



GREEN WEEKEND



MAY + OCTOBER 2023

OUR READERS ARE ENVIRONMENTALLY CONSCIOUS



That is why every issue of BILD and BILD am SONNTAG has been produced in a climate-neutral manner since 2023. And TÜV NORD has certified that.

Our readers are convinced of sustainability and that's exactly why we do it. So that we can live independently on a healthy planet together.

WHAT DOES SUSTAINABILITY MEAN TO BILD USERS?

90%

of BAMS readers think

a climate-neutral life should be the goal of all of us

79%

of BAMS readers

pay attention to the sustainability of the products when buying (environmental compatibility, no child labor, etc.)

82%

of BAMS readers

think they can help address environmental issues through their daily behavior.

72%

of BAMS readers

try to buy unpackaged groceries whenever possible.

THE GREEN WEEKEND ENTERS THE SECOND ROUND

GREEN, GREEN, GREEN, ARE ALL OUR READERS...

BILD am SONNTAG
has managed to
bring the topic
of sustainability
closer to me in an
understandable way.

The topic special
in BILD am
SONNTAG looks
authentic.

BILD am SONNTAG
has presented the
topic of sustainability
in a unique way.

82%

80%

78%

THE GREEN WEEKEND ENTERS THE SECOND ROUND

... GREEN, GREEN, GREEN,
IS EVERYTHING THEY WANT!

BILD

media brand

83%

BILD

82%

BILD am

SONNTAG

86%

BILD.de

80%

I can help address environmental
issues through my daily behavior.

THEREFORE...

... you will reach up to

11,77 MIO.

CLIMATENETRAL REACH!

No other print medium manages to activate so many people for the topic of sustainability in one weekend!

BILD writes for millions of people and has a feel for the reality of the readers' lives. Saving electricity, living healthily, eating sustainably and protecting the planet at the same time: We pick up our readers with their individual topics.

WE BRING SUSTAINABILITY TO THE CENTER OF SOCIETY.

The journey is the goal:

This year we will once again prove that green issues belong to BILD. The consistently **climate-neutral production** of our red titles is just the beginning.

This not only creates **awareness** in our company, but also among the readers. **This is how we become role models for sustainable action in everyday life.**

Interview with great politicians

Reports

How I once tried to live completely sustainably

How I went from a grill fan to a vegan

The only energy self-sufficient village in Germany

How green are the police, fire brigade & Co.?

Animal-friendly celebs

House and farm visits to celebrities

Green mobility

INSA survey on the sustainability of Germans

Everyday help for readers

BamS energy inspector visits readers and gives tips

Green knowledge with BILD: Did you know that mobile phone photos pollute the environment and X other facts

BamS finance column on green ETFs

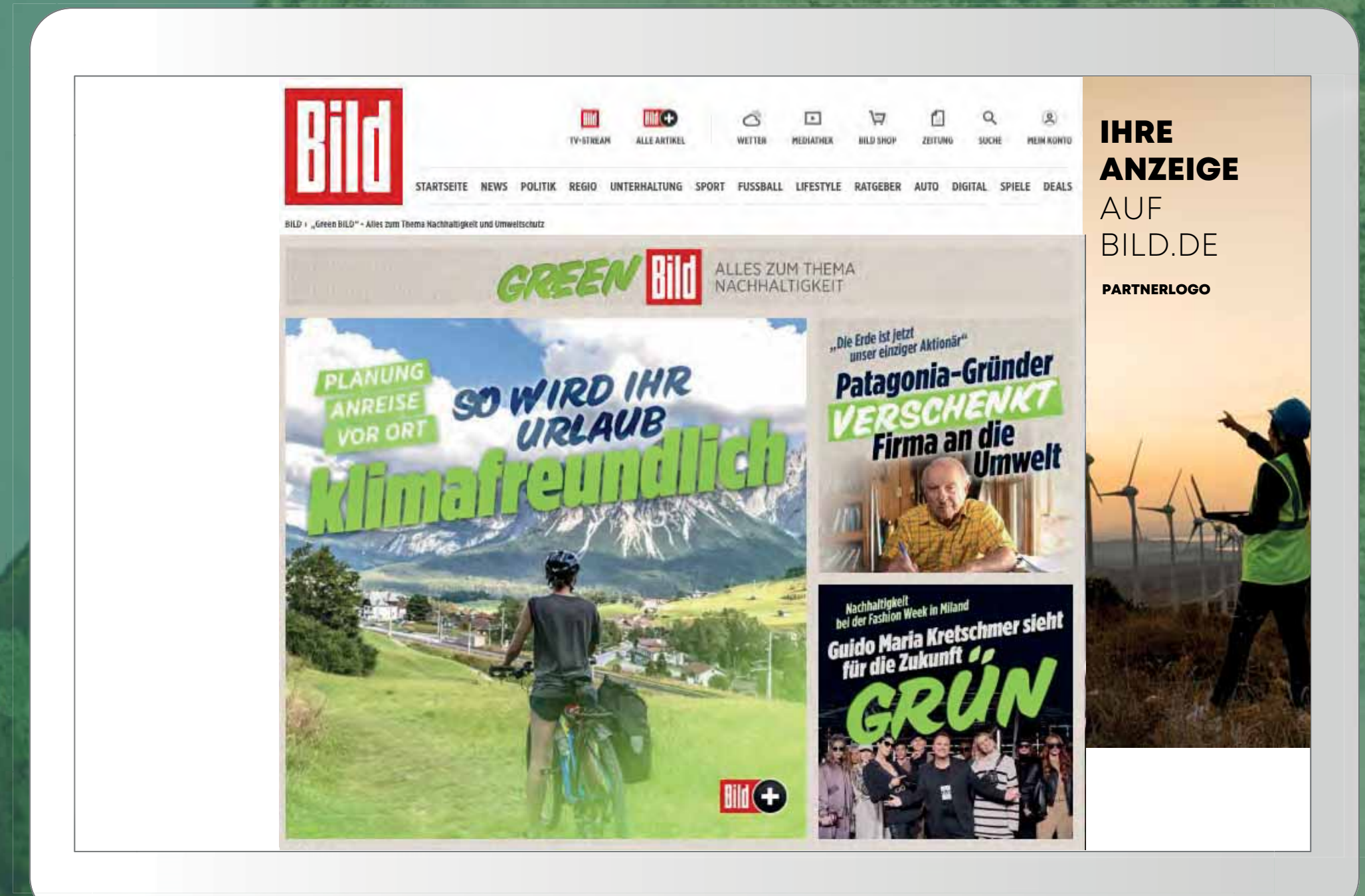
BILD checks the CO2 footprint of our food

THE STAGE ON BILD.DE

The focal point of the digital editorial reporting will be the **themed stage on BILD.de**, where the articles will be collected.

Customers can position themselves as **exclusive sponsors** of the themed stage. On the landing page you will receive an **exclusive content bar** and, in consultation with the editors, **an editorial header (presenting teaser) with your logo**, which will be placed on the theme stage and the articles.

A **Sticky Sitebar** (stationary) and a **Medium Rectangle** (multiscreen) are permanently and firmly placed on each side of the Special.



YOUR PRESENTATION POSSIBILITIES

BILD & BILD AM SONNTAG
PRINT-ADVERTISEMENTS

Formate BILD

	Bruttopreis
1/1 Seite	600.000 €
1/2 Seite	376.000 €
1.000er-Format	173.500 €

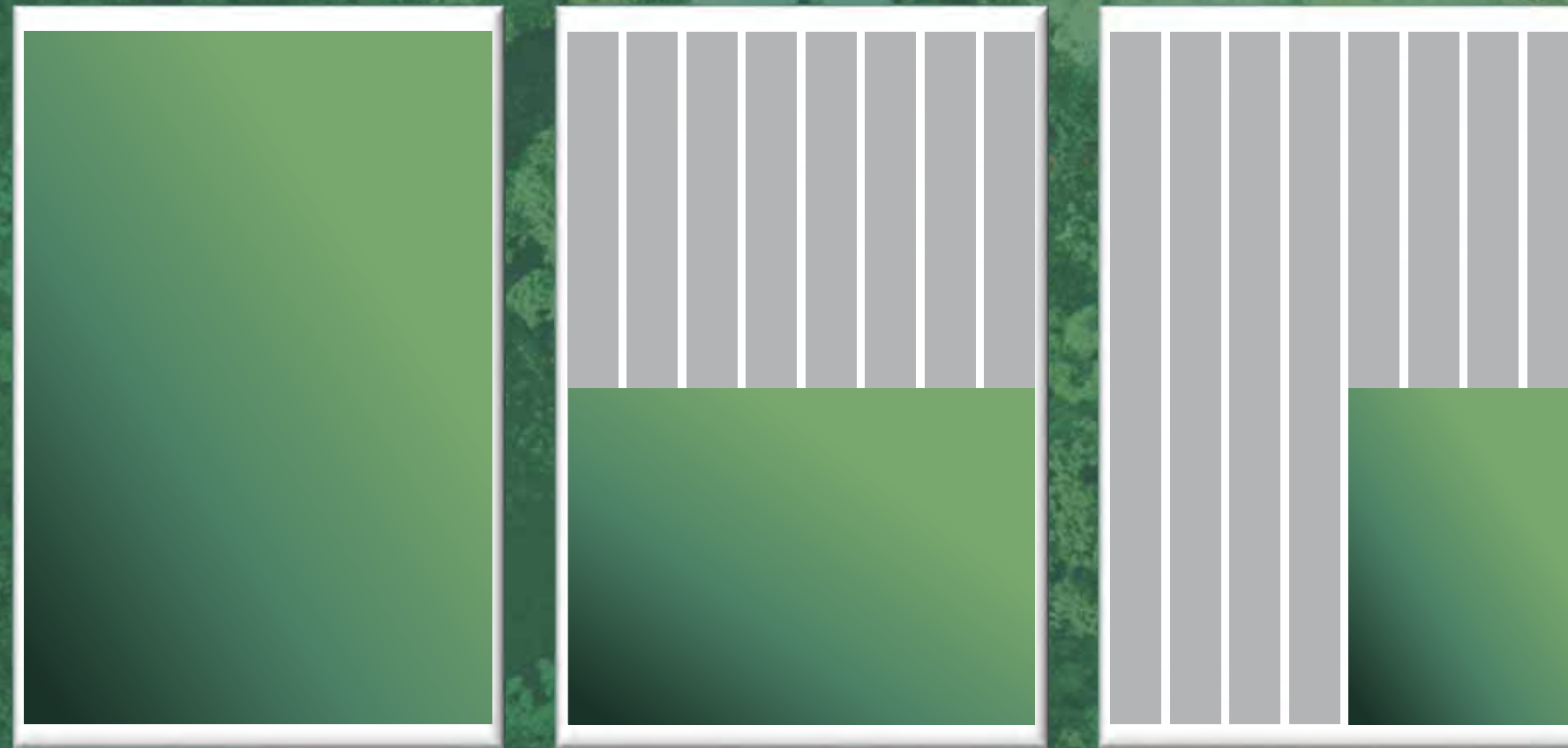


BILD.de
TOPIC SPECIAL

From 4 weeks term

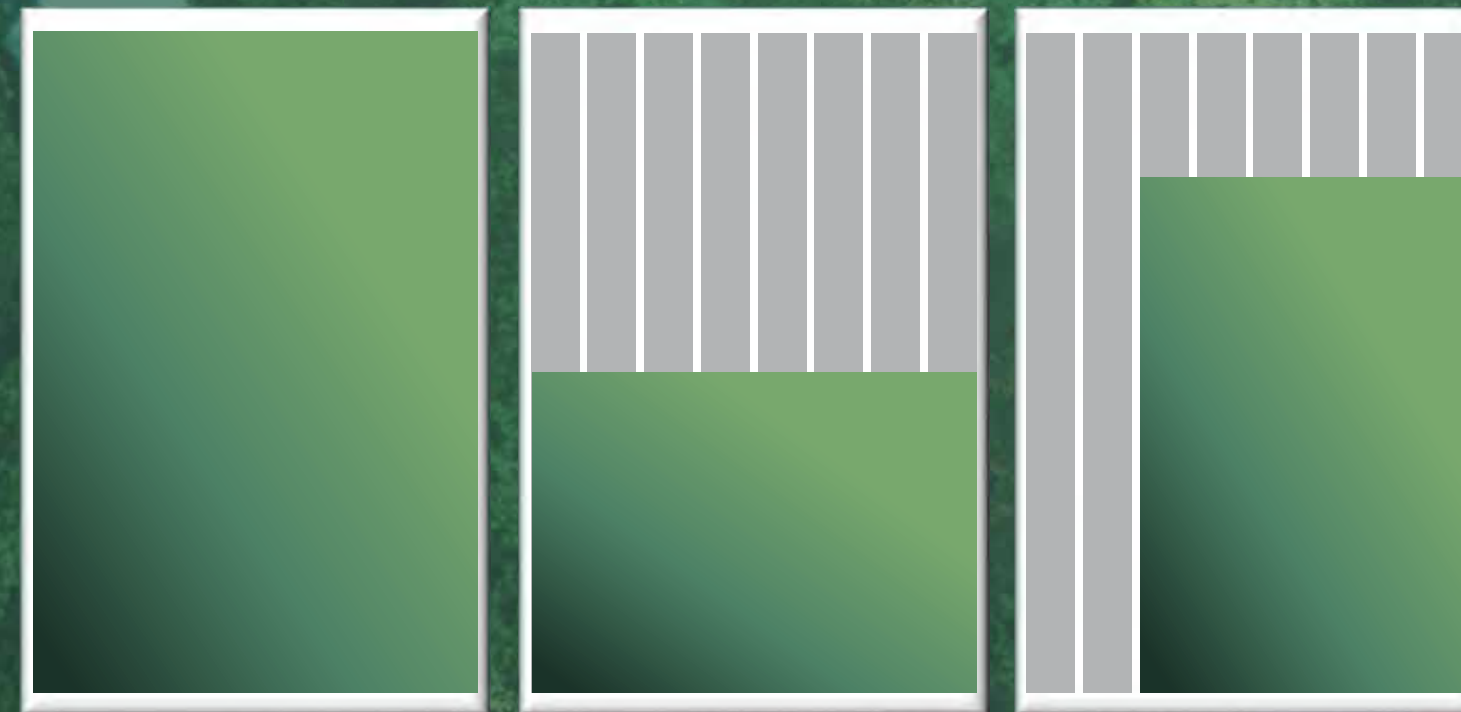
20,500,000 AIs

gross price
€110,000

Optionally bookable with
native component

Formats BILD am SONNTAG

	gross price
1/1 page	109,800 €
9/16 page	83,900 €
1/2 format	75,500 €



Schedule:

MAY

BILD: Release day **13/05/2023 //** Ad Deadline **05/05/2023 //** Closing date for printing documents **09/05/2023**
BamS: Release day **14/05/2023 //** Ad Deadline **05/05/2023 //** Closing date for printing documents **09/05/2023**

Plan ahead! The Green Weekend in OCTOBER is coming:

BILD: 07/10/2023

BamS: 08/10/2023

GET IN CONTACT:

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