

15/06/2023 is **BILD REACHDAY**

This issue will touch Germany. With optimism and enthusiasm we make our readers smile and spread joy.

We start full of confidence with the next BILD special edition. Become part of this major media event with your appearance and **activate 15 million contacts***** with your ad on the reach day.

The BILD reach day:

A media event that proves **for the 10th time – BILD works!**

DIRECT. EMOTIONALLY. DISTINCTIVE. BILD.

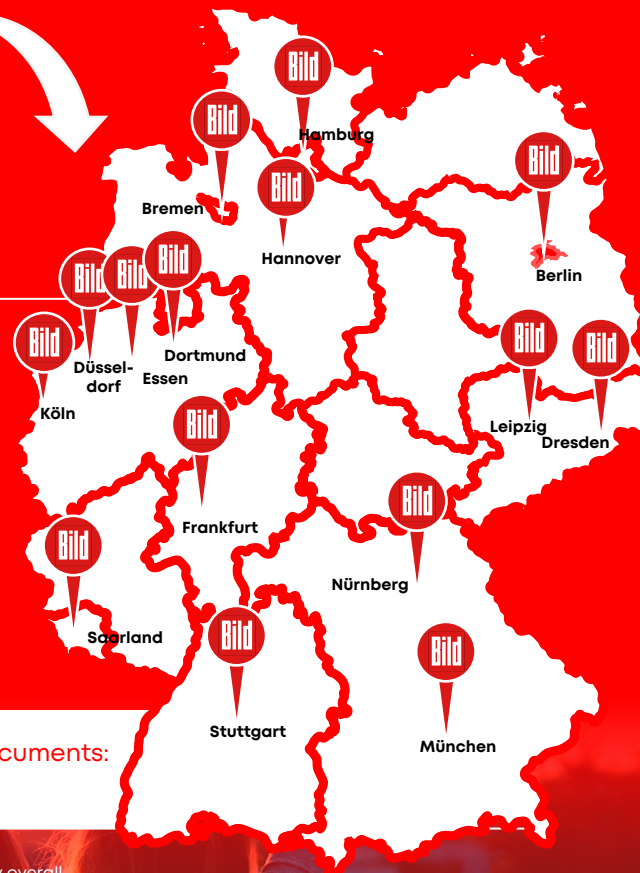
ENCLOSURE OF **700,000 COPIES**
IN THE BILD METROPOL-ISSUES

ADDITIONAL DISTRIBUTION OF
2.3 MILLION COPIES
TO METROPOLITAN HOUSEHOLDS

CIRCULATION: 3MILLION COPIES =
15 MILLION CONTACTS

formats	gross price**
1/1 page	928,000 €
1/2 page	583,000 €
1000 format	269,000 €
title page header	177,000 €
title page footer	132,500 €

SECURE 43% PRICE ADVANTAGE NOW *



Release date:
15/06/2023

Ad deadline:
19/05/2023

Closing date for print documents:
01/06/2023

*Gross TAP of the special edition vs. BILD Germany overall
Prices are subject to discounts and AE, plus VAT. *Source: Simulation: contacts from ma 2022 TZ plus assumption of number of contacts per household through distribution.

And before Black Friday, the 1st Advent and Cyber Monday we are **continuing the success story:**
Plan now for the next 3 million BILD: ET on 11/23/2023



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media **impact**