



# BILD DIGITAL



## CONCEPT

BILD is Germany's leading multimedia medium! We reach our users with our digital presence, the classic print newspaper and our TV program BILD LIVE.

BILD knows what excites people, what creates friction. Fast, up-to-date and diverse. And our loyal readers appreciate that - with 75% direct access.

Place yourself digitally in Germany's biggest media brand and benefit from the brand trust of our over 5.75 million daily unique users<sup>1</sup>.

Key Figures/ Month	Desktop, MEW & Apps (Total)
Unique User <sup>1</sup>	25,41 Mio.
Daily Unique User <sup>1</sup>	5,75 Mio.
Visits <sup>2</sup>	481 Mio.
Page Impressions <sup>2</sup>	1.9 Mrd.

Target Group	Desktop, MEW & Apps (Total)
Male <sup>1</sup>	57 %
20 - 49 years old <sup>1</sup>	53 %
HHNI of at least 2.000 € <sup>1</sup>	78 %
Employed <sup>1</sup>	69 %

<sup>1</sup> AGOF agof daily digital facts; Basis: digital WNK 16+ years (61,14 Mio.), single month December 2022 | retrieved on: 01.04.2023  
<sup>2</sup> IVW April 2023



# BILD DIGITAL

## FIXED PLACEMENTS - HOMEPAGE

HomeRun (Multiscreen)   10 a.m. – 10 a.m.	HomeRun   (Mo. – Sun.)
Guaranteed Impressions	17.000.000 AIs
<b>BASIC</b> Desktop <sup>1</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) Mobile: Medium Rectangle / Understitial / Cube Ad / Content Ad + Optional: Lead Ad 4:1 / 6:1*	180.000 € (Q1-Q3) 190.000 € (Q4)
<b>DELUXE</b> Desktop <sup>1</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Curtain Dropper <sup>2</sup> / Double Dynamic Sitebar / Video Wall <sup>2</sup> / Bridge Ad <sup>2</sup> / Image Reveal Ad Mobile: Medium Rectangle / Interscroller / Content Ad / Cube Ad / Understitial + Optional: Lead Ad 4:1* / 6:1* sticky / 2:1* not sticky	210.000 € (Q1-Q3) 220.000 € (Q4)
<b>SUPREME</b> Desktop BIG Stage: Automatic Pre expanding Video Wall <sup>2</sup> (max. 8 seconds) Mobile BIG Stage: Medium Rectangle / Video Interscroller (9:16) / Content Ad / Video Understitial + Optional Lead Ad 2:1 / 4:1 with Video (16:9)*	360.000 €

## FIXED PLACEMENTS – HOMEPAGE VIEW

HomeRun 100/1   10 a.m. – 10 a.m.	HomeRun   (Mo. – Sun.)
Guaranteed Impressions	15.000.000 AIs
Desktop <sup>1</sup> : Double Dynamic Sitebar (Full Responsive) Mobile: Lead Ad 2:1 Sticky (stickyness max. 3 seconds)	230.000 € (Q1-Q3) 240.000 € (Q4)

## FIXED PLACEMENTS – HOMEPAGE PROGRAMMATIC

HomeRun Programmatic   10 a.m. – 10 a.m.	Gross CPM
<b>BASIC</b> Desktop <sup>1</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ opt. sticky or expandable) Mobile: Medium Rectangle / Understitial / Content Ad + Optional: Lead Ad 4:1 / 6:1*	11,11 € (Q1-Q3) 11,73 € (Q4)
<b>DELUXE</b> Desktop <sup>1</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Curtain Dropper <sup>2</sup> / Double Dynamic Sitebar / Video Wall <sup>2</sup> / Bridge Ad <sup>2</sup> / Image Reveal Ad Mobile: Medium Rectangle / Interscroller / Content Ad / Understitial + Optional: Lead Ad 2:1 / 4:1*	12,96 € (Q1-Q3) 13,58 € (Q4)

## FIXED PLACEMENTS – HOMEPAGE

A-Teaser/ B-Teaser   10 a.m. – 10 a.m.	Guarantee/ Price
A-Teaser Desktop	5.000.000 AIs 70.000 €
A-Teaser Multiscreen	10.000.000 AIs 120.000 €

<sup>1</sup> Sticky ads float when scrolling / for an optimal display and improved viewability on the tablet, the delivery of a dynamic sitebar is recommended.

<sup>2</sup> FC=1/day, a billboard or fireplace can remain as a fallback.

\* Lead Ad can be added optionally, but will not be counted as part of the guarantee fulfillment.



## FIXED PLACEMENTS – HOMEPAGE TARGETING

HomeRun Targeting <sup>1</sup>   10 a.m. – 10 a.m.	Guarantee / Price
<b>BASIC</b> Desktop <sup>2</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) Mobile: Medium Rectangle / Understitial / Content Ad + Optional: Lead Ad 4:1 / 6:1*	17.000.000 AIs 200.000 € (Q1-Q3) 210.000 € (Q4)
<b>DELUXE</b> Desktop <sup>2</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar / Curtain Dropper <sup>3</sup> / Double Dynamic Sitebar / Video Wall <sup>3</sup> / Bridge Ad <sup>3</sup> / Image Reveal Ad Mobile: Medium Rectangle / Interscroller / Content Ad / Understitial + Optional: Lead Ad 2:1 / 4:1*	17.000.000 AIs 230.000 € (Q1-Q3) 240.000 € (Q4)

## FIXED PLACEMENTS – HOMEPAGE

BILD Second Home (Sports Segment)   10 a.m. – 10 a.m.	Guarantee / Price
Desktop <sup>2</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace + optional sticky or expandable Mobile: Medium Rectangle / Understitial App: Medium Rectangle	2.500.000 AIs 45.000 €

## FIXED PLACEMENTS - CHANNEL

BILD Run   10 a.m. – 10 a.m.	Guarantee / Price
<b>BILD Run:</b> Entertainment, Finance, Lifestyle, Advice, Travel, Cars, Digital	6.000.000 AIs 100.000 €
<b>BILD Run Max:</b> News, Politics, Finance, Entertainment, Lifestyle, Advice, Travel, Cars, Digital Desktop <sup>2</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar <sup>3</sup> / Double Dynamic Sitebar / Wallpaper / Fireplace Mobile: Lead Ad (4:1 / 6:1) + Medium Rectangle / Interscroller / Content Ad / Understitial	10.000.000 AIs 150.000 €

BILD TopicRun   10 a.m. - 10 a.m.	Entertainment	Sports	News	Health and Family
Desktop <sup>2</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace + optional sticky <sup>2</sup> or expandable Mobile: Lead Ad (4:1 / 6:1) + Medium Rectangle / Understitial / Interscroller	2.000.000 AIs 40.000 € + Entertainment-Index	3.000.000 AIs 60.000 € + Sports-Index	6.000.000 AIs 120.000 € + News-Index	1.600.000 AIs 32.000 € + Advice-Index
<b>Specifics<sup>4</sup></b> Advertisers receive exclusivity on the channel home pages, as well as an exclusive targeting of channel-affine users based on their reading behavior over the last 30 days. The affine user is identified on BILD.de and exclusively served with your advertising material.	<b>Finance, Business, Saving</b> 1.600.000 AIs 32.000 € + Finance Index	<b>Multimedia and Tech</b> 1.600.000 AIs 32.000 € + Digital Index + Games Index	<b>Car and Service</b> 550.000 AIs 11.000 € + Car Index	<b>Travel</b> 550.000 AIs 11.000 € + Travel Index

<sup>1</sup> Targeting options: Regio, Socio. A creative pool (up to 1,500 creatives) adapted to the targeting areas can be created automatically. A neutral fallback ad media is required.  
<sup>2</sup> Sticky ads float when scrolling / for optimal display and improved visibility on tablet, delivery of a Dynamic Sitebar is recommended.  
<sup>3</sup> FC=1/day, a billboard or fireplace can be left as a fallback.  
<sup>4</sup> Cannot be combined with targeting options of the MI-DATA Ratecard.\* Lead Ad is optionally bookable, but is not counted as part of the guarantee fulfillment.



## FIXED PLACEMENTS

Premium Apps   10 a.m. – 10 a.m.	Guarantee/ Price	Specifics
Smartphone App: Lead Ad (4:1 / 6:1) + Medium Rectangle Tablet App: Contentbar XXL + Superbanner	4.000.000 Als 80.000 €	Position yourself in the BILDplus environment and address our target group with high purchasing power via the smartphone and tablet app.

Content Ad + Contentbar Premium   10 a.m. – 10 a.m.	Guarantee/ Price
Desktop: Content Bar Premium Mobile: Content Ad 4:1 / MMR App: Content Ad 4:1 / MMR	2.500.000 Als 50.000 €

## SPORTS



**BILD is sports.**

BILD Sport Fixed Placements*   10 a.m.– 10 a.m.	Sports Channel Run	Soccer Channel Run
Desktop: (Dynamic) Sitebar / Skyscraper + optional sticky or expandable	1.250.000 Als	Game Day**: 3.000.000 Als 55.000 €
Mobile: Lead Ad (4:1) + Medium Rectangle / Lead Ad (4:1) + Understitial	23.000 €	Non – Game Day: 1.500.000 Als 28.000 €

\*Not within any BuLi sponsorings

\*\* Game Day for the following competitions: Bundesliga, "DFB Pokal", UCL, Euro-League

## CONTENT INTEGRATIONS

Theme Specials*	Ad Impressions	Package Price
<b>Theme Special Package S</b> incl. Advertorial <sup>3</sup>   2-4 Weeks <ul style="list-style-type: none"> <li>1 placement of the theme special teaser on the home page and permanently in the affine channel</li> <li>Presenting Teaser on theme stage and article</li> <li>Including Advertorial (9.000.000 Als)</li> </ul>	10.500.000 Als	89.600 €
<b>Theme Special Package L</b> incl. Brand Story L <sup>4</sup>   4-6 Weeks <ul style="list-style-type: none"> <li>2 placements of the theme special teaser on the home page and permanently in the affine channel</li> <li>Presenting Teaser on theme stage and article</li> <li>Including Brand Story L (200.000 Story Views guaranteed)</li> </ul>	20.500.000 Als	110.000 €

\* Already pre-discounted. Lead time is at least 3 weeks. Individual topics after consultation with the editorial office..

<sup>1</sup> Sticky ads float when scrolling / for optimal display and improved viewability on the tablet, the delivery of a dynamic sitebar is recommended.

<sup>2</sup> Cannot be combined with targeting options of the MI-DATA Ratecard.

<sup>3</sup> Plus creation costs 3.500€ for the creation of the advertorial. These are not discount- or AE-eligible but subject to VAT.

<sup>4</sup> Plus creation costs for the creation of the brand story amounting to: M = 10,000 €, L = 12,000 €. These are not discount- or AE-eligible but subject to VAT.



## BRANDED CONTENT

Brand Story BILD <sup>1</sup>   4 Weeks - incl. Native Teaser	Page Views	Price
Package S	40.000	105.000 € (Q1 – Q3) 110.250 € (Q4)*
Package M – including A-Teaser on the home page	110.000	231.000 € (Q1 – Q3) 242.500 € (Q4)*
Package L – including A-Teaser on the home page	200.000	315.000 € (Q1 – Q3) 330.750 € (Q4)*

Product Story BILD <sup>2</sup>   4 Weeks	Ad Impressions/ Views	Package Price
Package M	6.200.000 AIs 20.000 Views	55.000 €
Package L	8.400.000 AIs 30.000 Views	79.000 €

Brand Hub <sup>3</sup>   individual run time	Story Views	Package Price
2-4 Brand Stories included	250.000	420.000 € (Q1 - Q3) 441.000 € (Q4)*

Vertical Story BILD   1-2 Weeks, max. of 5 Story Parts	Advertising format	Page Views	Price <sup>4</sup>
Stand Alone	Vertical Video or Fullscreen Ad (Cinemagraph, GIF or Image), played via Instagram Storys and Snapchat Ads	30.000	80.000 €
Vertical Story Booster (available only in combination with booking of Product oder Brand Story)		15.000	40.000 €

Product Hub <sup>5</sup>   individual run time (at least 4 weeks)	Ad Impressions	Story Views	Package Price
2-4 Product Stories included	11.250.000	42.000	110.000 €

Advertorial <sup>6</sup>   4 Weeks	Ad Impressions	Package Price
Advertorial Package	9.000.000 AIs	50.000 €

1 plus creation costs for the creation of the brand story amounting to: S = 8.000 €, M = 10.000 €, L = 12.000 €. These costs are not subject to discounts or VAT.  
 2 plus creation costs for the creation of the product story amounting to: M = 6.000 €, L = 8.000 €. These are not discount- or AE-eligible but subject to VAT. Product Story L: Can also be presented as an interactive story if the content is suitable and after consultation. Interactive story not bookable with Product Story M. Basic check of the content of financial service providers; if necessary subject to necessary adjustment of the product variant and/or the guaranteed views. For an interactive product story, additional creation costs of € 4,000  
 3 plus creation costs € 25,000 for the creation of the brand hub. These are not discount- or AE-eligible but subject to VAT.  
 4 Available for MI Portfolio (if an Instagram page is available); Plus creation costs: Stand Alone: 8.000€ | Booster: 5.000€ (Not SR or AE eligible).  
 5 Plus creation costs 12.000€ for the creation of the Product Hub. These are not discount- or AE-eligible but subject to VAT.  
 6 plus 3.500 € creation costs for the creation of the advertorial. These are not discount- or AE-eligible but subject to VAT.  
 7 plus 8.000 € creation costs for the creation of the competition story. These are not discount- or AE-eligible, but subject to VAT.\* Q4 price applies to every campaign with start between 01.10. and 31.12.

Material for the stories must be available at least 2 weeks before the start of the campaign for advertorials and 2-3 weeks for product stories. For Brand Stories, the lead time for material delivery must be requested. Unless otherwise stated, all prices are quoted as CPM or fixed prices, minus AE, plus VAT. | Subject to change and errors excepted.



## SOCIAL MEDIA

Snapchat BILD Discover <sup>1</sup>	Werbeform	Anzahl Creatives	Ad Impressions	Preis
Tagesfestplatzierung <sup>2</sup>	Vertical Video o. Fullscreen Ad (Cinemagraph, GIF oder Image)	Min. 3	400.000 Als	23.000 €

BILD Snapchat CPM <sup>1</sup>	Platzierung	Preis
Vertical Video o. Fullscreen Ad (Cinemagraph, GIF oder Image)	ROS	75 €

Snapchat Run of BILD Discover <sup>3</sup>	Werbeform	Anzahl Creatives	Ad Impressions	Preis
1 Woche	Vertical Video o. Fullscreen Ad (Cinemagraph, GIF oder Image)	Min. 1	500.000	22.500 €
2 Woche			1.000.000	40.500 €
1 Monat			2.000.000	72.000 €

Youtube	Werbeform	Max Als pro Monat	CPM Bumper Ads 6 sec.	CPM PreRoll 20 sec. (non skippable)
BILD Channel (IO oder Prog. Guaranteed)	BILD	500.000	65 €	85 €
Themenkombi Unterhaltung	BILD BOXX, BILD Kino, BILD Musik	2.100.000	60 €	100 €

Facebook Sponsored Posts <sup>*</sup>	Fans	Ad Impressions	Preis
BILD <sup>4</sup>	2.550.000	1.200.000	24.000 €
BILD Sport <sup>4</sup>	750.000	800.000	16.000 €
Fußball BILD <sup>4</sup>	108.000	400.000	8.000 €
[+] Targeting nach demografischen Daten, Standort o. Interessen	Inklusive		

\* BILD Sponsored Posts dürfen nur in Kombination mit Markenkonzepten (Volksprodukte, BILD Bundesliga, Brand Studio) gebucht werden.

Facebook Live	Werbeform	Ad Impressions	TKP Festpreis
BILD.de Home/Video <sup>5</sup>	Gemeinsame Absenderschaft, Pre Presenter, Post Presenter, Banderole, Product Placement	je nach Event	90 €

Instagram <sup>6</sup>	Werbeform	Max Als pro Monat	Preis
BILD oder BILD Promis	Post (max. 4)	200.000	10.000 €

<sup>1</sup> Erstellung Vertical Video o. Fullscreen Ad (Cinemagraph, GIF oder Image) 1.000 € pro Ad, Vertical Video o. Fullscreen Ad (Cinemagraph, GIF oder Image) mit Advertorial 1.000 € (nicht rabatt- u. AE fähig).

<sup>2</sup> Tagesfestplatzierungen können auch als Branded Content (im Look & Feel der BILD Snapchat Edition) oder als monothematische Festplatzierung (wir kreieren eine Snapchat Edition passend zu einem Thema Ihrer Wahl, z.B. Beauty, Promis etc.) gebucht werden.

<sup>3</sup> Erstellung Vertical Video o. Fullscreen Ad 1.000 € (nicht rabatt- u. AE fähig). Cinemagraph, GIF oder Image 1.000 € pro Ad, Vertical Video o. Fullscreen Ad (Cinemagraph, GIF oder Image) . Über Reichweitenpakete können auch Snapchat Filter gebucht werden.

<sup>4</sup> Alle Preise zzgl. 800 € Kreationskosten (nicht rabatt- u. AE-fähig) für die Werbeformen Klassiker, Carousel Ad, Video, Slideshow Ad (5 Werkzeuge Vorlauf). Für das Canvas Ad fallen 1.890€ Kreationskosten (nicht rabatt- u. AE-fähig) an (10 Werkzeuge Vorlauf).

<sup>5</sup> Tagesfestplatzierungen können auch als Branded Content (im Look & Feel der BILD Snapchat Edition) oder als monothematische Festplatzierung (wir kreieren eine Snapchat Edition passend zu einem Thema Ihrer Wahl, z.B. Beauty, Promis etc.) gebucht werden. Über Reichweitenpakete können auch Snapchat Filter gebucht werden.

<sup>6</sup> Preis zzgl. 800 € Kreationskosten (nicht rabatt- u. AE-fähig)



## CPM PLACEMENTS

MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)					
	AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Billboard		
Mobile Content Ad 6:1 + 4:1, Mobile Native Style Ads	RoS & Custom 50 €	RoS & Custom 60 €	RoS & Custom	70 €	
Mobile Content Ad 2:1, Mobile-/ Social-2 Medium Rectangle	RoS & Custom 60 €	RoS & Custom 70 €	RoS & Custom	80 €	
Mobile Content Ad 1:1, Understitial <sup>9</sup> , Interscroller <sup>3</sup>	RoS & Custom 72 €	RoS & Custom 82 €	RoS & Custom	92 €	
VIDEO					
InText Outstream Ads <sup>5</sup>	on start, till incl. 20 sec	RoS & Custom	60 €		

MULTISCREEN - Traffic distribution between desktop and mobile takes place according to availability

Additional option:

Device only: highest price category plus € 5 surcharge

Tandem/Triple Ads: on request

Other video formats: on request

Notes:

2) Bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) currently at AutoBild, Bild.de, finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9monate.de, herzberatung.de, harninkontinenz.de, yavivo.de). More titles will follow. At Welt.de exclusively Google AMP bookable.

3) Not bookable in-app

5) Overlength (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM; RoS & Custom 19 cents, RoC 17 cents, RoP 15 cents, overlength (21 to incl. 30 sec.) + 8 cents surcharge, shorter spot (up to incl. 15 sec.) -3 cents discount.

6) Special features Bild.de: Can only be booked as fixed placement, FC 1/24h, no autoplay, subject to editorial approval, limited to one loop.

7) Can only be booked as fixed placement on Bild.de.



## PODCAST

SPOT	EPISODE <sup>2</sup>	ROS <sup>3</sup> Run of Show
Audio Presenter (intro clip 5-15 Sek.)	170 €	160 €
Preroll or Postroll	160 €	150 €
Midroll	180 €	170 €
Audio Closer (intro clip 5-15 Sek.)	140 €	130 €
Audio Presenter & Closer (intro clip 5-15 Sek.)	155 €	145 €

### Notes:

Bookings are made as a package price, basis of the packages are the above mentioned CPMs.

- 1) Subject to price adjustments during the year.
- 2) Placement in all episodes of a podcast in rotation in a desired time period.
- 3) Placement in all episodes of a podcast in rotation; Not bookable: Exclusively marketed podcasts

Spot type: Producer Native Spot