day. After that, the Fireplace remains. When scrolling, the Fireplace sidebars run along with the content.
CURTAIN DROPPER

FUNCTIONING

Big! Greater! Curtain Dropper! This ad format innovation will certainly be remembered by every user. The curtain falls over the content and stays here for 5 seconds. Due to an FC=1 per day, an additional billboard must be delivered to ensure your visibility for the rest of the day.
Do you have high-quality video content that you want to present to a large audience? Then the BILD Video Wall is just right for you. The video starts automatically in the background when the homepage is loaded. Using a mouseover over the billboard, your video will be placed over the content of BILD.de and closed with a close button.
More than 48,000,000 AIs in 24 hours! More branding on the BILD.de and BILD Mobile homepage is not possible. On 13 top-placed advertising slots, you tell your story on Germany's strongest home. Interactive creatives, storytelling in the course - there are no limits.
We use our user-specific data segments to reach your desired target group and to address them with an individual creation. Reach men and women, all age groups or up to 1,500 regional addresses with individual creatives.

For unassigned users, a neutral fallback creative needs to be provided.*

*A creative pool adapted to the targeting areas can be created automatically.
HOMERUN PROGRAMMATIC

FUNCTIONING

You can book easy via programmatic and receive one day of guaranteed exclusivity on Germany's strongest home. In order to ensure planning security, we will cover your invoice at 16.1 million ad impressions.* All additional AIs will not be charged to you.

* You pay a maximum of 16,100,000 ad impressions, anything else will not be charged. Specific booking modalities and billing details of the HomeRun Programmatic on request.
The BILD Run bundles all relevant channel start and article pages into a single product. By placing you exclusively where the attention of our BILD users is highest, we guarantee optimal viewability and maximum commitment.
Users are divided into data segments based on their reading behavior over the last 30 days. Only the channel-affine users will see your creative.

For maximum visibility, you are also placed exclusively on the home page of the respective channel. This is how you reach all relevant users.
Journalists, video producers, digital strategists & social media experts translate your brand goals into tailor-made storytelling and 360-degree campaigns with maximum advertising impact.

**Publisher-DNA**
The best storytellers develop real success stories for strong brands.
We think user-first - your target group will love it.

**Relevant Range**
We reach your target groups in secure environments with maximum reach on all screens, Devices & Platforms.
We are wherever Germany is digitally at home.

**Real Success KPI**
Our campaigns are continuously optimized and success is made transparently measurable.
We provide you with the results your brand needs.
Do you have a theme? A campaign? A product? We turn it into a story that Germany is talking about!

How?

The best journalists and photographers from our Brand Studios editorial team implement their theme individually in an exciting and informative story. Our reporters go out, research live, take pictures, film and present your subject in the look and feel of Germany's leading news page No. 1.

Why?

Stories emerge that are interesting for Germany, stories that generate real emotions. Stories that make you the Agenda Setter of the Republic!

Best of all, as a customer, you are the director! All steps from the idea to implementation are coordinated with you 1:1.
Product-centric story with **clear messages to buy** in the individual publisher look & feel.

Position your products ideally on the market with the Advertorial and thus promote sales.

Integration of image galleries & videos to showcase products in a particularly stylish and elegant way.

Possible content items: sweepstakes, prizes, brand and product logos, commercials or making off's can be integrated.
Product/brand-centric storytelling with journalistic storytelling expertise for products that need to be explained, new features and current offers from our partners. Plus creation costs.

At the heart of the story is your product / brand. Particularly suitable for products in need of explanation, new features and up-to-date offers from our partners.

Your content will be rendered authentically. For this purpose, we create our own teasers and advertising materials.

Achieve a wide range of goals with the Product Story.

Performance and awareness for the product are the focus.
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