

# Bild

Save up to  
**43%**  
price  
advantage\*

## BILD REACH DAY

### 3 MILLION

### 30.03.2023



# DO YOU HAVE SOMETHING TO SAY TO GERMANY?

No media brand achieves more print reach in one day! Only with BILD you will gain the attention your communication deserves. We present your ad to an audience of 15 million on Reach Day.

BILD Reach Day: A media event that proves once again this year for the 10th time – BILD works!

3 MILLION COPIES

OVER 15 MIO. CONTACTS<sup>1</sup>





# THIS IS HOW YOU STAY IN 15 MILLION HEADS

ASSEMBLY OF  
**700.000**  
COPIES  
WITH BILD  
METROPOL  
EDITIONS

+

ADDITIONAL  
DISTRIBUTION OF  
**2.3 MILLION**  
**COPIES** TO  
HOUSEHOLDS IN  
METROPOLITAN  
AREAS

=

COPIES  
**3**  
**MILLION**

OVER **15 MILLION** CONTACTS<sup>1</sup> IN ONE DAY



# PREVIEW UP!

Just in time for Easter, we offer your product the ultimate stage. With a reach of 15 million, we enable you to make an exclusive appearance in numerous households in German metropolitan regions.

You benefit from the broad audience: 15 million contacts within a positive environment of this exclusive edition.

The perfect staging for your product.

PUBLICATION  
**30.03.2023**  
BEFORE  
EASTER

AND ALL OVER  
GERMANY





# SO WIRKT DIE SONDERAUSGABE

Ad perception and activation of the special edition **even higher** than in the regular BILD!

## With BILD-special issue...

...the ad perception is stronger than its regular issue of BILD.

**+15%**

... higher purchase incentives and thus a higher activation potential are triggered than in the regular BILD..

**+12%**



**51 min.**

the special edition is read in average.

**84%**



of respondents have a general interest in special editions; among BILD readers, the figure is as high as 88%.

**76%**



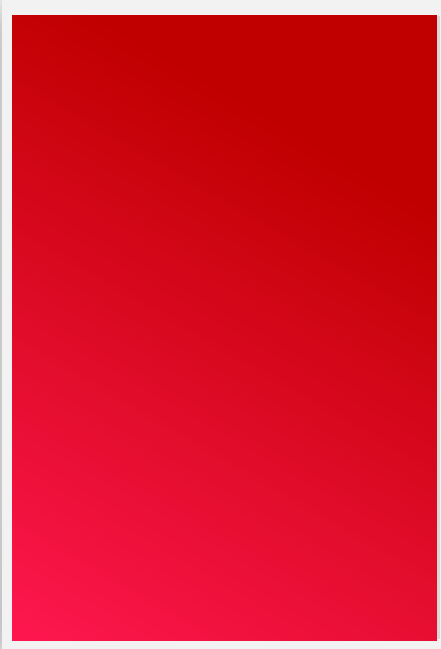
found the content of the special edition inspiring; among BILD readers, the figure is as high as 80%.

Source: INNOFACT AG, June 2021, Base: Total/all Respondent = 1010. Questions: Did you see or notice each of the ads as you read this issue? / How do you rate the following ads: tempts to buy, is an interesting offer (query in special issue) vs. the offer is attractive, the offer is a blast, the ad encourages me to shop there more often, the ad helps me plan my shopping in regular tests. Display Top2 ((very) good. Base: ZMG-Benchmark recognition: n=8, recognition n=6 cases (1:1 Anzeigen). Base: Respondents who found the special edition free of charge in their mailbox / as an insert in BILD / both as an insert in BILD and in their mailbox (F4) and also finished reading it, n = 221 (BILD-Leser n=157). F14/F25: How long did you read this special edition in total? If you have picked up the BILD "Special edition full of confidence" several times, please add up all the times and give me the total time. If you don't remember exactly, please guess). Questions: You have now leafed through and read the BILD "Special edition full of confidence". Did this issue of BILD surprise you rather positive or rather negative? // Let's now return to the topic of special editions and supplements in general. This does not refer to advertising supplements. How interested are you in special supplements that you receive in a newspaper or find in your mailbox? // How much do you agree with the following statements about the "special edition full of confidence" after you have read or been presented with it? Representation Top 2 (Agree fully / Agree somewhat).

OPTIMISE ECONOMIC EFFICIENCY ON A TKP BASIS

# SAVE UP TO 43% PRICE ADVANTAGE\*

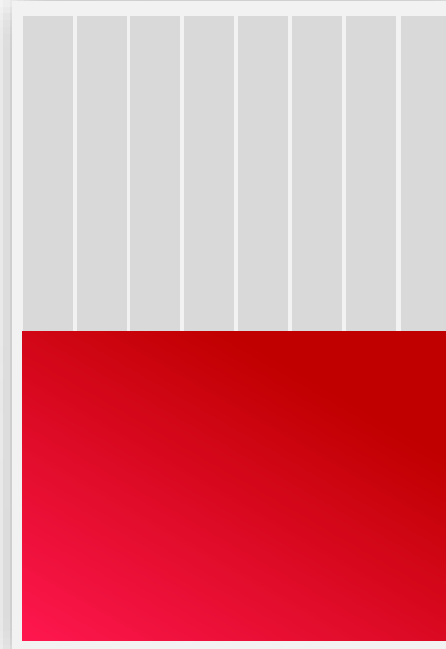
Publication Date:  
**30.03.2023**  
Ad Closing:  
**03.03.2023**  
Material Deadline:  
**16.03.2023**



**1/1 page**

Format: 8 columns,  
376x528 mm

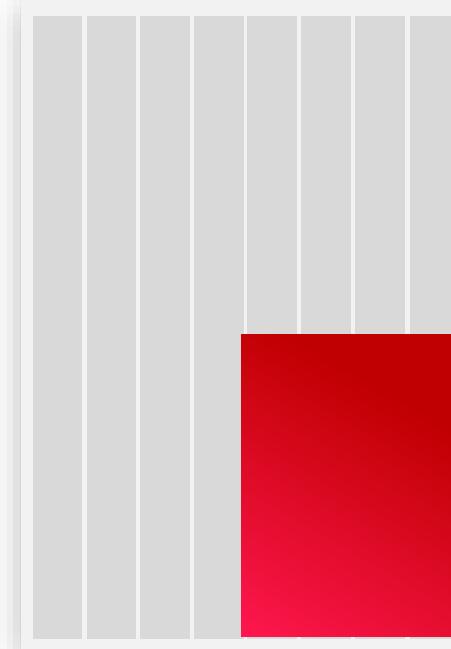
Gross price:  
**928.000 €**



**1/2 page**

Format: 8 columns,  
376x264 mm

Gross price:  
**583.000 €**



**1.000er**

Format: 4 columns,  
187x250 mm

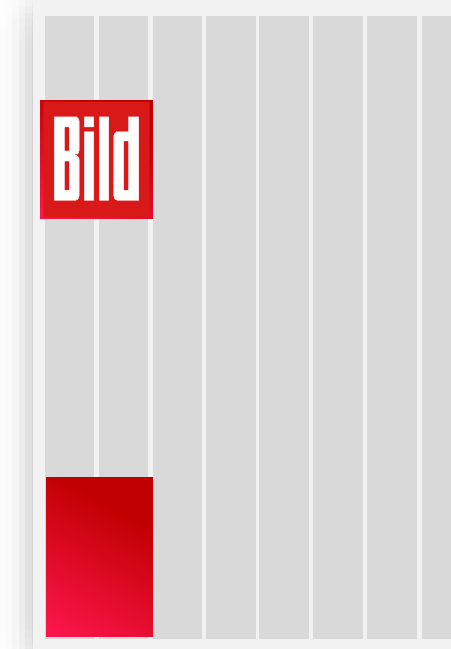
Gross price:  
**269.000 €**



**Title Head**

Format: 2 columns,  
92x135 mm

Gross price:  
**177.000 €**



**Title Foot**

Format: 2 columns,  
92x135 mm

Gross price:  
**132.500 €**



# HERE YOU CAN GET IN TOUCH WITH US

And before Black Friday, the 1st Advent and Cyber Monday we are continuing the success story: Plan now for the next 3 million BILD:

**Publication: 23.11.2023**



3 Mio. BILD to  
Black Friday 2022

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