

media **impact**—

# MEDIA KIT

2023

**Bild**

# GERMANY'S LEADING MULTIMEDIA MEDIUM.

## NOTHING MOVES GERMANY LIKE BILD

BILD knows what moves people and how to create friction.  
Fast, up-to-date and multifaceted.

## RELEVANT SURROUNDINGS

BILD is everywhere where its users are - and enables advertisers  
direct access to their target group .

## HIGHEST REACH OUT THERE

BILD gives advertisers direct access to these high-reach  
environments. Because no one has more daily reach!

**38,34** MILLION  
CROSS-MEDIA  
BRAND REACH\*

**25,41** MILLION  
UNIQUE USERS\*\*

**4,06** MILLION  
DAILY UNIQUE  
USERS ON BILD  
HOME\*\*

**7,36** MILLION  
READERS PER  
ISSUE\*

# OUR **Bild** TARGET GROUPS

We are happy to provide individualized  
affinities upon request.

58 % MALE

53 % 20 – 49 YEARS  
OLD

78 % > 2000€  
HHNI

69 % EMPLOYED



# ...AND OUR REACH ON SOCIAL MEDIA!

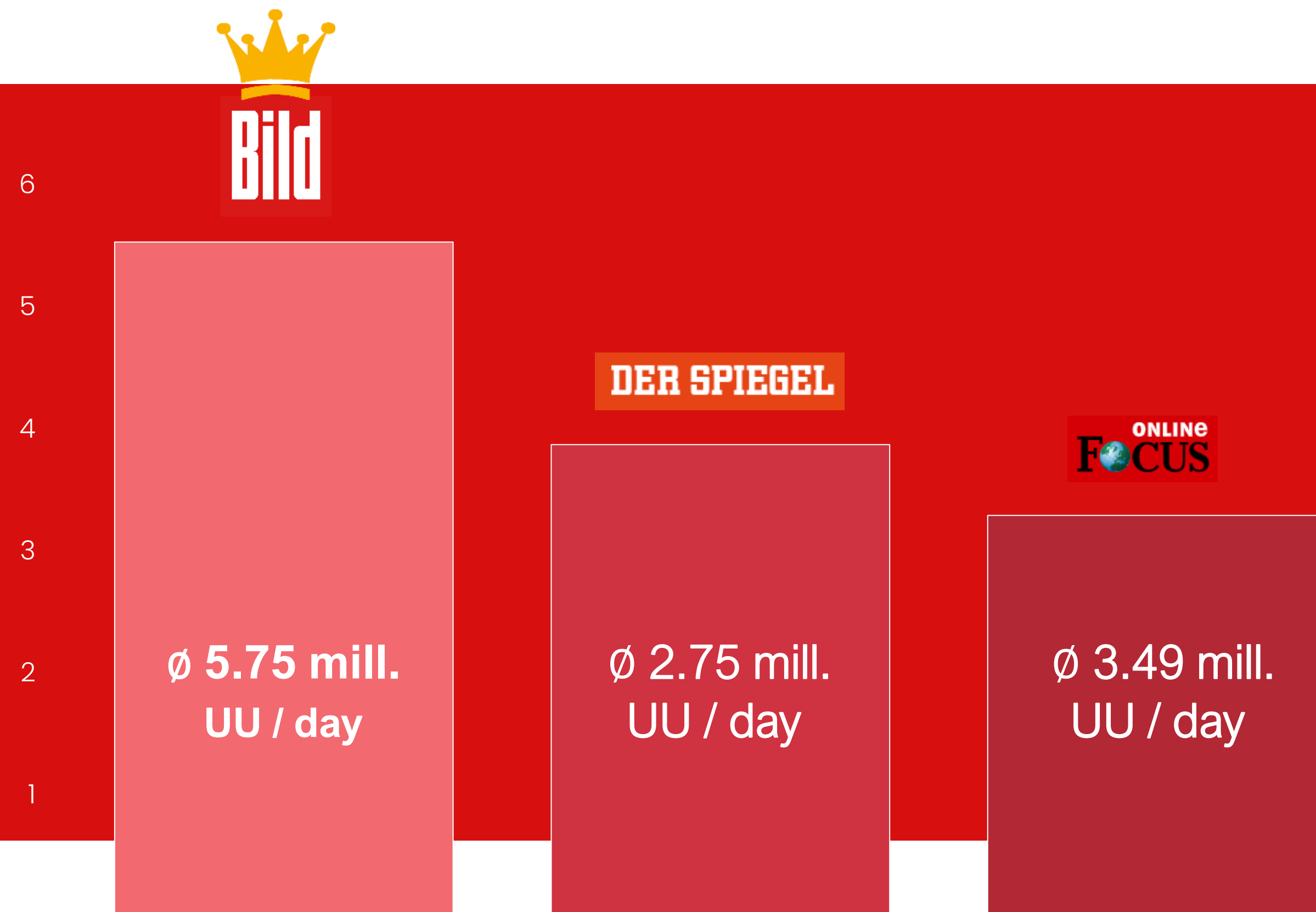


- Your ad natively between the top snaps
- The youngest BILD target group.
- Interactive & likeable

- „Handshake“ link to your Facebook page
- Direct link out to your desired landingpage
- Targeting and high CTR

- Optional extension of media volume to YouTube
- Access to the biggest video collection of BILD
- Extended and younger target group

# BILD LEADS THE ADVERTISING-RELEVANT DAILY REACH...



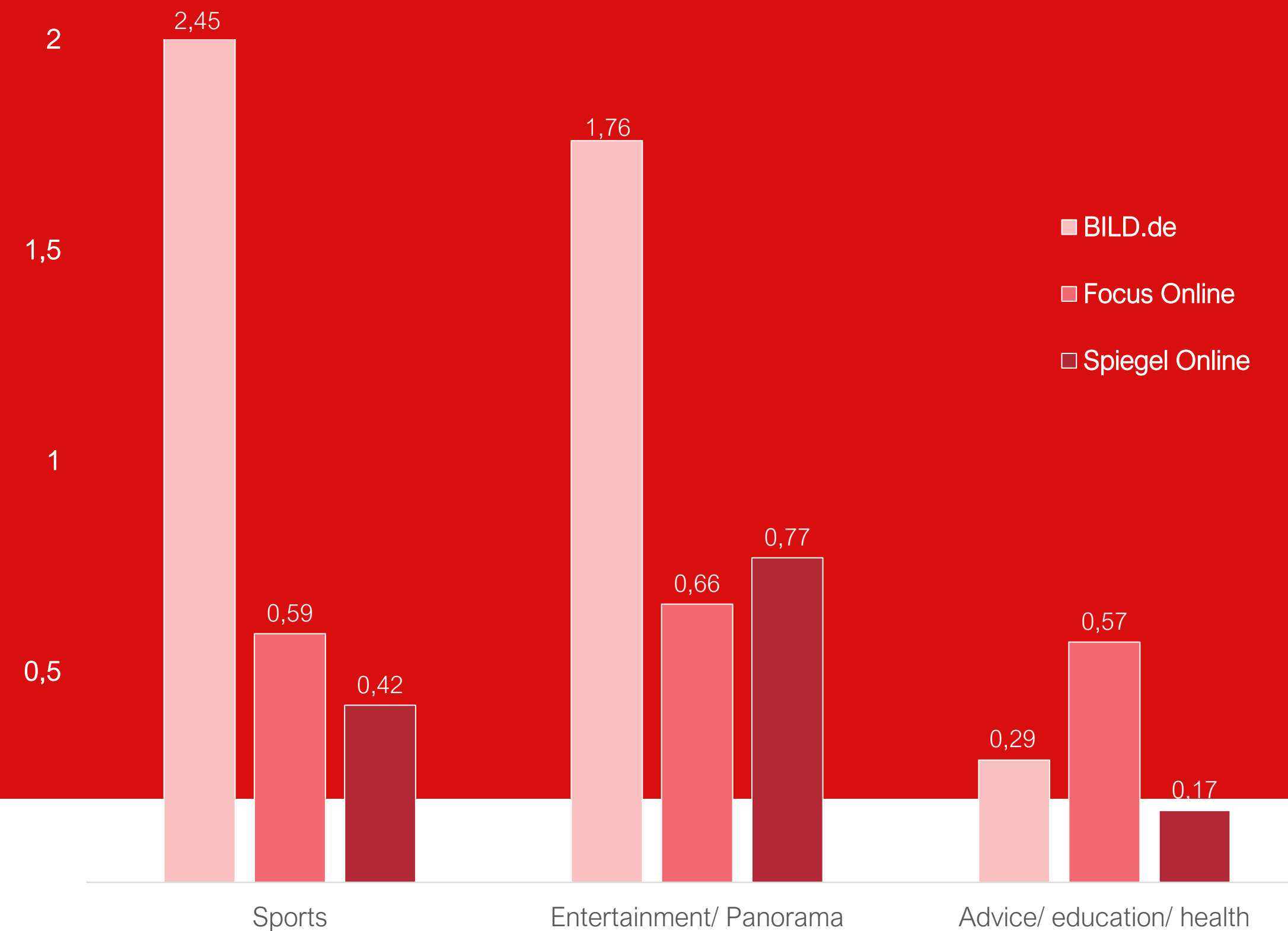
## POLE POSITION FOR BILD

In terms of advertising-relevant daily reach, BILD.de is well ahead of its competitors Focus and Der Spiegel, with an average of 5.58 million unique users a day.

# ...ON THE HOME AS WELL AS ON CHANNELS!

## UNBEATABLE REACH

In a direct comparison with relevant competitors, BILD.de easily ranks at the top in terms of daily unique users per channel.



01

# THE BILD HOMERUN

# THE **Bild** HOMERUN

PROFIT FROM GERMANY’S STRONGEST  
HOMEPAGE!  
**15 MILLION** GUARANTEED IMPRESSIONS!



THE HOMERUN PLACES YOUR  
CAMPAIGN DIRECTLY IN THE USER’S FIELD OF VIEW  
ON THE BILD HOME PAGE.

	Homerun Basic	Homerun Deluxe	Homerun Supreme
Reach in Als	15 mill.	15 mill.	15 mill.
Gross price Q1 – Q3	160,000 €	190,000 €	335,000 €
Gross price Q4	170,000 €	200,000 €	335,000 €



# 01

# HOMERUN BASIC FORMATS

OUR **Bild**  
PACKAGE PRICE  
FOR BASIC FORMATS ON THE HOMEPAGE

Reach in Als		Homerun Basic
		15 mill.
Gross price Q1 – Q3		160,000 €
Gross price Q4		170,000 €

BILD HOMERUN DELUXE

# BILLBOARD



The billboard is placed prominently above the navigation and catches the eye of users when they load the home page. With its generous layout, the advertiser has plenty of space for design and information.



# BILD HOMERUN DELUXE

## DYNAMIC SITEBAR



The sitebar is visible at all times due to its dynamic adaptation to the screen size and the following along the content while scrolling.



# 02

## HOMERUN DELUXE FORMATS

OUR **Bild**  
PACKAGE PRICE  
FOR DELUXE FORMATS ON THE HOMEPAGE

Reach in Als		Homerun Deluxe
		15 mill.
Gross price Q1 – Q3		190,000 €
Gross price Q4		200,000 €

# BILD HOMERUN DELUXE

## BILLBOARD 100/1

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The billboard is placed prominently above the navigation and catches the eye of users when they load the home page. With its generous layout, the advertiser has plenty of space for design and information.

With a viewability of 100/1, the highest possible attention is guaranteed. The user sees the ad completely for at least 1 second.



# BILLBOARD + DOUBLE DYNAMIC SITEBAR



The billboard is placed prominently above the navigation and catches the eye of users when they load the home page. With its generous layout, the advertiser has plenty of space for design and information.

The two site bars are visible at all times due to their dynamic adjustment to the screen size and following along the content while scrolling.



# DOUBLE DYNAMIC SITEBAR



The two sitebars are visible at all times due to their dynamic adaptation to the screen size and following along the content while scrolling.



# CURTAIN DROPPER



Big! Bigger! Curtain Dropper!

This advertising innovation is sure to be remembered by every user.

The Curtain Dropper is an attention-grabbing layer, which is placed over the screen like a falling curtain, remains there for five seconds and then falls down. When the curtain ends, a billboard remains as a reminder.



# BILD HOMERUN DELUXE BRIDGE AD



With this advertising medium you are sure to make a grand entrance. Additional advertising impact can be placed in the user's field of vision on the billboard under the navigation. The billboard here is provided with a FC=1 per day. After that, the fireplace stops. When scrolling, the sitebars of the Fireplace run along with the content.



# BILD HOMERUN DELUXE VIDEO WALL



Do you have high-quality video content that you want to present to a large audience? Then the BILD Video Wall is just what you were looking for. The video starts automatically in the background when the homepage is loaded. By mouseover over the billboard, your commercial is placed over the content of BILD.de and is played again from the beginning. The video can be closed using the Close button. A billboard remains as a reminder.



# 03

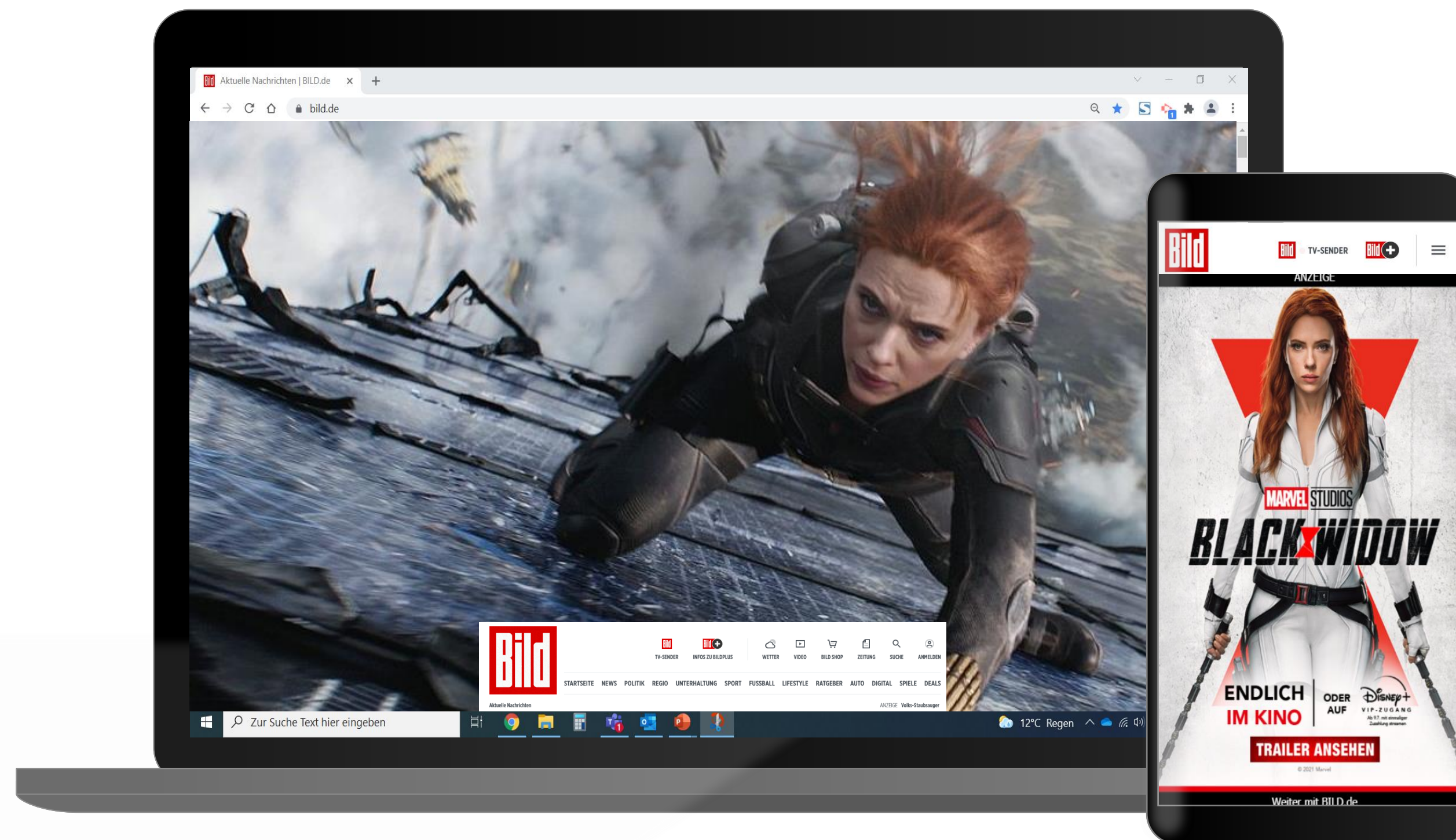
## HOMERUN SUPREME FORMATE

OUR **Bild**  
PACKAGE PRICE  
FOR SUPREME FORMATS ON THE HOMEPAGE

Homerun Supreme	
Reach in Als	15 mill.
Gross price	335,000 €

GERMANY'S LARGEST DAILY FIXED PLACEMENT

# BILD BIG STAGE



Lights off, spotlight on! The video starts automatically when the homepage loads and is presented to the user in a large format.

The Big Stage initially consists of a full-screen video. The editorial content is pushed down by the video. After the video, it closes automatically and the content returns to its usual position. A Double Dynamic Sitebar + Billboard remains as a reminder.

Run time: 24 hours from 10.00 a.m. – 10.00 a.m.

02

# FURTHER POSSIBILITIES



BILD HOMERUN SPECIAL

# BILD 100/1



## ONLY PAY WHAT YOU SEE – 100 % VISIBILITY

Total visibility for your campaign on Germany's strongest homepage.

For at least 1 second, the user sees 100 % of the ad. The mobile lead ad is the main focus here. It remains at the top of the page for 1 second and is then automatically pushed up by scrolling and disappears.

The new 100/1 BILD HomeRun guarantees you

- the greatest possible attention,
- 12 million ad impressions and
- 100 % viewability 100/1



# HOMERUN PROGRAMMATIC

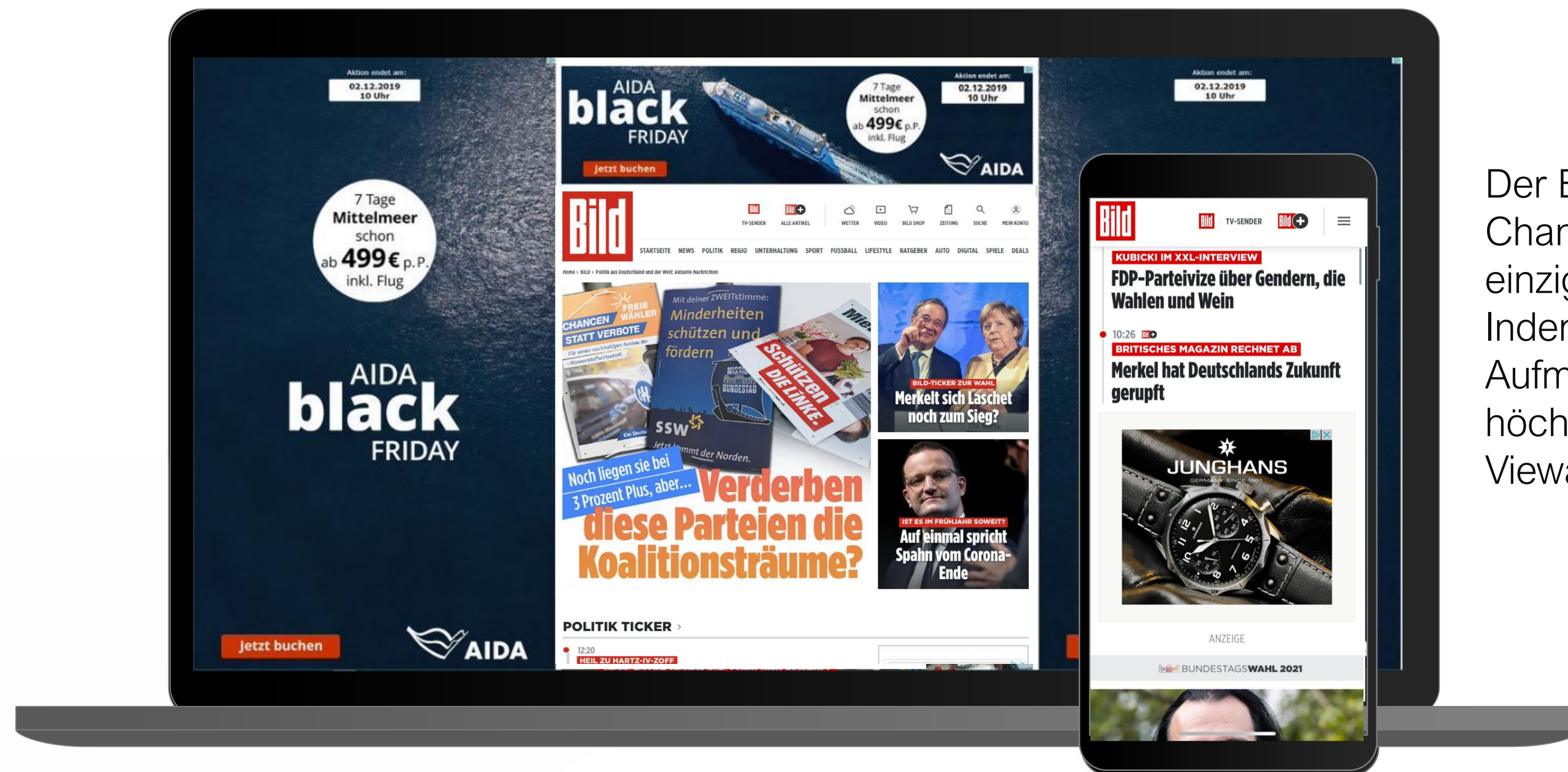


You comfortably book by programmatic means and receive guaranteed exclusivity on Germany's strongest home for one day. To ensure planning security, we cap your bill from 16.1 million ad impressions.

\*Any additional AIs will not be charged to you.



# BILD SPECIAL BILD RUN



Der BILD Run bündelt alle relevanten Channelstart- und Artikelseiten in einem einzigen Produkt. Indem wir Sie dort exklusiv platzieren, wo die Aufmerksamkeit unserer BILD-User am höchsten ist, garantieren wir optimale Viewability und maximales Engagement.



# BILD SPECIAL TOPIC RUN



Users are divided into data segments based on their reading behavior over the last 30 days. Only users with an affinity for the channel are then shown the relevant advertising material.

For maximum visibility, you are also placed exclusively on the start page of the respective channel. This allows you to reach all relevant users.



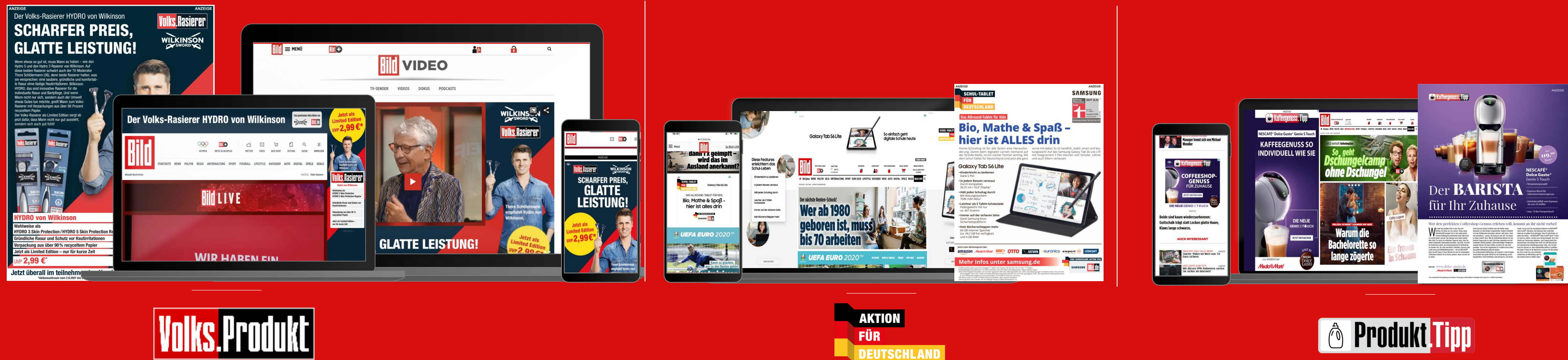
03

# INDIVIDUAL INTEGRATION

WE MAKE SALES BOOKABLE

# BILD BRAND CONCEPTS

With a brand concept from the BILD Group, you benefit from the credibility of one of Germany's strongest media brands.



The design in the "look and feel" of our titles translates your message into the language of our readers and users. With the exclusive use of the brand logos, you transfer this message to your products and to the PoS. Reach your consumers with our high reach and attention-grabbing staging across all channels (incl. TV). We get your sales moving!



# THE FACTORS OF SUCCESS!

## VISIBILITY

With deep integration, we provide you with a cooperation approach in which your brand is deeply integrated into the world of BILD.de. At the heart of deep integration is a partner landing page in the form of a theme stage or channelizer.

6 – 12 months constant traffic push via different advertising formats on BILD.de

## REACH

Minimum reach of 10 mill. promotion impressions per month

## OPTIMIZATION

Advertising media played out in rotation are optimized according to CR and CTR

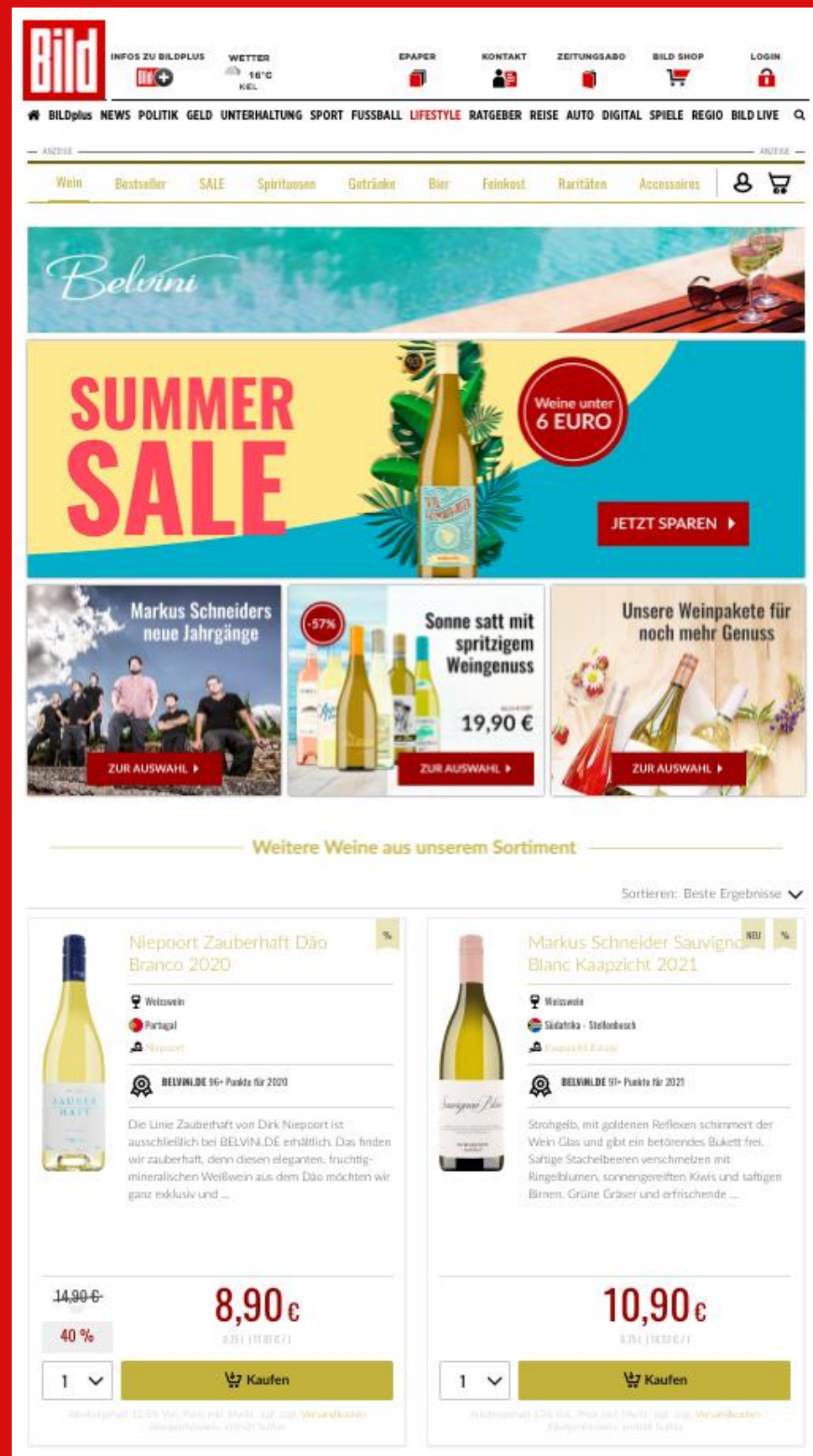
## TRAFFIC SUPPLY

Consulting by our own key account manager as well as **creation of a partner landing page** and support in the creation process

## NATIVE PLACEMENTS

Native integration of your content in the look & feel of BILD.de via your own partner landing page and advertorials





Channelizer



Theme stage

## THEME STAGE

- Your content marketing material is presented and implemented in a theme stage in the BILD look & feel
- Strong full-service character
- High credibility and advice function
- Site included in BILD's content management system

## CHANNELIZER

- Integration of your content, stores or widgets into the BILD environment via template with BILD header & footer
- High attention for the product or offer
- Short customer journey, therefore high performance
- Site hosted by partner



04

**BRAND STUDIOS**

# OUR REASON WHY

People love stories! And that's exactly why we develop, produce and distribute entertaining and informative stories around your brands or products. We believe in the power of stories!

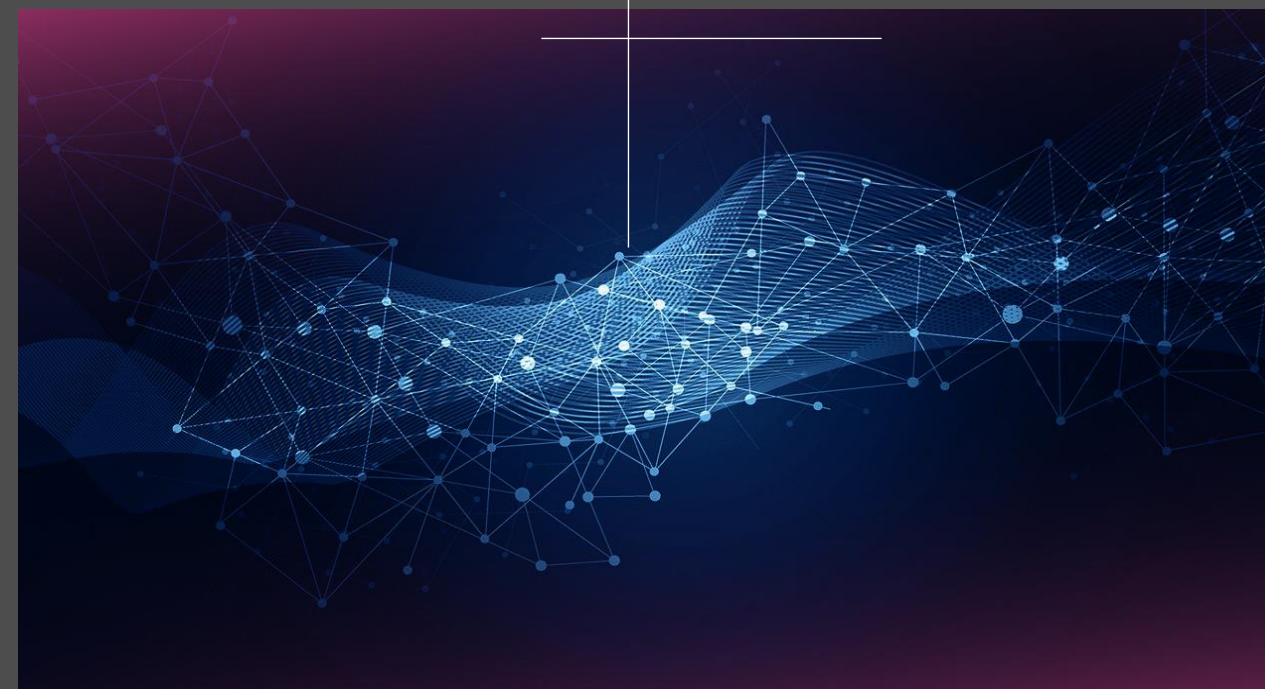
## PUBLISHER DNA

The best journalists and cross-media strategists develop real success stories for strong brands. Our credo: User first - every campaign is tailored to your target group.



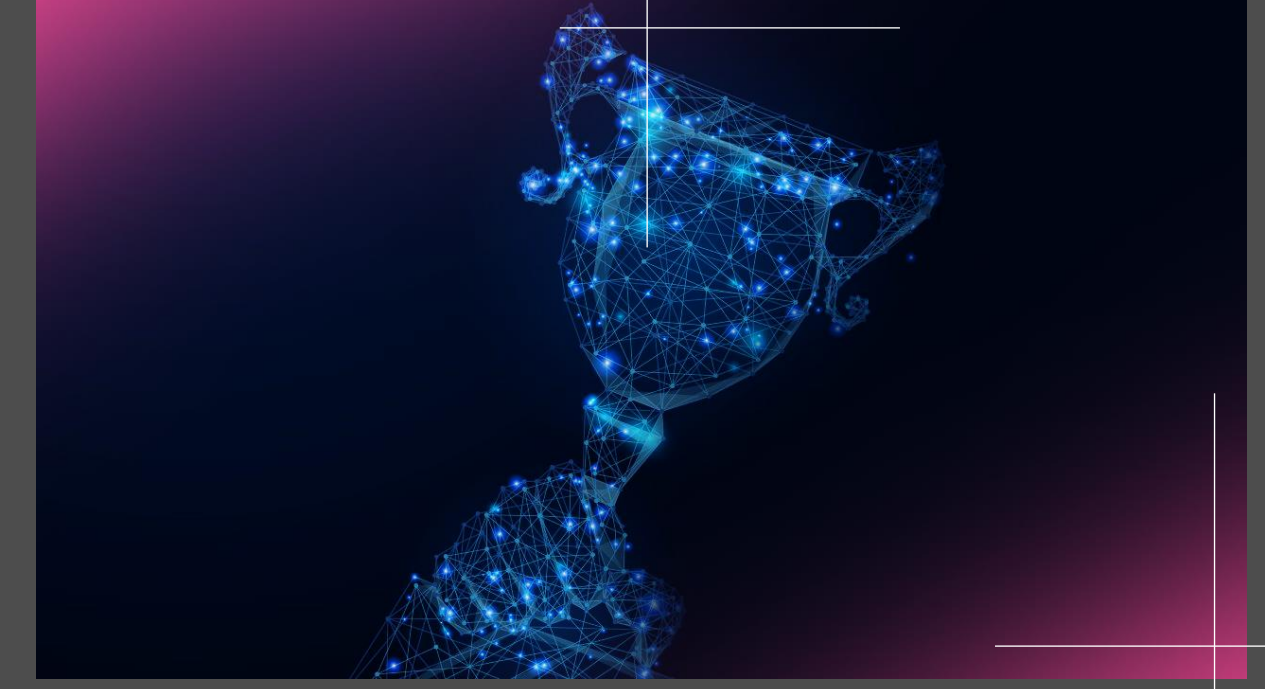
## RELEVANT REACH

We reach your target group in a safe environment with maximum reach. We are located wherever Germany is at home in the world of media.



## REAL SUCCESS KPIs

Our campaign KPIs are set up individually for you and optimized on an ongoing basis. Success becomes transparent and measurable.





# AXEL SPRINGER BRAND STUDIOS

# BRAND STORY

BRAND STORY

GOTTSCHALK BRAUCHT IHR GEHÖR

## Diese Wette haben Sie NICHT TV gesehen!



Geers

BRAND HUB



MediaMarktSaturn

The best journalists and photographers from our Brand Studios editorial team stage your topic individually in an exciting and informative story in the style of Germany's most important media!

Book your own individual theme stage on BILD.de. The Brand Hub consists of 2 - 4 brand stories, where your messages are natively presented and conveyed in the respective look and feel of the media brand.

Guaranteed reach:

S: 40.000 views | M: 110.000 views |  
L: 200.000 views | Hub: 250.000 views

Gross price\*: S: 105.000 € | M: 231.000 € |  
L: 315.000 € | Hub: 420.000 €



# AXEL SPRINGER BRAND STUDIOS

## PRODUCT STORY

### PRODUCT STORY

### PRODUCT HUB

Your product / brand is at the center of the story. Particularly suitable for products requiring explanation, new features and current offers from our partners. Your content is reproduced authentically. For this purpose, we create our own teasers and advertising materials.

Book your own monothematic and individual theme stage on BILD.de. The Product Hub consists of 2 - 4 product stories, where your messages are natively presented and conveyed in the respective look and feel of the media brand.

Guaranteed Reach: M: 6,2 Mio. Als and 20.000 views | L: 8,4 Mio. Als and 30.000 views | Hub: 11,25 Mio. Als and 42.000 views

Gross price\*: M: 55.000 € | L: 79.000 € | Hub: 110.000 €

Samsung

Sparkasse



# ADVERTORIAL

You play your content on our brands!

Promotional ads are presented in the look & feel of the media brand.

Your content is integrated into stories around your products & buying messages.  
The advertising content you provide is presented in the style of the media brand and thus receives a trusting environment of the brand in addition to the traffic.

Awareness and performance are in focus!

Guaranteed reach:	9.000.000 AIs
Gross price:	50.000 €*
Run time:	4 weeks



Sunexpress



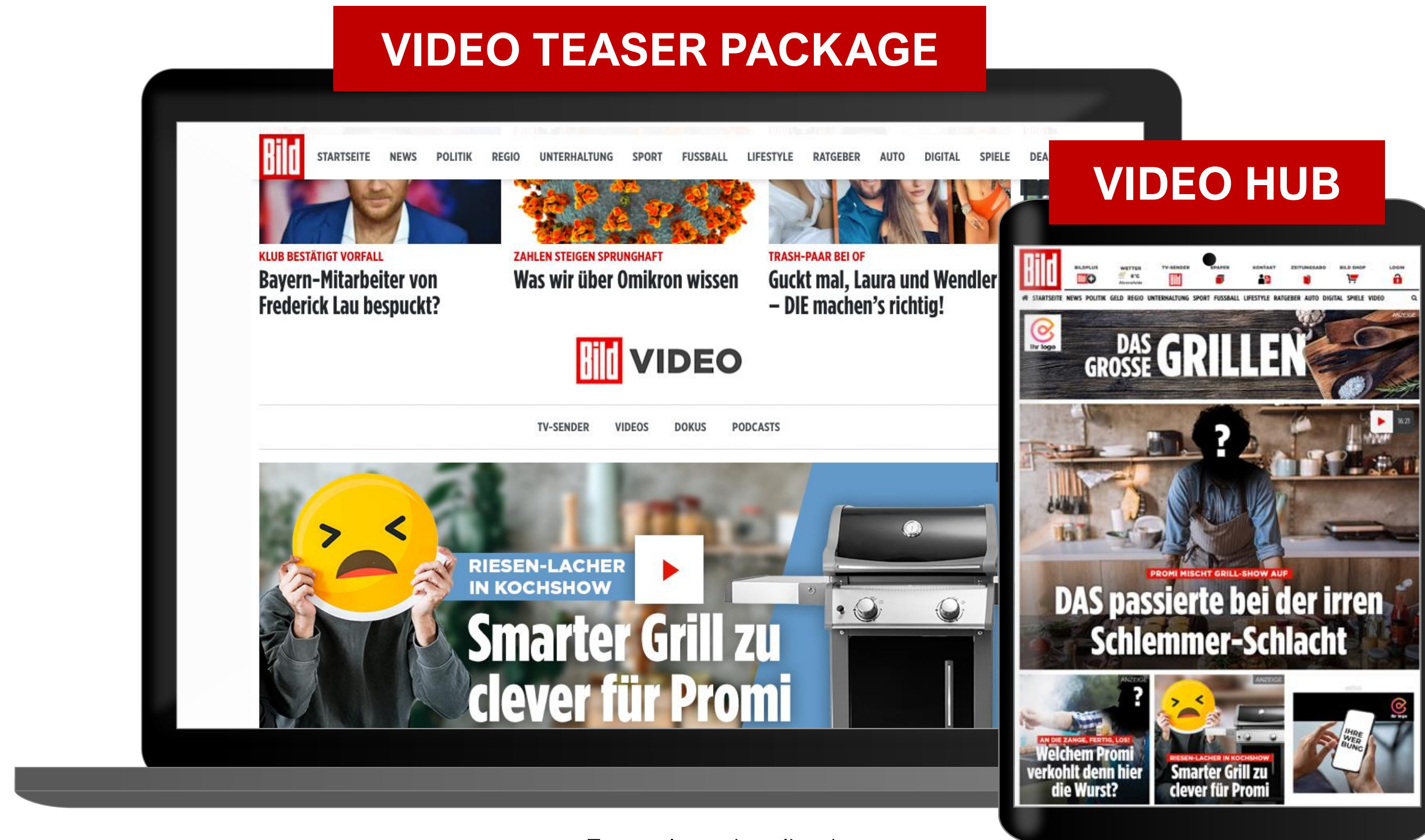
**NEW!**

AXEL SPRINGER BRAND STUDIOS

# VIDEO HUB

## VIDEO TEASER PACKAGE

## VIDEO HUB



Exemplary visualisation

You are the agenda setter and we implement your topics in your own videos or your own BILD Live Show. This video content is collected in a video hub created especially for you.

Your BILD Live Show is integrated and prominently placed in four brand stories. With an additional BILD Live teaser package with placements in the video section of BILD as well as PreRolls, we link directly to your video and thus ensure additional views!

Guaranteed reach:

Video hub: 250.000 page views

Video teaser package: 50.000 video views

Gross price\*: Video hub: 420.000 € |

Video teaser package: 120.000 €



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