

EVERY DAY WORLD CUP

With our BILD podcast, fans can listen to the relevant news from the 2022 World Cup anytime and anywhere.



BLACK-RED-GOLD EUPHORIA

A whole country will be in football fever! All eyes will be on Qatar and on our boys - including those of our football experts from BILD. Be there, close to the fans, with our podcasts: Whether it's a short wrap-up in our podcast daily or detailed match analyses by our professionals - we will report on everything!





WHY PODCAST ADVERTISING?

91.86%

can remember at least one brand from the podcast.

21.6%

have bought the product after a podcast advertisement.

63.5%

of listeners listen to podcasts to get news and information.

94%

of podcast listeners accept advertising.

WM ALL OVER

Use the World Cup for your brand communication. We'll place you in our podcast World Cup content so you can reach fans everywhere. Be heard in all episodes of the World Cup podcasts - including the latest episodes!

Duration: entire World Cup (21.11. - 18.12.22).

Spots: Audio Presenter & Closer (up to 15 sec. each)

Placement: Run of Bundle (Sport Bundle: Stammplatz, Reif ist Live, Bayern Insider)

REACH: 1 MIO. ADSTREAMS

MEDIA GROSS: 115,000 €



GERMANY SUPPORT

Support the German national team! We place you before, during and after the Germany matches in the group phase. Use this opportunity to cheer on the team and their fans in the run-up and congratulate them after the victories.

Duration: Group phase all Germany matches (3 days each).

Spots: Audio Presenter & Closer (up to 15 sec. each).

Placement: Run of Bundle (Sport Bundle: Stammplatz, Reif ist Live, Bayern Insider)

REACH: 300,000 ADSTREAMS

MEDIA GROS: 34,500 €



OUR WM HEROES

YOUNG TARGET GROUP



STAMMPLATZ

The daily football podcast from BILD. Every morning from 6 a.m. onwards, in a compact 15 minutes, everything fans need to know for the day!

TARGET GROUP: 91% male | 23-44 years old | football freaks freaks | Inquisitive

10,000 Streams / Episode

[LISTEN HERE](#)



BAYERN INSIDER

Christian Falk is the Bayern insider. He has the perfect network around FC Bayern and the national team.

TARGET GROUP: 90% male | 23-44 years old | Sports and football enthusiast | Loyal

26,000 Streams / Episode

[LISTEN HERE](#)

PICTURE TARGET GROUP



REIF IST LIVE

Commentator legend Marcel Reif talks to BILD.de twice a week! Together with a BILD expert, they talk about the hottest topics in football for around 30 minutes.

TARGET GROUP: 90% male | 23-59 years old | Football enthusiast | Loyal

30,000 Streams / Episode

[LISTEN HERE](#)

