RATE CARD NO. 62 – VALID AS OF 1.1.2021

ADVERTISING WAS NEVER SO LAID BACK. WITH GERMANY'S LARGEST SUNDAY NEWSPAPER.

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media impact

ROUND THE CLOCK, 7 DAYS A WEEK.

1. BILD GROUP

The brands of BILD Group achieve a total reach of over 43 million per month, i.e. over 62 % of the German population have contact with our media every month![1]

[1]Net reach from BILD (brand per month), Autobild.de (users per month), Sportbild.de (users per month), Computerbild.de (users per month).
Source: b4p 2020 I, German-speaking population aged 14 and over (potential 70.64 million).

2. TITLE PORTRAIT

BILD am SONNTAG stands for superb journalism, spotlighting already on Sunday **the subjects spoken about in Germany during the week.**

Readers are treated to a canny mix of **current political and entertaining topics,** providing a well-structured overview of what's going on.

The removable sports section, the heart of the paper in the centre of BILD am SONNTAG, appeals to readers with the **latest match results and analyses**, as well as emotional interviews and reports.

Every Sunday BILD am SONNTAG reaches 7.20 million1 readers, and it is also **Germany's most quoted Sunday newspaper[2].**

[1]Source: ma 2020 Press Media II. [2]Source: Media Tenor Quotations Ranking; basis: January – September 2020; most quoted media; print and TV. No. of quotations per medium. https://kress.de/news/detail/beitrag/146049-exklusiv-die-meistzitierten-medien-im-corona-jahr.html (accessed on 10.12.2020).

3. PUBLISHER INFORMATION

Publisher and Regional Marketer

axel springer

Axel Springer SE
BILD am SONNTAG – Anzeigen
Axel-Springer-Straße 65
10888 Berlin

Place of Publication
Berlin

Frequency
Sunday

Issue Format
Nordic tabloid

Copy Rate
€ 2.45

Circulation Area
Germany

ZIS Number
102364

National Marketer

media impact

Media Impact GmbH & Co. KG Zimmerstraße 50
10888 Berlin

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

Current Data and Services
www.mediaimpact.de

Contact BILD am SONNTAG Ad Manager
Irina Hugo
Mobile: +49 (0) 151 421 638 12
irina.hugo@axelspringer.de
(not for print data)

Integrated Ad Management
ampx@axelspringer.com

Contact Print Material
Tel: +49 (0) 30 2591 - 73381
E-mail: bildgruppe-duteam@axelspringer.de

Terms of Payment
Payable immediately net cash after the invoice date. 1 % cash discount when a SEPA Direct Debit Mandate is set up if outstanding invoices are not past due and cash discount has not been explicitly excluded.
For new clients, the publisher reserves the right to require cash in advance up to the ad deadline.
In the event of late payment or deferment, interest is payable at the statutory rate.

General Terms and Conditions
Advertising orders are carried out in accordance with our General Terms and Conditions for Newspapers, the additional Terms and Conditions of the respective title and the General Terms and Conditions for Advertising Orders in Online Media.

Our complete General Terms and Conditions for magazines and digital media are provided at:
www.media-impact.de/de/agb

Ad booking online
Ad bookings can also be transmitted via the online booking system (OBS): www.obs-portal.de

4. HOW BILD AM SONNTAG WORKS

How brands can benefit from media images.

How that works and how you too can unleash the power of your brand are things you can find out with the Image Boost Study of BILD am SONNTAG!

Source: Image Boost Study 2018/2019

Whoever reads us is not far from buying. The big Purchasing Impulse Study.

The new Purchasing Impulse Study of BILD brands presents for the first time a social science causal model that relates various factors influencing the probability of purchasing.

The probability of purchasing is highest with advertising in BILD*.

Source: Purchasing Impulse Study 2018 (News Impact 2, 2018)

From heart palpitations to purchasing impulses? The big Emotion Study.

The comprehensive experimental media genre study investigates emotions that are transmitted with varying degrees of effectiveness according to the medium and influence openness to advertising in different ways.

The result is surprising: BILD am SONNTAG is ahead in the comparison of media genres!

Source: Emotion Study 2017

**Sunday:
The decisive day. New findings of the Sunday Analysis.**

Sunday morning belongs to the Sunday newspaper. It attracts readers' full attention and defines the subjects for the day.

Source: Sunday Analysis 2016

Sunday. Relaxed. Decide. The Sunday analysis.

Sunday is the effective advertising and decision-making day. Advertising acceptance is high among the readers of BILD am SONNTAG.

Here print advertising is the most important information source for decision-making.

Source: Sunday Analysis 2015

*BILD = BILD brand (BILD-Zeitung, BILD am SONNTAG and BILD Digital).

5. DEADLINES

1st half of 2021

Issue No.	Week	Publication Date	Ad deadline/ right of cancellation (Tuesday, 12 noon)	Print material deadline (Wednesday, 12 noon)
1	53	03.01.2021	28.12.2020[1]	29.12.2020[1]
2	1	10.01.2021	05.01.2021	06.01.2021
3	2	17.01.2021	12.01.2021	13.01.2021
4	3	24.01.2021	19.01.2021	20.01.2021
5	4	31.01.2021	26.01.2021	27.01.2021
6	5	07.02.2021	02.02.2021	03.02.2021
7	6	14.02.2021	09.02.2021	10.02.2021
8	7	21.02.2021	16.02.2021	17.02.2021
9	8	28.02.2021	23.02.2021	24.02.2021
10	9	07.03.2021	02.03.2021	03.03.2021
11	10	14.03.2021	09.03.2021	10.03.2021
12	11	21.03.2021	16.03.2021	17.03.2021
13	12	28.03.2021	23.03.2021	24.03.2021
14	13	04.04.2021	30.03.2021	31.03.2021
15	14	11.04.2021	06.04.2021	07.04.2021
16	15	18.04.2021	13.04.2021	14.04.2021
17	16	25.04.2021	20.04.2021	21.04.2021
18	17	02.05.2021	27.04.2021	28.04.2021
19	18	09.05.2021	04.05.2021	05.05.2021
20	19	16.05.2021	11.05.2021	12.05.2021
21	20	23.05.2021	18.05.2021	19.05.2021
22	21	30.05.2021	25.05.2021	26.05.2021
23	22	06.06.2021	01.06.2021	02.06.2021
24	23	13.06.2021	08.06.2021	09.06.2021
25	24	20.06.2021	15.06.2021	16.06.2021
26	25	27.06.2021	22.06.2021	23.06.2021

2nd half of 2021

Issue No.	Week	Publication Date	Ad deadline/ right of cancellation (Tuesday, 12 noon)	Print material deadline (Wednesday, 12 noon)
27	26	04.07.2021	29.06.2021	30.06.2021
28	27	11.07.2021	06.07.2021	07.07.2021
29	28	18.07.2021	13.07.2021	14.07.2021
30	29	25.07.2021	20.07.2021	21.07.2021
31	30	01.08.2021	27.07.2021	28.07.2021
32	31	08.08.2021	03.08.2021	04.08.2021
33	32	15.08.2021	10.08.2021	11.08.2021
34	33	22.08.2021	17.08.2021	18.08.2021
35	34	29.08.2021	24.08.2021	25.08.2021
36	35	05.09.2021	31.08.2021	01.09.2021
37	36	12.09.2021	07.09.2021	08.09.2021
38	37	19.09.2021	14.09.2021	15.09.2021
39	38	26.09.2021	21.09.2021	22.09.2021
40	39	03.10.2021	28.09.2021	29.09.2021
41	40	10.10.2021	05.10.2021	06.10.2021
42	41	17.10.2021	12.10.2021	13.10.2021
43	42	24.10.2021	19.10.2021	20.10.2021
44	43	31.10.2021	26.10.2021	27.10.2021
45	44	07.11.2021	02.11.2021	03.11.2021
46	45	14.11.2021	09.11.2021	10.11.2021
47	46	21.11.2021	16.11.2021	17.11.2021
48	47	28.11.2021	23.11.2021	24.11.2021
49	48	05.12.2021	30.11.2021	01.12.2021
50	49	12.12.2021	07.12.2021	08.12.2021
51	50	19.12.2021	14.12.2021	15.12.2021
52	51	26.12.2021	20.12.2021[1]	21.12.2021[1]

[1]Ad/print material deadline brought forward owing to public holidays.

6. AD FORMATS AND RATES

Formats		Width in mm	Width in mm	One to Four Colours
2/1		532	369	199,800.00
1/1		257	369	99,900.00
3/4	3 columns	191	369	82,100.00
	4 columns	257	276	
2/3	Portrait format	168	369	79,900.00
	4 columns	257	246	
9/16		191	276	77,000.00
1/2	2 columns	126	369	69,200.00
	4 columns	257	183	
3/8	2 columns	126	276	53,900.00
1/3	Portrait format	84	369	51,700.00
	4 columns	257	123	
1/4	1 column	60	369	38,100.00
	2 columns	126	183	
	4 columns	257	90	
3/16	1 column	60	276	29,300.00
	3 columns	191	90	
1/8	1 columns	60	183	19,800.00
	2 columns	126	90	
	4 columns	257	43	
1/16	1 column	60	90	10,110.00
	2 columns	126	43	
1/32	1 column	60	43	5,150.00
1/64	1 column	60	20	2,680.00
Special Formats				
Tunnel ad	2x 9/16 page crossover	400	276	154,000.00
	2x 3/8 page crossover	270	276	118,580.00
	2x 1/4 page crossover	270	183	91,440.00
Diagonal ad	On 1/1 page			86,500.00
Checkerboard ad	2x 1/4 page on 1/1 page			83,820.00
Satellite ad	2x 1/8 page on 1/1 page			59,400.00
	4x 1/16 page on 2/1 page			70,770.00
Solus ad		126	126	64,500.00
Griffecke	Triangle	130	130	24,750.00
Sandwich ad	1/4 page	257	90	41,910.00

2/1 page
532 x 369 mm

1/1 page
257 x 369 mm

3/4 page, 3 col.
191 x 369 mm

3/4 page, 4 col.
257 x 276 mm

9/16 page
191 x 276 mm

1/2 page, 2 col.
126 x 369 mm

1/2 page, 4 col.
257 x 183 mm

3/8 page, 2 col.
126 x 276 mm

1/3 page, high
84 x 369 mm

1/3 page, 4 col.
257 x 123 mm

1/4 page, 1 col.
60 x 369 mm

1/4 page, 2 col.
126 x 183 mm

1/4 page, 4 col.
257 x 90 mm

3/16 page, 1 col.
60 x 276 mm

3/16 page, 3 col.
191 x 90 mm

1/8 page, 1 col.
60 x 183 mm

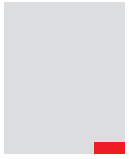
1/8 page, 2 col.
126 x 90 mm

1/8 page, 4 col.
257 x 43 mm

1/16 page, 1 col.
60 x 90 mm

1/16 page, 2 col.
126 x 43 mm

1/32 page, 1 col.
60 x 43 mm



1/64 page, 1 col.
60 x 20 mm

Sandwich ad, 1/4 page
257 x 90 mm

Tunnel ad, 2x 9/16 page
400 x 276 mm

Tunnel ad, 2x 3/8 page
270 x 276 mm

Tunnel ad, 2x 1/4 page, 2 col.
270 x 183 mm

Diagonal ad, on 1/1 page

Grip corner
130 x 130 mm
(triangle)

Combining the various ads into a format that is not included in the Rate Card is possible only after consultation with the publisher. **Motif split:** A geographic split is basically possible. Minimum format of 1/4 page. Details on request. Costs per publication date: € 2,700.00 plus VAT; for all colour layouts; not discountable but eligible for agency discount. **24-hour rule:** If before the ad deadline the client specifies via-à-vis Media Impact GmbH & Co. KG a binding booking for a placement in text form, this can no longer be cancelled by the client unless an overriding reservation by a third party is converted into a binding booking within 24 hours. The approval for the relevant placement by Axel Springer SE is subject to there being no binding booking by a third party with prior reservation. A cancellation of the booking by the third party is also no longer possible after activation of the 24-hour rule. The rules for the right to move remain unaffected. **Other formats and colour layouts on request.** All rates in euros plus VAT.

7. SPECIAL PLACEMENTS

COVER PLACEMENTS

Ads	Placement	Format	Layout One to Four Colours
Cover header[1]	In header of cover	60 x 68 mm (w/h)	64,100.00
Cover strip ad in header[2]	In header of cover	257 x 60 mm (w/h)	99,800.00
Cover strip	In footer of cover	257 x 43 mm (w/h)	67,800.00
Cover strip ad XXL	In footer of cover	257 x 68 mm (w/h)	86,700.00
Cover footer left/right	In footer of cover	60 x 68 mm (w/h)	56,600.00
Cover footer XXL	In footer of cover	63 x 186 mm (w/h)	81,100.00
BamS branding	Below BamS logo	63 x 34 mm (w/h)	32,050.00
Cover column	On spine of cover	63 x 280 mm (w/h)	100,400.00
Cover angle	L-shaped on cover	63 x 280 mm (w/h), vertical strip 257 x 68 mm (w/h), horizontal strip	168,000.00
Cover strip ad, Sports	Cover of Sports Section	257 x 43 mm (w/h)	37,800.00
Cover strip ad XXL, Sports	Cover of Sports Section	257 x 68 mm (w/h)	47,100.00
Cover footer, Sports	Cover of Sports Section	60 x 68 mm (w/h)	29,500.00
Cover footer XXL, Sports	Cover of Sports Section	63 x 186 mm (w/h)	45,200.00

[1]The cover header may appear alone or in combination with the cover footer on the right or the cover strip. [2]The cover strip in the header is limited in frequency.

Cover header
60 x 68 mm

Cover strip ad in header
257 x 60 mm

XXL cover strip ad
257 x 68 mm

XXL cover footer
63 x 186 mm

Sports section cover strip
257 x 43 mm

BACK COVER PLACEMENTS

Ads	Placement	Format	Layout One to Four Colours
Back cover header	In header of back cover[3]	60 x 68 mm (w/h)	30,600.00
Back cover footer	In footer of back cover[3]	60 x 68 mm (w/h)	30,600.00
Back cover strip, 1/4 page, 4 col.	In footer of back cover As sandwich ad	257 x 90 mm (w/h) 257 x 90 mm (w/h)	49,530.00 53,340.00
Back cover strip, 1/3 page portrait	On spine of page	84 x 369 mm (w/h)	67,210.00
Half back cover	In footer of back cover	257 x 183 mm (w/h)	89,960.00
Back page bar	In header of back cover	205 x 68 mm (w/h)	43,900.00
Back cover angle	L-shaped or mirrored L on back cover	50 x 369 mm (w/h), vertical strip 257 x 90 mm (w/h), horizontal strip	93,400.00

SPECIAL PLACEMENTS

Ads	Placement	Format	Layout One to Four Colours
Opening Spread[1]	2/1 page on page 2 and 3	532 x 369 mm (w/h), crossover	239,760.00
1/4 page on page 3[1]	"Politics and Society" on page 3[2]	60 x 369 mm, 126 x 183 mm, 257 x 90 mm (w/h)	43,815.00
1/2 page on page 3[1]	"Politics and Society" on page 3[2]	126 x 369 mm, 257 x 183 mm (w/h)	79,850.00
First double page of issue	2/1 page following opening spread	532 x 369 mm (w/h), crossover	219,780.00
First 1/1 ad page of issue		257 x 369 mm (w/h)	114,885.00
TV guide strip below	In footer of TV programme pages	532 x 25 mm (w/h), crossover	29,700.00
TV guide strip centre	Centrally above TV programme	532 x 25 mm (w/h)	32,670.00
TV guide strip large	In footer of TV programme pages	532 x 43 mm (w/h), crossover	49,500.00
Weather, 1/2 page, 4 columns	In header of page above Weather	257 x 183 mm (w/h)	79,580.00
Weather Presenting + 1/16 page, 2 columns		126 x 43 mm (w/h) + presenting	22,850.00

Back cover strip
257 x 90 mm

Half back cover
257 x 183 mm

Back cover strip
84 x 369 mm

Weather display, 257 x 183 mm
Weather box, 126 x 43 mm

[1]A placement on pages 2+3 is possible only with classic ad motifs and after prior coordination with the advertising management and main editorial office. Advertorials cannot be placed on page 2+3 or on page 3. An extended deadline applies for print material. 14 days before the appearance of the ad, please send a sample PDF to bildgruppe-duteam@axelspringer.de. All rates in euros plus VAT. Deadlines and availability on request.
[2]If the opening spread is booked, placement will be on page 5. [3]Only the back cover header or back cover footer is possible per publication date.
24-hour rule: If before the ad deadline the client specifies via-à-vis Media Impact GmbH & Co. KG a binding booking for a placement in text form, this can no longer be cancelled by the client unless an overriding reservation by a third party is converted into a binding booking within 24 hours. The approval for the relevant placement by Axel Springer SE is subject to there being no binding booking by a third party with prior reservation. A cancellation of the booking by the third party is also no longer possible after activation of the 24-hour rule. The rules for the right to move remain unaffected.

8. SPECIALS

65 YEARS OF BILD AM SONNTAG

Everything is for your benefit!

BILD am SONNTAG is celebrating its 65th birthday and the finest present is yours!

The “first come, first served” principle applies. In each of the total of 52 issues of BILD am SONNTAG in 2021 we offer a 1/1 page at an attractive special rebate exclusively for one client per issue.

So don’t hesitate to secure the publication date you require and benefit from our anniversary offer!

The offer is valid in each case only for a 1/1 page per issue in 2021. It is not further rebate-absorbing but rebate-creating for an existing agreement and can be booked once per client. 15 % agency commission is granted on booking via an advertising agency recognized by us.
All rates are plus VAT. The Rate Card valid at the time of publication including the General and Additional Terms and Conditions of the publisher applies for the carrying out of the order.

EDITORIAL SPECIAL SUBJECTS

BILD am SONNTAG is as richly varied as life itself. With the BILD am SONNTAG special issues, the editorial team focuses on a topic and offers you an attractive environment for your communication. Each special issue offers a mix of attractive photos and informative reports – on cars, travel, technology, finance, health or home living. Editorial special subjects involve and activate readers.

Subjects/publication deadlines

The current subject plan with publication deadlines is given at: mediaimpact.de.

Rates

Format	Rate
1/1 page	99,900.00
9/16 page	77,000.00
1/2 page	69,200.00
1/3 page	51,700.00
1/4 page	38,100.00

Special formats on request.

All rates in euros plus VAT.

EDITORIAL SUBJECTS WITH EXCLUSIVE AD BOOKING

Need even more space? Then book an editorial-style special issue as an exclusive ad partner. Within this issue, 25 % of the ad space will be available to you for your advertising.

Rates

Size	Rate
4-page special issue incl. 1 advertising page	192,500.00
8-page special issue incl. 2 advertising pages	317,400.00
12-page special issue incl. 3 advertising pages	422,300.00
16-page special issue incl. 4 advertising pages	507,200.00

Rate includes production and insert costs.

Subjects

Editorial, monothematic product.

Publication deadlines

According to agreement and availability.

Facts

- Format 285 x 400 mm (W/H)
- Paper quality 42.5 g/m^2
- Production run copies e.g. for trade fairs or mailings possible.

Approval by publisher required.
All rates in euros plus VAT.

SPECIAL AD PUBLICATION

Need more space for your content? Use the special ad publication, a special form of advertorial that familiarises readers with your advertising message on at least 4 pages. We put the BILD am SONNTAG logo on your cover page for the BILD am SONNTAG special ad publication.[1]

Rates

Size	Rate
4-page special ad publication	382,120.00
8-page special ad publication	701,800.00
12-page special ad publication	991,510.00
Special	
Concept and design of content by Media Impact is available.	On request

Rate includes production and insert costs.

Topics

Selection by client and in coordination with us.

Publication deadlines

According to agreement and availability.

Facts

- Format 285 x 400 mm (B/H)
- Paper quality 42.5 g/m²
- Production run copies e.g. for trade fairs or mailings possible.

[1]Taking into consideration the required designation as advertisement.
Approval by publisher required. Plus design fees.
All rates in euros plus VAT.

BAMS EXTRA

The BamS Extra is the special advertising publication in a smaller format!
The highly eye-catching supplement can be designed to meet your subject requirements as an advertorial in close cooperation with you and designated as an ad.
With its firmer paper quality and the logo for BILD am SONNTAG special ad publication on the cover, the BamS Extra remains unrivalled!

Rates

Size	Rate
4-page BamS Extra	261,200.00
8-page BamS Extra	372,000.00
16-page BamS Extra	494,800.00

Rate includes production and insert costs.

Topics

Selection by client and in coordination with the publisher.

Publication deadlines

According to agreement and availability

Facts

- Format 200 x 285 mm (W/H)
- Paper quality 60 g/m^2, enhanced newsprint
- Production run copies e.g. for trade fairs or mailings possible..

Split-run circulation on request. Approval by publisher required. Plus design fees.
All rates in euros plus VAT.

9. CARS IN BILD AM SONNTAG

BILD am SONNTAG regularly publishes exceptional stories concerning cars, as well as showcasing the innovations from the international automotive sector and reporting on future-oriented topics and developments in digitalisation, automation and electromobility.
The wealth of subjects covered in BILD am SONNTAG also includes the Golden Steering Wheel Award.

The automotive year 2021

GO FOR IT – the weekly car page
Every week a car page by Tom Drechsler, Editor-in-Chief AUTO of BILD Group, is published in the section “My Life” featuring the latest news and trends concerning the Germans’ favourite conveyance plus everything worth knowing about the subject of “mobility”.

The Golden Steering Wheel
The Golden Steering Wheel is regularly presented for the best new car models. This internationally prestigious prize is one of the top awards in the automotive industry and in 2021 will be presented for the 45th time.

BILD am SONNTAG brings automotive power on the road!

SPORT IN GERMANY'S LARGEST SUNDAY NEWSPAPER.

10. SPORTS IN BILD AM SONNTAG

A removable extra of about 20 pages gives readers red-hot news and highlights from the world of sports. But not exclusively football, as BILD am SONNTAG showcases everything from tennis and basketball to Formula 1, boxing, winter sports and the Olympics. The sports section offers more than just results and tables, because no one gets as close to the athletes as BILD am SONNTAG when it conducts personal interviews and covers careers and scandals.

Take advantage of this emotional environment – whether on the cover, inside pages or back cover – and you will be guaranteed prominent attention!

Format	Rate
1/1 page	99,900.00
9/16 page	77,000.00
1/2 page	69,200.00
1/3 page	51,700.00
1/4 page	38,100.00
Cover strip ad, Sports	37,800.00
Cover strip ad XXL, Sports	47,100.00
Cover footer XXL, Sports	45,200.00
First 1/1 page in Sports	109,890.00
Outside back cover in Sports (1/1 page)	109,890.00
Bundesliga (Federal League) statistics, 1/4 page, 2-column	43,815.00

All rates in euros plus VAT.

11. THE SUNDAY SUBJECT

SELECT YOUR SUBJECT ON SUNDAY!

Present readers with your advertising message in your own section – as advertorial in the look & feel of BILD am SONNTAG.

The Sunday subject links the wide range of subjects that interest BILD am SONNTAG readers with their affinity to advertising.

The logo has a high recognition value and establishes "The Sunday subject" as brand and independent section. The Sunday subject is scalable with respect to term and budget (min. 1/1 p. BILD am SONNTAG).

Format	Rate
1/1 Seite	99,900.00

[1] ma 2020 Press Media II.
[2] IVW III/2020.
[3] Plus design costs.

12. CROSSMEDIA CONCEPTS OF BILD GROUP

With a BILD brand concept, you benefit from the credibility of one of Germany's strongest media brands. The design in the look & feel of our titles translates your message into the language of our readers and users.[1] With the exclusive usage of the brand logos in the context of the campaign, you transfer this message to your products and at the PoS. Access your consumers with our high reach and eye-catching presentation.

Volks.Produkt

For over 18 years, the **People's Product** has been Germany's big crossmedia concept. Over 200 People's Products speak for themselves. We offer you a full-service package for crossmedia campaigns individually tailored to meet your requirements.

AKTION FÜR DEUTSCHLAND

A **Campaign for Germany** offers the possibility to advertise products or services. The content is capable of addressing a mass market and enthrals the whole of Germany.

Produkt.Tipp

We spotlight your product!
Our **Product Tip** offers you a sector-specific sales drive focusing on product and price.

[1] All advertising material designed in the context of brand concepts is designated as advertisement.

13. PARTIAL BOOKING – FORMATS AND RATES

CONDITIONS FOR PARTIAL BOOKINGS DIFFERING FROM THOSE FOR THE TOTAL EDITION

General Notes

The partial issues can be booked individually or in any desired combination.

Orders for individual partial issues and any desired combination of partial issues are discounted separately.

Ad and Print Material Deadline, Right of Cancellation

All colour layouts: ad deadline/right of cancellation: 5 working days before publication, 12 noon
Print material: 4 workings days before publication, 12 noon (See under 5. Deadlines)

When setting the date, the publisher reserves the right to postpone ads for the partial issues in favour of existing orders for the total edition.

Verbreitung

Nielsen Regions	German States
Nielsen I	Schleswig-Holstein, Hamburg, Bremen, Lower Saxony
Nielsen II	North Rhine-Westphalia
Nielsen IIIa	Hesse, Rhineland-Palatinate, Saarland
Nielsen IIIb	Baden-Württemberg
Nielsen IV	Bavaria
Nielsen V, VI, VII	Berlin, Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt, Thuringia, Saxony

Split possibilities on request.

Formats and Rates

Formats (One to Four Colours)		Nielsen I	Nielsen II	Nielsen IIIa	Nielsen IIIb	Nielsen IV	Nielsen V, VI, VII
1/1 Page	257 x 369 mm	30,050.00	33,270.00	29,530.00	23,600.00	26,310.00	20,380.00
9/16 Page	191 x 276 mm	22,990.00	25,550.00	22,450.00	17,970.00	19,990.00	15,610.00
1/2 Page	257 x 183 mm	20,860.00	23,110.00	20,450.00	16,370.00	18,060.00	14,130.00
1/4 Page	126 x 183 mm	13,920.00	15,440.00	13,580.00	10,890.00	12,000.00	9,410.00

Combinations on request. • All rates in euros plus VAT.

Motif split: A geographic split is basically possible. Minimum format of 1/4 page. Details on request.
Costs per publication date: € 2,700.00 plus VAT; for all colour layouts; not discountable but eligible for agency discount.

14. BILD AM SONNTAG GERMANY TOTAL

Reach even more people in the German capital.
Benefit from the great reach of BILD am SONNTAG in Berlin and book B.Z. am Sonntag in combination.

Facts BILD am SONNTAG

Copy price:	€ 2.45
Sold circulation:[1]	680,825 copies
Copies reach:[2]	7.20 million readers

Facts B.Z. am SONNTAG

Copy price:	€ 1.00
Sold circulation:[1]	56,462
Copies reach:[2]	197,000 readers

[1] IVW III/2020.
[2] ma 2020 Press Media II, German-speaking population aged 14 and over.

Ad Formats and Rates

Format	Title		Width in mm	Height in mm	Combination Rates for One to Four Colours
Cover strip ad	BILD am SONNTAG	Small	257	43	70,375.00
	B.Z. am Sonntag[1]		257	40	
2/1 page	BILD am SONNTAG		532	369	221,719.00
	B.Z. am Sonntag		532	369	
1/1 page	BILD am SONNTAG		257	369	109,863.00
	B.Z. am Sonntag		257	369	
9/16 page	BILD am SONNTAG		191	276	82,400.00
Corner ad	B.Z. am Sonntag		187	250	
1/2 page	BILD am SONNTAG	Landscape	257	183	74,168.00
	B.Z. am Sonntag		257	184	
	BILD am SONNTAG	Portrait	126	369	
	B.Z. am Sonntag		130	369	
1/3 page	BILD am SONNTAG	Landscape	257	123	55,021.00
	B.Z. am Sonntag		257	123	
	BILD am SONNTAG	Portrait	84	369	55,685.00
	B.Z. am Sonntag		92	369	
1/4 page	BILD am SONNTAG	Landscape	257	90	40,530.00
	B.Z. am Sonntag		257	90	
	BILD am SONNTAG	Portrait	126	183	41,026.00
	B.Z. am Sonntag		139	183	
1/8 page	BILD am SONNTAG		257	43	20,961.00
	B.Z. am Sonntag		257	43	
People's cover teaser[2]	BILD am SONNTAG		126	74	67,945.00
	B.Z. am Sonntag		70	57	

[1] Minimum frequency: 3 publication dates.
[2] Exclusive ads can be booked only within the scope of a People's Product Campaign. Components can also be booked individually.
All rates in euros plus VAT.

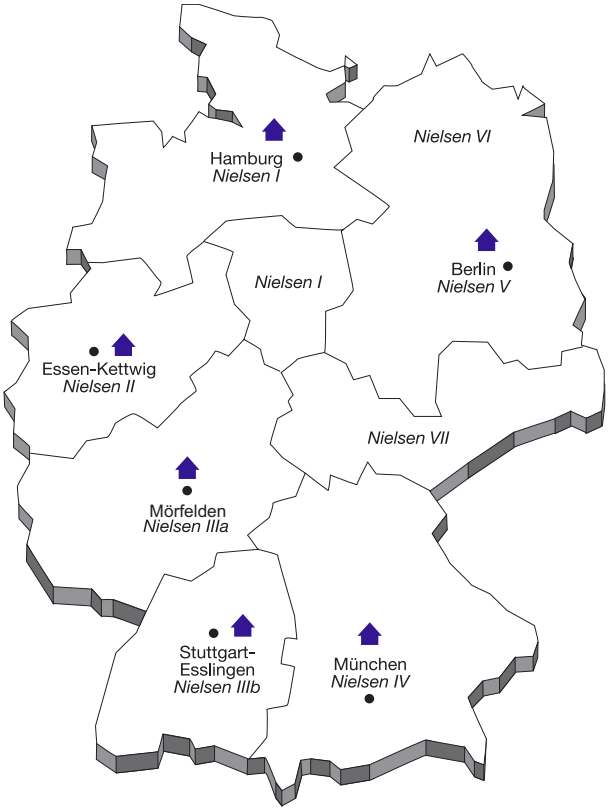
15. INSERTS

Nielsen Region	Nielsen I	Nielsen II	Nielsen IIIa	Nielsen IIIb	Nielsen IV	Nielsen V–VII
Print locations	Hamburg	Essen-Kettwig	Mörfelden/Essen-Kettwig	Stuttgart-Esslingen	München/Stuttgart-Esslingen	Berlin
Rates per 1,000 copies[2]	Up to 20 g **75.00** • Up to 30 g **85.00** • Up to 40 g **95.00** • Up to 50 g **105.00** • Up to 60 g **115.00** • Up to 70 g **125.00** • Up to 80 g **135.00**					
Booking deadline, Cancellation deadline	**6 weeks before publication[2]**					
Weight	**5–80 g** (heavier weights on request, samples required)					
Format	**minimum 10.5 x 14.8 cm maximum 25.0 x 35.0 cm**					
Circulation areas	Schleswig-Holstein, Hamburg, Bremen, Lower Saxony	North Rhine-Westphalia	Hesse, Rhineland-Palatinate, Saarland	Baden-Württemberg	Bavaria	Berlin, Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt, Thuringia, Saxony
Minimum Print Run Maximum Print Run	**136,000 150,000**	**139,000 151,000**	**129,000 136,000**	**107,000 113,000**	**121,000 127,000**	**89,000 91,000**
Delivery (7 a.m.–3 p.m.) Earliest Latest	 5 days 4 days	 6 days 5 days	 5 days 4 days	 5 days 4 days	 5 days 4 days	 5 days 4 days
Address	AS Offsetdruckerei Ahrensburg GmbH & Co. KG Kornkamp 11 22926 Ahrensburg	AS Offsetdruckerei Kettwig GmbH & Co. KG Im Teelbruch 100 45219 Essen	Hürriyet A.S. An der Brücke 20–22 64546 Mörfelden-Walldorf AS Offsetdruckerei Kettwig GmbH & Co. KG Im Teelbruch 100 45219 Essen	Richard Bechtle Graphische Betriebe und Verlagsgesellschaft Zeppelinstr. 116 73730 Esslingen/Neckar	Süddeutscher Verlag GmbH/Weiterverarbeitung Zamdorfer Str. 40 81677 München Richard Bechtle Graphische Betriebe und Verlagsgesellschaft Zeppelinstr. 116 73730 Esslingen/Neckar	AS Druckhaus Spandau GmbH & Co. KG Brunsbütteler Damm 156–172 13581 Berlin

Note: Smaller regions than Nielsen can be booked on request!

[1] All rates in euros plus VAT.
[2] Reservations expire at close of booking if no booking has been made.
Minimum circulation per print location: 25,000 copies.

CIRCULATION AREAS



Smaller distribution regions
Smaller regions than the Nielsen regions can be booked on request.

Print Run/Delivery Addresses
The current planned print run is announced approx. 6 weeks before publication date. The order confirmation contains all the necessary details on delivery.

Insertion Dates
The publisher reserves the right to postpone inserts for partial areas in favour of inserts for larger booking units or the complete edition.

Sample Brochures
Not every brochure is suitable for insertion due to its structure. We request punctual submission of 10 binding samples.

Terms and Conditions
The General Terms and Conditions for Newspapers and the Additional Terms and Conditions of the publisher apply for processing.

Contact Inserts
E-mail: beiprodukte@axelspringer.com

COUPON INSERT

How to make shopping fun!
The BILD am SONNTAG coupon insert with pre-perforated coupons enables you to make your clients exclusive offers.

Even more attention guaranteed:
Tease your coupon insert with a title strip or a 1/4 page on page 5![1]

MEGA INSERT

Outstanding!
The mega insert, positioned prominently in the centre of the newspaper, is bookable as two- or four-page insert in the format of BILD am SONNTAG. Its high paper quality makes it additionally appealing.

The special feature of this insert is that it projects 20 mm above the height of the newspaper and is thus the eye-catcher! Readers are guided directly to your advertising message!

POSTER INSERT

Show how great you are!
The eye-catching maximum format of the 4-page tabloid insert corresponds to the format of BILD am SONNTAG. With its attractive paper thickness, the poster insert – as match schedule poster, calendar or classical insert – offers added value for readers.

[1]Booking the cover page strip or the fixed placement on page 5 (1/4 page, 2-col.) presupposes availability. Approval of fixed placement by the editorial team is necessary. Depending on the news situation, a shift to page 7 or 9 on the part of the publisher is possible.
All rates and further information on special forms of advertising are given at: www.mediaimpact.de

16. AXEL SPRINGER BRAND STUDIOS

The **Axel Springer Brand Studios** unite the digital and crossmedia content and creative marketing power at one of Europe's top publishers.

WE THINK BIGGER. WE ENTERTAIN.
WE EXPLAIN. WE MOVE.

Native journalists, video producers, digital strategists and crossmedia experts translate brand goals into tailor-made storytelling and 360 campaigns with maximum impact. With our strong media brand portfolio, we reach all target groups precisely, create orientation, entertain and persuade.

We offer full service from the communication idea via media planning and project management to creative realisation with a professional team.

MATCH
The best journalists and crossmedia strategists develop authentic success stories for strong brands. Each campaign is tailor-made for your target group.

CREATE
We reach your target groups in secure environments with very high reach on all screens, devices & platforms and in newspapers & magazines. We are everywhere where Germany is at home.

MEASURE
Our campaigns are individually developed and optimised. We give you the results your brand needs.

axel springer
brand studios

BILD am Sonntag | media impact

BRAND STORY

Brand storytelling with superb narrative competence. Individually conceived stories with elaborate storytelling elements, videos, graphics.

Focus: USP of the brand with native approach

Guaranteed: Page Views

Print extension possible

PRODUCT STORY

Product-centred, individually conceived, advertising storytelling with elaborate videos and graphics in the look & feel of the media brand as well as linkouts.

Focus: On product and/or brand; storytelling with superb narrative competence

Guaranteed: Page Views & Ad Impressions

Print extension possible

ADVERTORIAL

Advertisement in the look & feel of the media brand. Integration of your content in stories concerning your products & advertising messages.

Focus: On the product and the content of the client

Guaranteed:
Ad Impressions

Print extension possible

COOPERATIVE AGREEMENTS FOR CONTENT

Select the suitable integration from brand hub and product hub

Focus: Image of brand

Guaranteed: Views and Ad Impressions (only with product hub)

BRAND CONCEPTS

Crossmedia brand concepts to explain products, brands or services and boost sales.

Focus: On client's product

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

Guaranteed:
Ad Impressions (digital)

Crossmedia components

17. BILD DIGITAL

BILD.de is the multimedia medium for the whole of Germany. As one of the top general-interest portals with high reach, BILD is available on all devices – stationary, mobile, social and in apps!

- BILD reaches over **5.38 million** daily unique users[1]
- Including over **3.17 million** unique users on the BILD.de website[1]

Relevant for advertising
54 % are aged 20 – 49.

54 %

High-income
72 % have a net household income of over € 2,000.00.

72 %

Unisex
56 % are male and 44 % female.

56 % | 44 %

In employment
71 % of our users are in employment.

71 %

Indicators

- 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: aged 16+; exemplary day: average August 2020.
[2] Source: agof daily digital facts; basis: aged 16+; individual month August 2020.
[3] IVW August 2020.

18. BILD LIVE

BILD WAS IN FACT ALWAYS TV

The first BILD was published 68 years ago, as a printed response to television. The publisher Axel Springer had the idea of creating a medium that stops the moving picture. It was a success!
BILD is Europe's largest daily newspaper, a seismograph of the feelings of an entire nation.

FASTER – MORE CREATIVE – MORE AUTHENTIC

And now, in 2020, Editor-in-Chief Julian Reichelt is continuing the dream of the publisher: BILD is really becoming television.
BILD is becoming the largest live platform for news, entertainment and sport. A mirror of society's emotions. Faster, more creative, more authentic, bolder, more emotional, more provocative and more surprising – that's typical of BILD.

19. TECHNICAL SPECIFICATIONS

GENERAL SPECIFICATIONS

Contact tel
+49 (0) 30 2591 - 73073

Fax
+49 (0) 30 2591 - 72977

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

Type Area
257 mm wide x 369 mm high
(Panorama 532 mm wide x 369 mm high)

Fonts
Positive fonts from 6 point;
Negative fonts from 8.5 points, semibold, sans-serif

Line Width
Positive lines at least 0.2 mm
Negative lines at least 0.3 mm

Dot Gain
50 % tone of the lithograph gains approx. 26 %
in newspaper offset printing

Screen Count
50 screen in print run

Colours
Euro scale ISO 2846-2
Please use additional colours as HKS-Z special colour. These are generally implemented in CMYK values according to the HKS-Z CMYK colour table, version 2006 (available on request)..

Registration Mark Tolerance
≤ 0,3 mm (trapping > 0,3 mm)

ADVERTISEMENT DATA

Image Resolution
250 dpi, for line of max. 1270 dpi
For higher resolution picture components, the publisher reserves the right to reduce the picture resolution to the specified values. We do not assume any guarantee for the correctness of the conversion.

Scale
Size of the ad and ad elements should be 100 %.
Please do not set up trim signs.n

Dateiformat
We recommend the file format **PDF/X-4:2008.**
The file formats PDF/X-1a:2001 and PDF/X-3:2002 remain valid and are also accepted.
In general, we do not use any open formats.

Please note that the publisher will flatten the included transparencies in the event of PDF/X-4 file delivery.

Total Colour Application
Max. 240 %

Colour Processing
Please use the ICC colour profile ISOnewspaper26v4.icc.
This takes into account the parameters of achromatic composition, total colour application and dot gain in newspaper printing. The profile can be downloaded at: http://www.axelspringer.de/icc

4C Proof Print
Client's proof supplied and adapted for newspaper printing in accordance with ISO 12647-3:2005 with FOGRA Media Wedge CMYK v3.0a

DIGITAL DATA TRANSMISSION

You can access information on the structure and delivery of the print material at http://transfer.axelspringer.de and directly transmit the print material. We recommend an upload with registration.

Please contact us by e-mail at zugangsdaten.upload@axelspringer.de to receive a transmission account. Please send data-storage medium (CD, DVD) and proof to:

Axel Springer SE
Herstellung News Media National
Ad Production
Axel-Springer-Straße 65
10888 Berlin

Use our technical possibilities and send us your ad via the internet. This will save you time and costs and ensure that your ad is published without any changes. You will also find the options and conditions for transferring your print material by e-mail or FTP at: http://transfer.axelspringer.de

DRUCKAUSFALL

No guarantee can be given for print quality in the event of different data structures. Variations in colour at the print locations are caused by the process and do not justify claims for compensation. No guarantee is given for the accurate realisation of 4c ads by means of ICC colour profiles. The dimensional stability of the print paper is subject to slight variations due to the processes used.

QR CODE

We recommend a minimum format of 25 x 25 mm and a resolution of 300 dpi to ensure the readability of QR code illustrations in newspaper printing.
The advertising client is responsible for the content of the link.

20. LOCAL CONTACTS

NATIONAL

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If you are interested in specific regions, please contact the regional marketing organisation of BILD.

Your local contact partner is given at: mediaimpact.de/bild-regional

Status: January 2021

BILD am Sonntag | media impact