



We are credible and relevant.

We provide hard-hitting facts and set topics on Sunday that Germany will talk about during the week. No other Sunday newspaper is quoted more often than BILD am SONNTAG.¹

We are diverse, fast and up-to-date.

We provide the topics of conversation, informing and inspiring our 7 million readers² every Sunday with the latest news. Our readers particularly appreciate the mix of newsworthy, political and entertainment topics. And then there's our centrepiece in the middle of the magazine - the pull-out sports section.

We are down to earth and full of emotion.

We turn topics that move you into a tangible experience. Exciting stories are our passion. We are interested in people; we present life the way it is - honestly, openly and directly.

People relate to us, become energised and are induced to buy.

Our clear language makes BILD am SONNTAG accessible and ensures a relaxed reading experience. That's BILD am SONNTAG - Germany's biggest Sunday newspaper!²

Ad Formats and Rates

FORMATS	RATES 2021
1/1 Page	99,900.00 €
9/16 Page	77,000.00 €
1/2 Page	69,200.00 €
1/4 Page	38,100.00 €

All Rates in EURO plus VAT.

Key Figures

- Frequency: Sunday
- Copyrate: 2.45€
- Total Reach: 7 million readers (ma 2021/II)
- Net paid circulation: 672,676 copies (IVW 2/2021)

Targetgroup³

		BILD AM SONNTAG	BASIS	
GENERATION	Male	66	49	
	Female	34	51	
AGE GROUPS	14-19 years	3	7	
	20-29 years	8	14	
	30-39 years	11	15	
	40-49 years	13	15	
	50-59 years	19	19	
	60-69 years	17	14	
HH-NET INCOME	70 years +	28	17	
	Less than 1.250 €	10	11	
	1.250 - 1.750 €	15	12	
	1.750 – 2.250 €	16	12	
		2.250 € +	59	64

¹ Media Tenor Quotes Ranking; 2 ma 2021 Press Media/II;

³ Composition in % ma 2021 Press Media I LpA, population aged 14 and over, 70.63 million