

BRAND STORIES

Deliver your message with a native approach, highlighting the brand's Unique Selling Points (USPs): advertise in a credible, entertaining and informative way!

How it works: Brand storytelling with journalistic narrative competence. Individually designed stories with elaborate storytelling elements, videos, and graphics.

Booking options: Only available individually on the respective platforms.

Note: Consists of story + traffic jacks linking to story (social sponsored posts and native teasers), page views guaranteed!



Base packages¹

| Minimum bookable page views: ³ | | Guaranteed page views | Cost per View ² | | Maximum bookable page views: ³ |
|---|------------------------------------|-----------------------|----------------------------|-------------|---|
| 40,000 | + 2,10€ CPV per additional view | 110,000 Views | 2,10€ | + 1,58€ CPV | 200,000 CPV: 1,58€ |
| 30,000 | + 2,62€ CPV per additional view | 50,000 Views | 2,62€ | + 2,10€ CPV | 100,000 |
| 5,000 | + 3,33€ CPV per additional view | 15,000 Views | 3,33€ | + 3,13€ CPV | 20,000 CPV: 3,13€ |
| Only base package available | | 5,000 Views | 3,50€ | | Only base package available |

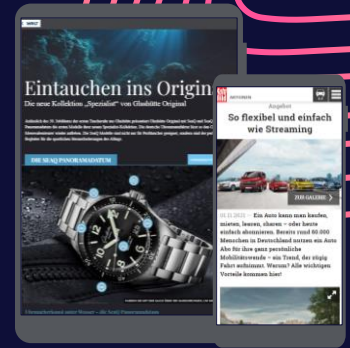
| + add-ons | | Extra costs |
|---|--|--|
| Data & market research add-ons | Audience insights report I available from 100,000 views up (BILD) | 750,- € extra creation costs |
| | Targeting I on selected advertising material | From 10,- € CPM up (please refer to data ratecard) |
| | Market research I available from 100,000 views upwards (BILD & WELT) | 3,500,- € extra creation costs |
| Graphic add-ons⁵ | Immersive | Individual |
| | Interactive | 4,000,- € extra creation costs |
| | Swipe Story I WELT | No surcharge |
| Social media | Sponsored Posts Content 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 |
| Refresh Story BILD | Option A, B, C or D of the Refresh Story ⁶ | From 5,000,- € |

1) Campaign terms: BILD, SportBILD: 4 weeks | WELT, LIFESTYLE, 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€ | LIFESTYLE, BZ, BOOKS, SportBILD: from 5,000 views 3,500€; from 15,000 views 4,000€; 20,000 Views 4,500€ | Business Insider: 3,500€ (creation costs are not discount- and AE-eligible) | Brand Stories also possible on AutoBILD, ComputerBILD as well as the music titles, implementation is not done in the Brand Studios, but the object itself, see object factsheets.
 3) Scalable Page Views: from 3,50€ gross CPV (Cost per View) (SR- and AE-capable), depending on the size of the booking and the object. No extra views are bookable with Business Insider.
 4) BOOKS: Travelbook, myHomeBook, Stylebook, Techbook, Fitbook and Petbook; Music titles: Musikexpress, Metal Hammer, Rolling Stones
 5) Graphic representations not appropriate for all content, review and decision by Axel Springer Brand Studios.
 6) Option A: same story, same teaser - booking views brand story + 3,500€ creation costs | Option B: same story, new teaser - booking views brand story + 5,000€ creation costs | Option C: Same native teaser on suitable channel (e.g. auto, health, sports etc.) - 5,000€ gross plus 500€ creation costs | Option D: Same teaser on Home (Bild.de) 21,500€ gross plus 500€ creation costs.

For Brand Stories the lead time must be requested. All prices are (unless otherwise stated) as CPM or fixed prices, less AE, plus VAT. | Subject to alteration and printing errors.

PRODUCT STORIES

Deliver your message with a native approach, highlighting the brand's Unique Selling Points (USPs): advertise in a credible, entertaining and informative way!



How it works: Product-focused, individually tailored advertising storytelling with elaborate visuals and graphics in the look and feel of the media brand, along with link-outs.

Booking options: Only available for individual booking on respective platforms. Product story bundles can be booked through designated bundled platforms.

Note: Consisting of story + traffic driver linking to story (ad server media). Ad Impressions + Page Views guaranteed!

| 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,- € |
| ComputerBILD³, AutoBILD, Books Product Story | 9,000 | 1,700,000 | 33,750,- € |
| Product Story Bundles¹ | | | |
| Technik, Lifestyle, Automobil, Reisen, Gesundheit & Finanzen⁴ | 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 I on selected advertising material | From 10,- € CPM up (please refer to data ratecard) | |
| Graphische add-Ons⁶ | Immersive | Individual | |
| | Interactive | 4,000,- € extra creation costs | |
| | Swipe Story I WELT | No surcharge | |
| Social Media | Sponsored posts Content 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 Stories | On top if you book 3 or more Product Stories | |

¹) Campaign terms: Product Stories 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: 3,000,- € (neither discounts, nor agency commission can be granted on such costs). General verification of content from finance service providers; if applicable the Axel Springer Brand Studios are allowed to make any necessary adjustment of the product variant and/or the guaranteed views.

³) Additional views bookable: + 3,000 page views --> 9,000,- € | +5,000 page views --> 14,000,- €

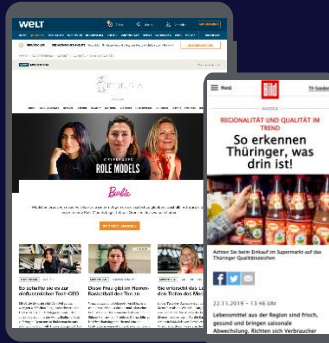
⁴) Plus creation costs: 4,500,- € (neither discounts, nor agency commission can be granted on such costs) | BUNDLES: Travel = BILD (Channel Reise), WELT (Channel Reise), Travelbook (ROS) | Technology = ComputerBILD, Techbook (ROS), BILD (Channels Games and Digital) | Lifestyle = Travelbook, Stylebook, Petbook, myHomeBook, Fitbook (ROS), WELT (Channel LIFESTYLE) | Automobil = AutoBILD (ROS), WELT (Channel Formula 1), BILD (Channel Auto).

⁵) Only advertising formats that are included in the base packages can be booked.

⁶) Graphic representations not appropriate for all content, review and decision by Axel Springer Brand Studios.

Materials for Product Stories must be delivered at least 2-3 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.

ADVERTORIALS



The advertising content you provide will be presented in the style of the media brand, creating a trustworthy brand environment while boosting traffic.

How it works: Advertising in the look & feel of the media brand. Integration of your content into stories related to the products & sales messages.

Booking options: Only bookable individually on the respective media objects.

Note: Consisting of story + traffic driver linking to story (ad server media). Ad Impressions guaranteed!

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

| + 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 on selected advertising material | From 10,- € CPM up (please refer to data ratecard) |
| Social media | Sponsored posts Content 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 Stories | On top if you book 4 or more Advertorials |

¹) Campaign terms: WELT & LIFESTYLE: 6 weeks | BILD, SportBILD, ComputerBILD, AutoBILD, Transfermarkt & Business Insider: 4 weeks
²) Plus creation costs: BILD, WELT and Business Insider 3.500,- € | SportBILD, ComputerBILD, Transfermarkt, AutoBILD, LIFESTYLE: 2.500,- € (neither discounts, nor agency commission can be granted on such costs). Advertorials are also available for books and music titles, but they are executed by the media brands themselves, not by Brand Studios. For further information please refer to 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 EXTENSION



Add our print newspapers to your story and reach even more readers!

How it works: Our advertorials, brand or product stories are published in the desired format in the print newspaper of the respective medium.

Booking options: Only individually bookable on the respective objects.

Note: Prices depend on the booked ad format.



Deutschland Gesamt



| BILD Deutschland Gesamt | | BILD am SONNTAG | |
|--|--------------------|----------------------------|-------------|
| Format examples ¹ | Standard Mon - Sun | Eco ² Mon - Sun | 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,- € |
| 1.000 format B 187mm x H 250mm | 173,500,- € | 99,000,- € | 41,800,- € |



| | WELT AM SONNTAG ³ | WELT BUSINESS DAYS ³ | WELT OVERALL ³ |
|--|------------------------------|---------------------------------|---------------------------|
| Format examples ¹ | Mon - Sun | Mon - Fri | Mon - Sun |
| 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,- € | 28,375,- € | 67,215,- € |
| 1/4 page B 374,5 mm x H 264 mm | 35,904,- € | 18,374,40€ | 46,147,20€ |

¹) Plus creation costs. Brand Story: 1/1 page: 7.000,- €, 1/2 page & 1/4 page (and 1.000 format): 6.500,- € | Product Story: 1/1 page: 3.000,- €, 1/2 page & 1/4 page (and 1.000 format): 2.500,- € | Advertorials: 1/1 page: 3.000,- €, 1/2 page & 1/4 page (and 1.000 format): 2.500,- € (neither discounts, nor agency commission can be granted on such costs).

²) In the BILD Economy rate, you book a calendar week and we decide on the exact publication day. The booking unit WELT Print Overall includes WELT Print Business Days and WELT AM SONNTAG incl. WELT AM SONNTAG Kompakt.

³) WELT Print Business Days are DIE WELT (Mon - Sat) and DIE WELT Kompakt (Mon - Fri) as one booking unit with two formats (except Saturday).

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