

ADVERTISING ON SUNDAY

BILD AM SONNTAG

We are credible and relevant.

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

We are diverse, fast and up-to-date.

We keep our 4.08 million* readers talking, informed and excited every Sunday. Our readers particularly appreciate the mix of news, politics, entertainment and advice. And then there's our centerpiece in the middle of the magazine - the removable sports section.

We are true to life and emotional.

We bring moving topics to life. Exciting stories are our passion. We are interested in people, we show real life - honest, open and direct.

We are understandable, activating and stimulating.

Our clear language makes BILD am SONNTAG accessible and ensures a relaxed reading experience. This is BILD am SONNTAG - Germany's biggest Sunday newspaper!



PRICES AND FORMATS

FORMAT	GROSS TOP PRICE 2025
1/1 page	€111,700
9/16 page	€85,300
1/2 page	€76,800
1/4 page	€42,500

All prices in €, plus VAT

KEY FIGURES

- **Frequency of publication** weekly/sundays
- **Reach** 4.08 million reader (*ma 2025 Pressemedien I)
- **Sold circulation** 460,447 copies (IwW Q4/2024)

TARGET GROUP³



	BILD am SONNTAG	BASIS	
AGE	Age 14-19	2	7
	Age 20-29	7	13
	Age 30-39	10	15
	Age 40-49	11	14
	Age 50-59	19	18
	Age 60-69	20	16
	Age 70 +	31	18
HH-NET Income	to below €1,250	4	8
	€1,250 - 1,750	11	9
	€1,750 - 2,250	15	12
	€2,250 +	70	72

³Composition in % according to ma 2024 Press Media II, basis: population age 14 and over: 70.48 million.