

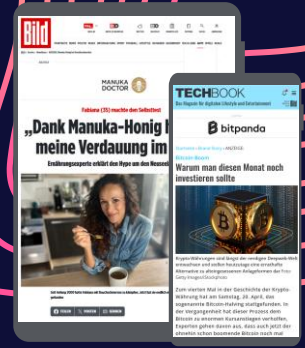
BRAND STORIES

Spread your message on our media brands with a native approach: advertise credibly, entertainingly and informatively!

How it works: Brand storytelling with journalistic storytelling skills. Individually designed stories with spectacular storytelling elements, videos and graphics.

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

Additional information: Consisting of story + traffic drivers that link to the story (native teasers). Page views guaranteed!



Basic Package¹

Minimum Page Views³:

40,000
CPV: 2.63€

+ 2.10€ CPV
per additional view

30,000
CPV: 3.15€

+ 2.62€ CPV
per additional view

5,000
CPV: 3.50€

+ 3.33€ CPV
per additional view

Guaranteed Page Views

Cost per View (CPV)²

BILD

110,000 Views

2.10€

+ 1.58€
CPV

200,000
CPV: 1.58€

+ 1.54€
CPV

250,000
overall CPV: 1.57€

WELT

50,000 Views

2.62€

+ 2.10€
CPV

100,000
CPV: 2.10€

+ 2.05€
CPV

130,000
overall CPV: 2.09€

BZ, BOOKS⁴, LIFESTYLE, Sport BILD

15,000 Views

3.33€

+ 3.13€
CPV

20,000
overall CPV: 3.13€

Business Insider

5,000 Views

3.50€

Only the basic package can be booked

BILD GG Channel

15,000 Views

3.00€

Only the basic package can be booked

+ Add-ons

Additional costs

Data & Market Research Add-Ons	Audience Insights Report available from 100,000 Views (BILD & WELT)	750€ on the creation costs
	Market research available from 100,000 Views (BILD & WELT)	3,500€ on the creation costs
Graphical and Content Add-Ons⁵	Immersive Story	Individual
	Interactive Story	4,000€ on the creation costs
	Swipe Story only available on WELT	No extra charge
Social Media	Sponsored Posts Content Posts Vertical Story	See Social Media Factsheet
Performance	Just Clicks, Social Performance Add-On or Interaction Add-On	See Performance Factsheet
Hub	Hub for collecting your brand stories	If you book 3+ stories optionally on top
Refresh Story	Options: Easy, Update, native A-Teaser (only BILD), Home (only BILD) ⁶	From 500€ creation costs, depending on the package (see footnote)
Insight Add-On⁷	Integrated surveys/ quizzes for exciting insights ⁷	No extra charge
BILD Marketplace	Placement of your products on the BILD Marketplace	From 4,000€ net, depending on scope

1) Campaign durations: BILD, Sport BILD, BILD GG Channel: 4 weeks | WELT, LIFESTYLE, BZ & BOOKS: 6 weeks | Business Insider: 6-8 weeks.
 2) Plus creation costs (not discountable): 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, Sport BILD: from 5,000 Views 3,500€, from 15,000 Views 4,000€, 20,000 Views 4,500€ | Business Insider: €3,500 | BILD GG Channel: €8,000. Brand stories also available on Auto BILD and Computer BILD. Implementation does not take place in the brand studios, but is done by the media brand itself. see media brand factsheets.
 3) Scalable page views: from min. 1.54€ gross CPV (SR and AE capable), depending on the size of the booking and the object. No extra views can be booked on Business Insider and BILD GG Channel. Variable BILD Home placement: no A-teaser / no C4-Teaser: 40,000 - 69,999 views | C4 Teaser multiscreen: 70,000 - 109,999 Views | A-Teaser multiscreen: from 110,000 views.
 4) BOOKS: Fitbook, myHomeBook, Petbook, Stylebook, Techbook and Travelbook.
 5) Graphical representations do not make sense for all content. Review and decision by Axel Springer Brand Studios.
 6) Option Easy: same story, same teasers – price depending on booked brand story views + 500€ creation costs | Option update: same story, new teasers – price depending on booked views + 1,500€ creation costs | Option A-Teaser: Visibility on the BILD.de Home with 50,000 views for 60,000€ plus 1,500€ creation costs, 100,000 views for 110,000€ plus 2,000€ creation costs, 250,000 views for 225,000€ plus 2,500€ creation costs (bookability of the 250,000 views subject to approval by Axel Springer Brand Studios depending on the topic) | Option Home: 8 weeks of standing on the BILD.de Home with native teasers (triple strike) – price 21,500€ + 500€ creation costs | Easy & Update options: bookable on all available properties; Options Home and A-Teaser: exclusively for BILD | Creation costs are not discountable.
 7) Different survey formats available.

The lead times for brand stories are at least 3-4 weeks starting from material delivery. All prices are (unless otherwise noted) SR-eligible gross prices, less AE, plus VAT | Subject to changes and errors. Last update: 01.01.2025

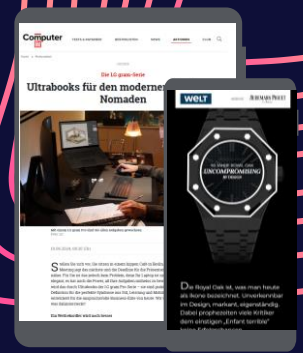
PRODUCT STORIES

Strengthen your product awareness with our product story and spread your advertising message with tailor-made storytelling!

How it works: Product-centric, individually designed, advertising storytelling with attention-grabbing representations and graphics in the look and feel of the media brand as well as link-outs to your desired landing page.

Booking options: Only bookable individually on the respective properties. The traffic of the story combos is played out across all designated objects, the story itself is hung on only one of the media pages.

Additional information: Consisting of story + traffic drivers that link to the story (ad server advertising + social media). Ad Impressions + Page Views guaranteed!



Basic Package 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 €
WELT Statement Story	8,000	4,700,000	47,000 €
Computer BILD, Auto BILD, Sport BILD, BOOKS Product Story	9,000	1,700,000	33,750 €
Business Insider Product Story	5,000	5,000,000	17,500 €
Story Combos			
Decision-maker (Business Insider + WELT)	28,000	13,400,000	87,500 €
Technology (Computer BILD + Techbook + BILD)	19,000	4,800,000	61,250 €
Automotive (Auto BILD + Sport BILD + BILD)	19,000	4,800,000	61,250 €
Innovation (Computer BILD + Techbook + WELT)	15,000	4,050,000	57,250 €

+ Add-Ons		Additional costs
Additional visibility	Ad Impressions ³	On CPM basis (see CPM price list)
Data Add-Ons	Targeting I on selected advertising media; separate targeting product story available for BILD & WELT (guarantees as with product story M + targeting on all advertising materials) ⁴	From 10€ CPM (see Targeting Ratecard); BILD Package: 80,000€, WELT Package: 66,000€ ⁴
Graphic and Content Add-Ons⁵	Immersive	Individual
	Interactive	4,000€ on the cost of creation
	Swipe Story I only on WELT	No extra charge
Social Media	Sponsored Posts Content Posts Vertical Story	See Social Media Factsheet
Performance	Just Clicks, Social Performance Add-On or Interaction Add-On	See Performance Factsheet
Hub	Hub for collecting your product stories	If you book 3+ stories optionally on top
Refresh Story⁶	Option <i>Refresh Story Easy and Update</i>	From 500€ creation costs, depending on the package (see footnote)
Insight Add-On⁷	Integrated surveys/ quizzes for exciting insights	No extra charge
BILD Marketplace	Placement of your products on the BILD Marketplace	From 4,000€ net, depending on scope

1) Campaign Duration: Product Stories min. 4 weeks | Story Combos: 4-6 weeks | Business Insider: 6 weeks.

2) Plus creation costs (not SR or AE eligible): BILD & WELT Package M: €4,000; Package L: 8,000€ | Statement Story WELT: 6,000€ | Computer BILD, Auto BILD, Sport BILD, Business Insider: €3,500 | BOOKS: 3,000€ | Story combos: €8,000 (an additional €4,000 is required for interactive implementation). Fundamental examination of the content of financial service providers; if necessary and subject to any necessary adjustment of the product variant and/or the guaranteed views.

3) Only advertising materials included in the basic packages can be booked at no extra charge.

4) Only included Interest/Combo TGX + context targeting available; plus creation costs of 8,000€ (not discountable).

5) Graphical representations do not make sense for all content, review and decision by Axel Springer Brand Studios.

6) Option Easy: same story, same teaser – price depending on the product story package + 500€ creation costs | Option update: same story, new teasers – price depending on the product story package + 1,500€ creation costs. Bookable on all available properties | Creation costs are not discountable.

7) Different survey formats available.

The lead times for product stories are at least 3 weeks starting from material delivery. All prices are (unless otherwise noted) SR-eligible gross prices, less AE, plus VAT | Subject to changes and errors. As of 01.01.2025.

ADVERTORIALS



Your delivered advertising content is presented in the style of the media brand and thus receives a trusting environment of the brand in addition to the traffic!

How it works: Advertising ad in the look and feel of the media brand. Integration of your content into stories around the products & purchase messages.

Booking options: Only bookable individually on the respective properties.

Hints: Consisting of story + traffic drivers that link to the story (ad server advertising material), ad impressions guaranteed!

Basic 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€
Auto BILD, Business Insider, Computer BILD, Sport BILD	2,500,000	25,000€

+ Add-Ons		Additional costs
Additional visibility	Ad Impressions ³	On CPM basis (see CPM price list)
Data Add-Ons	Targeting I on selected ad formats	From 10€ CPM (see targeting price list)
Social Media	Sponsored Posts Content Posts Vertical Story	See Social Media Factsheet
Performance	Just Clicks, Social Performance Add-On or Interaction Add-On	See Performance Factsheet
Hub	Hub for collecting your advertorials	If you book 4+ stories optionally on top

¹) Campaign duration: WELT & LIFESTYLE: 6 weeks | BILD, Sport BILD, Computer BILD, Auto BILD, & Business Insider: 4 weeks.
²) Plus creation costs (not discountable): BILD, WELT and Business Insider 3.500€ | Sport BILD, Computer BILD, Auto BILD, LIFESTYLE: 2.500€. Advertorials also available on the books, implementation is not done in the brand studios, but by the media brand itself (see media brand factsheets).
³) Only advertising material included in the basic packages can be booked without a creation surcharge.

The lead times for advertorials are at least 2 weeks from material delivery. All prices are (unless otherwise noted) SR-eligible gross prices, less AE, plus VAT | Subject to changes and errors.
 Last update: 01.01.2025

PRINT



Complement your story with our newspapers and reach additional readers!

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

Booking options: Can be booked individually on the respective media brands.

Additional information: Prices depend on the booked ad format.



Deutschland Gesamt



	BILD total germany		BILD am SONNTAG
Format examples ¹	Standard Mon. – Sun.	Eco ² Mon. – Sat.	Sunday
1/1 page W 376 mm x H 528 mm	645,000 €	299,500 €	111,700 €
1/2 side (diagonal) W 187 mm x H 528 mm	403,000 €	199,500 €	76,800 €
1.000er format W 187mm x H 250mm	186,800 €	99,500 €	76,500 €



	WELT AM SONNTAG ³	DIE WELT ³	WELT Print Total ³
Format examples ¹	Sat. / Sun.	Mon. – Fri.	Sat./Sun. + Mon.–Fri.
1/1 page W 374,5 mm x H 528 mm	99,600 €	56,550 €	132,725 €
1/2 page (diagonal) B 374,5 mm x H 264 mm	55,100 €	30,800 €	73,000 €
1/4 Seite (upright) W 184,9 mm x H 264 mm	38,900 €	19,900 €	49,955 €

¹) plus creation costs. Brand Story: 1/1 page: 7.000€, 1/2 page & 1/4 page (or 1.000 format): 6.500€ | Product Story: 1/1 page: 3.000€, 1/2 page & 1/4 page (or 1.000 format): 2.500€ | Advertorials: 1/1 page: 3.000€, 1/2 page & 1/4 page (or 1.000 format): 2.500€ (these are not discountable).
²) In the BILD Economy fare, you book a calendar week and we decide on the exact day of publication.
³) WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt / DIE WELT = DIE WELT, Mon.–Fri. / WELT Print Gesamt = WELT AM SONNTAG + DIE WELT.
 All prices are (unless otherwise noted) SR-eligible gross prices, less AE, plus VAT | Subject to changes and errors. In the cross-media combination with digital advertorials, brand or product stories, combined discounts and/or creation cost savings due to synergies can be obtained on request.
 Last update: 01.01.2025