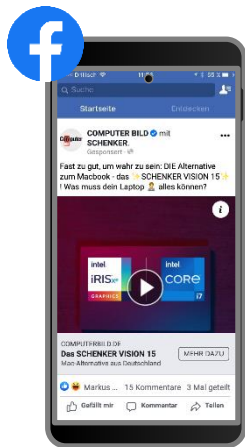
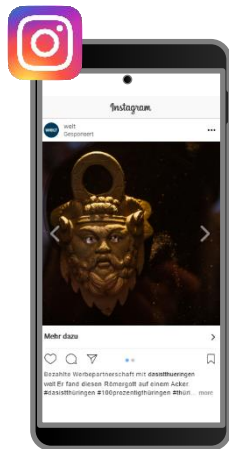


FACTSHEET 2023

SOCIAL MEDIA



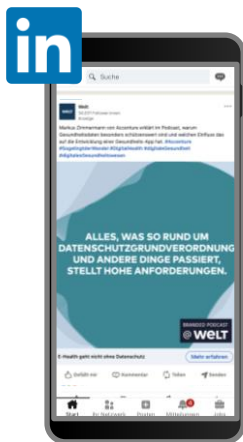
Facebook Sponsored Posts



Instagram Sponsored Posts / Stories



Twitter Promoted Tweets



LinkedIn Sponsored Posts



Pinterest Sponsored Posts



Vertical Story

High credibility & reach:

We combine your product with our strong journalistic offers. Benefit from the popularity of our brands, such as BILD or WELT as the publisher of your ads. In addition, we highlight your social media page or story via "handshake" or linking.

Targeting:

Use the opportunity to reach your target group from the users of the offered social media platforms in Germany beyond the fans of the respective.

Full Service:

Our in-house creative agency creates your sponsored posts or stories together with you.

Call To Action:

By means of CTA-Button, such as 'Learn More' or 'Apply Now', you can link your website or one of our existing Brand or Product Stories.

FACTSHEET 2023

SOCIAL MEDIA



FACEBOOK²

The classic among our social media offers. With joint sendership with our journalistic brands, you will benefit from the credibility and reach as well as from the high engagement rate on social networks! The package includes 4 Posts.

Sponsored post	Ad impressions for 4 posts	Package price ¹
category 1*	1,200,000	24,000,- €
category 2**	800,000	16,000,- €
category 3***	400,000	8,000,- €

*either with the joint sendership of WELT, BILD³ or Sport1

** either with the joint sendership of BILD Sport; Fitbook, Travelbook, Techbook, Stylebook, myHomebook, Petbook; SportBILD; Rolling Stone; Metal Hammer; Formel1 or Motorsport-Total

*** either with the joint sendership of BILD Promi News; B.Z.; TV Direkt; BILD Fußball; ICONIST; Finanzen.net; ComputerBILD Spiele; Musikexpress or TV Digital

Note: there are different Facebook sponsored post packages for ComputerBILD and AutoBILD available on demand.



INSTAGRAM²

You want to be on the top-tier trending platform? Reach out to users by posting expressive images and videos together with us. The package includes 4 posts.

Sponsored post/ story*	Ad impressions for 4 posts / stories	Package price ¹
	200,000	10,000,- €

* either with the joint sendership of BILD; WELT; SportBILD; AutoBILD; ComputerBILD; BILD Promis; Metal Hammer; Musikexpress; Rolling Stone; ICONIST; icon.magazin; Fitbook, Travelbook, Techbook, Stylebook, myHomebook or Petbook



TWITTER²

WELT, in particular, is a real media hotspot on Twitter with its enormously wide-reaching account. Use the power of our brands with joint sponsored tweets and effectively reach decision-makers with your advertising message! The package includes 4 tweets.

Sponsored tweets*	Ad impressions for 4 tweets	Package price ¹
	500,000	17,500,- €

* either with the joint sendership of WELT, ComputerBILD, Musikexpress, Metal Hammer or Rolling Stone

- 1) Plus 800€ creation costs; for Instagram Stories 4.000€ (prices are not discountable and AE-compatible).
- 2) Material for Instagram, Facebook or Twitter has to be delivered at least 5 days before the start of the campaign; for the Canvas Ad comes 1.890€ extra creation costs (prices are not discountable and AE-compatible) (10 working days in advance).
- 3) BILD Sponsored Posts may only be booked in combination with major digital concepts, such as brand concepts, popular products, BILD Bundesliga, Branded Entertainment.

All prices are (unless otherwise stated) as CPM or fixed prices, less usual discounts and AE, plus VAT. | Subject to change and errors excepted

FACTSHEET 2023

SOCIAL MEDIA



LinkedIn

LinkedIn offers excellent opportunities to reach very specific target groups in the B2B sector. Use the reach of our marker brand WELT with joint Sponsored Posts and effectively reach professionals & executives with your advertising message! The package includes 4 posts.

	Ad Impressions for 4 posts	Package price ¹
Sponsored post*	200.000	10.000,00€

*WELT



PINTEREST

You want to inspire your target group? Pinterest is just the right place for you! With highly visual sponsored posts with joint sendership with our brands, you can increase your awareness! The package includes 4 posts.

	Ad Impressions for 4 posts	Package price ¹
Sponsored post*	400.000	20.000,- €

*WELT, Fitbook, Travelbook, Techbook, Stylebook, myHomebook, Petbook or ICONIST



VERTICAL STORY

The Vertical Story takes place in a vertical format across Instagram and Snapchat making it the ideal audience addition for you to reach a younger user group!

	Page views	Package price ¹
Booster package	15,000	40,000,- € ²
Stand alone package	30,000	80,000.00,- € ³

- 1) Plus 800€ extra creation costs (prices are not discountable and AE-compatible).
- 2) Plus creation costs: 5.000€ (prices are not discountable and AE-compatible); can be booked only in combination with one of the regular brands or Product Story.
- 3) Plus creation costs: 8.000€ (prices are not discountable and AE-compatible).

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FACTSHEET 2023


SOCIAL MEDIA



BILD INSTAGRAM CONTENT POSTS, STORIES AND SPECIAL FORMATS


INSTAGRAM CONTENT POSTS AND STORIES

Profit from more than 850,000 BILD followers on Instagram! We publish your posts directly in the feed of our strong media brand.

	Potentially reachable followers BILD	Guaranteed Ad Impressions	Package price ¹
1x Content Post	870,000	-	8,460,- €
3x Content Story		180,000	7,200,- €


INSTAGRAM REELS

Instagram reels are short, engaging videos in a social media format and are becoming increasingly popular. We create reels with a focus on your brand, directly in the account feed of BILD, and extend the reach of the reels as sponsored posts for additional visibility.

	Potentially reachable followers BILD	Guaranteed Ad Impressions	Package price ¹
Reel in the timeline plus extension as a sponsored post	870,000	650,000	36,250,- €

INSTAGRAM GUIDE

We gather our jointly published content posts as an Instagram guide. This new format on Instagram allows us to enhance the posts with additional information, creating an exciting storytelling format on the trending platform Instagram!

	Potentially reachable followers BILD	Guaranteed Ad Impressions	Package price ¹
4 content posts in the timeline plus extension as a sponsored post plus collection of the posts in an Instagram guide	3,384,00	200,000	43,800,- €

¹⁾ Prices plus creation costs (not discountable) → Content Post: 200,-€ | Content Story: 1,200,-€ | Reels: 5,000,-€ | Guide: 2,500,-€

All prices are (unless otherwise stated) as CPM or fixed prices, less usual discounts and AE, plus VAT. | Subject to change and errors excepted