

FACTSHEET 2023

BRAND STORIES

**BRAND
STORY**



Communication goal: Brand storytelling with journalistic narrative competence.

Individually conceived stories with elaborate storytelling elements, videos, graphics.

Focus: Lies on the USPs of the brand with a native approach - Credible, entertaining and informative advertising.

Guaranteed: Page views

Minimum bookable page views: ³	Base packages ¹		Maximum bookable page views: ³
	Guaranteed page views	Cost per View ²	
	BILD		
40.000 CPV: 2,63€	110,000	2,10,€	200.000 CPV: 1,58€
+ 2,10€ CPV per additional view			+ 1,54€ CPV
	WELT		
30.000 CPV: 3,15€	50,000	2,62€	100.000 CPV: 2,10€
+ 2,62€ CPV per additional view			+ 2,05€ CPV
	ICONIST, BZ, BOOKS⁴, SportBILD & Sport1		
5.000 CPV: 3,50€	15,000	3,33€	20.000 CPV: 3,13€
+ 3,33€ CPV per additional view			+ 3,13€ CPV
	Business Insider, Music magazines⁵		
Only base package available	5,000	3,50€	Only base package available

+ Supplementary add-ons		Extra costs
Data & market research add-ons	Audience insights report available from 100,000 views up (BILD)	750,-€ extra creation costs
	Targeting on selected advertising material	From 10,-€ CPM up (please refer to data ratecard)
	Market research available from 100,000 views up (BILD & WELT)	3,500,-€ extra creation costs
Graphic add-ons ⁶	Immersive	Individual
	Interactive	4,000,-€ extra creation costs
	Swipe story WELT	No surcharge
Social media	Sponsored posts	Please refer to Social media factsheet
Performance	Just clicks, activation or lead add-on	Please refer to Performance factsheet
Hub	Hub to collect your Brand Stories	On top if you book 3 or more Brand Stories

1) Campaign terms: BILD, SportBILD & Sport1: 4 weeks | WELT, ICONIST, BZ & Books: 6 weeks | Business Insider: 6-8 weeks.

2) Plus creation costs: BILD: from 40,000 views 8,000,-€; from 110,000 views 10,000,-€; from 200,000 views 12,000,-€ | WELT: from 30,000 views 8,000,-€; from 50,000 views 10,000,-€; from 100,000 views 12,000,-€ | Sport1, ICONIST, BZ, BOOKS, SportBILD: from 5,000 views 3,500,-€; from 15,000 views 4,000,-€; from 20,000 views 4,500,-€ | Business Insider: 3,500,-€ (neither discounts, nor agency commission can be granted on such costs) | Brand Stories available on AutoBILD, ComputerBILD, Metal Hammer, Rolling Stone and Musikexpress as well, but the execution not by the Brand Studios, but the media brands themselves → for further information take a look at the factsheets of the regarding media brand

3) Scalable page views: from 3.50,-€ gross CPV (Cost per View) (discountable), CPV depending on the number of booked views and the media brand. On Business Insider it is not possible to book additional page views.

4) BOOKS: Travelbook, myHomeBook, Stylebook, Techbook, Fitbook and Petbook.

5) Musikexpress, Metal Hammer, Rolling Stones

6) Graphic visualisations are not useful for all contents, prior check and verification by the Axel Springer Brand Studios

1 For Brand Stores, it is necessary to request the lead time of content delivery. All rates are to be understood as CPM or as fixed rates (unless otherwise stated), minus discounts, plus VAT. | Subject to alteration and printing errors.

PRODUCT STORIES

**PRODUCT
STORY**



Communication goal: Product-centric, custom-designed promotional storytelling with elaborate visuals and graphics in the look and feel of the media brand, as well as link outs.

Focus: Product awareness, sales, user acquisition.

Guaranteed: Ad impressions and page views

Base packages ¹	Guaranteed page views	Guaranteed ad impressions	Package price ²
BILD Product Story M	20,000	6,200,000	55,000,-€
BILD Product Story L	30,000	8,400,000	79,000,-€
WELT Product Story M	12,000	4,700,000	47,000,-€
WELT Product Story L	23,000	8,400,000	70,000,-€
ComputerBILD ³ , AutoBILD, Sport1 Product Story	9,000	1,700,000	33,750,-€
Product Story Bundles¹			
Technology, Lifestyle, Automotive, Pharma, Travel and Finances	15.000	15.000.000	47.500€ ⁴

+ Supplementary add-ons		Extra costs
Additional visibility	Ad impressions ⁵	Based on current CPM list (please refer to CPM price list)
Data add-ons	Targeting on selected advertising material	From 10,- € CPM up (please refer to data ratecard)
Graphic add-ons⁶	Immersive	Individual
	Interactive	4,000,- € extra creation costs
	Swipe story WELT	No surcharge
Social media	Sponsored posts	Please refer to Social media factsheet
Performance	Just clicks, activation or lead add-on	Please refer to Performance factsheet
Hub	Hub to collect your Product Storys	On top if you book 3 or more Product Storys

1) Campaign terms: Product Storys min. 4 weeks | Product Story Bundles: min. 6 weeks
 2) Plus creation costs: BILD & WELT package M: 6,000,- €; package L: 8,000,- € | ComputerBILD, AutoBILD, Sport1: 3,000,- € | Product Story Bundles: 4,500,- € (neither discounts, nor agency commission can be granted on such costs). General verification of content from finance clients; if applicable the Axel Springer Brand Studios are allowed to relevant changes of product kind and/or guaranteed views.
 3) Additional views can be booked: + 3,000 page views --> 11.250€ | 5,000 page views --> 18,750€
 4) Plus creation costs: 4.500€ (not SR or AE eligible) | Travel = BILD (Channel Reise), WELT (Channel Reise), Travelbook (ROS) | Technik = ComputerBILD, Techbook (ROS), BILD (Channels Spiele und Digital) | Lifestyle = Travelbook, Stylebook, Petbook, myHomeBook, Fitbook (ROS), WELT (Channel ICONIST) | Automobil = AutoBILD (ROS), WELT (Channel Formel 1), BILD (Channel Auto)
 5) Only advertising formats that are included in the base packages
 6) Graphic visualisations are not useful for all contents, prior check and verification by the Axel Springer Brand Studios

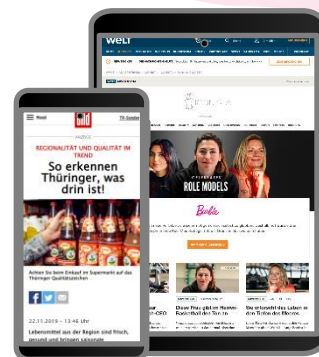
Materials for stories of Product Story have to be delivered at least 2-3 weeks before the start of the campaign. All rates are to be understood as CPM or as fixed rates (unless otherwise stated), minus discounts, plus VAT. | Subject to alteration and printing errors.

ADVERTORIALS

Communication goal: Promotional ad in the look and feel of the media brand. Integration of your content into stories around your products & advertising messages.

Focus: Your delivered advertising content is presented in the media brand style, creating a trusted brand environment in addition to traffic.

Guaranteed: Ad impressions



Base package ¹	Guaranteed ad impressions	Package price ²
BILD	9,000,000	50,000,-€
WELT	4,000,000	25,000,-€
ICONIST	3,600,000	20,000,-€
ComputerBILD	2,500,000	25,000,-€
SportBILD		
AutoBILD		
Transfermarkt		
Business Insider		

+ Supplementary add-ons		Extra costs
Additional visibility	Ad impressions ³	Based on current CPM list (please refer to CPM price list)
Data add-ons	Targeting I on selected advertising material	From 10,- € CPM up (please refer to data ratecard)
Social media	Sponsored posts	Please refer to Social media factsheet
Performance	Just clicks, activation or lead add-on	Please refer to Performance factsheet
Hub	Hub to collect your Product Storys	On top if you book 4 or more Advertorials

1) Campaign terms: WELT & ICONIST: 6 weeks | BILD, SportBILD, Transfermarkt, ComputerBILD, AutoBILD & Business Insider: 4 weeks
 2) Plus creation costs: BILD, WELT and Business Insider 3,500,- € | SportBILD, ComputerBILD, Transfermarkt, AutoBILD, ICONIST: 2,500,- € (neither discounts, nor agency commission can be granted on such costs) Advertorials are available on Petbook, Travelbook, Stylebook, Fitbook, Techbook, myHomebook, Metal Hammer, Musikexpress and Rolling Stones as well, but execution not by the Brand Studios, but the media brands themselves → for further information take a look at the factsheets of the regarding media brand
 3) Only advertising formats that are included in the base packages

Materials for stories of Advertorial must be delivered at least 2 weeks before the campaign start. All rates are to be understood as CPM or as fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. | Subject to alteration and printing errors.

PRINT EXTENSIONS

Complement your story with our print offers and reach additional readers!



Deutschland overall



BILD DEUTSCHLAND OVERALL			BILD am SONNTAG
Formats ¹	Standard Monday – Sunday	Eco ² Monday – Sunday	Sunday
1/1 page B 376 mm x H 528 mm	600,000,-€	295,000,-€	109,800,-€
1/2 page (horizontal) B 187 mm x H 528 mm	376,000,-€	195,000,-€	75,500,-€
1.000er format B 187mm x H 250mm	173,500,-€	99,000,-€	41,800,-€



Print overall

WELT AM SONNTAG ³		WELT BUSINESS DAY ³	WELT OVERALL ³
Formats ¹	Saturday / Sunday	Monday - Friday	Monday – Sunday
1/1 page B 374,5 mm x H 528 mm	91,660.80,-€	52,166.40,-€	122,284.80,-€
1/2 page (horizontal) B 374,5 mm x H 264 mm	50,700.00,-€	28,375.00,-€	67,215.00,-€
1/4 page B 374,5 mm x H 264 mm	35,904.00,-€	18,374.40,-€	46,147.20,-€

- Plus creation costs: Brand Story: 1/1 page: 7,000,-€, 1/2 page & 1/4 page (and 1.000er format): 6,500,-€ | Product Story: 1/1 page: 3,000,-€, 1/2 page & 1/4 page (and 1.000er format): 2,500,-€ | Advertisements: 1/1 page: 3,000,-€, 1/2 page & 1/4 page (and 1.000er format): 2,500,-€ (neither discounts, nor agency commission can be granted on such costs)
- Client books a specific calendar week and we determine the exact publication day between Monday and Saturday. With regular rates booking, client can choose any day within the booked calendar week.
- The booking unit WELT Print total comprises WELT Print workday and WELT AM SONNTAG incl. WELT AM SONNTAG compact. WELT Print workday is DIE WELT (Mon. – Sat.) and DIE WELT compact (Mo - Fr) as one booking unit with two formats (except Saturday).

All rates are to be understood as CPM or as fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. | Subject to alteration and printing errors.