



## CONCEPT

BILD is Germany's leading multimedia brand. BILD knows what moves people, and how to catch their attention. Fast, always up-to-date, with a broad range of topics. And our loyal readers know that too - with 75% of total visits being direct ones! Position yourself digitally on Germany's biggest news and entertainment portal, and benefit from the brand trust of our more than 5,6 million Daily Unique Users.

Key figures/month	Desktop, MEW & Apps (Total)
Unique User <sup>1</sup>	25,51 million
Daily Unique User <sup>1</sup>	5,66 million
Visits <sup>2</sup>	495 million
Page Impressions <sup>2</sup>	1,6 billion

The target group	Desktop, MEW & Apps (Total)
Male <sup>3</sup>	56 %
20 - 49 years old <sup>3</sup>	53 %
Income of at least. 2,000 € <sup>3</sup>	74 %
Working <sup>3</sup>	71 %

- 1) AGOF daily digital facts, basis: digital WNK 16+ years (59,14 million); Single month October 2020
- 2) IVW October 2020
- 3) AGOF daily digital facts; Base: digital WNK 16+ years, single month/average day October 2020

## DAILY FIXED PLACEMENTS 2020

HomeRun (Multiscreen)   10 a.m. to 10 a.m.	Guarantee / Price
<b>BASIC</b> Desktop <sup>1</sup> : Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) Mobile: Lead Ad (4:1 / 6:1) + Content Ad (2:1 / 4:1 / 6:1) / Medium Rectangle / Understitial	15.000.000 Als 160.000 € (Q1-Q3) 170.000 € (Q4)
<b>DELUXE</b> Desktop <sup>1</sup> : Billboard (100/1) / Billboard + Double Dynamic Sitebar <sup>2</sup> / Curtain Dropper <sup>2</sup> / Double Dynamic Sitebar / Video Wall <sup>2</sup> / Bridge Ad <sup>2</sup> / Image Reveal Ad Mobile: Lead Ad (optional 100/1) (2:1 / 4:1) + Medium Rectangle / Interscroller / Content Ad / Understitial	15.000.000 Als 190.000 € (Q1-Q3) 200.000€ (Q4)

<sup>1</sup> sticky advertising agent float swaying to / for optimal display and improved viewing ability on the tablet, the delivery of a Dynamic Sitebar is recommended

<sup>2</sup> FC=1/day, as fallback a billboard or a fireplace can stop



HomeRun Programmatic I 10 a.m. to 10 a.m.	Gross CPM
<b>BASIC</b> <b>Desktop<sup>1</sup>:</b> Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) <b>Mobile:</b> Lead Ad (4:1 / 6:1) + Medium Rectangle / Understitial	11,25 € (Q1-Q3) 12,00 € (Q4)
<b>DELUXE</b> <b>Desktop<sup>1</sup>:</b> Billboard (100/1) / Billboard + Double Dynamic Sitebar <sup>2</sup> / Curtain Dropper <sup>2</sup> / Double Dynamic Sitebar / Video Wall <sup>2</sup> / Bridge Ad <sup>2</sup> / Image Reveal Ad <b>Mobile:</b> Lead Ad (2:1 / 4:1) / Medium Rectangle / Interscroller / Content Ad / Understitial	13,50 € (Q1-Q3) 14,25 € (Q4)
HomeRun Targeting <sup>3</sup> I 10 a.m. to 10 a.m.	Guarantee / Price
<b>BASIC</b> <b>Desktop<sup>1</sup>:</b> Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) <b>Mobile:</b> Lead Ad (4:1 / 6:1) + Medium Rectangle / Understitial	15.000.000 Als 180.000 € (Q1-Q3) 190.000 € (Q4)
<b>DELUXE</b> <b>Desktop<sup>1</sup>:</b> Billboard (100/1) / Billboard + Double Dynamic Sitebar <sup>2</sup> / Curtain Dropper <sup>2</sup> / Double Dynamic Sitebar / Video Wall <sup>2</sup> / Bridge Ad <sup>2</sup> / Image Reveal Ad <b>Mobile:</b> Lead Ad (optional 100/1) (2:1 / 4:1) / Medium Rectangle / Interscroller / Content Ad / Understitial	15.000.000 Als 210.000 € (Q1-Q3) 220.000 € (Q4)
BILD Second Home (Sportblock) I 10 a.m. to 10 a.m.	Guarantee / Price
<b>Desktop:</b> Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace + optional sticky or expandable  <b>Mobile:</b> Medium Rectangle / Understitial	2.500.000 Als  45.000 €
Brand Day I 10 a.m. to 10 a.m.	Guarantee / Price
<b>Desktop<sup>1</sup>:</b> Wallpaper / Billboard / Double Dynamic Sitebar / Fireplace + A-Teaser + div. Medium Rectangle (News, Unterhaltung, Geld, Wirtschaft) + Wallpaper 2 Sportblock + div. Contentbars (Premium + CB 2 + CB Alle Meldungen)  <b>Mobile:</b> Lead Ad + Medium Rectangle (2x) + Footer or Lead Ad + Understitial + Footer / Interscroller + Lead Ad + Footer / Lead Ad + Content Ad 1:1 + Medium Rectangle	48.000.000 Als  380.000 €
BILD Run I 10 a.m. to 10 a.m.	Guarantee / Price
<b>BILD Run:</b> Unterhaltung Geld, Lifestyle, Ratgeber, Reise, Auto, Digital  <b>BILD Run Max:</b> News, Politik, Geld, Unterhaltung, Lifestyle, Ratgeber, Reise, Auto, Digital  <b>Desktop:</b> Billboard (100/1) / Billboard + Double Dynamic Sitebar / Double Dynamic Sitebar / Wallpaper / Fireplace <b>Mobile:</b> Lead Ad (4:1 / 6:1) + Medium Rectangle / Interscroller / Content Ad / Understitial	4.000.000 Als 70.000 €  8.000.000 Als 130.000 €
BILD Run Advanced I 10 - 10 Uhr + one week run of site click booster	Guarantee / Price
<b>Formats:</b> Dynamic Sitebar & Mobile Medium Rectangle  <b>Guaranteed Ad Impressions – BILD Run</b>  <b>Guaranteed clicks - Click Booster</b>  <b>Sum</b>	4.000.000  5.000  78.000 €

<sup>1</sup> sticky advertising agent float when scrolling to / for optimal display and improved viewing ability on the tablet, the delivery of a Dynamic Sitebar is recommended

<sup>2</sup> FC=1/day, as fallback, a billboard or a fireplace can stop

<sup>3</sup> Targeting options: Regio, Sozio. A creative pool (up to 1,500 creatives) adapted to the targeting areas can be created automatically. A neutral fallback advertising tool is required.

## BILD DIGITAL



BILD TopicRun   10 a.m. to 10 a.m.	Entertainment	Sport	News	Health and family
<b>Desktop<sup>1</sup>:</b> Wallpaper / Billboard / (Dynamic) Sitebar / Double (Dynamic) Sitebar + optional sticky <sup>1</sup> or expandable  <b>Mobile:</b> Lead Ad (4:1) + Medium Rectangle / Understitial / Interscroller  <b>Specifics<sup>2</sup></b> Advertisers receive exclusivity on the channel home pages, as well as exclusive targeting of the channel-savvy user based on their reading behavior over the last 30 days. The affine user is recognized on BILD.de and exclusively used with your advertising media.	<b>2.300.000 Als</b> 46.000 € + Entertainment Index	<b>2.300.000 Als</b> 46.000 € + Sport Index	<b>2.700.000 Als</b> 54.000 € + News Index	<b>2.200.000 Als</b> 44.000 € + Adviser Index
	Finance, Economy, Savings	Multimedia and Tech	Car and service	Travel
	<b>1.600.000 Als</b> 32.000 € + Money Index	<b>1.000.000 Als</b> 20.000 € + Digital Index + Games Index	<b>550.000 Als</b> 11.000 € + Car Index	<b>1.000.000 Als</b> 20.000 € + Travel Index

Premium Apps   10 a.m. to 10 a.m.	Guarantee / Price	Specifics
Smartphone-App: Lead Ad (4:1 / 6:1) + Medium Rectangle Tablet-App: Contentbar XXL + Superbanner	<b>1.150.000 Als</b> 25.000 €	Place your ad in the BILDplus environment and address our powerful target group in the smartphone and tablet app.

Content Ad + Contentbar Premium   10 a.m. to 10 a.m.	Guarantee / Price
<b>Desktop:</b> Content Bar Premium <b>Mobil:</b> Content Ad 4:1 / MMR	<b>3.000.000 Als</b> 60.000 €

## SPORT 2020



BILD is sport.

BILD Sport fixed placements*   10 a.m. to 10 a.m.	Sport Channel Run	Soccer Channel Run
<b>Desktop:</b> Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace + optional sticky or expandable  <b>Mobile:</b> Lead Ad (4:1) + Medium Rectangle / Lead Ad (4:1) + Understitial	<b>1.250.000 Als</b> 23.000 €	<b>Matchday**:</b> <b>3.000.000 Als</b> 55.000 €  <b>Non -Matchday:</b> <b>1.500.000 Als</b> 28.000 €

\*Not within a BuLi sponsorship

\*\* Matchday at follow. Competitions: Bundesliga, DFB Cup, UCL, Euro-League

<sup>1</sup> sticky advertising agent float when scrolling to / for optimal display and improved viewing ability on the tablet, the delivery of a Dynamic Sitebar is recommended<sup>2</sup> Cannot be combined with mi-DATA Ratecard targeting options



Brand Story BILD   2-4 weeks - incl. text teaser	Page Views	Price
PackageS <sup>1</sup>	40.000	100.000 €
Package M <sup>1</sup> – including A-Teaser on the home page	110.000	220.000 €
PackageL <sup>1</sup> – including A-Teaser on the home page	200.000	300.000 €

Product Story BILD <sup>2</sup>   4 weeks	Ad Impressions/ views	Package price incl. discount
Package M	6.200.000 Als 20.000 Views	55.000 €
Package L	8.400.000 Als 30.000 Views	79.000 €

Brand Hub <sup>3</sup>   individual duration	Story views	Package price
2-4 Brand Stories included	250.000	400.000 €

Product Hub <sup>4</sup>   individual duration	Ad Impressions	Story views	Package price
2-4 Product Stories included	11.250.000	42.000	110.000 €

Advertorials BILD <sup>5</sup>   4 weeks	Ad Impressions	Package price incl. discount
Advertorial package	9.900.000 Als	55.000 €

Snapchat BILD Discover	Advertising form	Number of creatives	Ad Impressions	Price
Daily placements	Vertical Video or Fullscreen Ad (Cinemagraph, GIF or Image)	At least 3	400.000 Als	23.000 €

Snapchat Run of BILD Discover	Advertising form	Number of creatives	Ad Impressions	Price
1 week	Vertical Video or Fullscreen Ad (Cinemagraph, GIF or Image)	At least 1	500.000	22.500 €
2 weeks			1.000.000	40.500 €
1 month			2.000.000	72.000 €

BILD Snpachat CPM <sup>6</sup>	Placement	Price
Vertical Video or Fullscreen Ad (Cinemagraph, GIF or Image)	Run of site	65 €

[+] optional creative creation<sup>7</sup>

<sup>1</sup> plus creation costs for creating the Brand Story in the amount of: S = 8,000 €, M = 10,000 €, L = 12,000 €. These are not discounted - and AE-capable but subject to VAT

<sup>2</sup> plus creation costs for the creation of the product story in the amount of: M = 6,000 €, L = 8,000 €. These are not discounted - and AE-capable but subject to VAT

<sup>3</sup> plus creation costs 25,000€ for the creation of the Brand Hub. These are not discounted - and AE-capable but subject to VAT

<sup>4</sup> plus creation costs 12,000€ for the creation of the product hub. These are not discounted - and AE-capable but subject to VAT

<sup>5</sup> plus creation costs of 3,000€ for the creation of the advertorial. These are not discounted - and AE-capable but subject to VAT

<sup>6</sup> Daytime fixed placements can also be booked as branded content (in the look & feel of the BILD Snapchat Edition) or as a monothematic fixed placement (we create a Snapchat Edition to match a theme of your choice, e.g. beauty, celebrities, etc.). Snapchat filters can also be booked via reach packages

<sup>7</sup> Creation Vertical Video or Fullscreen Ad (Cinemagraph, GIF or Image) 500 €, Vertical Video or Fullscreen Ad (Cinemagraph, GIF or Image) with Advertorial 1,000 € (not discount- and AE capable)

## BILD DIGITAL



Youtube	Advertising form	Max Als per month	CPM Bumper Ads 6 sec.	CPM PreRoll 20 sec.
BILD Channel	BILD	500.000	70 €	110€
Theme combination entertainment	BILD BOXX, BILD Kino, BILD Musik	2.100.000	60 €	100 €

Facebook Sponsored Posts*	Fans	Ad Impressions	Price
BILD <sup>1</sup>	2.400.000	1.400.000	48.000 €
BILD Sport <sup>1</sup>	779.000	800.000	28.000 €
Fußball BILD <sup>1</sup>	114.000	400.000	14.800€
[+] Targeting by demographic data, location or interests	Including		

\* BILD Sponsored posts may only be booked in combination with brand concepts (Volksprodukte, BILD Bundesliga, Brand Studio).

Facebook Live	Advertising form	Ad Impressions	CPM fixed price
Facebook Live, YouTube Live, BILD.de Home/Video <sup>2</sup>	Shared Sendership, Pre Presenter, Post Presenter, Banderole, Product Placement	depending on the event	90 €

## CPM + SPECIAL ADVERTISING FORMS 2020

MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)					
	AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Floor Ad, Billboard <sup>3</sup>
Mobile Content Ad 6:1 + 4:1, Mobile Native Style Ads	RoS & Custom 50 €		RoS & Custom 60 €		RoS & Custom 75 €
Mobile Content Ad 2:1, Mobile-/ Social-1 Medium Rectangle, Push Ad	RoS & Custom 60 €		RoS & Custom 70 €		RoS & Custom 85 €
Mobile Content Ad 1:1, Understitial	RoS & Custom 70 €		RoS & Custom 80 €		RoS & Custom 95 €
Interscroller Ad, Interstitial	RoS & Custom 75 €		RoS & Custom 85 €		RoS & Custom 100 €
VIDEO					
InText Outstream Ads <sup>4</sup>	on start, till Including 20 sec	RoS & Custom 60 €		Video Wall <sup>5</sup>	Desktop only

MULTISCREEN - Traffic distribution between desktop and mobile is subject to availability

Zusatzoptionen: Mobile- / Desktop- / Tablet-only Base price + 10 € CPM  
Expandable Ads + 10 € CPM  
Tandem- / Triple Ads highest price category plus device surcharge  
More video formats on request

<sup>1</sup> All prices plus 600 € creation costs (not discount- and AE-capable) for the advertising forms classics, Caroussel Ad, Video, Slideshow Ad (5 working days advance). Canvas Ad costs 1,890€ Creation costs (not discounted and AE-capable) (10 business days advance)

<sup>2</sup> Fixed daily placements can also be booked as branded content (in the look & feel of the BILD Snapchat Edition) or as a monothematic fixed placement (we create a Snapchat Edition to match a theme of your choice, e.g. beauty, celebrities, etc.). Snapchat filters can also be booked via reach packages

<sup>3</sup> Das Billboard wird auf BILD.de oberhalb der Navigationsleiste ausgespielt.

<sup>4</sup> Overlength (21-30 sec)+ 20 € CPM : Short spots (7-15 sec.) - 10 € CPM : VPAID + 10 € CPM; Billing on a CPCV basis on request

<sup>5</sup> Prices correspond to desktop only, if combined with any mobile format, device surcharge iHv 10€ CPM is no longer applicable. FC 1/24h, no autoplay, subject to editorial approval, limitation to one-time looping



The BILD Rakete	Price	Runtime
<b>The concept</b> Data-driven, performance-oriented advertising is the key in this digital brand concept. On the way to maximum performance and your campaign success, we select the right BILD products together with you at the right time and play them out on BILD.de & BILD Mobil.	(Net) starting at 300.000 €  Individual offers and concepts on request!	At least 3 months

Theme specials*	Ad Impressions	Package price
<b>Theme special package S incl. Advertorial<sup>1</sup></b>   2-4 weeks · 1x placement of the theme special teaser on the home and permanently in the affine channel · Presenting teaser on theme stage and articles · Including Advertorial (9.900.000 Ais)	10.600.000 Ais	180.000 €
<b>Theme special package M incl. Brand Story M<sup>2</sup></b>   4 weeks · 2x placement of the theme special teaser on the home and permanently in the affine channel · Presenting teaser on theme stage and articles · Includes Brand Story M (110.000 Story Views guaranteed)	15.500.000 Ais	330.000 €
<b>Theme special package L incl. Brand Story L<sup>2</sup></b>   4-6 weeks · 2x placement of the theme special teaser on the home and permanently in the affine channel · Presenting teaser on theme stage and articles · Includes Brand Story L (200.000 Story Views guaranteed)	20.500.000 Ais	400.000 €

\* Pre-discounted. The lead time is at least 3 weeks. Individual topics after consultation with the editorial staff.

BILD Podcast*	Reach in Plays	Prices
<b>Phrasenmäher</b> Pre-Roll Mid-Roll Post-Roll Presenter Spot	Range per guest (2 episodes) 80.000 – 120.000	8.840 € 10.400 € 8.320 € 11.440 €
<b>The Vollmer + Kuhn Show</b> Pre-Roll Mid-Roll Post-Roll Presenter-Spot	20.000 pro Folge	2.340 € 2.600 € 2.210 € 2.860 €

\*Technical cost of 250€ per episode come on top

<sup>1</sup> plus creation costs of 3,000€ for the creation of the advertorial. These are not discounted - and AE-capable but subject to VAT

<sup>2</sup> plus creation costs for creating the Brand Story in the amount of: M = 10,000 €, L = 12,000 €. These are not discounted - and AE-capable but subject to VAT