Total digital reach
24.50 mill. UUs / Month*

Mobile web
17.92 mill. UUs / month

App
1.94 mill. UUs / month

*Total reach also includes BILD+ subscribers.
BILD is Germany's leading multimedia medium. BILD knows what moves people, what builds opinion: Fast, up-to-date and diversified.

BILD enables advertisers a direct presence within a power-reach environment. No one else can offer such a daily reach! In ø 3.58 mill. UUs per day visit our homapage.

YOUR MEDIUM!

3.86 mill.
UU's / day on BILD Home

Source: ageofdaily digital facts; Basic: Digital TEE; digital users, aged 16+, single month March 2021.
TARGET GROUP

54% male
53% aged 20 - 49
74% HHNI of at least 2,000 €
71% professionally active

5.54 mill.
UUs / day on BILD in total

Source: age of daily digital facts; Basic: Digital TIE, digital users, aged 16+, a day March, 2021
BILD AND SOCIAL MEDIA

**BILD @ SNAPCHAT**
- Your ads are natively integrated into content, between top snaps!
- Reaching the youngest BILD target group
- Interactive & likeable
- 4.9 mill. MAUs

**BILD @ FACEBOOK**
- „Handshake“ linkout to your Facebook site
- Direct linkout to your selected landing page
- Targeting and high CTR
- 8.7 mill. followers

**BILD @ YOUTUBE**
- Extending your media volume to YouTube
- Access to BILD's largest video library
- Extended and younger TG
- 1.3 mill. fans
BILD 2021 OFFERS MUCH MORE!

MORE SPORTS

MORE LIVE REPORTING

MORE ENTERTAINMENT
BILD.DE VS. DER SPIEGEL & FOCUS

COMPETITORS IN COMPARISON I

BILD IS AHEAD OF ITS COMPETITORS

In terms of advertising relevant daily reach, BILD.de, with an average of 5.83 million UUs, is clearly ahead of its competitors Focus and Der Spiegel.

Ø 5.54 mill. UUs digital / day

BILD

Ø 4.73 mill. UUs digital / day

DER SPIEGEL

Ø 3.23 mill. UUs digital / day

Source: AGOF daily digital facts; Basis: Digital users, aged 16+, a day of the week March 2021, data retrieval of 14 March 2021
UNBEATABLE REACH

In comparison with relevant competitors, BILD.de effortlessly ranks at the top in terms of daily unique users per channel.
OUR HOMEPAGE
Do not miss the chance to benefit from Germany's most powerful homepage!

15 million guaranteed Ad Impressions

Our Homerun places your campaign right into the field of vision of readers of BILD starting page.

**BILD Homerun Basic:**
- Q1-Q3 160,000.-- €
- Q4 170,000.-- €

**BILD Homerun Deluxe:**
- Q1-Q3 190,000.-- €
- Q4 200,000.-- €

All rates plus VAT, where applicable. Subject to alteration and printing errors.
ONLY PAY WHAT YOU SEE - 100% VISIBILITY

Total visibility for your campaign on Germany’s strongest homepage.

Our new 100/1 BILD HomeRun secures
- the highest possible level of attention,
- 12 mill. ad impressions and
- 100% viewability 100/1.
OPULENT STAGINGS
With this advertising format you are always in the user's field of vision. The billboard is placed above the navigation bar. The dynamic sitebars connect to the billboard and are sticky so they scroll along.
With this ad format, you can be sure to make a grand entrance. On the billboard placed under navigation, an additional advertising message can be placed right at the users’ field of vision. The billboard has a FC=1 per day. Afterwards the fireplace stays. When scrolling, the sidebars of the fireplace run along with the content.
CURTAIN DROPPER

Big! Bigger! Curtain Dropper! This advertising innovation will surely be remembered by every user. The ad drops over the content like a curtain and stays there for 5 seconds. Due to an FC=1 per day, an additional billboard must be delivered to ensure the visibility of your campaign for the rest of the day.
Do you have high-quality video content that you want to present to a large audience? The BILD video wall is just right for you then. The video automatically starts playing in the background while the homepage loads. By hovering over the billboard, your ad expands over the BILD.de content and closes via a close button.
EXCLUSIVE PLACEMENTS
BILD HOMERUN SPECIAL

BRAND DAY

More than 48,000,000 AIs within 24 hours! Maximum branding on both homepages BILD.de and BILD Mobile.

Do not miss this unique chance to tell your story with 13 top-placed advertising formats on Germany’s strongest homepage. From interactive advertising formats to storytelling content - there are simply no limits.
Easy programmatic booking of HomeRun with a guaranteed exclusivity on Germany’s most powerful homepage for one day. Planning security is provided by capping your bill at 16.1 million ad impressions.* No additional AIs will be invoiced.

* You pay a maximum of 16,100,000 AIs, everything else will not be charged. Special booking modalities and billing details of the programmatic HomeRun upon request.

All rates plus VAT, where applicable. Subject to alteration and printing errors.
The BILD Run bundles all relevant channel start pages 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 engagement.
Users are divided into data segments, based upon their reading behaviour over the past 30 days. Only users with an affinity for the channel will be shown the suitable advertising format.

For maximum visibility, you are also placed exclusively on the start page of the respective channel. This allows you to reach all relevant users.
INDIVIDUAL INTEGRATION
With a BILD Group brand concept, 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. With the exclusive use of brand logos, you transfer this message to your products and to the PoS. Address your consumers with our high reach and attention-grabbing staging.

We boost your sales!
BRAND PARTNERSHIPS

Theme stage
- Integration of partner’s website including BILD Header & Footer
- Site hosted by partner

Channelizer
- Partner’s content is edited and embedded
- Site is included in BILD’s CMS
LARGE REACH AND
HIGH CONVERSION

**ADVERTISING SURFACES**
Digital advertising placements on BILD.de - the leading media brand in Germany

**SALES**
Fast & uncomplicated sales promotions with the look & feel of BILD

**VISIBILITY**
Permanent visibility in BILD Shop

**NEWSLETTER**
120K guaranteed newsletter recipients
From more than 500 reporters around the world.

Unique raffles and exclusive discount offers.

Tickets for concerts, soccer events and film premieres, cash prizes, smartphones, tablets and much more.
BRAND STUDIOS
AXEL SPRINGER BRAND STUDIOS

OUR FORMULA TO SUCCESS FOR CONTENT MARKETING

Journalists, video producers, digital strategists & social media experts translate Your brand goals into customised storytelling and 360-degree campaigns with maximum advertising impact.

PUBLISHER’S DNA

Our best storytellers develop real success stories for strong brands. Our principle is “users first” and your target group will love it.

RELEVANT REACH

We reach your target groups within secure environments with maximum reach on all screens, devices & platforms. We are everywhere, where Germany is at home digitally.

REAL SUCCESS KPIs

We continuously optimise your campaigns and the success will be measured transparently. We deliver the results your brand needs.
Do you have a special topic? A campaign? A product? We shall turn it into a story, the whole of Germany will be talking about!

How? The best journalists and photographers from our Brand Studios editorial team turn your topic into an exciting and informative story. Our reporters will research on site, shooting photos and filming to stage your topic in the style of Germany’s N° 1 leading media platform.

Why? We create stories, people in Germany actually care about, stories generating real emotions, stories, which will turn you into an agenda setter!

The best thing is that you, as the customer, are the director. All steps, from the idea to the implementation will be closely coordinated with you.
Your product / brand is at the center of the story.

Particularly suitable for products requiring explanation, new features and current offers from our partners.

Your content is reproduced authentically. We create our own teasers and advertising materials for this purpose.

Achieve a variety of goals with the product story.

The focus is on performance and awareness of the product.
Product centred story with **clear selling message** in the respective publisher’s “look & feel”.

Use the advertorial to perfectly position your products in the market and promote sales.

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

Possible content items: competitions, prizes, brand and product logos, commercials or making-offs can be integrated.

*Exemplary visualization. Additional creation costs.
BILD LIVE
BILD LIVE

We report from the world's hotspots:
Up-close, direct, quick and clear.

BILD is the first digital video destination for breaking news, spectacular interviews and exclusive background information.

BILD LIVE has the best presenters, the coolest and funniest show formats and the most informative advice programs. And on all platforms!

We produce shows that genuinely interest people!

Video advertising achieves a high advertising effect, is ideal for branding purposes and emotionalizes users.

MORE TO COME IN 2021!
PRESENTING
Your brand logo will appear in the opening and closing credits of the live show, and you will be exclusively placed as the show's presenter.

PRE-ROLL & PRE-ROLL TEASER
Your commercial will be placed before each broadcast (max. 20 sec.).
Pre roll teaser via ROS give users a taste of the show - and you're there from the start!

CUT-IN
Incorporation of your logo and claim in a custom banderole, L-frame or banner to be seen during the show.
PRODUCT PLACEMENT
We naturally include your product into the show - it doesn't get more authentic and individual than that.

SECTION SPONSORING
Within the program you are the presenter of a separate section.

OWN BILD LIVE SHOW
You are the agenda setter and we will implement your topics in an individual BILD Live Show. With our storytelling expertise, we put you on the big stage. With BILD Live, you are the star!
PODCASTS
Audio plays when screens are off! Podcasts make advertising messages particularly present and add very attractive touchpoints to the customer journey. The high authenticity of the medium and the content gives your advertising message strong credibility and acceptance.

**REASON WHY:**

Podcast ads generate an up to 4.4x better brand recall compared to other digital ads, and the intent to purchase increases by an average of 10 percent.

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Up to 800,000 streams/downloads per month*

* Cumulated across all relevant podcast platforms, including aggregators and Alexa Smart Speaker streams.
POSSIBLE INTEGRATIONS

NATIVE AUDIOSTREAM INTEGRATION

Pre-roll, mid-roll or post-roll with 30-60 seconds
- Native audio integration introduces the partner through the host’s own words and promotes the brand, product or service

Presenter and/or Closer
- Mentioning of podcast sponsorship by presenter and/or closer at the beginning and end of the podcast
- 5-15 seconds.
CONTACT

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