

FACTSHEET 2021

BRAND STUDIOS

ADVERTORIAL



PRODUCT STORY



BRAND STORY



OVERVIEW ADVERTORIAL, PRODUCT STORY AND BRAND STORY

ADVERTORIAL

Communication target: Promotional ad in the look & feel of the media brand. Integration of your content into stories around your products & advertising messages.

Focus: Your delivered advertising content is presented in the style of the media brand, giving it a trusted brand environment in addition to traffic.

Reporting / Monitoring: Basic

Guaranteed: Ad Impressions

PRODUCT STORY

Communication target: Product-centric, custom-designed promotional storytelling with elaborate visuals and graphics in the look and feel of the media brand, as well as link outs.

Focus: Product awareness, sales, user acquisition.

Reporting / Monitoring: Advanced

Guaranteed: Ad Impressions und Page Views

PRODUCT HUB: With a Product Hub, you get a monothematic and individual topic page. The Product Hub consists of your product stories that focus on your product. A minimum of 2 and a maximum of 4 product stories included.

BRAND STORY

Communication target: Brand storytelling with journalistic narrative competence. Individually conceived stories with elaborate storytelling elements, videos, graphics.

Focus: On the USPs of the brand with a native approach. Advertise credibly while entertaining and informing.

Reporting / Monitoring: Premium

Guaranteed: Page Views

BRAND HUB: With a Brand Hub, you get an individual thematic stage. The Brand Hub consists of your Brand Stories, where your messages are natively presented and conveyed in the look and feel of the media brand. A minimum of 2 and a maximum of 4 brand stories included.

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ADVERTORIAL, PRODUCT STORY AND BRAND STORY: RATES AND PACKAGES

For a detailed explanation please see page 1.

Advertorial Packages	Guaranteed Ad Impressions	Package Price ¹
BILD 4 weeks	9,000,000	50,000,- €
WELT 6 weeks	4,000,000	25,000,- €

Product Story and Product Hub Packages	Guaranteed Ad Impressions	Guaranteed Page Views	Package Price ²
BILD Product Hub min. 4 weeks	11,250,000	42,000	110,000,- €
BILD Product Story L min. 4 weeks	8,400,000	30,000	79,000,- €
BILD Product Story M min. 4 weeks	6,200,000	20,000	55,000,- €
WELT Product Hub Individual duration	9,500,000	26,500	80,000,- €
WELT Product Story L min. 4 weeks	8,400,000	23,000	70,000,- €
WELT Product Story M min. 4 weeks	4,700,000	12,000	47,000,- €

Podcast Hub Package	Guaranteed Ad Impressions	Guaranteed Page Views	Package Price ³
A stage on BILD.de or WELT.de, which includes – depending on the booked package 4-8 stories to your Branded Podcast + the integration of the player. Innovative branding for your advertising message. Guaranteed: Page Views + Ad Impressions			
BILD Podcast Hub L big traffic package + creation of 8 branded podcast episodes + stories about them min. 4 weeks	13,300,000	48,000	127,000,- €,- plus 90,000,- € creation costs
BILD Podcast Hub M small traffic package + creation of 4 branded podcast episodes + stories about them min. 4 weeks	10,000,000	33,000	91,000,- € plus 47,000,- € creation costs
BILD Podcast Hub S small traffic package + 4 product stories about your podcast you brought along min. 4 weeks	10,000,000	33,000	91,000,- € plus 12,000,- € creation costs
WELT Podcast Hub L big traffic package + creation of 8 branded podcast episodes + stories about them min. 4 weeks	10,700,000	35,000	105,000,- € plus 90,000,- € creation costs
WELT Podcast Hub M small traffic package + creation of 4 branded podcast episodes + stories about them min. 4 weeks	6,000,000	17,500	65,000,- € plus 47,000,- € creation costs
WELT Podcast Hub S small traffic package + 4 product stories about your podcast you brought along min. 4 weeks	6,000,000	17,500	65,000,- € plus 12,000,- € creation costs

Brand Story and Brand Hub Packages	Guaranteed Page Views	Package Price ⁴
BILD Brand Hub min. 4 weeks	250,000	400,000,- €
BILD Brand Story L min. 4 weeks	200,000	300,000,- €
BILD Brand Story M min. 4 weeks	110,000	220,000,- €
BILD Brand Story S min. 4 weeks	40,000	100,000,- €
WELT Brand Hub Individual duration	125,000	260,000,- €
WELT Brand Story L min. 4 weeks	100,000	200,000,- €
WELT Brand Story M min. 4 weeks	50,000	125,000,- €
WELT Brand Story S min. 4 weeks	30,000	90,000,- €

- 1) Plus creation costs: 3,500,- € (neither discounts, nor agency commission can be granted on such costs).
- 2) Plus creation costs: Package M 6,000,- € | Package L: 8,000,- € | Product Hub: 12,000,- € (neither discounts, nor agency commission can be granted on such costs). Product Story L can be created as an interactive story. Product Story M is excluded from interactive stories. Basic verification of content from finance clients; if applicable the Axel Springer Brand Studios are allowed to conditional relevant changes of product kind and/or guaranteed views.
- 3) Including 4-8 product stories for the respective podcast episode. Creation costs are neither discountable, nor can agency commissions be granted on such costs.
- 4) Plus creation costs: Package S: 8,000,- € | Package M: 10,000,- € | Package L: 12,000,- € | Brand Hub: 25,000,- € (neither discounts, nor agency commission can be granted on such costs).

Material for stories of Advertorial have to be delivered at least 2 weeks, Product Story at least 2-3 weeks before the start of the campaign. In addition to Brand Stories, Competition Stories and Podcast Hub it's necessary to ask for the lead time of content delivery. All rates are to be understood as fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. | Subject to alteration and printing errors.

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OVERVIEW PRINT AND CROSSMEDIA BRAND STORY AND PRODUCT STORY

For a detailed explanation please see page 1.

Print Brand Story/ Product Story/Advertorial	BILD Standard rate / Eco ²	BamS	WELT Print total / Print Working days ³	Creation Costs Brand Story/Product Story/Advertorial
1/1 page	545,700,- € / 306,000,- €	99,900,- €	81,312,- € / 44,352,- €	7,000,- €/3,000,- €/ 3,000,- €
1/2 page	343,200,- € / 228,500,- €	69,200,- €	45,175,- € / 24,100,- €	6,500,- €/2.500,- €/ 2,500,- €
1.000e format	157,600,- € / 92,500,- €	-	-	6,500,- €/2.500€/ 2,500,- €

- 1) Individual cross-media combination offers upon request.
- 2) Client books a specific calendar week; we determine the exact publication day between Monday and Saturday. When booking, you can exclude any day of your choice within the booked calendar week.
- 3) WELT Print collective edition includes WELT Print on working days and WELT AM SONNTAG incl. WELT AM SONNTAG Kompakt. WELT Print on working days means DIE WELT (Mon. – Sat.) and DIE WELT Kompakt (Mon. – Fri.) as one booking unit with two formats (except on Saturdays).

Rates apply to Brand Stories as well as to Advertorials and Product Stories. All rates are to be understood as fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. | Subject to alteration and printing errors. Brand Stories, Competition Stories and Podcast Hub it's necessary to ask for the lead time of content delivery.

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BRAND STUDIOS



BRAND STORIES: RATES AND PACKAGES

For a detailed explanation please see page 1.

Brand Story and Brand Hub Packages BILD	Guaranteed Page Views	Package Price ¹
BILD Brand Hub min. 4 weeks	250,000	400,000,- €
BILD Brand Story L min. 4 weeks	200,000	300,000,- €
BILD Brand Story M min. 4 weeks	110,000	220,000,- €
BILD Brand Story S min. 4 weeks	40,000	100,000,- €

Brand Story and Brand Hub Packages WELT	Guaranteed Page Views	Package Price ¹
WELT Brand Hub min. 4 weeks	125,000	260,000,- €
WELT Brand Story L min. 4 weeks	100,000	200,000,- €
WELT Brand Story M min. 4 weeks	50,000	125,000,- €
WELT Brand Story S min. 4 weeks	30,000	90,000,- €

Brand Story Packages other titles (e.g. Sport1, Business Insider and AutoBILD) ²	Guaranteed Page Views	Package Price ³
Brand Hub min. 4-6 weeks	25,000	79,000,- € ⁴
Brand Story L min. 4-6 weeks	20,000	62,500,- € ⁵
Brand Story M min. 4-6 weeks	15,000	50,000,- € ⁵
Brand Story S min. 4 weeks	10,000	35,000,- € ⁵
Brand Story XS min. 6-8 weeks	5,000	17,500,- € ⁵

Vertical Story	Guaranteed Page Views	Package Price ⁷
With full vertical videos or animated images you can reach a young target group with your story on Snapchat and Instagram . Up to 5 story parts including linking to your brand or product story on one of our brands or on your desired landing page.		
Stand Alone 1-2 weeks	30,000	80,000,- €
Story Booster 1-2 weeks	15,000	40,000,- €

1) Plus creation costs: Package S: 8,000,- € | Package M: 10,000,- € | Package L: 12,000,- € | Brand Hub: 25,000,- € (neither discounts, nor agency commission can be granted on such costs)

2) Books, AutoBILD, ComputerBILD, SportBILD, Transfermarkt, Sport1, ICONIST, BZ, Rolling Stone, Musikexpress, Metal Hammer, Business Insider. Brand Hub only available for AutoBILD and SportBILD.

3) Plus creation costs: Package S: 3,500,- € | Package M: 4,000,- € | Package L: 4,500,- € | Brand Hub: 10,000,- € (neither discounts, nor agency commission can be granted on such costs). Implementations regarding ComputerBILD and AutoBILD is realized by the object itself.

4) Only available on AutoBILD, SportBILD and Business Insider

5) Package L not available for ICONIST. Package S,M and L not available for Business Insider. Package XS only bookable for Business Insider and Books

6) Available for MI Portfolio (if an Instagram page is available); Plus creation costs: Stand Alone: 8,000,- € | Booster: 5,000,- € (neither discounts, nor agency commission can be granted on such costs)

Material for stories of Advertorial have to be delivered at least 2 weeks, Product Story at least 2-3 weeks before the start of the campaign. In addition to Brand Stories, it's necessary to ask for the lead time of content delivery. All rates are to be understood as fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. | Subject to alteration and printing errors.

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PRODUCT STORY : RATES AND PACKAGES

For a detailed explanation please see page 1..

Product Story and Product Hub Packages BILD	Guaranteed Ad Impressions	Guaranteed Page Views	Package Price ¹
BILD Product Hub min. 4 weeks	11,250,000	42,000	110,000,- €
BILD Product Story L min. 4 weeks	8,400,000	30,000	79,000,- €
BILD Product Story M min. 4 weeks	6,200,000	20,000	55,000,- €

Product Story and Product Hub Packages WELT	Guaranteed Ad Impressions	Guaranteed Page Views	Package Price ¹
WELT Product Hub min. 4 weeks	9,500,000	26,500	80,000,- €
WELT Product Story L min. 4 weeks	8,400,000	23,000	70,000,- €
WELT Product Story M min. 4 weeks	4,700,000	12,000	47,000,- €

Product Story Package Sprt1, AutoBILD and ComputerBILD and Product Hub ComputerBILD	Guaranteed Ad Impressions	Guaranteed Page Views	Package Price
Product Story min. 4 weeks	1,500,000	8,000	30,000,- € ²
Product Hub ComputerBILD min. 4 weeks	2,500,000	18,000	60,000,- € ³

Podcast Hub Package	Guaranteed Ad Impressions	Guaranteed Page Views	Package Price ⁴
A stage on BILD.de or WELT.de, which includes – depending on the booked package 4-8 stories to your Branded Podcast + the integration of the player. Innovative branding for your advertising message. Guaranteed: Page Views + Ad Impressions			
BILD Podcast Hub L big traffic package + creation of 8 branded podcast episodes + stories about them min. 4 weeks	13,300,000	48,000	127,000,- € plus 90,000,- € creation costs
BILD Podcast Hub M small traffic package + creation of 4 branded podcast episodes + stories about them min. 4 weeks	10,000,000	33,000	91,000,- € plus 47,000,- € creation costs
BILD Podcast Hub S small traffic package + 4 product stories about your podcast you brought along min. 4 weeks	10,000,000	33,000	91,000,- € plus 12,000,- € creation costs
WELT Podcast Hub L big traffic package + creation of 8 branded podcast episodes + stories about them min. 4 weeks	10,700,000	35,000	105,000,- € plus 90,000,- € creation costs
WELT Podcast Hub M small traffic package + creation of 4 branded podcast episodes + stories about them min. 4 weeks	6,000,000	17,500	65,000,- € plus 47,000,- € creation costs
WELT Podcast Hub S small traffic package + 4 product stories about your podcast you brought along min. 4 weeks	6,000,000	17,500	65,000,- € plus 12,000,- € creation costs

1) Plus creation costs: Package M: 6,000,- € | Package L: 8,000,- € | Brand Hub: 12,000,- € (neither discounts, nor agency commission can be granted on such costs). Product Story L can be created as an interactive story. Product Story M is excluded from interactive stories. Basic verification of content from finance clients; if applicable the Axel Springer Brand Studios are allowed to relevant changes of product kind and/or guaranteed views.

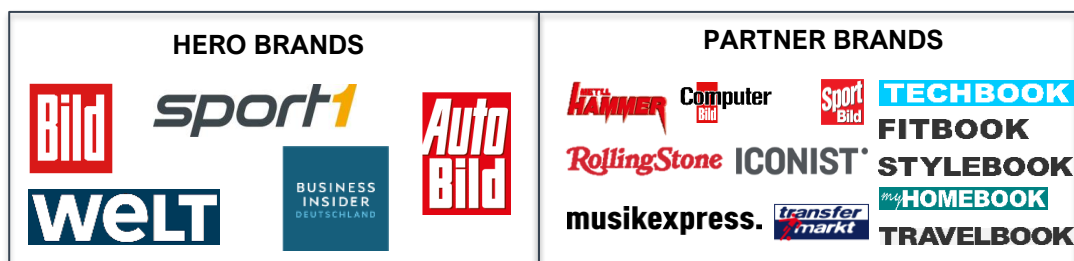
2) Plus creation costs: 3,000,- €. Basic verification of content from finance clients; if applicable the Axel Springer Brand Studios are allowed to relevant changes of product kind and/or guaranteed views.

3) Plus creation costs: 7,000,- €. Basic verification of content from finance clients; if applicable the Axel Springer Brand Studios are allowed to relevant changes of product kind and/or guaranteed views.

4) Including 4-8 product stories for the respective podcast episode. Creation costs are neither discountable, nor can agency commissions be granted on such costs.

Material for stories of Product Story have to be delivered at least 2-3 weeks before the start of the campaign. All rates are to be understood as fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. | Subject to alteration and printing errors. Competition Stories and Podcast Hub it's necessary to ask for the lead time of content delivery.

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ADVERTORIAL: : RATES AND PACKAGES

For a detailed explanation please see page 1.

Advertorial Packages	Guaranteed Ad Impressions	Package Price ¹
BILD Advertorial 4 weeks	9,000,000	50,000,- €
WELT Advertorial 6 weeks	4,000,000	25,000,- €
Sport1 Advertorial 4 weeks	8,100,000	28,500,- €
ComputerBILD, AutoBILD, SportBILD and Transfermarkt Advertorial 4 weeks	5,000,000	25,000,- €
ICONist Advertorial 4 weeks	3,600,000	20,000,- €

Advertorial Packages Business Insider and Books	Guaranteed Ad Impressions	Package Price ²
Advertorial L 6 weeks	1,500,000	22,500,- €
Advertorial M 4 weeks	1,000,000	17,500,- €
Advertorial S 2 weeks	500,000	10,000,- €

Advertorial Packages Music Titles	Guaranteed Ad Impressions	Package Price ³
Advertorial L 6 weeks	1,500,000	24,500,- €
Advertorial M 4 weeks	1,000,000	18,000,- €
Advertorial S 2 weeks	500,000	11,500,- €

1) Plus creation costs: BILD, WELT 3,500,- € | Sport1, ICONIST, AutoBILD, ComputerBILD, SportBILD, Transfermarkt: 2,500,- € (neither discounts, nor agency commission can be granted on such costs)

2) Plus creation costs: Books: 2,000,- € | Business insider: 2,500,- € (neither discounts, nor agency commission can be granted on such costs). Implementation by the object itself.

3) Plus creation costs: 1,250,- € (neither discounts, nor agency commission can be granted on such costs). Implementation by the object itself.

Material for stories of Advertorial have to be delivered at least 2 weeks before the start of the campaign. All rates are to be understood as fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. | Subject to alteration and printing errors.