



YEARS



IT ALL STARTED
WITH A
NEWSPAPER ON
24 JUNE 1952

TODAY BILD IS GERMANY'S MOST MULTIDIMENSIONAL MEDIA BRAND

Bild

J.LO & BEN AFFLECK

Weiter auf Haussuche

Jennifer Lopez (52) und Ben Affleck (49) hatten neues Haus gefunden. 10 Schlafzimmer, 17 Bäder, 50 Mio. Euro. Doch der Deal ist geplatzt. Beim Check-out der Immobilie sollen Mängel aufgefallen sein.

VALERIE MACC...

Heute nur gute Nachrichten!

Schwangere Helene Fischer

Hurra, es wird ein...

Weihnachten 2021

Bild

UNABHÄNGIG · ÜBERPARTeilICH

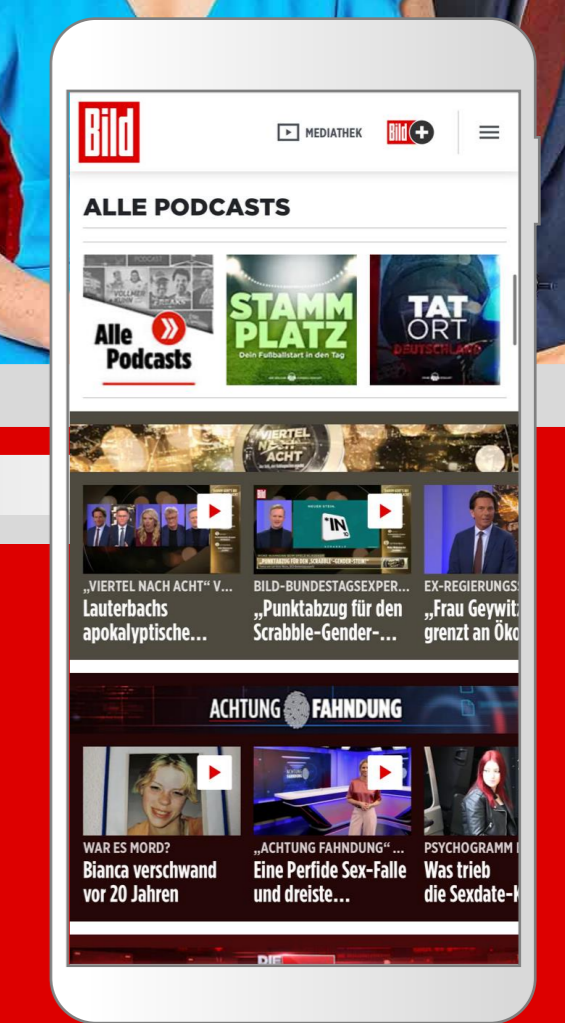
ADVENTS CASH CALL Gewinnen Sie 250 000 Euro!

Schicken Sie...

50% RABATT AUF ALLE JAH. MOBIL. PAKETE!

Medizin-Hoffnung Erste Anti-Krebs-Spritze für Patienten

Helligabend Das essen Promis & Politiker



HARDLY ANYONE HAS SHAPED THE COUNTRY AS MUCH AS BILD

Every day, more than 400 BILD reporters work to research exclusive, moving, relevant, personal stories and bring them to the readers - in the newspaper, digitally and on TV.

As a loud media brand, we give people a voice, speak our minds and thereby make Germany fairer and more understandable.

We strengthen democracy through an informed and opinionated Germany..

We are the media brand of the majority



BILD REACHES ALL OF GERMANY AND REMAINS UNRIVALLED

Bild has been making the big headlines day after day for 70 years and many are for the ages. .

Bild as Germany's strongest journalistic force, has seen everything, talked to everyone and challenged everyone.

Bild turns facts into emotions and thus reaches 13.21 million* people every day.

Bild is Germany's most multidimensional media brand with print, digital, TV, DOOH and podcast.



**THIS
ISSUE
WILL
EVERYONE
HAVE!**



**BECOME
PART OF THE
BIG BIRTHDAY
BILD –
NEVER BEFORE
HAS BILD BEEN
SO EXCLUSIVE
AND SPECIAL**

INSTEAD OF FLOWERS A BIG BAM BOOM HEADLINE

For its birthday, the celebrity world is giving BILD the best, greatest and most secret stories that no one has heard of yet.

These exclusive stories are not meant to be a PR report, not a trifle. But a very special story that could be a headline in BILD.

From all these stories, BILD is building an incomparable edition exactly for the day on which BILD turns 70: on 24.06.2022.

THESE STORIES
NEED SPACE:
EXPANDED
SCOPE!



YOUR PRODUCTIONS

ADVERTISEMENT



THEME SPECIAL



HOMERUN



THIS IS HOW YOU ARE

DATES

ET: Fr., 24.06.2022

AS: Wed, 15.06.2022

DU: Wed, 22.06.2022

Homerun: Fr., 24.06.2022

Theme special: from Fri, 24.06.2022
(running time 4-6 weeks)

CONTACT

We look forward to your call:

<https://www.mediaimpact.de/de/crossmedia-sales/ihr-kontakt-im-crossmedia-sales>

Bild



7.82 million readers* every day

PRINT

Format in Bild

Gross price

1/1 Page

562.000 €

1/2 Page

351.800 €

1.000er-Format

162.300 €

Further formats on request

DIGITAL

Gross price

Range

Homerun

190,000 €

15 Mio.

Theme special

171,000 €

15,5 Mio.