

Bild
am Sonntag

CRAFTS DAY

Become the Go-To Partner
for the Skilled Trades



TAG DES HANDWERKS



FUTURE. SECURITY. OPPORTUNITY.

What defines the skilled trades? What opportunities do they create — and what do they mean for our future?

As a vital pillar of society, the trades stand for stability, relevance, and progress.

On **September 13** — the Sunday before the official Day of the Skilled Trades on September 19, 2026 — BILD am SONNTAG will turn an industry topic into a national conversation with a multi-page special feature.

RELEVANCE. PREMIUM VISIBILITY.

Who do we reach?

1. Skilled Trade Businesses

Trade-related topics aren't niche — they're embedded in everyday life and at the heart of Germany's economy.

2. Young People Exploring Career Paths

They're not looking for just another job. They're looking for belonging and real perspectives.

3. Industry Multipliers

Stakeholders who understand the sector, shape opinions, and amplify messages with credibility.

SPECIAL ISSUE CRAFTS DAY 2026

- ✓ **A Career with Purpose:** The skilled trades create what truly matters.
- ✓ We showcase a modern trade culture built on strong community and pride in craftsmanship.
- ✓ **136 professions. Countless career paths.** From apprenticeship to master craftsman to entrepreneurship.

PUBLICATION DATE
SEPTEMBER 13th

AD BOOKING DEADLINE
AUGUST 14th

ARTWORK DEADLINE
SEPTEMBER 9th

Seize the opportunity to position yourself as a partner to the skilled trades – in Germany’s largest Sunday newspaper.



EVERY THIRD READER HAS A DIRECT CONNECTION TO THE SKILLED TRADES

BILD am SONNTAG reaches millions every Sunday²

3.83 mil. readers

No other newspaper sells more copies on Sundays.¹

460414 copies

Low audience overlap between BamS and BILD.de – extending your reach across channels.⁴

BamS
3.76 mil.
Exclusive readers

Low audience overlap
0.44 mil.

BILD.de
4.16 mil.
Exclusive users

1.23 mil.

BamS readers³ include skilled workers and qualified tradespeople – meaning every third reader has a direct connection to the skilled trades.

¹ IVW 4. Quartal 2025 | ² ma 2026 Pressemedien I

³ b4p 2025 II, Total: 71 Mio.

⁴ b4p 2025 II, Print: LpA, Digital: NpT; Basis: Deutschspr. Bev. ab 14 Jahre (71,00 Mio.) ¹Net-Reach

DIGITAL HUB FOR THE DAY OF THE CRAFTS

The print journal creates the emotional impact. BILD.de extends the story for four weeks within a high-visibility editorial environment.

What starts as a powerful Sunday moment evolves into a sustained campaign – amplified, deepened, and revisited.

- ✓ Exclusive placement within premium editorial content
- ✓ Extended presence: 4 weeks of visibility on BILD.de
- ✓ Flexible integration options for your brand message



BASE. BOOST. FULL SCALE. **BOOK NOW!**

BASE PACKAGE – JOURNAL (Core Component)

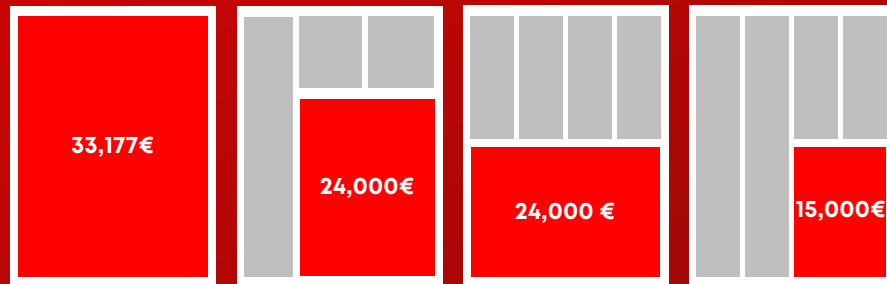


Limited placements in the print journal
First come, first serve

PD: **September 13, 2026**
AD: **August 14, 2026**
AD: **September 09, 2026**

N2 special rates¹ with discounts of up to 66%.

Available ad formats



OPTIONAL ADD-ONS



CAFTS DAY – Digital Hub



MEDIA PACKAGE



Package Components (4-week runtime)

- ✓ Presenting teaser on the topic stage & within articles
- ✓ Native integration: advertorial
- ✓ Double Dynamic Sitebar & Mobile Cube Ad within the Day of the Skilled Trades environment (ROS)

Additional packages for BILD.de here!

Reach: **10.5 mil ad impressions** Package Price: **68,000 € gross²**

¹N2 special rates for contextual bookings, including discounts and commissions, plus VAT. Additional formats and pricing available upon request. The order will be executed in accordance with the publisher's price list valid at the time of publication, including all general and supplementary terms and conditions. ² Gross price remains eligible for further discounts and agency commission (AE).



AND BEYOND ...

Additional touchpoints

YOUR EVENT INTEGRATION



Bild HANDWERKS
GIPFEL

Where and when?
September 30, 2026
Axel Springer Headquarter, Berlin

At the first-ever BILD CRAFT SUMMIT, leading voices from the trades, politics, and industry come together in Berlin. Focus topic: Careers in the Skilled Trades – with Purpose and Passion.

Supported by a dedicated content series and its own stage, BILD delivers maximum media impact for partner topics.

#1 YOUR TOPIC – LIVE ON STAGE

BILD professionally integrates your brand into the program – tailored and impactful. (e.g., panel participation, keynote, impulse talk, 1:1 interview, dinner speech)

#2 VISIBILITY

Partner logo integration across all communication materials – before, during, and after the summit (invitations, press wall, and more)

#3 NETWORKING

Hosted at Axel Springer HQ, the BILD Skilled Trades Summit offers a unique setting for high-level exchange with leaders from politics and business.

*Native integration subject to coordination with the BILD editorial team. Images shown are examples from the BILD Health Summit 2025.

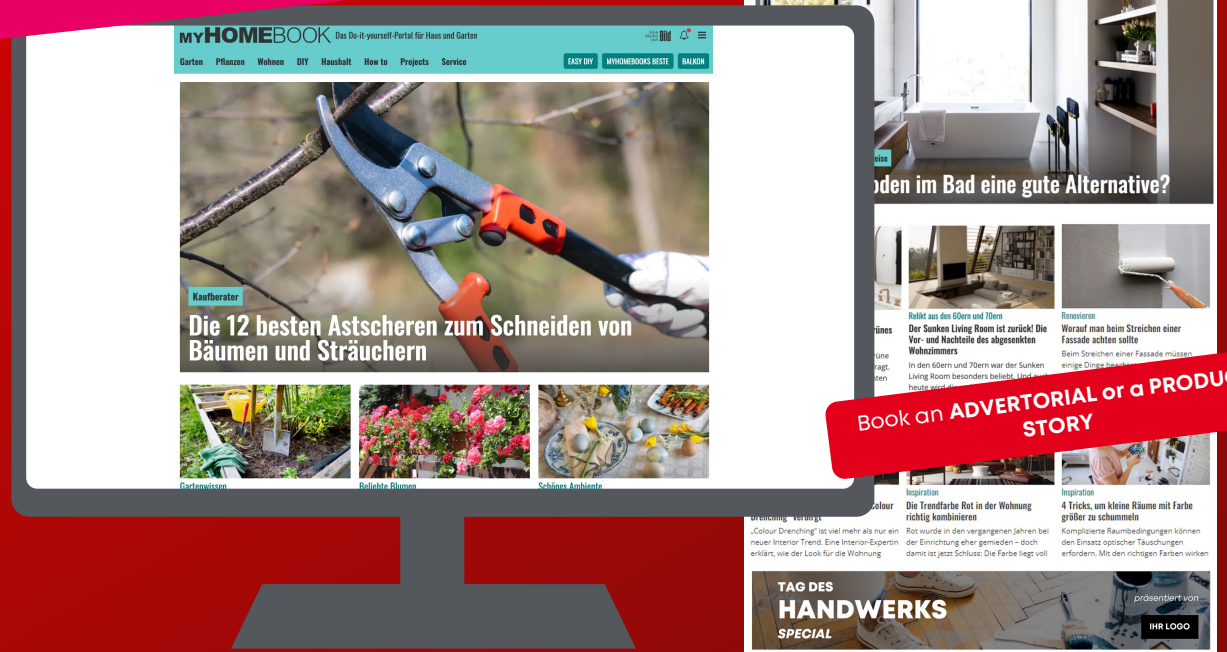
PERFECT ADD ON: MYHOMEBOOK

As Germany's leading online magazine for home & living, myHOMEBOOK is the ideal thematic extension of your campaign. This is where the skilled trades story for 2026 comes to life: A career with purpose. Creating something that lasts. Building what truly matters.

We showcase your brand on **myHOMEBOOK** through seamless, content-aligned integration:

- ✓ **Exclusive brand presence** On special landing and article pages via Presenting Header & Footer, plus Fireplace or Sitebar & Mobile Medium Rectangle.
- ✓ **Traffic activation** Through AdBundle & Mobile Medium Rectangle placements, complemented by an editorial homepage teaser.

3.02 mil. unique visitors*
4.30 mil. visits*



Book an **ADVERTORIAL** or a **PRODUCT STORY**

Themenspecial S

1 week

300000 Als

13,000 €*
*incl. MwSt.

Themenspecial M

2 weeks

600000 Als

23,000 €*
*incl. MwSt.

Themenspecial L

4 weeks

1200000 Als

36,000 €*
*incl. MwSt.

*Plus €2,000 production fee if created by MYHOMEBOOK (not eligible for agency commission or discounts). Optional add-on: advertorial or product story. | Source: Adobe Analytics, 03/2025.

BOOK YOUR TAILORED PACKAGES NOW



vermarktet von

media **impact** —

dem kreativsten kundenversteh
deutschlands_



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