



FACTS 2021

# BILD DIGITAL



## CONCEPT

BILD is Germany's leading multimedia brand including political and entertainment live shows and streams. BILD knows how to move people, and how to create friction. Fast, always up-to-date, with a broad range of topics. And our loyal readers know that too - with 75% of total visits being direct ones! Position yourself digitally on Germany's biggest news and entertainment platform, and benefit from the brand trust of our more than 5.54 million Daily Unique Users<sup>1</sup>.

Key Figures /Month	Desktop, MEW & Apps (Total)
Unique User <sup>1</sup>	24.50 Mio.
Daily Unique User <sup>1</sup>	5.54 Mio.
Visits <sup>2</sup>	503 Mio.
Page Impressions <sup>2</sup>	1.67 bn.

Target Group	Desktop, MEW & Apps (Total)
Male <sup>1</sup>	56 %
20 - 49 years old <sup>1</sup>	54 %
Household net income > 2.000 € <sup>1</sup>	74 %
Employed <sup>1</sup>	71 %

<sup>1</sup> AGOF agof daily digital facts; Basis: digital WNK 16+ years old, Single month March 2021 | agof daily digital facts; Basis: digital WNK 16+ years old, Average day 01.-31.03.2021  
<sup>2</sup> IVW März 2021

## FIXED PLACEMENTS

HomeRun (Multiscreen)   10 a.m. – 10 a.m.	HomeRun   (Mo. – Sun.)
Guaranteed Impressions	15,000,000 AIs
BASIC	
Desktop <sup>1</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ opt. sticky or expandable)	160,000 € (Q1-Q3) 170,000 € (Q4)
Mobile: Medium Rectangle / Understitial / Content Ad + Optional: Lead Ad 4:1 / 6:1*	
DELUXE	
Desktop <sup>1</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar <sup>2</sup> / Curtain Dropper <sup>2</sup> / Double Dynamic Sitebar / Video Wall <sup>2</sup> / Bridge Ad <sup>2</sup> / Image Reveal Ad	190,000 € (Q1-Q3) 200,000 € (Q4)
Mobile: Medium Rectangle / Interscroller / Content Ad / Understitial + Optional: Lead Ad 2:1 / 4:1*	
HomeRun 100/1   10 a.m. – 10 a.m.	HomeRun   (Mo. – Sun.)
Guaranteed Impressions	12,000,000 AIs
Desktop <sup>1</sup> : Double Dynamic Sitebar (Full Responsive)	
Mobile: Lead Ad 2:1 Sticky (stickyness max. 3 Sekunden)	210,000 € (Q1-Q3) 220,000 € (Q4)

<sup>1</sup> Sticky creatives follow scrolling motion / The delivery of a Dynamic Sitebar is recommended for ideal display and improved viewability on a Tablet.  
<sup>2</sup> FC=1/day, a Billboard or a Fireplace element may remain visible as fallback creatives.  
 \* A Lead Ad can be added optionally but is not counted as part of warranty fulfillment.

## FIXED PLACEMENTS

BILD Run   10 a.m. – 10 a.m.	Guarantee / Price
BILD Run: Entertainment, Finance, Lifestyle, Advice, Travel, Cars, Digital	4,000,000 AIs 70,000 €
BILD Run Max: News, Politics, Finance, Entertainment, Lifestyle, Advice, Travel, Cars, Digital	8,000,000 AIs 130,000 €
Desktop: Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Wallpaper / Fireplace	
Mobile: Lead Ad (4:1/ 6:1) + Medium Rectangle / Interscroller / Content Ad / Understitial	

BILD Run Advanced   10 a.m. – 10 a.m.+ one week RoS Click Booster	Guarantee / Price
Creatives: Dynamic Sitebar & Mobile Medium Rectangle	
Guaranteed Ad Impressions – BILD Run	4,000,000 AIs
Guaranteed Clicks - Click Booster	5,000 Klicks
Total	78,000 €

HomeRun Programmatic   10 a.m. – 10 a.m.	Gross CPM
<b>BASIC</b>	
Desktop <sup>1</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ opt. sticky or expandable)	11.25 € (Q1-Q3)
Mobile: Medium Rectangle / Understitial / Content Ad + optional: Lead Ad 4:1 / 6:1*	12.00 € (Q4)
<b>DELUXE</b>	
Desktop <sup>1</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar <sup>2</sup> / Curtain Dropper <sup>2</sup> / Double Dynamic Sitebar / Video Wall <sup>2</sup> / Bridge Ad <sup>2</sup> / Image Reveal Ad	13.50 € (Q1-Q3)
Mobile: Medium Rectangle / Interscroller / Content Ad / Understitial + optional: Lead Ad 2:1 / 4:1*	14.25 € (Q4)

HomeRun Targeting <sup>3</sup>   10 a.m. – 10 a.m.	Guarantee / Price
<b>BASIC</b>	15,000,000 AIs
Desktop <sup>1</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ opt. sticky or expandable)	180,000 € (Q1-Q3)
Mobile: Medium Rectangle / Understitial / Content Ad + optional: Lead Ad 4:1 / 6:1*	190,000 € (Q4)
<b>DELUXE</b>	15,000,000 AIs
Desktop <sup>1</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar <sup>2</sup> / Curtain Dropper <sup>2</sup> / Double Dynamic Sitebar / Video Wall <sup>2</sup> / Bridge Ad <sup>2</sup> / Image Reveal Ad	210,000 € (Q1-Q3)
Mobile: Medium Rectangle / Interscroller / Content Ad / Understitial + optional: Lead Ad 2:1 / 4:1*	220,000 € (Q4)

BILD Second Home (Sportblock)   10 a.m. – 10 a.m.	Guarantee / Price
Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ opt. sticky or expandable)	2,500,000 AIs
Mobile: Medium Rectangle / Understitial App: Medium Rectangle	45,000 €

<sup>1</sup> Sticky creatives follow scrolling motion / The delivery of a Dynamic Sitebar is recommended for ideal display and improved viewability on a Tablet.

<sup>2</sup> FC=1/day, a Billboard or a Fireplace element may remain visible as fallback creatives.

<sup>3</sup> Targeting options: Regio, Sozio. A creative pool (up to 1,500 creatives) adapted to the targeting areas can be created automatically.

\* A neutral fallback creative is required.

\*\* A Lead Ad can be added optionally but is not counted as part of warranty fulfillment



## FIXED PLACEMENTS

Brand Day   10 a.m. – 10 a.m.	Guarantee / Price
<p>Desktop<sup>1</sup>: Wallpaper / Billboard / (Double) Dynamic Sitebar / Fireplace / Bridge Ad + A-Teaser + diff. Medium Rectangle (News, Entertainment, Finance, Business) + Second Home + diff. Contentbars (Premium + CB 2 + CB All notifications)</p> <p>Mobile: Lead Ad + Medium Rectangle (2x) + Footer or Lead Ad + Understitial + Footer / Interscroller + Lead Ad + Footer / Lead Ad + Content Ad 1:1 + Medium Rectangle</p>	<p>48,000,000 AIs</p> <p>380,000 €</p>

BILD TopicRun   10 a.m. – 10 a.m.	Entertainment	Sports	News	Health and Family
<p>Desktop<sup>1</sup>: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ opt. sticky<sup>1</sup> or expandable)</p> <p>Mobile: Lead Ad (4:1 / 6:1) + Medium Rectangle / Understitial / Interscroller</p> <p><b>Specifics<sup>2</sup></b> Advertisers receive exclusivity on the channel home pages, as well as an exclusive targeting of channel-affine users based on their reading behavior over the last 30 days. The affine user is identified on BILD.de and exclusively served with your advertising material.</p>	<p>2,300,000 AIs 46,000 € + Entertainment index</p>	<p>2,300,000 AIs 46,000 € + Sports index</p>	<p>2,700,000 AIs 54,000 € + News index</p>	<p>2,200,000 AIs 44,000 € + Advice index</p>
	Finance, Business, Saving	Multimedia and Tech	Car and Service	Travel
	<p>1,600,000 AIs 32,000 € + Finance index</p>	<p>1,000,000 AIs 20,000 € + Digital index + Games index</p>	<p>550,000 AIs 11,000 € + Car index</p>	<p>1,000,000 AIs 20,000 € + Travel index</p>

Premium Apps   10 a.m. – 10 a.m.	Guarantee / Price	Specifics
<p>Smartphone-App: Lead Ad (4:1 / 6:1) + Medium Rectangle Tablet-App: Contentbar XXL + Superbanner</p>	<p>1,150,000 AIs 25,000 €</p>	<p>Position yourself in the BILDplus environment and address our target group with high purchasing power via the smartphone and tablet app.</p>

Content Ad + Contentbar Premium   10 a.m. – 10 a.m.	Guarantee / Price
<p>Desktop: Content Bar Premium Mobile: Content Ad 4:1 / MMR</p>	<p>3,000,000 AIs 60,000 €</p>

## SPORTS



BILD is sports.

BILD Sports Fixed Placements*   10 a.m. – 10 a.m.	Sports Channel Run	Football Channel Run
<p>Desktop: (Dynamic) Sitebar / Skyscraper (+ opt. sticky or expandable)</p> <p>Mobile: Lead Ad (4:1) + Medium Rectangle / Lead Ad (4:1) + Understitial</p>	<p>1,250,000 AIs</p> <p>23,000 €</p>	<p>Game Day**: 3,000,000 AIs 55,000 €</p> <p>Not on Game Day: 1,500,000 AIs 28,000 €</p>

\*Not within Bundesliga sponsorings.

\*\* Game Day of the following competitions: Bundesliga, DFB Pokal, UCL, Euro-League

<sup>1</sup> Sticky creatives follow scrolling motion / The delivery of a Dynamic Sitebar is recommended for ideal display and improved viewability on a Tablet.  
<sup>2</sup> Cannot be combined with targeting options of MI-DATA-Ratecard.

## BRANDED CONTENT

Brand Story BILD <sup>1</sup>   4 weeks - incl. Native Teaser		Page Views	Price
Package S		40,000	100,000 €
Package M – including A-Teaser on home page		110,000	220,000 €
Package L – including A-Teaser on home page		200,000	300,000 €

  

Product Story BILD <sup>2</sup>   4 weeks		Ad Impressions/ Views	Package price incl. SR
Package M		6,200,000 AIs 20,000 Views	55,000 €
Package L		8,400,000 AIs 30,000 Views	79,000 €

  

Brand Hub <sup>3</sup>   individual runtime		Story Views	Package Price
2-4 Brand Stories included		250,000	400,000 €

  

Vertical Brand Story BILD   1-2 weeks, max. 5 Story Parts		Advertising formats	Page Views	Price <sup>4</sup>
Stand Alone	Vertical Video or Fullscreen Ad (Cinemagraph, GIF or Image), displayed via Instagram Storys and Snapchat Ads	30.000	80.000 €	
Brand Story Booster		15.000	40.000 €	

  

Product Hub <sup>5</sup>   individual runtime (minimum 4 weeks)		Ad Impressions	Story Views	Package Price
2-4 Product Stories included		11,250,000	42,000	110,000 €

  

Advertorial <sup>6</sup>   4 weeks		Ad Impressions	Package Price
Advertorial Package		9,000,000 AIs	50,000 €

  

Raffle Story <sup>7</sup>   individual runtime (minimum 4 weeks)		Ad Impressions	Story Views	Package Price
Raffle Story		15,350,000	110,000	270,000 €

## SOCIAL MEDIA

Snapchat BILD Discover <sup>8</sup>		Advertising formats	Number of Creatives	Ad Impressions	Price
Fixed placement <sup>9</sup>		Vertical Video or Fullscreen Ad (Cinemagraph, GIF or Image)	At least 3	400,000 AIs	23,000 €

  

BILD Snapchat CPM <sup>8</sup>		Placement	Price
Vertical Video or Fullscreen Ad (Cinemagraph, GIF or Image)		ROS	65 €

### [+] optional Creative creation<sup>7</sup>

1 add. creation costs for the creation of the brand story amounting to: S = 8,000 €, M = 10,000 €, L = 12,000 €. These are not eligible to discount or AE but subject to VAT.

2 add. Creation costs for the creation of the product story amounting to: M = 6,000 €, L = 8,000 €. These are not eligible to discount or AE but subject to VAT.

3 add. creation costs of 25,000€ for the creation of the Brand Hub. These are not eligible to discount or AE but subject to VAT.

4 Available for MI Portfolio (if an Instagram page is available); Add. creation costs: Stand Alone: 10,000€ | Booster: 5,000€. These are not eligible to discount or AE but subject to VAT.

5 add. creation costs of 12,000€ for the creation of the Product Hub. These are not eligible to discount or AE but subject to VAT.

6 add. creation costs of 3,500€ for the creation of the advertorial. These are not eligible to discount or AE but subject to VAT.

7 add. creation costs for the creation of the product story in the amount of 8,000€. These are not eligible to discount or AE but subject to VAT.

8 Creation of Vertical Video o. Fullscreen Ad (Cinemagraph, GIF or Image) 1,000 € per Ad, Vertical Video o. Fullscreen Ad (Cinemagraph, GIF or Image) with Advertorial 1,000 € (not eligible to discount or AE).

9 Daily fixed placements can also be booked as branded content (in the look & feel of the BILD Snapchat Edition) or as monothematic fixed placements (we create a Snapchat Edition matching a theme of your choice, e.g. beauty, celebrities, etc.). Snapchat filters can also be booked via reach packages.



## SOCIAL MEDIA

Snapchat Run of BILD Discover <sup>1</sup>	Advertising format	Number of Creatives	Ad Impressions	Price
1 Week	Vertical Video or Fullscreen Ad (Cinemagraph, GIF or Image)	At least 1	500.000	22.500 €
2 Week			1.000.000	40.500 €
1 Month			2.000.000	72.000 €

Youtube	Advertising format	Max Als per month	CPM Bumper Ads 6 sec.	CPM PreRoll 20 sec.
BILD Channel	BILD	500,000	70 €	110€
Theme combination Entertainment	BILD BOXX, BILD Kino, BILD Musik	2,100,000	60 €	100 €

Facebook Sponsored Posts*	Fans	Ad Impressions	Price
BILD <sup>2</sup>	2,400,000	1,400,000	48,000 €
BILD Sports <sup>2</sup>	779,000	800,000	28,000 €
Football BILD <sup>2</sup>	114,000	400,000	14,800€
[*] Targeting of demographic data, location or interests	Included		

\* BILD sponsored posts can only be booked in combination with brand concepts (Volksprodukte, BILD Bundesliga, Brand Studio).

Facebook Live	Advertising format	Ad Impressions	CPM fixed price
Facebook Live, YouTube Live, BILD.de Home/Video <sup>3</sup>	Common sender, Pre Presenter, Post Presenter, Bänderole, Product Placement	Depending on event	90 €

Instagram <sup>4</sup>	Advertising format	Max Als per month	Price
BILD or BILD Promis	Post (max. 4)	200.000	10.000 €

## SPECIALS

The BILD Rocket	Price	Runtime
<p><b>The Concept</b></p> <p>Data-driven, performance-oriented advertising is the key to this digital brand concept. On the way to maximum performance and your campaign success, we will support you in selecting the right BILD products at the right time.</p> <p>We will display them on BILD.de &amp; BILD mobile offering high attention potential and reach.</p>	<p>(net) from 300,000 €</p> <p>Individual offers and concepts on request!</p>	At least 3 months.

<sup>1</sup> Creation of Vertical Video o. Fullscreen Ad (Cinemagraph, GIF or Image) 1,000 € per Ad (not eligible to discount or AE), Vertical Video o. Fullscreen Ad (Cinemagraph, GIF or Image) with Advertorial 1,000 € (not eligible to discount or AE). Snapchat filters can also be booked via reach packages.

<sup>2</sup> All prices with add. € 800 creation costs (not eligible for discount or AE) for the advertising formats Classic, Carousel Ad, Video, Slideshow Ad (5 working days in advance). The Canvas Ad demands 1,890€ creation costs (not eligible for discount or AE) (10 working days in advance).

<sup>3</sup> Daily fixed placements can also be booked as branded content (in the look & feel of the BILD Snapchat Edition) or as monothematic fixed placements (we create a Snapchat Edition matching a theme of your choice, e.g. beauty, celebrities etc.). Snapchat filters can also be booked via reach packages.

<sup>4</sup> Add. € 800 creation costs (not eligible for discount or AE).



## SPECIALS

Theme Specials*	Ad Impressions	Package Price
<b>Theme Special Package S</b> incl. Advertorial <sup>1</sup>   2-4 weeks <ul style="list-style-type: none"> <li>• 1 placement of the theme special teaser on the home page and permanently in the affine channel.</li> <li>• Presenting Teaser on theme stage and articles.</li> <li>• Including an Advertorial (9,000,000 AIs)</li> </ul>	10,500,000 AIs	180,000 €
<b>Theme Special Package M</b> incl. Brand Story M <sup>2</sup>   4 weeks <ul style="list-style-type: none"> <li>• 2 placements of the theme special teaser on the home page and permanently in the affine channel.</li> <li>• Presenting Teaser on theme stage and articles.</li> <li>• Including Brand Story M (110,000 Story Views guaranteed)</li> </ul>	15,500,000 AIs	330,000 €
<b>Theme Special Package L</b> incl. Brand Story L <sup>2</sup>   4-6 weeks <ul style="list-style-type: none"> <li>• Placement of the theme special teaser on the home page and permanently in the affine channel.</li> <li>• Presenting Teaser on theme stage and articles.</li> <li>• Including Brand Story L (200,000 Story Views guaranteed)</li> </ul>	20,500,000 AIs	400,000 €

\* Already pre-discounted. Lead time is at least 3 weeks. Individual topics after consultation with the editorial office.

## CPM PLACEMENTS

MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)					
	AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Floor Ad, Billboard <sup>4</sup>		
Mobile Content Ad 6:1 + 4:1, Mobile Native Style Ads	RoS & Custom 50 €	RoS & Custom 60 €	RoS & Custom 75 €		
Mobile Content Ad 2:1, Mobile-/ Social- <sup>3</sup> Medium Rectangle	RoS & Custom 60 €	RoS & Custom 70 €	RoS & Custom 85 €		
Mobile Content Ad 1:1, Understitial	RoS & Custom 70 €	RoS & Custom 80 €	RoS & Custom 95 €		
Interscroller Ad	RoS & Custom 75 €	RoS & Custom 85 €	RoS & Custom 100 €		
VIDEO					
InText Outstream Ads <sup>5</sup>	at beginning, till incl. 20 sec	RoS & Custom 60 €			

MULTISCREEN - Traffic distribution between desktop and mobile is based on availability.

Additional options:

Expandable Ads + 10 € CPM  
 Tandem- / Triple Ads highest price category  
 More video formate on request

<sup>1</sup> Add. creation costs of 3,500€ for the creation of the advertorial. These are not eligible for discount or AE but subject to VAT.

<sup>2</sup> Add. creation costs for the creation of the brand story amounting to: M = 10,000 €, L = 12,000 €. These are not eligible for discount or AE but subject to VAT.

<sup>3</sup> Bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages).

<sup>4</sup> The billboard is displayed above the navigation bar on BILD.de.

<sup>5</sup> Overlength (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM; billing on CPCV basis on request.