

The image shows the Axel Springer logo mounted on a glass facade of a modern building. The logo consists of the company name 'axel springer' in a bold, lowercase, sans-serif font, followed by a square icon divided into four quadrants of different colors: blue (top-left), red (top-right), green (bottom-left), and black (bottom-right). The glass reflects the sky and the building's structural elements.

axel springer

**BILDWOCHE – Rate card No. 36
valid as of January 1st - 2014**

axel springer ■
media impact

BILDWOCHE: Content



- 1 Short Portrait
- 2 Rates
- 3 Discounts
- 4 Schedule
- 5 Details
- 6 Contact

BILDWOCHE: Short Portrait



Category
TV Listings

Frequency
Weekly

Contents
80 pages on average

Format
285 mm H x 225 mm W

Copy price
€ 1.10

Launch year
1983

Circulation figures (IVW II/2014)

Printed Copies	173,965
Total Paid Circulation	111,326
Subscriptions	23,466

Core Readers

Gender	Female
Age	50 +
Profile	Housewives
HHNI	€ 1,500 +

Reach (MA II/2014)

	in 1 Mill.	in %
Overall	0.41	0.6
Women	0.24	0.7

average price 2014

1/1 4c.	Cost per 1,000 contacts
€ 8,292	€ 20,08

BILDWOCHE: Short Portrait

Portrait

- Bildwoche provides background information on the week's top issues, takes stands on matters of current importance, offers advice for all areas of life and makes an entertaining and relaxing read.

Fixed Sections

- TV listings
- News
- Travel
- Health
- Food and drink
- Puzzles and games
- Horoscope

Unique Characteristics

- The weekly illustrated magazine by BILD with TV programme details

Publication	Publisher	Copy price in €	Frequency	Net paid circulation IVW II/2014	Reach MA II/2014			average Rates 2014 1/1 Page 4c in €	Cost per 1000 in €*
					Total in Mill.	Men in %	Women in %		
Bildwoche	Axel Springer	1,10	weekly	111,326	0.41	43	57	8,292	20,08
auf einen Blick	Bauer Media KG	1,10	weekly	946,209	2.51	35	65	35,908	14,52
Fernsehwoche	Bauer Media KG	1,10	weekly	397,671	1.69	41	59	26,920	15,94
TV 14	Bauer Media KG	1.00	biweekly	2,371,303	7.14	45	55	47,538	6,93
TV direkt	Gong Verlag	1.00	biweekly	1,156,855	2.09	51	49	18,100	9,10

*Source: ma II 2014

BILDWOCHE: Rate card 2014

2. Rates 2014

Format		Type page		Bleed*		Price (€)		
Black/white + full colour ads		width (mm)	height (mm)	width (mm)	height (mm)	Average-price (not bookable)	Price-zone 1 EVT: Jan, May-Aug.	Price-zone 2 EVT: Feb.-Apr., Sept.-Dec.
1/1		202	265	225	285	8.292,--	8.000,--	8.500,--
3/4	upright	151	265	164	285	6.057,--	5.870,--	6.190,--
	across	202	197	225	209			
2/3	upright	130	265	147	285	5.661,--	5.480,--	5.790,--
	across	202	171	225	186			
1/2	upright	98	265	112	285	5.069,--	4.900,--	5.190,--
	across	202	131	225	142			
1/3	upright	63	265	70	285	3.973,--	3.850,--	4.060,--
	across	202	83	225	89			
1/4	upright	1 column	49	265	62	2.050,--	1.980,--	2.100,--
		2 column	100	131	-			
		4 column	202	65	-			
Formats across the gutter								
2/1		426	265	450	285	16.584,--	16.000,--	17.000,--
1 3/4	1/1 + 3/4 upright	375	265	388	285	14.349,--	13.870,--	14.690,--
1 1/2	1/1 + 1/2 upright	325	265	337	285	13.361,--	12.900,--	13.690,--
	2 x 3/4 across	426	197	450	209			
	2 x 3/4 upright	325	265	337	285			
1 1/3	1/1 + 1/3 upright	287	265	294	285	12.265,--	11.850,--	12.560,--
1 1/4	1/1 + 1/4 upright	273	265	286	285	10.342,--	9.980,--	10.600,--
	2 x 5/8 across	426	165	450	176			
2 x 1/2 cross		426	131	450	142	8.792,--	8.500,--	9.000,--

*Plus 5mm trimming on each side

BILDWOCHE: Rate card 2014

3. Discounts

Volume	
as of 3 pages	3%
as of 6 pages	6%
as of 9 pages	10%
as of 12 pages	15%

Ad Specials: Upon request

Please take a look on our website for our technical details and general terms of business <http://www.mediapilot.de/>

BILDWOCHE: Rate card 2014

4. Schedule (I)

price zone 1

price zone 2

No.	First day of sale	Ad closing, copy deadline and cancellation deadline
2	02.01.2014	09.12.2013
3	09.01.2014	16.12.2013
4	16.01.2014	23.12.2013
5	23.01.2014	02.01.2014
6	30.01.2014	09.01.2014
7	06.02.2014	16.01.2014
8	13.02.2014	23.01.2014
9	20.02.2014	30.01.2014
10	27.02.2014	06.02.2014
11	06.03.2014	13.02.2014
12	13.03.2014	20.02.2014
13	20.03.2014	27.02.2014
14	27.03.2014	06.03.2014

No.	First day of sale	Ad closing, copy deadline and cancellation deadline
15	03.04.2014	13.03.2014
16	10.04.2014	20.03.2014
17	17.04.2014	27.03.2014
18	24.04.2014	31.03.2014
19	30.04.2014	04.04.2014
20	08.05.2014	11.04.2014
21	15.05.2014	22.04.2014
22	22.05.2014	29.04.2014
23	28.05.2014	06.05.2014
24	05.06.2014	14.05.2014
25	12.06.2014	19.05.2014
26	19.06.2014	26.05.2014
27	26.06.2014	03.06.2014

BILDWOCHE: Rate card 2014

4. Schedule (II)

price zone 1

price zone 2

No.	First day of sale	Ad closing, copy deadline and cancellation deadline
28	03.07.2014	12.06.2014
29	10.07.2014	19.06.2014
30	17.07.2014	26.06.2014
31	24.07.2014	03.07.2014
32	31.07.2014	10.07.2014
33	07.08.2014	17.07.2014
34	14.08.2014	24.07.2014
35	21.08.2014	31.07.2014
36	28.08.2014	07.08.2014
37	04.09.2014	14.08.2014
38	11.09.2014	21.08.2014
39	18.09.2014	28.08.2014
40	25.09.2014	04.09.2014

No.	First day of sale	Ad closing, copy deadline and cancellation deadline
41	02.10.2014	11.09.2014
42	09.10.2014	17.09.2014
43	16.10.2014	24.09.2014
44	23.10.2014	01.10.2014
45	30.10.2014	09.10.2014
46	06.11.2014	16.10.2014
47	13.11.2014	23.10.2014
48	20.11.2014	30.10.2014
49	27.11.2014	06.11.2014
50	04.12.2014	13.11.2014
51	11.12.2014	20.11.2014
52	18.12.2014	27.11.2014
1	24.12.2014	03.12.2014

BILDWOCHE: Rate card 2014

5. Details

Technical specifications:

The current and binding technical specifications can be found at: www.duon-portal.de

Delivery of advertisements:

The reception of digital advertisements occurs via the DUON-Portal by the VDZ-publishers at: www.duon-portal.de
Support is available at: support@duon-portal.de or directly by phone: ++49 40 37 41 17-50

Conditions of payment:

We kindly ask for prepayment and grant a 2% cash discount

For Hamburg and Berlin titles:

Axel Springer SE
Deutsche Bank AG, Hamburg
Account Number: 070 26 13
Sort Code: 200 700 00

Swiftcode/BIC: Deut DE HH
IBAN: DE 85 2007 0000 0070 2613 00

TV DIGITAL: Rate card 2014

7. Contact

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