



THERE'S NOWHERE MORE PASSION

We think bigger.
We have a passion for writing.
We turn facts into feelings.
We are big images.
We are news.
We are always everywhere.

Thanks to its high topicality, dedication and unequalled proximity to the reader, BILD succeeds in daily spotlighting news, background information and entertainment from all areas of politics and society BILD makes emotions out of facts, thereby moving 7.35 million people day by day¹.

RATES AND FORMATS DEUTSCHLAND-GESAMT

| | Rate 2023 | Economy-Rate** |
|---------------|--------------|----------------|
| mm rate* | 186,30 € | |
| 1000er Format | 173,500.00 € | 99,000.00 € |
| 1/2 page | 376,000.00€ | 195,000.00 € |
| 1/1 page | 600,000.00 € | 295,000.00 € |

All rates in Euro plus VAT.
 The booking unit consists of the BILD and B.Z. titles. B.Z. can also be booked individually.
 * Minimum size: 20 mm; A minimum format of 1,400 total mm applies to ads of 5 or more columns.
 ** The customer can book in a certain calendar week and BILD establishes the exact publication day between Monday and Saturday of the chosen week.

BASIC DATA

- Publication: Every day; except Sundays and holidays
- Copy price: 0.90 – 1.20 €
- Reach: 7.35 Mio. readers (ma 2022/II)
- Net paid circulation: 1,187,291 copies (IWW Q3/2022)
- Outlets: 91,400 outlets

TARGETGROUP²

| | | BILD | BASIS |
|----------------------|-----------------|------|-------|
| Gender | Men | 66 | 49 |
| | Women | 34 | 51 |
| Age | 14-19 years | 3 | 7 |
| | 20-29 years | 10 | 13 |
| | 30-39 years | 15 | 15 |
| | 40-49 years | 17 | 14 |
| | 50-59 years | 20 | 19 |
| | 60-69 years | 16 | 15 |
| Household-net-income | 70 years + | 19 | 18 |
| | under 1,250 € | 11 | 9 |
| | 1,250 – 1,750€ | 12 | 10 |
| | 1,750 – 2,250 € | 13 | 12 |
| | 2,250 and more | 58 | 63 |

¹ma 2022 Pressemedien II
²composition in % according to ma 2022 Pressemedien II, Population 14 years and older: 70.60 Mio.