

A Perfect Sunday Breakfast: Croissants, Coffee and Advertising Boost.



OVERVIEW BILD AM SONNTAG-RATECARD

- | | | |
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| 1. BILD GROUP | 8. EDITORIAL SPECIAL TOPICS | 15. BILD AM SONNTAG & B.Z. AM SONNTAG |
| 2. TITLE PORTRAIT | 9. SPECIAL PUBLICATIONS & SPECIAL EDITIONS | 16. INSERTS |
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1. BILD GROUP

The brands of **BILD Group** achieve a total reach of almost **47.86 million per month**, i.e. **67.9% of German population have contact with our media every month!**¹

47.86
MILLION¹



2. TITLE PORTRAIT

SUNDAY BELONGS TO BILD AM SONNTAG

BILD am SONNTAG stands for outstanding journalism, setting on Sunday the topics, Germany talks about during the week—politically up-to-date and entertaining. We combine tabloid with background reports focusing diversity of opinion. The removable sports section inspires readers not only with current match results and analyses but also with emotional interviews and reports. Every Sunday, BILD am SONNTAG reaches 6.16 million readers¹ and is the most cited Sunday newspaper² in Germany.



3. FORMATS

FORMAT		WIDTH IN MM	HEIGHT IN MM	GROSS PRICE IN €
2/1		532	369	219,600.00
1/1		257	369	109,800.00
3/4	3 columns	191	369	89,500.00
	4 columns	257	276	
2/3	Portrait format	168	369	87,200.00
	4 columns	257	246	
9/16		191	276	83,900.00
1/2	2 columns	126	369	75,500.00
	4 columns	257	183	
3/8	2 columns	126	276	58,800.00
1/3	Portrait format	84	369	54,800.00
	4 columns	257	123	
1/4	1 column	60	369	41,800.00
	2 columns	126	183	
	4 columns	257	90	
3/16	1 column	60	276	31,900.00
	3 columns	191	90	
1/8	1 column	60	183	21,500.00
	2 columns	126	90	
	4 columns	257	43	
1/16	1 column	60	90	11,000.00
	2 columns	126	43	
1/32	1 column	60	43	5,600.00
1/64	1 column	60	20	2,900.00

3. FORMATS



2/1 pages
532 x 369 mm

1/1 page
257 x 369 mm

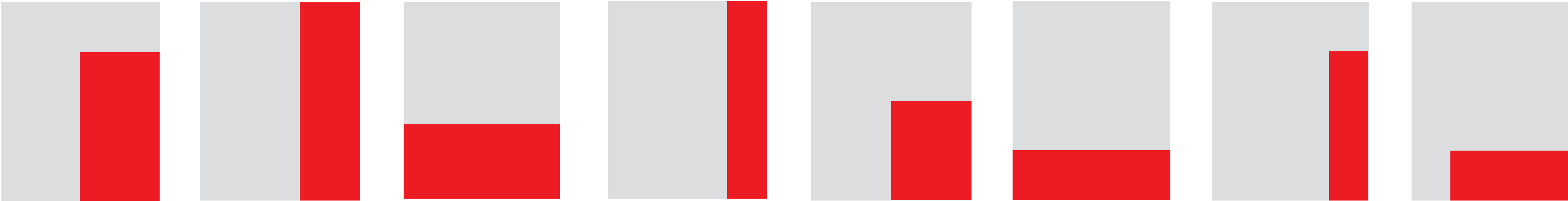
1/2 page, 2 columns
126 x 369 mm

1/2 page, 4 columns
257 x 183 mm

3/4 page, 3 columns
191 x 369 mm

3/4 page, 4 columns
257 x 276 mm

9/16 page
191 x 276 mm



3/8 page, 2 columns
126 x 276 mm

1/3 page vertical
84 x 369 mm

1/3 page, 4 columns
257 x 123 mm

1/4 page, 1 column
60 x 369 mm

1/4 page, 2 columns
126 x 183 mm

1/4 page, 4 columns
257 x 90 mm

3/16 page, 1 column
60 x 276 mm

3/16 page, 3 columns
191 x 90 mm



1/8 page, 1 column
60 x 183 mm

1/8 page, 2 columns
126 x 90 mm

1/8 page, 4 columns
257 x 43 mm

1/16 page, 1 column
60 x 90 mm

1/16 page, 2 columns
126 x 43 mm

1/32 page, 1 column
60 x 43 mm

1/64 page, 1 column
60 x 20 mm

4. COVER FORMATS & FIXED PLACEMENTS

FORMAT	PLACEMENT	FORMAT WIDTH X HEIGHT	GROSS PRICE IN €
Cover placements			
Cover header	In header of front cover	60 x 68 mm	60,700.00
Cover strip in header	In header of front cover	257 x 60 mm	103,200.00
Cover strip	In footer of front cover	257 x 43 mm	64,500.00
Cover strip XXL	In footer of front cover	257 x 68 mm	83,900.00
Cover footer left/right	In footer of front cover	60 x 68 mm	51,600.00
Cover footer XXL	In footer of front cover	63 x 186 mm	82,600.00
BamS branding	Below BamS logo	63 x 34 mm	25,300.00
Back cover placements			
Back cover head³	In header of back cover	60 x 68 mm	36,400.00
Back cover footer³	In footer of back cover	60 x 68 mm	32,800.00
Back cover strip, 1/4 page, 4 columns	In footer of back cover	257 x 90 mm	52,300.00
	As sandwich ad	257 x 90 mm	57,500.00
Back cover strip, 1/3 page portrait	On spine of page	84 x 369 mm	68,500.00
Half back cover	In footer of back cover	257 x 183 mm	94,400.00
Back cover bar	In header of back cover	205 x 68 mm	51,600.00
Back cover angle	L-shaped or mirrored L on back cover	50 x 369 mm, vertical strip 257 x 90 mm, horizontal strip	95,800.00

4. COVER FORMATS & FIXED PLACEMENTS



Front cover header
60 x 68 mm



Front cover strip in header
257 x 60 mm



Front cover strip XXL
257 x 68 mm



Front cover footer XXL
63 x 186 mm



Sports cover strip XXL
257 x 68 mm



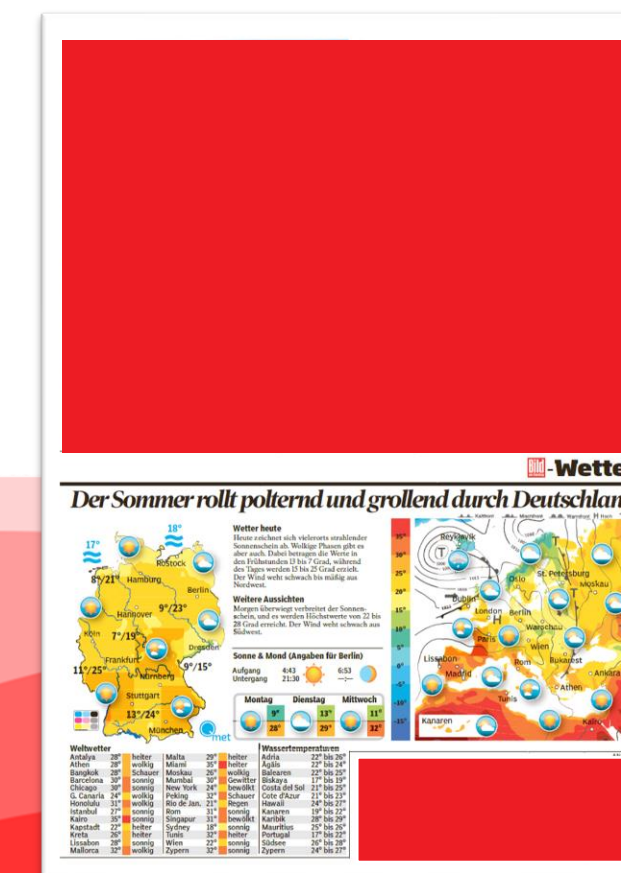
Back cover strip
257 x 90 mm



Half back cover
257 x 183 mm



Back cover strip
84 x 369 mm



Weather 1/2 page, 257 x 183 mm
Weather box, 126 x 43 mm

4. COVER FORMATS & FIXED PLACEMENTS

FORMAT	PLACEMENT	FORMAT WIDTH X HEIGHT	GROSS PRICE IN €
Sports pages placements			
Sports front cover strip	Front cover of Sports section	257 x 43 mm	37,600.00
Sports front cover strip XXL	Front cover of Sports section	257 x 68 mm	48,900.00
Sports front cover footer	Front cover of Sports section	60 x 68 mm	27,500.00
Sports front cover footer XXL	Front cover of Sports section	63 x 186 mm	44,000.00
Sports back cover OBC (1/1 page)	Back cover of Sports section	257 x 369 mm	120,780.00
Special placements			
Opening Spread¹	2/1 page on page 2 and 3	532 x 369 mm, over the gutter	263,520.00
1/4 page on page 3¹⁺²	"Politics and Society" on page 3	60 x 369 mm, 126 x 183 mm, 257 x 90 mm	48,070.00
1/2 page on page 3¹⁺²	"Politics and Society" on page 3	126 x 369 mm, 257 x 183 mm	86,825.00
First double page of issue	2/1 page following Opening Spread	532 x 369 mm, over the gutter	241,560.00
First 1/1 ad page of issue		257 x 369 mm	126,270.00
TV-guide strip below	In footer of TV programme pages	532 x 25 mm, over the gutter	32,250.00
TV-guide strip center	Centrally above TV programme	532 x 25 mm, over the gutter	35,475.00
TV-guide strip large	In footer of TV programme pages	532 x 43 mm, over the gutter	51,600.00
Weather, 1/2 page, 4 columns	In header of page above Weather	257 x 183 mm	86,825.00
Weather Presenting + 1/16 page, 2 columns		126 x 43 mm + Presenting	22,200.00

5. SPECIAL FORMATS

FORMAT		WIDTH IN MM	HEIGHT IN MM	GROSS PRICE IN €
Tunnel ad	2x 9/16 page crossover	400	276	167,800.00
Tunnel ad	2x 3/8 page crossover	270	276	129,360.00
Tunnel ad	2x 1/4 page crossover	270	183	100,320.00
Diagonal ad	on 1/1 page			94,375.00
Chessboard ad	2x 1/4 page on 1/1 page			91,960.00
Satellite ad	2x 1/8 page on 1/1 page			64,500.00
	4x 1/16 page on 2/1 page			77,000.00
Isle ad		126	126	64,500.00
Corner grip	triangle	130	130	31,900.00
Sandwich ad	1/4 page	257	90	45,980.00

All rates in Euro, plus VAT, where applicable; Additional special formats and special advertising formats upon request.
1 Placement on page 2 + 3 is only possible with classic advertising motifs and after prior agreement with the advertising management and editor-in-chief. Advertorials cannot be placed on pages 2 + 3 or on pages 3 or 5.
An extended printing deadline applies. Please send us a PDF of ad for approval to bildgruppe-duteam@axelspringer.de 14 days before publication date.
2 Should opening spread be already booked, placement will take place on page 5.
3 Only outside back cover page header or the outside back cover footer possible per publication date.
Dates for special placements subject to availability. Colour designs and other formats or the combination of formats upon request.
Motif split: Geographical split possible. Minimum format: 1/4 page. Details upon request. Costs per publication date: € 2,700.00 plus VAT, where applicable for all colour designs, not discountable but eligible for agency commission.
24-hour rule: If before ad closing the client delivers in text form to Media Impact GmbH & Co. KG a binding booking for a specific placement, this can no longer be cancelled by the client, unless an overriding reservation by a third party is converted into a binding booking within 24 hours.
The commitment by Axel Springer SE for the placement in question is subject to the conditions of no binding booking being made by a third party with a priority reservation.
A cancellation of the booking by the third party is also no longer possible after activation of the 24-hour rule. The rules for the right to shift remain unaffected.

6. SPORTS IN BILD AM SONNTAG

A removable extra of about 20 pages gives readers red-hot news and highlights from the world of sports but not exclusively soccer, as BILD am SONNTAG showcases everything from tennis and basketball to Formula 1, boxing, winter sports and the Olympics.

The sports section offers more than just results and tables, because no one gets as close to the athletes as BILD am SONNTAG, when it conducts personal interviews and covers careers and scandals.

Benefit from this emotional environment – whether on front cover, inside pages or back cover – and You will be guaranteed prominent attention!



Rates and cover placements on page 9
Special formats upon request.

7. CARS IN BILD AM SONNTAG

BILD am SONNTAG regularly publishes exceptional stories concerning cars, as well as showcasing of innovations from the International automotive sector, reporting on future-oriented topics and developments in digitalisation, automation and electromobility.

ABGEFAHREN – the weekly car page

Every week, a car page by Tom Drechsler, Editor-in-Chief AUTO of BILD Group, is published in the section “My Life” featuring the latest news and trends concerning the Germans’ favourite means of transport.

Every last sunday of the month in this section: Everything you need to know about the innovations around the topic of urban mobility.



BILD am SONNTAG means automotive power!



The Golden Steering Wheel

The Golden Steering Wheel is regularly presented for the best new car models. This internationally prestigious award is one of the top ones of the automotive industry and in 2023 it will be presented for the 47th time.



8. EDITORIAL SPECIALS

BILD am SONNTAG is as richly varied as life itself.

With our BILD am SONNTAG special issues, our editorial team focuses on a topic, offering advertisers an attractive environment for their communication. Each special offers a mix of attractive photos and informative reports – on cars, travel, technology, finance, health or home living. Editorial specials involve and activate readers.

FORMAT

1/1 page

9/16 page

1/2 page

1/3 page

1/4 page

GROSS RATES IN €

109,800.00

83,900.00

75,500.00

54,800.00

41,800.00

Special formats upon request.



9. SPECIAL PUBLICATIONS & SPECIAL EDITIONS

EXCLUSIVE SPECIAL EDITIONS

Become exclusive ad partner of an editorial special issue.

Publication date By arrangement / In consultation with the publishers

- Key data**
- Topic freely selectable, prerequisite is approval by editorial board
 - Editorial, monothematic product
 - Own cover page with BILD am SONNTAG logo

Removeable issue within issue; Production run copies e.g. for POS activities, trade fairs or mailings possible

Volume At least 4 pages
(25% available as advertising space)

Gross rates 2023	4 pages special issue incl. 1 advertising page	216.950,00 €
	8 pages special issue incl. 2 advertising pages	359.690,00 €
	12 pages special issue incl. 3 advertising pages	480.470,00 €
	16 pages special issue incl. 4 advertising pages	579.290,00 €

Format
Paper quality



285 x 400 mm (B/H) Nordic tabloid/BamS format
42.s5 g/m²

SPECIAL ADVERTISING PUBLICATIONS

The special ad publication is a special form of advertorial, familiarising readers with Your advertising message on at least 4 pages.

By arrangement

- Subject as proposed by customer and in consultation with publisher
- Own cover page with logo “BILD am SONNTAG ad special publication”
- Production in conformity with design guidelines for advertorials via brand studios

At least 4 pages
(100% advertising space)

4 pages ad special publication	428.240,00 €
8 pages ad special publication	801.560,00 €
12 pages ad special publication	1.163.900,00 €
16 pages ad special publication	1.504.280,00 €

plus realisation costs

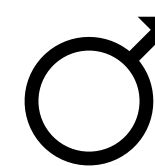


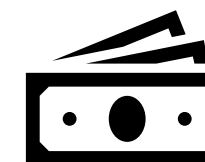
10. BILD DIGITAL

BILD is Germany's leading multimedia medium. BILD knows what moves people and what generates excitement. The content is accessible on all devices and in the app. Fast, up-to-date and varied.

- **BILD** reaches over **5.2 million unique users**.¹
- **3.5 million unique users** via high-reach **BILD Home**.¹

Our readership:

 **57%** men¹

 **75%** HHNI > € 2,000.--¹

 **53%** aged 20 - 49¹

 **70%** professionally active¹

Key Facts:

- **25.5 mill.** UUs/month on BILD¹
- **425 mill.** visits²
- **1.5 bill.** page impressions²



11. BILD LIVE

BILD MOVES. FOR EVERYONE. LIVE AND IN COLOUR.

Europe’s biggest media brand thinks LIVE reporting anew, drives real-time journalism further forward and enables everyone to experience stories.

Germany’s fastest live channel is live daily – every morning on business days from 07:00H to 17:30H and, of course, round the clock with current events. Breaking news always has priority at BILD!

In addition to the live track, BILD TV shows a variety of self-produced video formats and selected licensed formats around the clock: In terms of content, the focus is on politics, sports, show, crime and service topics. Opinionated with political talks, with emotional stories from the middle of people's lives and always close to the action, politicians and decision-makers.



Other keyfacts¹

Market share (%)	0.2
Viewers (mill.)	0.204
Contacts (mill.)	1.238



¹ Source: AGF Videoforschung in cooperation with GfK; videoSCOPE 1.4, Monday-Sunday 06:00H-1:00H, Ad break reach & CPM: Tarif group 01-20, provisoinal weighted data.
Market standard: AGF-Standard\TV
Rates and offers marketed by Visoon Video Impact GmbH & Co. KG.

12. BRAND CONCEPTS – BOOSTING YOUR SALES

BILD BRAND CONCEPTS. AND GERMANY BUYS!

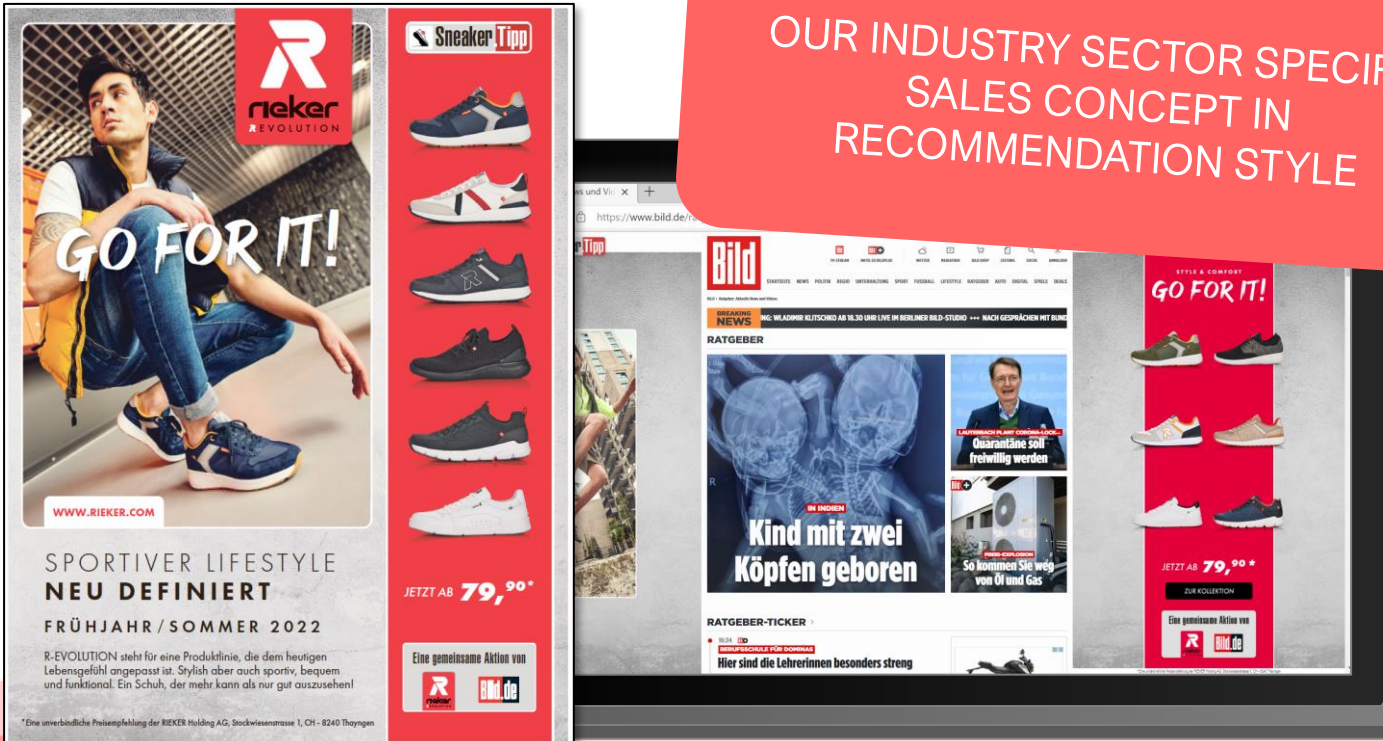
With a BILD brand concept, You benefit from the credibility of one of Germany's strongest media brands. The design in the look & feel of our titles translates Your message into the language of our readers and users.¹ With the exclusive usage of our brand logos in the context of the campaign, this message is transferred to Your products and to POS. Reaching Your clients with our power-reach, eye-catching staging.



ON AVERAGE 35%-45% REACH
PER CAMPAIGN
EVERY SECOND CLIENT BOOKS ON
AVERAGE 2-3 CAMPAIGNS



THE IDEAL CONCEPT FOR TOPICS OR
PRODUCTS REACHING THE WHOLE
OF GERMANY



OUR INDUSTRY SECTOR SPECIFIC
SALES CONCEPT IN
RECOMMENDATION STYLE

For over 20 years, our “People’s Product” has been Germany’s big crossmedia concept. Almost 220 realisations speak for themselves. We offer a full-service package for crossmedia campaigns, individually tailored to meet Your communication needs.

Our “Campaign for Germany” offers the possibility to advertise products or services. The content addresses a mass market, inspiring the whole of Germany.

Spotlight on Your product! Our “Product Tip” offers a sector-specific sales drive focusing on product and price.

13. BRAND STUDIOS – WE LOVE TO TELL GREAT STORIES

AXEL SRPINGER BRAND STUDIOS: Journalists, video producers, digital strategists and social media experts translate Your brand goals into tailor-made storytelling and 360-degree campaigns with maximum advertising impact.

BRAND STORY



PRODUCT STORY



CONTENT HUBS



Storytelling with journalistic storytelling skills:
The best journalists and photographers from our Brand Studios editorial team will stage Your topic individually in an exciting and informative story in the style of our BILD media.

At the heart of the story is Your product/brand.
Our product story is particularly suitable for products requiring explanation, for new features and current offers from by our partners.

With a brand- or product hub is an individual thematic microsite on BILD.de. The hub consists of Your brand- or product stories, providing a whole page for Your stories.

13. BRAND STUDIOS – WE LOVE TO TELL GREAT STORIES

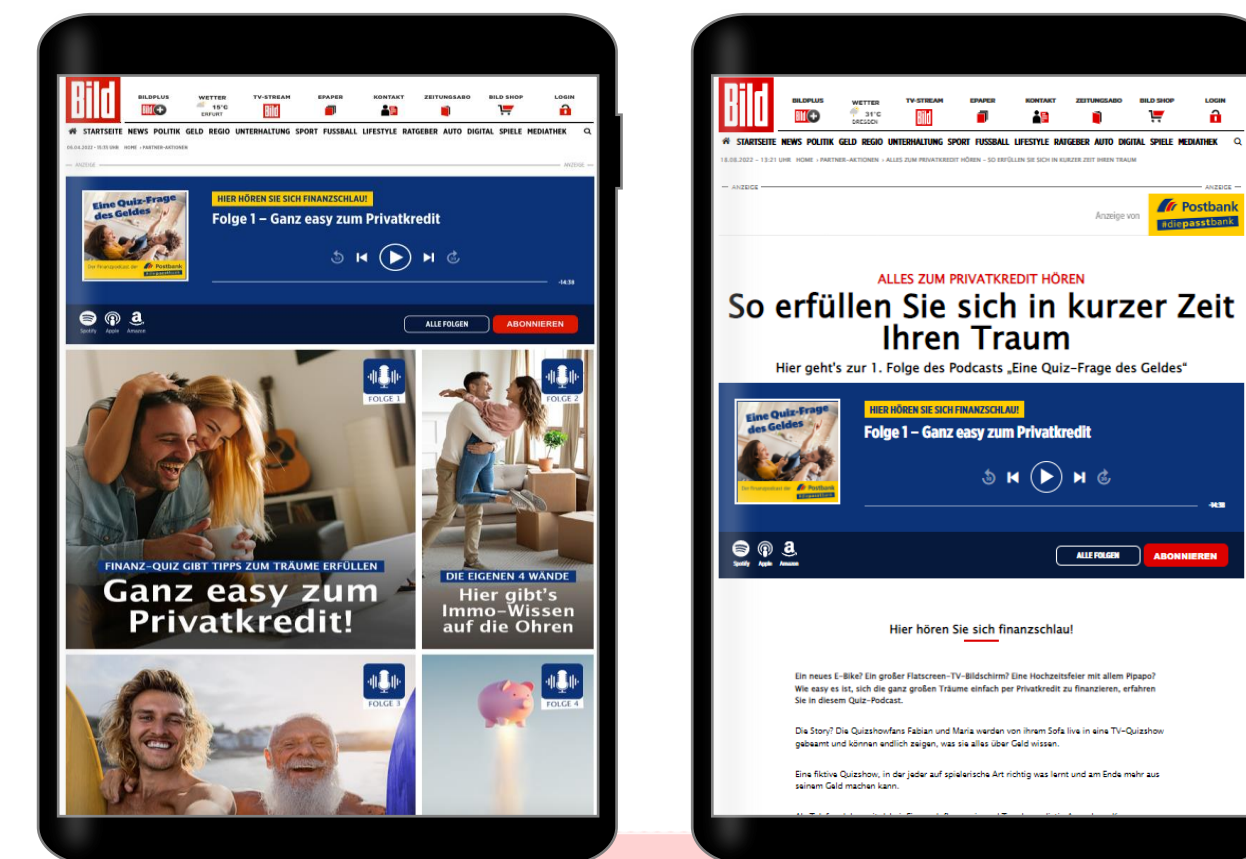
Interested? We shall be pleased to create an offer with a creative concept specifically tailored to Your needs.

ADVERTORIAL



Pure partner content – Your content in our brands!
We individually design Your standard advertising material.
Particularly suitable for product- & brand-centric content, for specific products, new features and offers.

PODCAST



Our Podcast Hub with integrated Branded Podcast offers the perfect innovative branding tool for Your company. Integration of podcast player with Your branded podcast (available on all major podcast platforms such as Spotify and Deezer) within stories and on hub.

14. PARTIAL BOOKING – FORMATS AND RATES

CONDITIONS FOR PARTIAL BOOKINGS DIFFERING FROM THOSE FOR TOTAL EDITION

General Notes

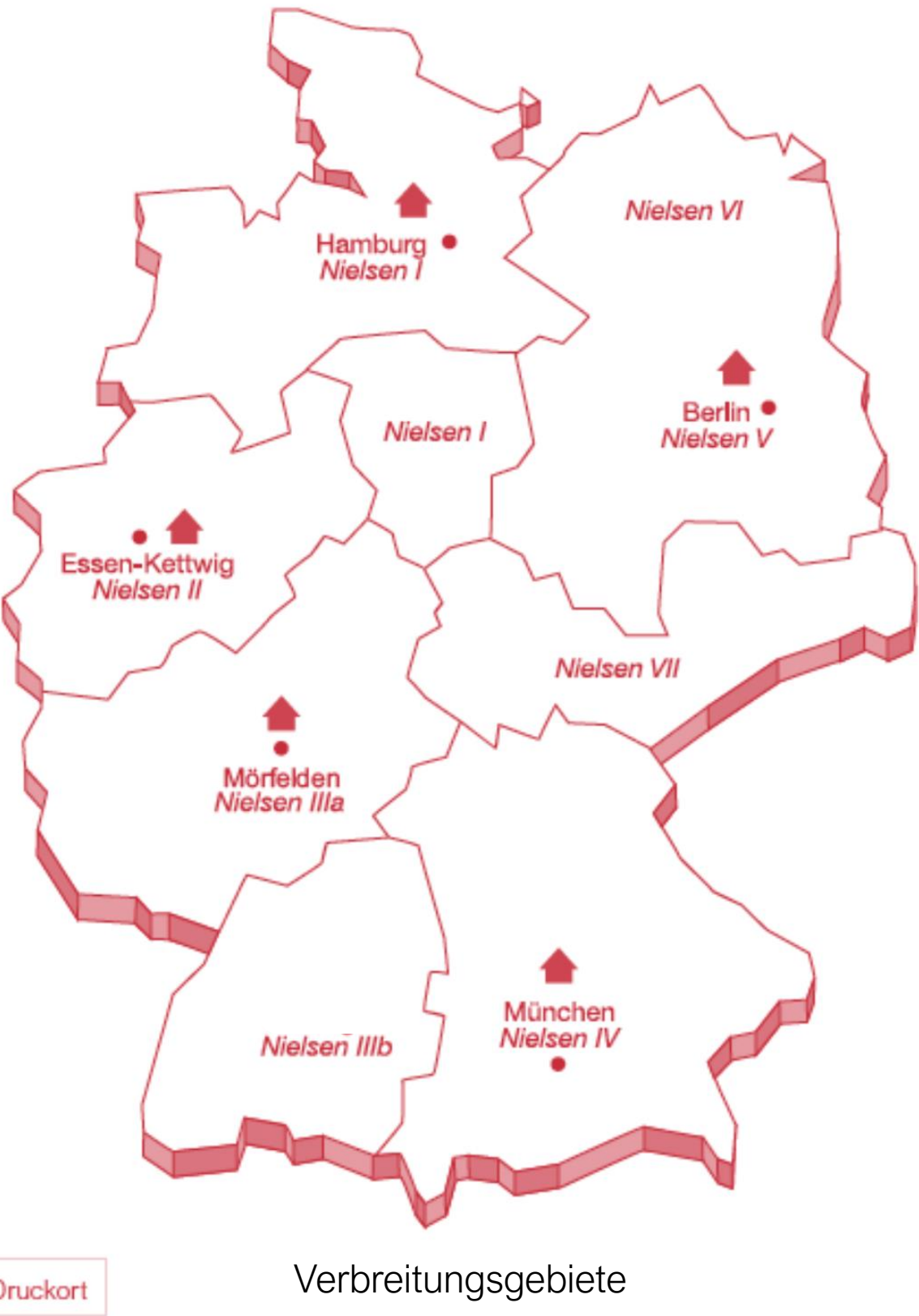
Partial issues can be booked individually or in any desired combination.
Orders for individual partial issues and any desired combination of partial issues are discounted separately.

Ad and Print Material Deadline, Right of Cancellation (all colour / layouts)

ad closing/right of cancellation deadline: 7 working days before publication, 12:00H
Printing material: 5 workings days before publication, 12:00H

When setting the date, publisher reserves the right to postpone ads for partial issues in favour of existing orders for the total edition.

FORMATE (ONE TO FOUR COLOURS)		NIELSEN I	NIELSEN II	NIELSEN IIIA	NIELSEN IIIB	NIELSEN IV	NIELSEN V, VI, VII
1/1 page	257 x 369 mm	31,000.00 €	34,500.00 €	30,500.00 €	26,000.00 €	29,000.00 €	21,000.00 €
9/16 page	191 x 276 mm	23,700.00 €	26,400.00 €	23,300.00 €	19,900.00 €	22,200.00 €	16,000.00 €
1/2 page	257 x 183 mm	21,300.00 €	23,700.00 €	21,00000 €	17,900.00 €	19,900.00 €	14,400.00 €
1/4 page	126 x 183 mm	14,300.00 €	15,900.00 €	14,000.00 €	12,000.00 €	13,300.00 €	9.700.00 €



NIELSEN REGIONS	GERMAN FEDERAL STATES
Nielsen I	Schleswig-Holstein, Hamburg, Bremen, Lower Saxony
Nielsen II	North Rhine-Westphalia
Nielsen IIIa	Hessen, Rhineland-Palatinate, Saarland
Nielsen IIIb	Baden-Württemberg
Nielsen IV	Bavaria
Nielsen V, VI, VII	Berlin, Mecklenburg-Western Pomerania, Brandenburg, Saxony Anhalt, Thuringia, Saxony

15. BILD AM SONNTAG & B.Z. AM SONNTAG

REACHING EVEN MORE POPL E IN THE GERMAN CAPITAL CITY.

Beenfit from the great reach of BILD am SONNTAG in Berlin and book B.Z. am Sonntag in combination.

FORMAT	TITLE	WIDTH IN MM	HEIGHT IN MM	COMBINATION RATES ONE-/FOUR COLOURS
Front cover stripe	BILD am SONNTAG small	257	43	65,925.00 €
	B.Z. am Sonntag	257	40	
2/1 page	BILD am SONNTAG	532	369	242,735.00 €
	B.Z. am Sonntag	532	369	
1/1 page	BILD am SONNTAG	257	369	120,316.00 €
	B.Z. am Sonntag	257	369	
9/16 page Corner ad	BILD am SONNTAG	191	276	89,600.00 €
	B.Z. am Sonntag	187	250	
1/2 page	BILD am SONNTAG landscape	257	183	80,744.00 €
	B.Z. am Sonntag	257	184	
	BILD am SONNTAG portrait	126	369	
	B.Z. am Sonntag	130	369	



Facts BILD am SONNTAG

Net paid circulation:¹ 672,775 copies
Reach per copy:² 6.16 million readers

Facts B.Z. am Sonntag

Net paid circulation:¹ 57,491 copies
Reach per copy:² 309,000 readers

¹ IVW II/2022.
² ma 2022 Pressemedien II, German-speaking population, aged 14 +.

16. INSERTS

NIELSEN REGION	NIELSEN I	NIELSEN II	NIELSEN IIIA	NIELSEN IIIB	NIELSEN IV	NIELSEN V – VII
Printing Locations	Hamburg	Essen-Kettwig	Mörfelden/ Essen-Kettwig	Mörfelden/ Munich	Munich	Berlin
Gross rates per 1,000 copies ¹	Up to 20 g 79.00 € • up to 30 g 89.00 € • up to 40 g 99.00 € • up to 50 g 109.00 € • up to 60 g 119.00 € • up to 70 g 129.00 € • up to 80 g 139.00 €					
Booking Deadline, Cancellation Deadline	6 weeks before publication ²					
Weight	5–80 g (heavier weights upon request, samples required) • minimum 10.5 x 14.8 cm • maximum 25.0 x 35.0 cm					
Distribution area	Schleswig-Holstein, Hamburg, Bremen, Lower Saxony	North Rhine-Westphalia	Hessen, Rhineland- Palatinate, Saarland	Baden-Württemberg	Bavaria	Berlin, Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt, Thuringia, Saxony
Delivery (07:00H–15:00H) At the earliest At the latest	5 days 4 days	6 days 5 days	5 days 4 days	5 days 4 days	5 days 4 days	5 days 4 days
Address	AS Offsetdruckerei Ahrensburg GmbH & Co. KG Kornkamp 11 22926 Ahrensburg	AS Offsetdruckerei Kettwig GmbH & Co. KG Im Teelbruch 100 45219 Essen	Hürriyet A.S. An der Brücke 20 – 22 64546 Mörfelden-Walldorf AS Offsetdruckerei Kettwig GmbH & Co. KG Im Teelbruch 100 45219 Essen	Hürriyet A.S. An der Brücke 20 – 22 64546 Mörfelden-Walldorf Süddeutscher Verlag GmbH/ Weiter- verarbeitung Zamdorfer Str. 40 81677 München	Süddeutscher Verlag GmbH/ Weiter- verarbeitung Zamdorfer Str. 40 81677 München	AS Druckhaus Spandau GmbH & Co. KG Brunsbütteler Damm 156 –172 13581 Berlin

17. DATES AND DEADLINES

ISSUE N°	WEEK	PUBLICATION DATE	AD DEADLINE/ RIGHT OF CANCELLATION (TUESDAY 12:00H)	PRINT MATERIAL DEADLINE (WEDNESDAY 12:00H)	ISSUE N°	WEEK	PUBLICATION DATE	AD DEADLINE/ RIGHT OF CANCELLATION (TUESDAY 12:00H)	PRINT MATERIAL DEADLINE (WEDNESDAY 12:00H)
1	52	01.01.2023	27.12.2022	28.12.2022	28	27	09.07.2023	04.07.2023	05.07.2023
2	1	08.01.2023	03.01.2023	04.01.2023	29	28	16.07.2023	11.07.2023	12.07.2023
3	2	15.01.2023	10.01.2023	11.01.2023	30	29	23.07.2023	18.07.2023	19.07.2023
4	3	22.01.2023	17.01.2023	18.01.2023	31	30	30.07.2023	25.07.2023	26.07.2023
5	4	29.01.2023	24.01.2023	25.01.2023	32	31	06.08.2023	01.08.2023	02.08.2023
6	5	05.02.2023	31.01.2023	01.02.2023	33	32	13.08.2023	08.08.2023	09.08.2023
7	6	12.02.2023	07.02.2023	08.02.2023	34	33	20.08.2023	15.08.2023	16.08.2023
8	7	19.02.2023	14.02.2023	15.02.2023	35	34	27.08.2023	22.08.2023	23.08.2023
9	8	26.02.2023	21.02.2023	22.02.2023	36	35	03.09.2023	29.08.2023	30.08.2023
10	9	05.03.2023	28.02.2023	01.03.2023	37	36	10.09.2023	05.09.2023	06.09.2023
11	10	12.03.2023	07.03.2023	08.03.2023	38	37	17.09.2023	12.09.2023	13.09.2023
12	11	19.03.2023	14.03.2023	15.03.2023	39	38	24.09.2023	19.09.2023	20.09.2023
13	12	26.03.2023	21.03.2023	22.03.2023	40	39	01.10.2023	26.09.2023	27.09.2023
14	13	02.04.2023	28.03.2023	29.03.2023	41	40	08.10.2023	02.10.2023	04.10.2023
15	14	09.04.2023	04.04.2023	05.04.2023	42	41	15.10.2023	10.10.2023	11.10.2023
16	15	16.04.2023	11.04.2023	12.04.2023	43	42	22.10.2023	17.10.2023	18.10.2023
17	16	23.04.2023	18.04.2023	19.04.2023	44	43	29.10.2023	24.10.2023	25.10.2023
18	17	30.04.2023	25.04.2023	26.04.2023	45	44	05.11.2023	31.10.2023	01.11.2023
19	18	07.05.2023	02.05.2023	03.05.2023	46	45	12.11.2023	07.11.2023	08.11.2023
20	19	14.05.2023	09.05.2023	10.05.2023	47	46	19.11.2023	14.11.2023	15.11.2023
21	20	21.05.2023	16.05.2023	17.05.2023	48	47	26.11.2023	21.11.2023	22.11.2023
22	21	28.05.2023	23.05.2023	24.05.2023	49	48	03.12.2023	28.11.2023	29.11.2023
23	22	04.06.2023	30.05.2023	31.05.2023	50	49	10.12.2023	05.12.2023	06.12.2023
24	23	11.06.2023	06.06.2023	07.06.2023	51	50	17.12.2023	12.12.2023	13.12.2023
25	24	18.06.2023	13.06.2023	14.06.2023	52	51	24.12.2023	19.12.2023	20.12.2023
26	25	25.06.2023	20.06.2023	21.06.2023	53	52	31.12.2023	22.12.2023	27.12.2023
27	26	02.07.2023	27.06.2023	28.06.2023					

18. PUBLISHER INFORMATION

PUBLISHER AND REGIONAL MARKETER

Axel Springer SE
BILD am SONNTAG – Anzeigen
Axel-Springer-Straße 65
10888 Berlin

Place of publication
Berlin

Frequency
Sonntags

Issue format
Nordic tabloid

Circulation area
Bundesrepublik Deutschland

ZIS number
102364

NATIONALER MARKETER

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Bank account
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BIC DEUTDEBB

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www.die-zeitungen.de

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(not for print data)

Integrated Ad Management
ampx@axelspringer.com

Contact print material
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TERMS OF PAYMENT

Payable immediately net cash after invoice date. 1% cash discount when a SEPA Direct Debit Mandate is set up if outstanding invoices are not past due and cash discount has not been explicitly excluded. For new clients, the publisher reserves the right to require prepayment before ad closing. In the event of late payment or deferment, interest is payable at the statutory rate.

General terms and conditions
Advertising orders are carried out in accordance with our General Terms and Conditions of Business for Newspapers, the additional Terms and Conditions of Business of the respective title and the General Terms and Conditions of Business for Advertising Orders in Online Media.

Our complete General Terms and Conditions for magazines and digital media are provided at:
www.media-impact.de/de/agb

Ad booking online
Ad bookings can also be transmitted via the online booking system (OBS):
www.obs-portal.de

19. TECHNICAL SPECIFICATIONS

GENERAL SPECIFICATIONS

Contact tel.

+49 (0) 30 2591 - 73073

Fax

+49 (0) 30 2591 - 72977

Printing process

(Coldset-)Rollenoffset nach ISO 12647-3:2005

Type area

257 mm wide x 369 mm high
(Panorama 532 mm wide x 369 mm high)

Fonts

Positive fonts from 6 point
Negative fonts from 8.5 points, semibold, sans-serif

Line width

Positive lines at least 0.2 mm
Negative lines at least 0.3 mm

Dot gain

50% tone of the lithograph gains approx. 26% in newspaper offset printing

Screen count

50 screen in print run

Colours

Euro scale ISO 2846-2
Please use additional colours as HKS-Z special colour. These are generally implemented in CMYK values according to the HKS-Z CMYK colour table, version 2006 (available on request).

Registration mark tolerance:

≤ 0.3 mm (trapping > 0.3 mm)

ADVERTISING DATA

Image resolution

250 dpi, for line of max. 1270 dpi
For higher resolution picture components, the publisher reserves the right to reduce the picture resolution to the specified values. We do not assume any guarantee for the correctness of the conversion.

Scale

Size of the ad and ad elements should be 100%.
Please do not set up trim signs.

File format

We recommend the file format **PDF/X-4:2008**. The file formats PDF/X-1a:2001 and PDF/X-3:2002 remain valid and are also accepted. In general, we do not use any open formats.

Please note that the publisher will flatten the included transparencies in the event of PDF/X-4 file delivery.

Total colour application

Max. 240%

19. TECHNICAL SPECIFICATIONS

Colour processing

Please use the ICC colour profile ISOnewspaper26v4.icc. This takes into account the parameters of achromatic composition, total colour application and dot gain in newspaper printing. The profile can be downloaded at: <http://www.axelspringer.de/icc>

4C proof print

Client's proof supplied and adapted for newspaper printing in accordance with ISO 12647-3:2005 with FOGRA Media Wedge CMYK v3.0a

Digital data transmission

You can access information on the structure and delivery of the print material at <http://transfer.axelspringer.de> and directly transmit the print material. We recommend an upload with registration.

Please contact us by e-mail at zugangsdaten.upload@axelspringer.de to receive a transmission account. Please send data-storage medium (CD, DVD) and proof to:

Axel Springer SE
Herstellung News Media National
Planungs- und Anzeigenmanagement
Axel Springer Straße 65
10888 Berlin

Use our technical possibilities and send us your ad via the internet. This will save you time and costs and ensure that your ad is published without any changes. You will also find the options and conditions for transferring your print material by e-mail or FTP at: <http://transfer.axelspringer.de>

Print quality

No guarantee can be given for print quality in the event of different data structures. Variations in colour at the print locations are caused by the process and do not justify claims for compensation. No guarantee is given for the accurate realisation of 4c ads by means of ICC colour profiles. The dimensional stability of the print paper is subject to slight variations due to the processes used.

QR code

We recommend a minimum format of 25 x 25 mm and a resolution of 300 dpi to ensure the readability of QR code illustrations in newspaper printing. The advertising client is responsible for the content of the link.

20. CONTACT

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