

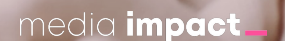


RATE  
CARD

# ADVERTISING ON SUNDAY. BILD ON SUNDAY.



BILD AM SONNTAG RATE CARD NO. 65 – VALID FROM JANUARY 1ST, 2024



# OVERVIEW BILD AM SONNTAG RATE CARD

1. BILD-GROUP
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3. STANDARD FORMATS AND PLACEMENTS
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Information about current offers and your contacts for individual concepts can be found at any time at [www.mediaimpact.de](http://www.mediaimpact.de)

# 1. BILD GROUP

**The BILD Group brands have a total reach of 38.89 million per month, i.e. 54.5% of the German-speaking population have monthly contact with our media!<sup>1</sup>**

**38.18  
MILLION**

<sup>1</sup> Net reach of the BILD Group print & digital: BILD, BILD am Sonntag, B. Z.,  
Source: b4p 2023 I mit Sinus-Milieus, deutschsprachige Bevölkerung ab 14 Jahren (Potenzial 70,08 Mio.).



## 2. TITLE PORTRAIT

### SUNDAY BELONGS TO BILD AM SONNTAG

BILD am SONNTAG stands for outstanding journalism and sets the topics on Sunday that Germany will be talking about during the week - politically topical and entertaining. We combine tabloid fare with well-researched background reports and emphasize diversity of opinion.

The removable sports section inspires readers not only with the latest match results and analyses, but also with emotional interviews and reports. Every Sunday, BILD am SONNTAG reaches 5,4 million readers<sup>1</sup> and is the most-cited Sunday newspaper<sup>2</sup> in Germany.

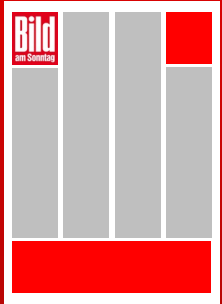


<sup>1</sup> Source: ma 2024 Pressemedien I

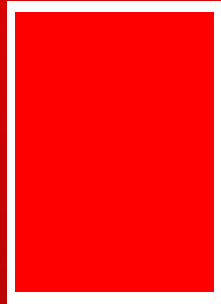
<sup>2</sup> Source : <https://kress.de/news/beitrag/146023-exklusiv-die-meistzitierten-medien-im-ersten-halbjahr-2023.html>



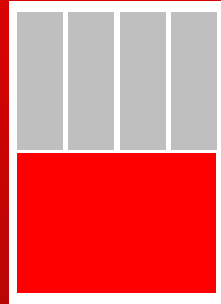
# 3. STANDARD FORMATS & PLACEMENTS



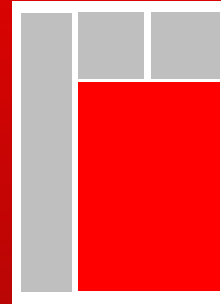
Front page header 60 x 68 mm +  
Front page strip 257 x 68 mm



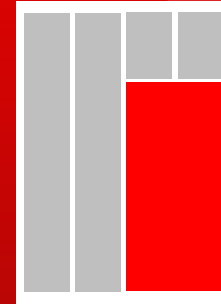
1/1-page  
257 x 369 mm



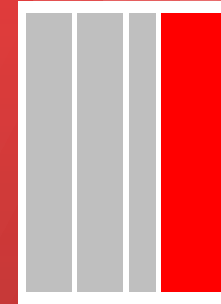
1/2 page, 4 columns  
257 x 183 mm



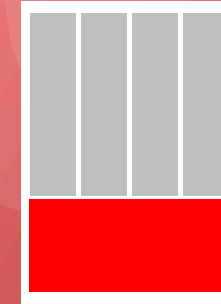
9/16 page (junior page)  
191 x 276 mm



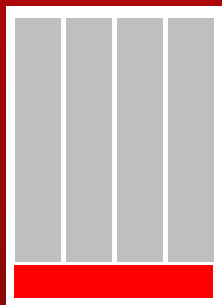
3/8 page, 2 columns  
126 x 276 mm



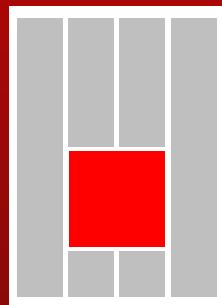
1/3 page up  
84 x 369 mm



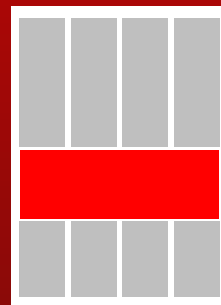
1/3 page, 4 columns  
257 x 123 mm



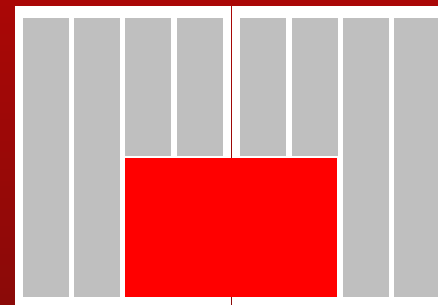
Sports strip  
257 x 43 mm



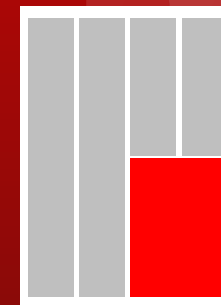
Island ad  
126 x 126 mm



Sandwich ad  
257 x 90 mm



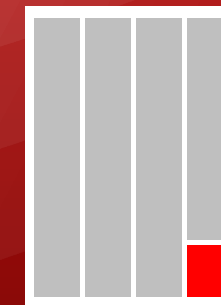
Tunnel ad  
270 x 183 mm



1/4 page, 2 columns  
126 x 183 mm



1/8 page, 2 columns  
126 x 90 mm



Backside footer  
60 x 68 mm

# 4. ADVERTISING PRICES BILD AM SONNTAG

DISPLAY FORMAT / PLACEMENT	FORMAT WIDTH X HEIGHT	TARIF PRICES GROSS €	DISPLAY FORMAT / PLACEMENT	FORMAT WIDTH X HEIGHT	TARIF PRICES GROSS €
<b>2/1 panorama ad</b>	532 x 369 mm	<b>219.000,00</b>	<b>Opening spread on p. 2+3</b>	532 x 369 mm	<b>263.520,00</b>
<b>1/1 page</b>	4 Sp., 257 x 369 mm	<b>109.800,00</b>	<b>First 1/1 advert page in the magazine</b>	4 Sp., 257 x 369 mm	<b>126.270,00</b>
<b>9/16 page (junior page)</b>	191 x 276 mm	<b>83.900,00</b>	<b>Title page header</b>	60 x 68 mm	<b>60.700,00</b>
<b>1/2 page</b>	2 Sp., 126 x 369 mm 4 Sp., 257 x 183 mm	<b>75.500,00</b>	<b>Front page footer</b>	60 x 68 mm	<b>51.800,00</b>
<b>3/8 page</b>	2 Sp., 126 x 276 mm	<b>58.800,00</b>	<b>Title page strip</b>	257 x 43 mm 257 x 68 mm	<b>64.500,00</b> <b>83.900,00</b>
<b>1/3-page portrait/landscape</b>	84 x 369 mm 4 Sp., 257 x 123 mm	<b>54.800,00</b>	<b>Back page header</b>	60 x 68 mm	<b>36.400,00</b>
<b>1/4-page portrait /landscape/corner box</b>	1 Sp., 60 x 369 mm 4 Sp., 257 x 90 mm 2 Sp., 126 x 183 mm	<b>41.800,00</b>	<b>Back foot</b>	60 x 68 mm	<b>32.800,00</b>
<b>1/8 page portrait / landscape/corner section</b>	1 Sp., 60 x 183 mm 4 Sp., 257 x 43 mm 2 Sp., 126 x 90 mm	<b>21.500,00</b>	<b>Back page strip</b>	257 x 90 mm	<b>52.300,00</b>
<b>1/16-page</b>	1 Sp., 60 x 90 mm 2 Sp., 126 x 43 mm	<b>11.000,00</b>	<b>Sports title page strip</b>	257 x 43 mm	<b>37.600,00</b>
<b>Island advert</b>	126 x 126 mm	<b>64.500,00</b>	<b>Sports front page footer</b>	60 x 68 mm	<b>27.500,00</b>
<b>Tunnel advert above gutter</b>	270 x 276 mm 270 x 183 mm	<b>129.360,00</b> <b>100.320,00</b>	<b>Sandwich advert</b>	257 x 90 mm	<b>45.980,00</b>
<b>1/2-page about weather</b>	4 Sp., 257 x 183 mm	<b>86.825,00</b>	<b>TV programme strip</b>	532 x 25 mm	<b>32.250,00</b>

All prices in euros plus VAT; placements on the front page and the opening spread are subject to special conditions Motif split: geographical split possible. Minimum format 1/4 page. Details on request. Costs per ET: € 2.700,00 plus VAT, not eligible for discount, but eligible for AE.

# 5. DATES

Issue no. Calendar week	Publication date	Advertising Deadline / Right of Cancellation (Tuesday 12 noon)	Copy Deadline (Wednesday 12 noon)
1	07.01.2024	02.01.2024	03.01.2024
2	14.01.2024	09.01.2024	10.01.2024
3	21.01.2024	16.01.2024	17.01.2024
4	28.01.2024	23.01.2024	24.01.2024
5	04.02.2024	30.01.2024	31.01.2024
6	11.02.2024	06.02.2024	07.02.2024
7	18.02.2024	13.02.2024	14.02.2024
8	25.02.2024	20.02.2024	21.02.2024
9	03.03.2024	27.02.2024	28.02.2024
10	10.03.2024	05.03.2024	06.03.2024
11	17.03.2024	12.03.2024	13.03.2024
12	24.03.2024	19.03.2024	20.03.2024
13	31.03.2024	26.03.2024	27.03.2024
14	07.04.2024	02.04.2024	03.04.2024
15	14.04.2024	09.04.2024	10.04.2024
16	21.04.2024	16.04.2024	17.04.2024
17	28.04.2024	23.04.2024	24.04.2024
18	05.05.2024	30.04.2024	01.05.2024
19	12.05.2024	07.05.2024	08.05.2024
20	19.05.2024	14.05.2024	15.05.2024
21	26.05.2024	21.05.2024	22.05.2024
22	02.06.2024	28.05.2024	29.05.2024
23	09.06.2024	04.06.2024	05.06.2024
24	16.06.2024	11.06.2024	12.06.2024
25	23.06.2024	18.06.2024	19.06.2024
26	30.06.2024	25.06.2024	26.06.2024

Issue no. Calendar week	Publication date	Advertising Deadline / Right of Cancellation (Tuesday 12 noon)	Copy Deadline (Wednesday 12 noon)
27	07.07.2024	02.07.2024	03.07.2024
28	14.07.2024	09.07.2024	10.07.2024
29	21.07.2024	16.07.2024	17.07.2024
30	28.07.2024	23.07.2024	24.07.2024
31	04.08.2024	30.07.2024	31.07.2024
32	11.08.2024	06.08.2024	07.08.2024
33	18.08.2024	13.08.2024	14.08.2024
34	25.08.2024	20.08.2024	21.08.2024
35	01.09.2024	27.08.2024	28.08.2024
36	08.09.2024	03.09.2024	04.09.2024
37	15.09.2024	10.09.2024	11.09.2024
38	22.09.2024	17.09.2024	18.09.2024
39	29.09.2024	24.09.2024	25.09.2024
40	06.10.2024	01.10.2024	02.10.2024
41	13.10.2024	08.10.2024	09.10.2024
42	20.10.2024	15.10.2024	16.10.2024
43	27.10.2024	22.10.2024	23.10.2024
44	03.11.2024	29.10.2024	30.10.2024
45	10.11.2024	05.11.2024	06.11.2024
46	17.11.2024	12.11.2024	13.11.2024
47	24.11.2024	19.11.2024	20.11.2024
48	01.12.2024	26.11.2024	27.11.2024
49	08.12.2024	03.12.2024	04.12.2024
50	15.12.2024	10.12.2024	11.12.2024
51	22.12.2024	17.12.2024	18.12.2024
52	29.12.2024	20.12.2024	23.12.2024

Special dates apply for special insertions and specials.



# 6. PARTIAL OCCUPANCY

PRICES* & FORMATS	1/1 page 257 x 369 mm	9/16 page 191 x 276 mm	1/2 page 257 x 183 mm	1/4 page 126 x 183 mm
<b>NIELSEN I</b>	31.000,00	23.700,00	21.300,00	14.300,00
<b>NIELSEN II</b>	34.500,00	26.400,00	23.700,00	15.900,00
<b>NIELSEN IIIa</b>	30.500,00	23.300,00	21.000,00	14.000,00
<b>NIELSEN IIIb</b>	26.000,00	19.900,00	17.900,00	12.000,00
<b>NIELSEN VI</b>	29.000,00	22.200,00	19.900,00	13.300,00
<b>BamS-SÜD<sup>1</sup></b>	36.000,00	27.500,00	24.700,00	16.600,00
<b>NIELSEN V+VI+VII</b>	21.000,00	16.000,00	14.400,00	9.700,00

## CONDITIONS FOR PARTIAL OCCUPANCY DIFFERING FROM THE TOTAL EDITION

### Advertising and print material deadline, right of withdrawal (all color versions)

Advertising deadline/right of withdrawal:

7 working days before publication, 12 noon

Print material deadline:

5 working days before publication, 12 noon

When setting deadlines, the publisher reserves the right to postpone advertisements for partial issues in favor of existing orders for the complete issue.

\*All prices in Euro plus VAT

<sup>1</sup>BamS-Süd comprises the sub-area NIELSEN IV and additionally the eastern part of NIELSEN 3b (blue-yellow hatched area from Aalen, Ulm, Biberach, Ravensburg to Friedrichshafen)



Schematic representation, distribution areas may vary

# 7. SUPPLEMENTS

## Format

Smallest format: 10.5 x 14.8 cm (postcard)  
Largest format: 25.0 x 35.0 cm

Larger formats can be enclosed if they are folded to the maximum format. All multi-page inserts should be folded on the long side. Other types of folds such as altar and Leporello folds (zigzag folds) cannot be processed. If brochure inserts contain postcards, these should be glued on the inside.

Information on distribution areas, printing locations and delivery by e-mail:  
beiprodukte@axelspringer.com

**Booking deadline** and withdrawal deadline for inserts: 6 weeks before publication.

Supplement Weight	up to 20 g	up to 30 g	up to 40 g	up to 50 g	up to 60 g	up to 70 g	up to 80 g
Price per 1.000 Ex.	85,00	95,00	105,00	115,00	125,00	135,00	145,00

Higher weights on request. All prices in Euro plus VAT.

Minimum print run per printing location: 25,000 copies.

Information on distribution areas, printing locations and delivery:  
Reservations expire at the booking deadline if no booking has been made.



# 8. SPECIAL ADVERTISING FORMATS + PLACEMENT

## You think big - we make you bigger!

Branding or sales - in BILD am SONNTAG we stage your appearance in a customized and individual way: excellent placements, ads in flex forms, exclusive journals and other unusual inserts turn our readers into your customers.

If your brand deserves more than standard, then BILD am SONNTAG is there for you. Get in touch with us.



PREFERRED PLACEMENTS  
**COUPONING** DISPLAY FLEX FORMS  
SHEATHING  
ENVIRONMENTAL PLACEMENT IN SPORTS SECTION  
COVER BRANDING **SPECIAL AD PUBLICATION**  
FOLLOW-UP PLACEMENTS  
**SPECIAL INTEREST**  
EXCLUSIVE JOURNALS

...and so much more



# 9. REDACTED ENVIRONMENTS

## Sports in BILD am SONNTAG

On around 20 pages as an extra to take out, readers receive hot news and highlights from the world of sport. And it's not just about soccer. BILD am SONNTAG reports on all relevant sports such as tennis, basketball, handball, Formula 1, boxing, winter sports and the Olympics.

The sports section offers more than just results and tables. Because nobody is as close to the athletes as BILD am SONNTAG. BILD am SONNTAG conducts personal interviews and accompanies fates and scandals.



## The big editorial guide: Oh, that's how it is (Ach so ist das)

Lively, brief, clearly explained: that's the "Oh, that's how it is" guide in BILD am SONNTAG!

Readers will find all the answers to everyday questions, information, inspiration and service in an entertaining format.

On 10-16 pages every Sunday, BamS always offers the right topics for your advertising: from cars to technology, health and pleasure, gardening or travel, family, DIY, finance and much more.

Your target group is at home here and your ad is in the right environment.

# 10. BILD DIGITAL

## WITH BILD DIGITAL IN POLE POSITION!

BILD is fast, up-to-date and varied. And our loyal users appreciate that too - with 75% direct access. Position yourself digitally in Germany's largest media brand and benefit from the brand trust of our more than 5.75 million daily unique users\*.

## MORE REACH IS NOT POSSIBLE

BILD gives advertising customers direct access to these high-reach environments. Because: nobody has more daily reach! With an average of 5.75 million UUs, BILD is well ahead of its competitors Focus and Der Spiegel.\*

**BILD IS GERMANY'S BIGGEST  
CROSS-MEDIA BRAND\***

**25.41** Mil.

UNIQUE USER\*

**>647.000**

DIGITAL SUBSCRIPTIONS

This makes BILD the largest German paid content media brand and in the international top 10. Subscriptions have been rising steadily since its launch.







# 12. BRAND STUDIOS

BRANDING

AWARENESS

SALE



## BRAND STORY\*

Positions the brand / company, agenda and expertise credibly and subtly with a story based on journalistic formats.

Focus: On the USP of the brand with a native approach



## PRODUCT STORY\*

Excellent for presenting a product/service, efficient thanks to target group and brand-specific storytelling by Axel Springer Brand Studios.

Focus: Product-centered storytelling



## ADVERTORIAL\*

Ideal for placing a campaign (awareness, reach for sales / leads) for a product / service on the Axel Springer brands.

Focus: Your supplied advertising content

\*Prices and creation costs depending on the booked format and product (e.g. 1/1 page, 1/2 page or 1,000 format)

# 13. PUBLISHER INFORMATION

## PUBLISHER AND REGIONAL MARKETER

### axel springer

Axel Springer Deutschland GmbH  
BILD am SONNTAG – Anzeigen  
Axel-Springer-Straße 65  
10888 Berlin

**Place of publication**  
Berlin

**Frequency of publication**  
Sonntags

**Magazine format**  
Nordic tabloid format

**Distribution area**  
Federal Republik of Germany

**ZIS-number**  
102364

## NATIONAL MARKETER

### media impact

Media Impact GmbH & Co. KG  
Zimmerstraße 50  
10117 Berlin

**Bank details**  
Deutsche Bank AG, Berlin  
IBAN DE73 1007 0000 0083 4747 00  
BIC DEUTDEBB

**Current data and services**  
[www.mediaimpact.de](http://www.mediaimpact.de)  
[www.die-zeitungen.de](http://www.die-zeitungen.de)

**Advertising Director BILD am SONNTAG**  
Edda Feldkamp  
Mobile phone: +49 (0) 151 543 328 29  
e-Mail: [edda.feldkamp@axelspringer.de](mailto:edda.feldkamp@axelspringer.de)  
(not for print data, see technical data)

**Integrated Ad Management**  
[ampx@axelspringer.com](mailto:ampx@axelspringer.com)

## TERMS OF PAYMENT

Payable net cash immediately after invoice date. 1% discount if a SEPA mandate is issued, provided that older invoices are not overdue and discount deduction has not been expressly excluded. When entering into a new business relationship, the publisher reserves the right to demand advance payment by the advertising deadline. In the event of late payment or deferral of payment, interest shall be charged at the statutory rate.

**General Terms and Conditions**  
Advertising orders are executed in accordance with our General Terms and Conditions for Newspapers, the additional terms and conditions of the respective title and the General Terms and Conditions for Advertising Orders in Online Media.

You can find our complete General Terms and Conditions at [www.mediaimpact.de/agb](http://www.mediaimpact.de/agb)

# 14. TECHNICAL SPECIFICATIONS I

## NORDIC TABLOID FORMAT

### Type area

257 mm wide x 369 mm high

### Number of columns

4 ad columns 60 mm each

### Column width

1 column = 60 mm, 2 columns = 126 mm,  
3 columns = 191 mm, 4 columns = 257 mm  
(Panorama 532 mm wide x 369 mm high)

### Fonts

Positive fonts from 6 point  
Negative fonts from 8.5 point, semibold, sans serif

### Stroke width

Positive strokes min. 0.2 mm,  
negative strokes min. 0.3 mm

## GENERAL INFORMATION

### Printing process

(Coldset) web offset according to ISO 12647-3:2005

### Tonal range

Printing tonal value range from 3% to 95%

### Tone value increase

50% tone of the original increases by approx. 26% in newspaper offset printing.

### Register tolerance

≤ 0.3 mm (trapping > 0.3 mm)

### Image resolution

250 dpi, with line max. 1.270 dpi

For higher-resolution image components, the publisher reserves the right to reduce the image resolution to the values specified here. No guarantee is given for the correctness of the conversion.

### Colors

Euroscale ISO 2846-2 (spot colors are converted according to their CMYK values)

### Color preparation

Please use ICC color profile ISOnewspaper26v4.icc. This takes into account the achromatic structure, maximum total ink application and the dot gain of newspaper printing. Download the profile at <https://transfer.axelspringer.de/download/icc/ISOnewspaper26v4.icc>

### Total ink coverage

Max. 240%

### 4c proof print

Customer proof supplied, matched to newspaper printing according to ISO 12647-3:2005 with FOGRA media wedge CMYK v3.0a



# 14. TECHNICAL SPECIFICATIONS II

## File format

We recommend the PDF/X-4:2008 file format; the PDF/X-1a:2001 and PDF/X-3:2002 file formats are still valid and are also accepted. In principle, no open formats are used. The data must be created in the original size of the advertisement.

Please note that if PDF/X-4 is supplied, the publisher will reduce any transparencies it contains.

## Digital data transmission

On the website <http://transfer.axelspringer.de> you can call up information on the layout and dispatch of the print documents and transfer the print documents directly.

## QR Code

A minimum format of 25 x 25 mm and a resolution of 300 dpi are recommended for the legibility of QR code images in newspaper printing. The advertiser is responsible for the content of the link.

## Print failure

In the case of deviating data structures, no guarantee can be given for print failure. Color variations within the printing locations are process-related and do not justify any claims for compensation. No guarantee is given for the correctness of the conversion of 4c advertisements via ICC color profiles. The dimensional stability of the newsprint is subject to slight fluctuations due to the process.

**You will find information on sending your print documents in the order confirmation.**

Please send your proofs to:  
Axel Springer Deutschland GmbH  
Herstellung  
Planungs- und Anzeigenmanagement  
Axel-Springer-Straße 65  
10888 Berlin

## contact

Tel. +49 (0) 30 2591 – 73073  
e-Mail: [bildgruppe-duteam@axelspringer.de](mailto:bildgruppe-duteam@axelspringer.de)