

media **impact** —

BILD ECONOMY RATES



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BILD IS EUROPE'S BIGGEST DAILY NEWSPAPER FOR 65 YEARS

With its direct and unique style BILD reaches daily a broad readership, comprising all population segments.

With high relevance, strong engagement and unique closeness to readers, BILD gets daily right to the heart of news, background information and entertainment, in every field of political and social life.

BILD providing information to
7.88 million readers*

WE REWARD YOUR FLEXIBILITY

With our most appreciated Economy Rates clients can book a specific calendar week and BILD determines the exact publication date, within the chosen week.

- Formats: Our fixed formats 1/1 page and „1.000er“ format, as well as almost all external page placements can be booked as Economy Rates.
- BILD determines publication date: You book a specific calendar week, BILD determines the exact publication day within the selected week, between Monday and Saturday. When booking, You will have the possibility to exclude any day of Your choice, within the selected week, increasing this way Your planning security

Your benefit: Huge savings up to 40%!

BILD ECONOMY RATES

PRICE AND FORMAT



Saving:
40.8%

Corner AD XXL

Format: 5 columns, 234x325 mm

Gross Price: 266,700.00€

Economy-Price: 158,000.00€



Saving:
40.1%

1000er-Format

Format: 4 columns, 187x250 mm

Gross Price: 157,600.00€

Economy-Price: 94,400.00€



Saving:
36.0%

Cover Page Header right side

Format: 2 columns, 92x135 mm

Bgross Price: 103,300.00€

Economy-Price: 71,600.00€

PRICE AND FORMAT

Format	Size	Regular Rate (gross)	Eco Rate	Saving in %
1/1 page	8 columns, 376x528 mm	545,700.00	306,000.00	43.9%
1/2 page	8 columns, 376x528 mm	343,200.00	228,500.00	33.4%
„1.000er“-Format	4 columns, 187x528 mm			
	4 columns, 187x250 mm	157,600.00	94,400.00	40.1%
Corner ad XXL	5 columns, 234x325 mm	266,700.00	158,000.00	40.8%
Cover page header, right side	2 columns, 92x135 mm	103,600.00	66,300.00	36.0%
Cover page text portion ad	2 columns, 92x50 mm	32,400.00	21,700.00	33.0%
Cover page footer large, right side	115x164 mm	103,300.00	71,600.00	30.7%
Cover page footer, left-/right side	2 columns, 92x135 mm	78,000.00	55,100.00	29.4%
Cover page footer small, left-/right side	2 columns, 92x100 mm	51,000.00	36,600.00	28.2%
Cover page footer XXL, left	2 columns, 92x250 mm	143,000.00	99,800.00	30.2%
Back page header	2 columns, 92x135 mm	76,800.00	53,500.00	30.3%
Back page header small	2 columns, 92x100 mm	50,200.00	35,500.00	29.3%
Back page footer, left-/right side	2 columns, 92x135 mm	67,500.00	46,700.00	30.8%
Back page footer, left-/right side, small	2 columns, 92x100 mm	44,200.00	31,300.00	29.2%
VIP Strips	8 columns, 376x100 mm	165,200.00	99,800.00	39.6%

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