

**Bild**

**BILD BLEIBT BILD**

“

**BILD stands for journalistic excellence and technological innovation. It is the most relevant voice to inform, move and shape discussions.“**

**Carolin Hulshoff Pol**  
Chief Executive Officer

”

**BILD is relevance, entertainment and closeness to life... and a strong partner by the side of the German citizens.“**

**Marion Horn**  
Editor in Chief

# OUR TARGET GROUP

Target Group	Desktop, MEW & App (Total)
Male	<b>58 %</b>
20 – 49 years	<b>52 %</b>
Net household income of at least € 2,000	<b>79 %</b>
Employed	<b>71 %</b>

# MULTIMEDIA PRESENCE OF BILD

**73 M.**

**GROSS REACH**

(PRINT, DIGITAL, SOCIAL, PODCAST)<sup>1</sup>

**50 M.**

**NET REACH**

(PRINT, DIGITAL, SOCIAL, PODCAST)<sup>2</sup>

**37.12 M.**

**CROSSMEDIA BRAND REACH**

(PRINT + DIGITAL)<sup>3</sup>

**578 M.**

**Digital Visits (Monthly)<sup>3</sup>**

**25.30 M.**

**DIGITAL UNIQUE USERS (MONTHLY)<sup>3</sup>**

**5.66 M.**

**DIGITAL UNIQUE USERS (DAILY)<sup>3</sup>**

**3.85 M.**

**DIGITAL UNIQUE USERS ON BILD HOME  
(DAILY)<sup>3</sup>**

1 Reach (monthly basis) across all communication channels with overlap. 2 Reach (monthly basis) across all communication channels without overlap (based on available overlap information from Social Media / Podcast b4p 2024 II; total population 14+ years, NpM; MpM). / Meta Business Suite, October 2024 / YouTube Studio, October 2024 / Unique Visitors / Snapchat Insights October 2024 / b4p 2024 II; Basis: total population 14+ years; LpA (monthly booking), NpM / ma Podcast October 2024. 3 b4p 2024 II; Basis: total population 14+ years, NpM, NpT, Desktop, MEW, and App.

# BILD IS GERMANY'S LEADING NEWS MEDIUM

## **NOTHING MOVES GERMANY LIKE BILD**

BILD knows what moves people and what creates friction.  
Fast, up-to-date and varied.

## **RELEVANT ENVIRONMENTS**

BILD is everywhere the users are - and gives advertisers direct access to their target group.

## **MORE REACH IS NOT POSSIBLE**

BILD offers advertisers direct access to these high-reach environments. Nobody has more daily reach!



STAYS CLOSE.  
FAST.  
INNOVATIVE.

#1 guaranteed on our Homepage  
(Desktop, MEW & App)

21 M. imps/day

#1 reaches more than

26 M.

Followers via social media  
channels<sup>1</sup>



#3 remains number 1 in digital  
subscriptions<sup>2</sup>

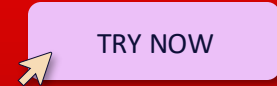
807.629



#4 Artificial intelligence for  
innovation...

Hey\_

Ihr Helfer  
mit KI



100 M.

HEY\_ has already answered questions for 2.5 million unique  
users.<sup>3</sup>

#5 reaches approx.

5 M.

Streams with 6 podcasts<sup>4</sup>



#6 celebrates again this year

9 events

with relevant personalities from politics,  
business, arts, culture and healthcare

1 Status January 2025, 2 IVW January 2025, 3 Since going live in September 2023, 4 Evaluation via Podigee January 2025

# AND HERE'S WHAT'S INCLUDED...

#1

HOMERUN

#2

TEASER SURFACES

#3

SECOND HOME

#4

CONTENT BAR PREMIUM

#5

BILD RUN

#6

CURRENT SPECIALS

#7

INDIVIDUAL INTEGRATION

#8

BRAND STUDIOS

01

BILD  
HOMERUN



# YOUR HOMERUN OPTIONS

## BASIC

REACH IN IMPS	21 M.
GROSS PRICE Q1-Q3	€ 220.000
GROSS PRICE Q4	€ 230.000

## DELUXE

REACH IN IMPS	21 M.
GROSS PRICE Q1-Q3	€ 250.000
GROSS PRICE Q4	€ 260.000

## SUPREME

REACH IN IMPS	21 M.
GROSS PRICE Q1-Q3	€ 400.000
GROSS PRICE Q4	€ 400.000

# BILD HOMERUN BASIC



## BILLBOARD

Plenty of space for design

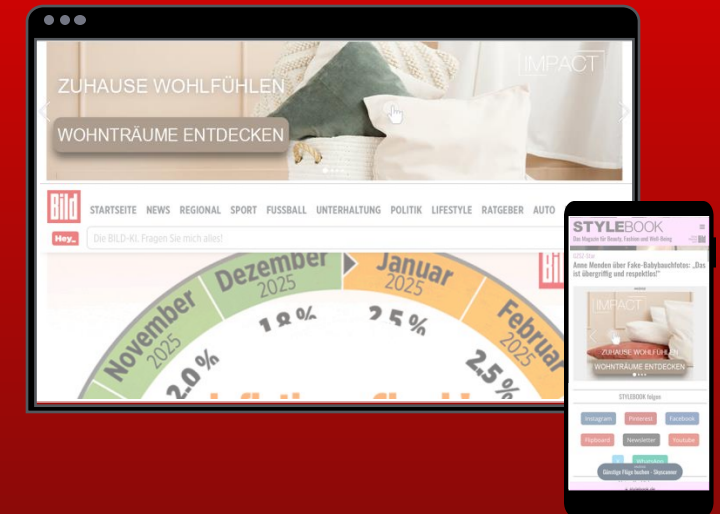
[Learn more](#)



## DYNAMIC SITEBAR

Dynamic scroll adaptation

[Learn more](#)



## GALLERY AD

Up to 8 products in one ad

[Learn more](#)

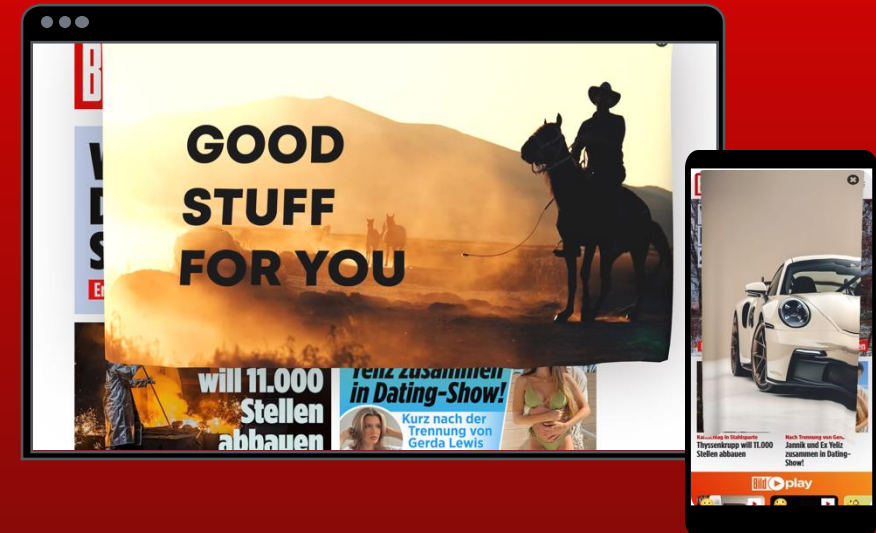
# BILD HOMERUN DELUXE 1/2



## DOUBLE DYNAMIC SITEBAR

Double, dynamic placement

[Learn more](#)



## CURTAIN DROPPER

A real eye-catcher

[Learn more](#)

# BILD HOMERUN DELUXE 2/2



## BRIDGE AD

The grand entrance

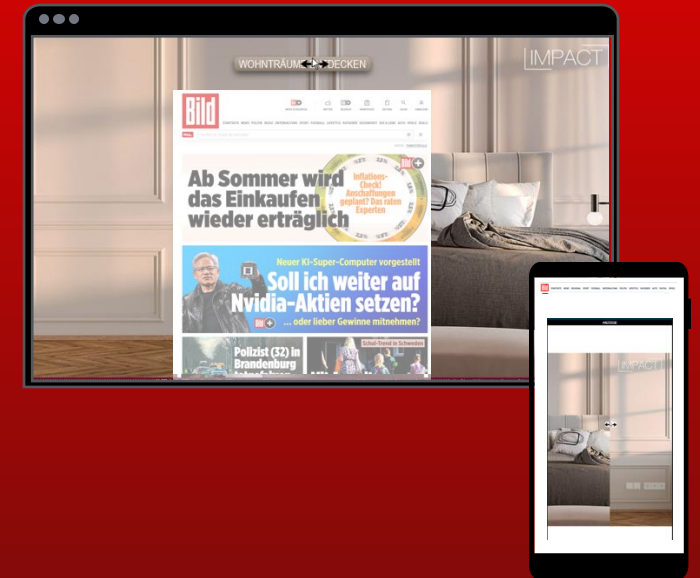
[Learn more](#)



## VIDEO WALL

Video content for a large audience!

[Learn more](#)

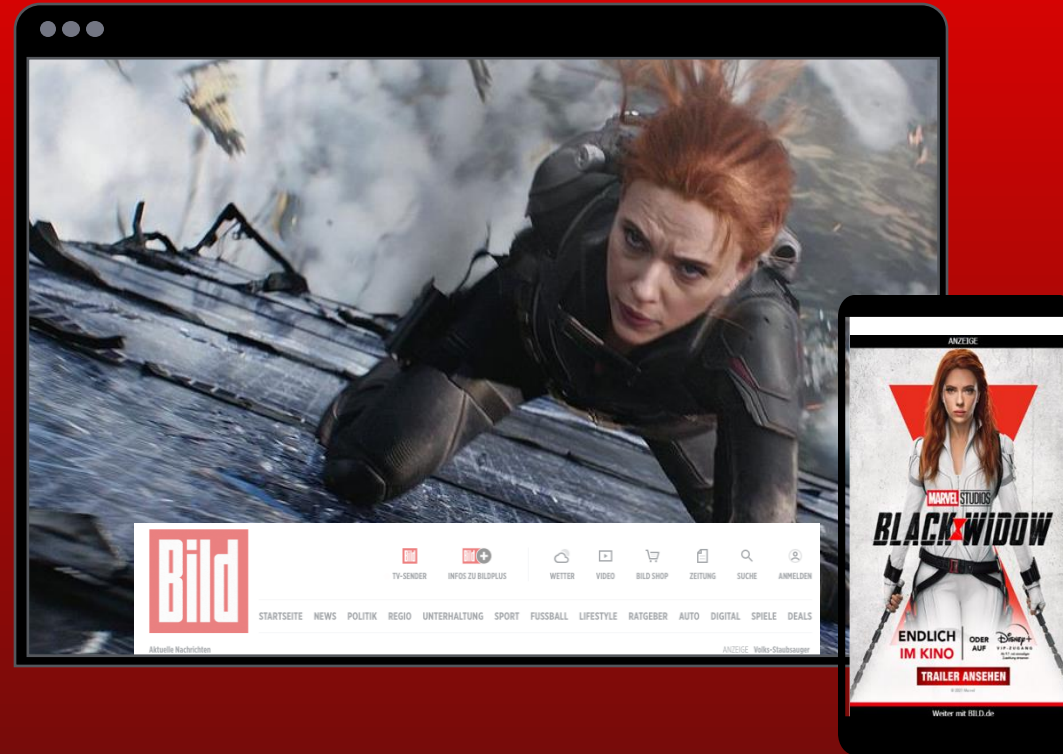


## TWOFACE AD

The interactive stage

[Learn more](#)

# BILD HOMERUN SUPREME



## BILD BIG STAGE

Our biggest (moving image) stage

[Learn more](#)

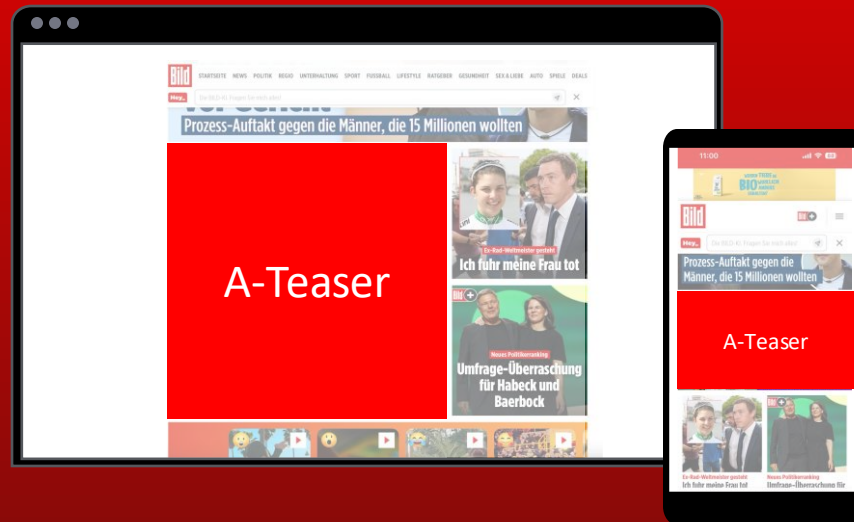
02

TEASER  
SURFACES

# A-TEASER AND C-TEASER MAXCLICK

	<b>A-TEASER</b>		<b>C-TEASER MAXCLICK</b>
REACH IN AIS	15 M.	REACH IN AIS	15 M. + 50k clicks
GROSS PRICE Q1-Q3	€ 175,000	GROSS PRICE Q1-Q3	€ 160,000
GROSS PRICE Q4	€ 185,000	GROSS PRICE Q4	€ 160,000

# RIGHT AT THE HEART OF OUR CONTENT



## A-TEASER

The most prominent teaser placement

[Learn more](#)



## C-TEASER MAXCLICK

Additional clicks guaranteed

[Learn more](#)



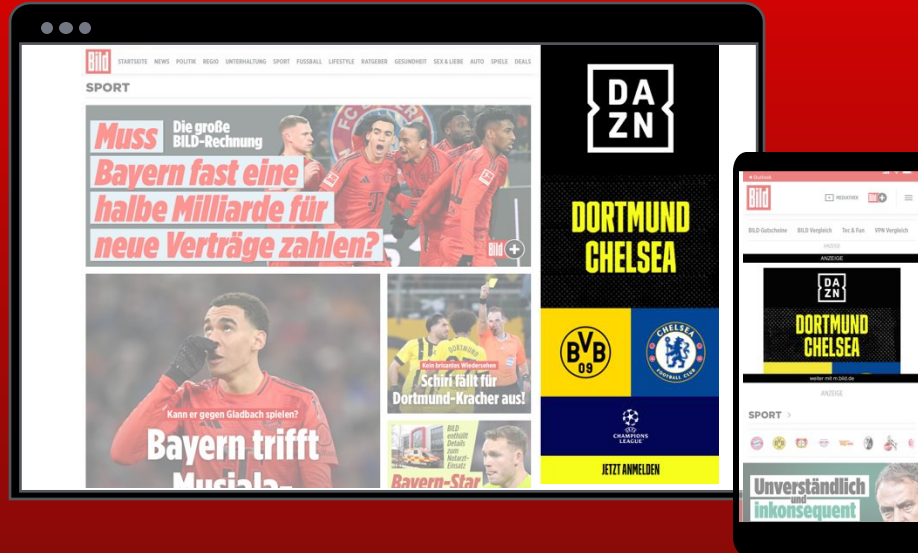
03

SECOND HOME

# YOUR SECOND HOME OPTIONS

	<b>BASIC</b>		<b>DELUXE</b>
REACH IN AIS	2 M.	REACH IN AIS	2 M.
GROSS PRICE Q1-Q3	€ 40.000	GROSS PRICE Q1-Q3	€ 50.000
GROSS PRICE Q4	€ 50.000	GROSS PRICE Q4	€ 60.000

# SECOND HOME PLACEMENTS



**DYNAMIC SITEBAR +  
UNDERSTITAL**

**ALSO BOOKABLE ON  
OUR SECOND HOME:**  
Billboard  
(Dynamic) Fireplace  
(Double) Dynamic Sitebar

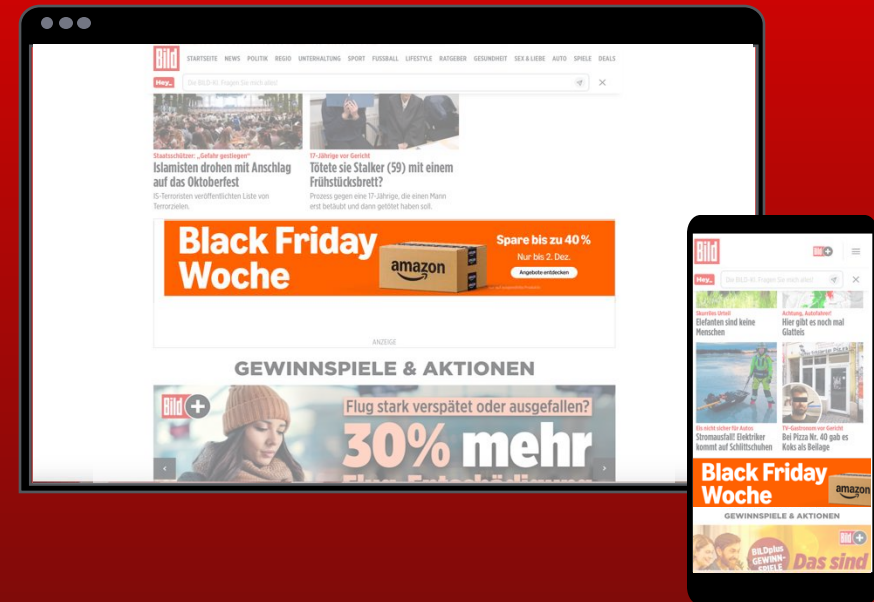
[Learn more](#)

04

CONTENTBAR  
PREMIUM

# OUR CONTENTBAR PACKAGE

	PACKAGE
REACH IN AIS	3 M.
GROSS PRICE Q1-Q3	€ 60,000
GROSS PRICE Q4	€ 70,000



## CONTENTBAR PREMIUM

Right in the middle of everything

[Learn more](#)

05

BILD RUNS

# YOUR BILD RUN OPTIONS

## BILD RUN/MAX

REACH IN AIS	6 M./12 M.
GROSS PRICE Q1-Q3	€ 100,000/€ 170,000
GROSS PRICE Q4	€ 120,000/€ 190,000

## GUARANTEES & PRICES VARY BY CATEGORY

## TOPIC RUN

Entertainment  
Sports  
News  
Health & Family  
Finance, Economy, Saving  
Multimedia & Tech  
Car & Service; Travel

# BILD RUN & TOPIC RUN

THESE TOPICS ARE AVAILABLE:

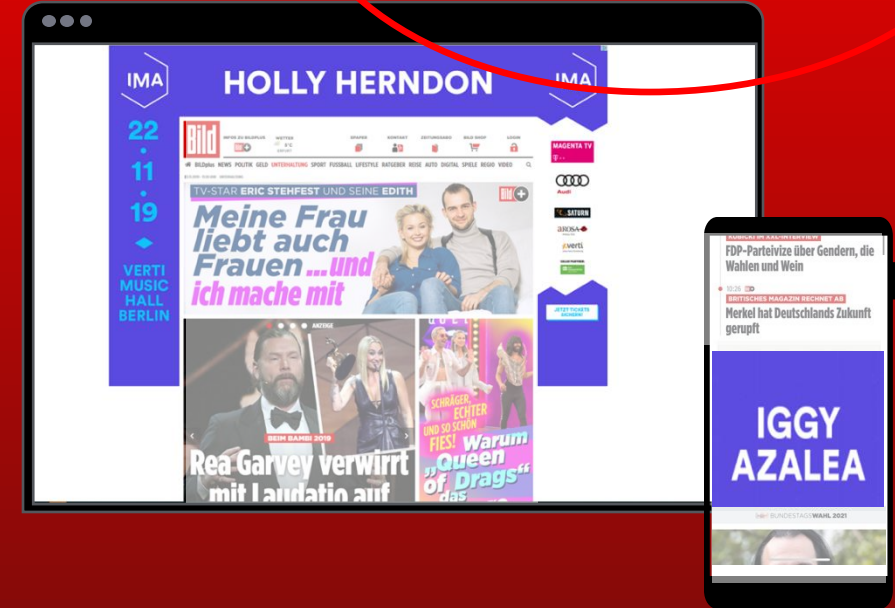
Entertainment, Sports, News, Health & Family, Finance, Multimedia & Tech, Car & Service, Travel



## BILD RUN/MAX

Best viewability and maximum engagement

[Learn more](#)



## TOPIC RUN

Fixed placement on the home page of the corresponding channel  
+ channel specific delivery

[Learn more](#)



06

CURRENT  
SPECIALS

# BILD HEY\_

We are the first German news medium to integrate artificial intelligence in a playful way that is easy to use.

## Here's how it works:

Hey\_ is the smart assistant on BILD.de. In addition to basic questions, Hey\_ offers various **topic-specific experiences** that bring our users close to AI in everyday life.

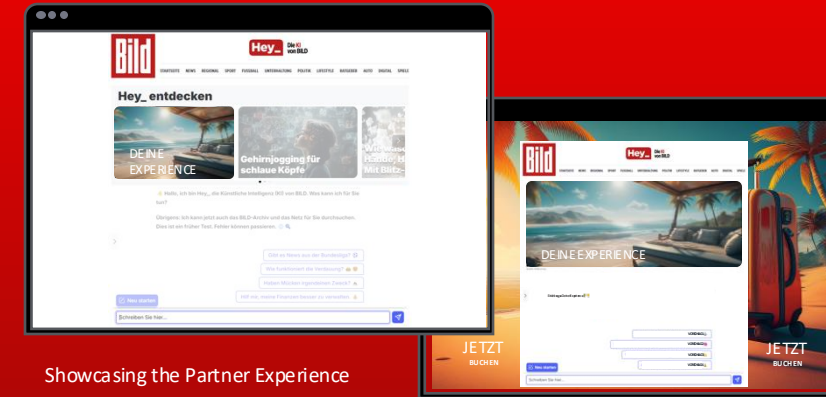
- The digital assistant provides users with answers to their questions in real time.
- You will be integrated **exclusively and long-term<sup>1</sup>** into the Hey\_ Experience
- An editorial teaser brings your brand message even more into focus for the user<sup>2</sup>.

[Learn more](#)

<sup>1</sup> Planned minimum runtime 4 weeks. <sup>2</sup> Implementation according to editorial sovereignty. <sup>3</sup> Offer is not discountable, performance from all components: approx. 15,000,000 ad impressions. Visualization example.

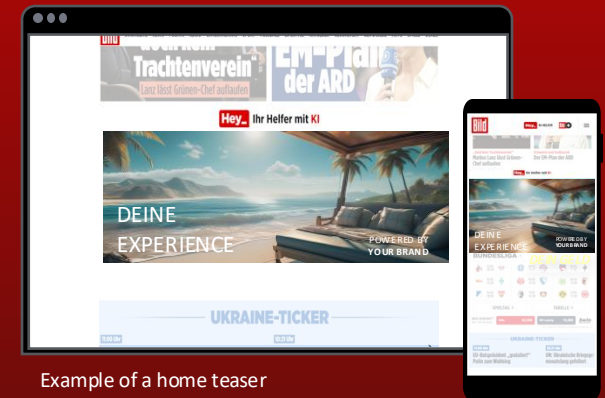
FIRST MOVER  
OFFER:  
€ 55,000<sup>3</sup>

# #1



Showcasing the Partner Experience

# #2



Example of a home teaser

# BILD PLAY

## The new vertical video stream at BILD!

Your vertical video (9:16) embedded into the BILD.Play feed, on its own map. For great brand visibility and extra performance incentive, we place your logo, your brand message and your preferred CTA on your video.

With a preroll or a halfpage ad you can achieve even more attention for your campaign.

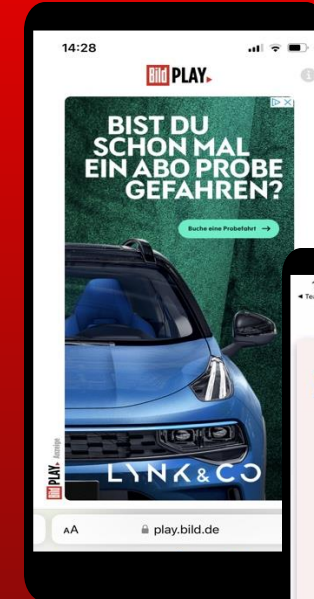
Reach prerolls: 50,000 imps per month

Reach half-page ad: 500,000 imps per month

Try it out!



HALFPAGE AD



PREROLL



Learn more



07

# INDIVIDUAL INTEGRATION

# YOUR INDIVIDUAL INTEGRATION

## **BILD CHANNEL**

Your integration into the editorial environment of BILD

## **DEEP INTEGRATION**

The permanent integration of your partner landing page in the look & feel of BILD

## **BRAND CONCEPTS**

Our striking staging for your brand

# BILD CHANNEL

A BILD channel (e.g. BILD Health or BILD GG) focuses on a specific topic and features current analyses, interviews, commentaries, videos and other multimedia formats. All articles are produced directly by the editorial team and take place under your exclusive sponsorship.

[Learn more](#)

Additional  
BILD Channels possible on  
request



# DEEP INTEGRATION

Our Deep Integration ensures that your topics and offers are always visible in the BILD.de universe. The centrepiece is a partner landing page. Traffic is generated via contact points such as teaser areas and advertorials.

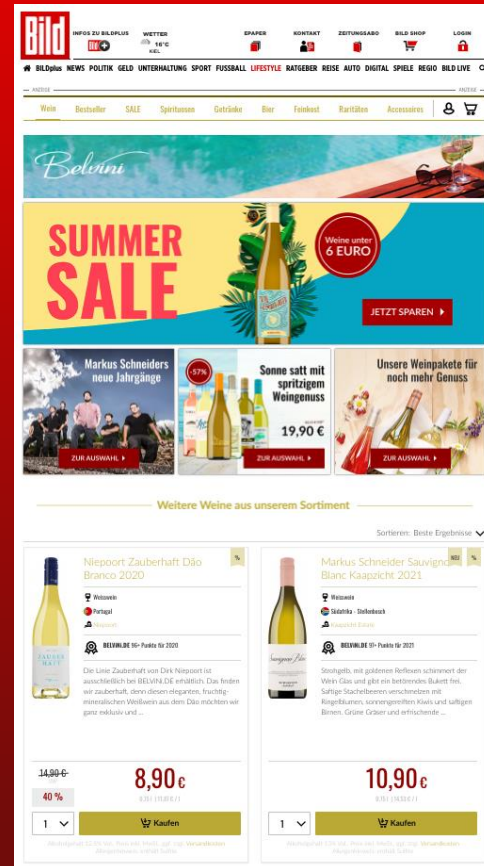
[Learn more](#)



# DEEP INTEGRATION



Theme stage



Channelizer

## THEME STAGE

- Your content marketing is prepared by us on a theme stage and implemented in the BILD look & feel
- High credibility and advice function
- Site is hosted in BILD's CMS
- From 3 months: min. 10 million AIs per month

## CHANNELIZER

- Integration of your content, stores or widgets into the BILD environment via template with BILD header & footer
- Short customer journey, therefore high performance
- Site is hosted by the partner
- From 12 months: min. 10 million imps per month



# BILD BRAND CONCEPTS



**Volks.Produkt**



**AKTION FÜR ALLE**

**AKTION FÜR DEUTSCHLAND**



**Produkt.Tipp**

AND GERMANY BUYS...

With a brand concept from the BILD Group, you benefit from the credibility of one of Germany's strongest media brands. The design in the “look and feel” of our titles translates your message into the language of our readers. Transfer this message to your products and to the point of sale with the exclusive use of the brand logos.

Learn more



media **impact**

08

BRAND STUDIO

# THIS IS THE BRAND STUDIO

## People love stories!

And that's exactly why we develop, produce and distribute entertaining and informative stories about your brands or products. Our credo: user first!

Every campaign is tailored best to your target group. Our native journalists, video producers, digital strategists and cross-media experts translate your campaign goals into tailor-made storytelling and 360-degree campaigns with maximum impact!

Choose between:

**ADVERTORIAL**

**PRODUCT STORY**

**BRAND STORY**

# BRAND STUDIO PRODUCTS

## PRODUCT STORY



## ADVERTORIAL

Stories about your products and purchase messages

[Learn more](#)

## PRODUCT HUB



## PRODUCT STORY

Particularly suitable for products that require explanation, new features or current offers

[Learn more](#)

## BRAND STORY



## BRAND STORY

Our best journalists stage your topic individually in an exciting story

[Learn more](#)

# SOCIAL MEDIA

## How to Wow GenNow!

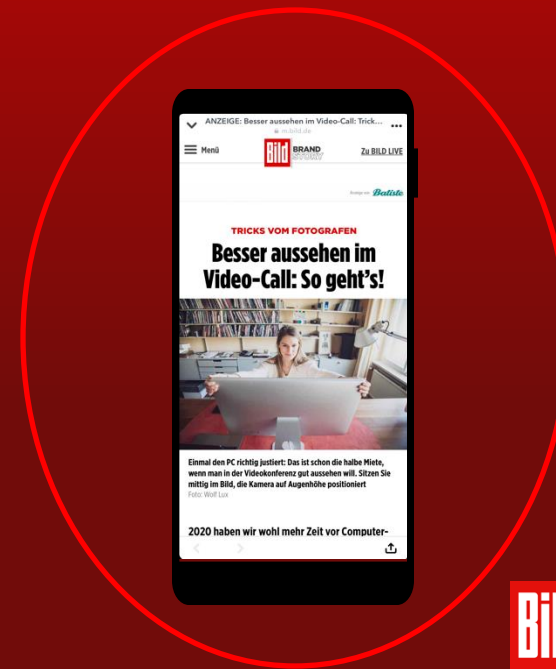
Benefit from our social media know-how and boost your product or brand story!<sup>1</sup> With the help of full-screen vertical videos or photos, your story is delivered in the style of the younger generation on the popular social media platforms Snapchat and Instagram. Within the posts, we can link directly to your landing page.

[Learn more](#)

### SPONSORED POSTS



### VERTICAL STORY



<sup>1</sup> Only in combination with booking product or brand story

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