



PRICE LIST

Reach all.  
Reach everything.

konzipiert von

media **impact**\_  
dem kreativsten kundenverstehender  
deutschlands\_



# THE BILD-KOSMOS

**Bild Bild**  
**45**  
**Millionen**

Experience the **full reach of the BILD Kosmos** from

source: 1 b4p 2024 III, NpM, LpA (full occupancy for a month) | 2 Meta Business Suite, April 2025 | 3 Meta Business Suite, April 2025 | 4 YouTube Studio, April 2025 | 5 Story Studio, April 2025 | 6 ma Podcast April 2025; Total number of reported „valid downloads“ – podcasts taken into account: RONZHEIMER / Stammplatz / Tatort Deutschland / Reif ist live / Phrasenmäher; Eigenberechnung ///Basis for all except podcasts and social media: 14 years and older/// without DOOH

# OVERVIEW BILD PRICE LIST

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**Information on current offers and your contact persons for individual concepts can be found under [www.mediaimpact.de](http://www.mediaimpact.de)**

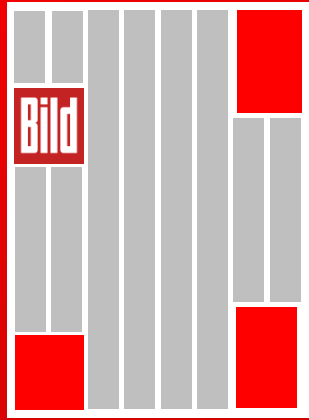


## **BILD STAYS BILD**

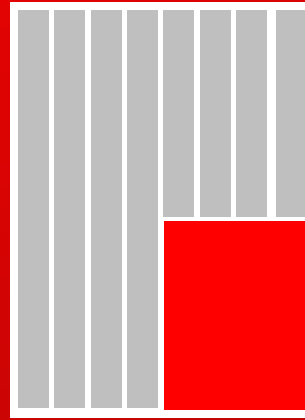
*"Seeking truth.  
Earn trust.  
Have compassion.  
New every day.  
That sounds obvious,  
but it is not.  
It is a daily challenge and  
responsibility."*

**Marion Horn** Editor in chief

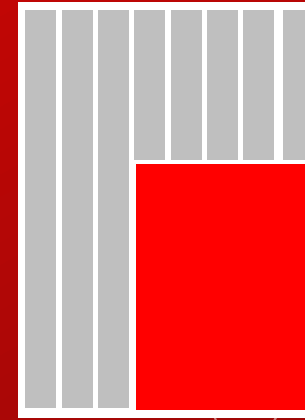
# 1. FIX FORMATS & PLACEMENTS



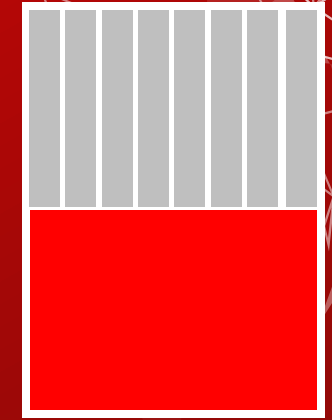
Titel Page Header 92 x 135 mm  
Titel Page Footer 92 x 135 mm  
Titel Page Foot small 92 x 100 mm



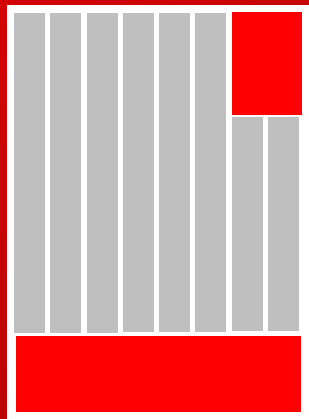
Corner Field 1,000er format  
187 x 250 mm



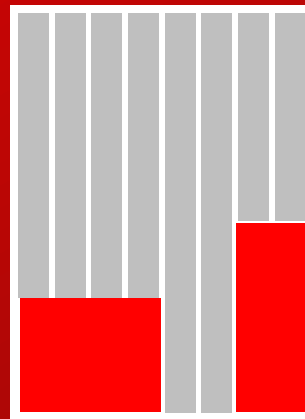
Corner Field XXL (Junior Page)  
234 x 325 mm



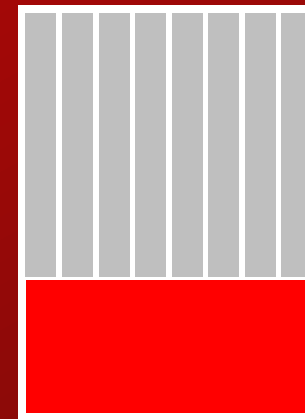
1/2 Page 376 x 264 mm



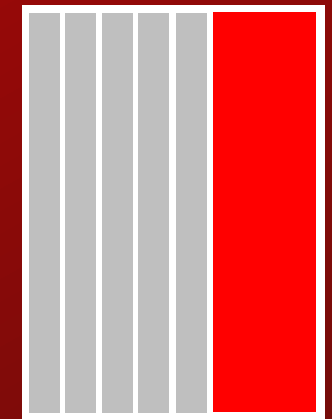
Header Display Back cover  
or Sports 92 x 135 mm  
VIP-Stripes 376 x 100 mm



600er format 187 x 150 mm  
500er format 92 x 250 mm



Strip Display 376 x 175 mm



Pillar Display 139 x 528 mm

Illustration exemplary, further information and placements on request

# 2. ADVERTISING RATES & GERMANY-TOTAL<sup>1</sup>

DISPLAY FORMAT / PLACEMENT <sup>3</sup>	BILD NORDIC FORMAT	BZ / NORDIC TABLOIDFORMAT	RATES GROSS €	DISPLAY FORMAT / PLACEMENT <sup>3</sup>	BILD NORDIC FORMAT	BZ / NORDIC TABLOIDFORMAT	RATES GROSS €
<b>2/1 Page panorama ad</b>	17 col., 777 x 528 mm	532 x 369 mm	<b>1,409,000.00</b>	<b>Titel page header XXL</b>	2 col., 92 x 250 mm	63 x 171 mm	<b>202,100.00</b>
<b>1/1 Seite</b>	8 col., 376 x 528 mm	257 x 369 mm	<b>663,000.00</b>	<b>Titel page header<sup>3</sup></b>	2 col., 92 x 135 mm	63 x 92 mm	<b>126,300.00</b>
<b>1/2 Page landscape/portrait</b>	8 col., 376 x 264 mm 4 col., 187 x 528 mm	257 x 184 mm 130 x 369 mm	<b>414,000.00</b>	<b>Titel page footer XXL</b>	2 col., 92 x 250 mm	63 x 171 mm	<b>175,000.00</b>
<b>Corner Ad XXL (Junior Page)</b>	5 col., 234 x 325 mm	187 x 259 mm	<b>325,000.00</b>	<b>Titel page footer right large</b>	115 x 164 mm	78 x 112 mm	<b>132,000.00</b>
<b>Corner Ad 1.000er-Format</b>	4 col., 187 x 250 mm	187 x 250 mm	<b>192,000.00</b>	<b>Titel page footer</b>	2 col., 92 x 135 mm	63 x 92 mm	<b>94,700.00</b>
<b>600er format</b>	4 col., 187 x 150 mm	187 x 150 mm	<b>105,000.00</b>	<b>Titel page footer small</b>	2 col., 92 x 100 mm	63 x 68 mm	<b>66,000.00</b>
<b>500er format</b>	2 col., 92 x 250 mm	92 x 250 mm	<b>87,500.00</b>	<b>Titel page text-passage ad</b>	2 col., 92 x 50 mm	63 x 34 mm	<b>40,000.00</b>
<b>Columns display (page high)</b>	3 col., 139 x 528 mm	92 x 369 mm	<b>316,800.00</b>	<b>Back cover header</b>	2 col., 92 x 135 mm	63 x 92 mm	<b>88,000.00</b>
<b>Strip display (sheet width)</b>	8 col., 376 x 175 mm	257 x 119 mm	<b>280,000.00</b>	<b>Back cover header small</b>	2 col., 92 x 100 mm	63 x 68 mm	<b>61,600.00</b>
<b>Strip ad TV-Programm</b>	8 col., 376 x 50 mm	257 x 34 mm	<b>80,000.00</b>	<b>Back cover footer</b>	2 col., 92 x 135 mm	63 x 92 mm	<b>80,500.00</b>
<b>Strip ad sports titel page</b>	8 col., 376 x 175 mm	257 x 119 mm	<b>308,000.00</b>	<b>Back cover footer small</b>	2 col., 92 x 100 mm	63 x 68 mm	<b>56,100.00</b>
<b>Sports Page header</b>	2 col., 92 x 135 mm	63 x 92 mm	<b>81,000.00</b>	<b>Back cover VIP-strip</b>	8 col., 376 x 100 mm	257 x 68 mm	<b>202,000.00</b>
<b>mm-price<sup>2</sup></b>	minimum size 400 mm	minimum size 400 mm	<b>200.00</b>				

<sup>1</sup> Booking unit consists of the titles BILD and B.Z. B.Z. can also be booked individually.

<sup>2</sup> A minimum format of 1,400 total mm applies to advertisements with 5 columns or more. Advertisements in partial editions that appear in tabloid format may be scaled. For details see technical specifications. All prices in euros plus VAT; format details: Width x height; other formats only on request

# 3. USEFUL INFORMATIONS

Deadlines Ads / Printing Material	DEUTSCHLAND-GESAMT, DEUTSCHLAND-WEST-GESAMT, DEUTSCHLAND-OST-GESAMT UND NIELSENAUSGABEN	BILD REGIONAL AUSGABEN
	Standard Display /- Placements:	2 business days, 12:00 <sup>1</sup>
split ads:	5 business days, 12:00 <sup>2</sup>	split ads: 2 business days, 12:00 <sup>1</sup>

## Split options

Book nationally, advertise regionally: National bookings can be printed with regionally different ad motifs. Information on technical split options available on request.

Technical costs:	2 – 3 motifs:	€ 3.000
	4 – 7 motifs:	€ 5.000
	> 7 motifs:	€ 7.000

Technical costs are not eligible for discounts, but are eligible for AE.

## Advertising in e-paper only

Advertising in e-paper only Exclusively in e-paper, advertisements can be booked as 1/1-page or 2/1-page and are placed nationally between the editorial pages. Brochure inserts in the e-paper can be booked separately and are attached to the editorial section or can be accessed individually. Separate prices and conditions apply to advertising in the e-paper only.

## Group/collective advertising

For advertisements and inserts that contain advertising by third parties or for third parties, a group surcharge of 10% will be added to the base price.

## Placement surcharges

Fixed placements in the inner section are possible from the 1,000 format onwards, but can only be guaranteed in limited numbers. Surcharges are added to the gross price and do not include a guarantee of exclusive placement on the corresponding page. The amount of the placement surcharge is determined separately (discount and AE eligible).

## Special forms of advertising

Feel free to contact us. We will inspire you with eye-catching special inserts—including customized versions.

<sup>1</sup>Right of withdrawal: 4 business days before ET; <sup>2</sup>Right of withdrawal: 5 business days before ET

# 4. ENCLOSURES

## Format

Smallest format: 10,5 x 14,8 cm (Postcard)  
Largest format: 26,0 x 36,0 cm

Larger formats can be enclosed if they are folded to the maximum format. All multi-page inserts should be folded on the long side. Other types of folds such as altar and Leporello folds (zigzag folds) cannot be processed. If brochure inserts contain postcards, these should be glued on the inside.

Exclusion of competition and sole occupancy cannot be guaranteed.

Contact: [beiprodukte@axelspringer.com](mailto:beiprodukte@axelspringer.com)  
Booking deadline and withdrawal deadline: 3 weeks<sup>2</sup> before publication.

Supplement-weight	up to 10 g	up to 15 g	up to 20 g	up to 25 g	up to 30 g	up to 35 g	up to 40 g	up to 45 g	up to 50 g
Price per 1.000 Ex.	93 €	97 €	101 €	105 €	109 €	113 €	117 €	121 €	125 €

<sup>1</sup>Higher weights on request. All prices in Euro plus VAT.;  
<sup>2</sup>Shorter booking lead times on request

# COUPONING

## Enclosure with Added Value

### Coupons in, sales up:

With the BILD- and BamS coupon enclosure, you can drive customers directly to your store.

We increase your sales through clear layouts, **shared branding**, and an attractive purchase incentive.

**Everything from a single source:** design, printing, logistics, enclosures – we take care of it all.

**Immediate incentive to buy:** discount codes that really work.

**You give the „Go!“,** we deliver **the high-quality sales booster.**

**E-paper and teaser ads** optionally available.

At **BILD am SONNTAG**, you get your own personalized **full-service packaging.**



# 5. BILD BILD REGIONAL-OCCUPANCY\*

Booking Unit	mm-price	1,000er format	1/2-page	1/1-page
<b>DEUTSCHLAND-WEST-GESAMT<sup>1</sup></b>	189.00	165,000	365,000	540,000
<b>NIELSEN I</b>	57.05	52,015	117,681	183,869
BILD HAMBURG UND DER NORDEN	17.51	17,510	36,981	65,199
NIELSEN I - SÜD	20.66	17,613	42,200	62,640
BILD HANNOVER	8.03	8,030	16,959	30,133
NIELSEN I - WEST	18.88	16,892	38,500	56,030
BILD BREMEN <sup>4</sup>	3.77	2,297	4,119	7,071
<b>NORDRHEIN-WESTFALEN</b>	40.29	40,290	85,092	168,000
BILD RUHRGEBIET	15.9	15,900	33,580	67,161
BILD RUHR-OST	8.47	8,470	17,888	35,777
BILD RUHR-WEST	9.02	9,020	19,050	38,100
BILD RHEINLAND	11.6	7,809	16,193	30,984
BILD RHEINLAND - DÜSSELDORF	6.08	6,080	12,840	25,681
BILD RHEINLAND - KÖLN <sup>4</sup>	5.51	1,729	3,353	5,303
BILD WESTFALEN	11.22	11,220	23,696	47,393

Booking Unit	mm-price	1,000er format	1/2-page	1/1-page
BILD SÜD-WEST	73.14	70,627	134,794	207,330
<b>NIELSEN III A</b>	46.20	46,200	83,147	133,040
BILD FRANKFURT RHEIN-MAIN	11.87	11,870	25,069	50,138
BILD SAARLAND <sup>4</sup>	4.67	1,591	2,600	3,899
<b>NIELSEN III B</b>	30.45	27,634	58,401	84,250
BILD STUTT GART	8.89	8,890	18,775	37,551
BILD SÜD	37.67	34,181	78,747	106,260
<b>NIELSEN IV</b>	33.94	30,890	69,500	96,310
BILD MÜNCHEN <sup>4</sup>	6.59	2,100	3,200	4,800
BILD NÜRNBERG	6.02	6,020	12,714	25,428

Booking Unit	mm-price	1,000er format	1/2-page	1/1-page
<b>DEUTSCHLAND-OST-GESAMT<sup>2</sup></b>	46.00	46,000	91,300	166,200
<b>NIELSEN V</b>				
BERLIN-BRANDENBURG-GESAMT <sup>3</sup>	20.29	20,290	26,831	53,730
BILD BERLIN-BRANDENBURG	6.85	6,850	14,467	28,934
B.Z.	13.44	13,440	12,364	24,796
<b>NIELSEN VI</b>				
MECKLENBURG-VORPOMMERN	7.06	7,060	14,910	26,270
BILD SACHSEN-ANHALT	4.72	4,720	9,968	19,937
<b>NIELSEN VII</b>				
BILD THÜRINGEN	3.97	3,970	8,384	16,769
BILD SACHSEN	10.6	9,016	21,606	40,180
BILD SACHSEN - LEIPZIG	5.55	3,966	11,721	21,120
BILD SACHSEN - DRESDEN/CHEMNITZ	5.05	5,050	9,885	19,060

\* All prices in euros plus VAT; other formats on request; advertisements may be scaled in partial editions that appear in tabloid format (e.g. B.Z.).

<sup>1</sup> GERMANYWEST-TOTAL consists of BILD Nielsen I to IV and B.Z.; <sup>2</sup> GERMANY-EAST-TOTAL consists of BILD Nielsen V to VII and B.Z.

<sup>3</sup> see price list BERLIN-BRANDENBURGGESAMT, BILD BERLIN-BRANDENBURG and B.Z.;

<sup>4</sup> issues with heavily discounted fixed-format prices 1,000s, 1/2- and 1/1-page not eligible for further discount.

# 6. RED IMPACT

## Reach all of Germany with RED IMPACT!

### FROM A SINGLE SOURCE - GERMANY'S LEADING TABLOID TITLES!

Reach even more readers with **BILD Deutschland total** (inkl. **B.Z.**), **Berliner Kurier**, **EXPRESS**, **Hamburger Morgenpost**, **Morgenpost für Sachsen** (Dresden und Chemnitz) and the **tz** in **München**.

Your advantages:

- More editions in a unique title combination
- Higher reach and additional contacts
- Best conditions for an optimal media plan
- Simple and fast processing from a single source
- Book your ad in the sports section **without** placement surcharge!

Prices, formats and individual offers are available on request.



# 7. BILD DIGITAL

## With BILD DIGITAL in POLE POSITION!

With display ads, native integrations, video formats such as BILD.play, and the new AI assistant Hey\_, you can reach **5.66 million unique visitors** every day—directly, sustainably, and effectively!

Benefit from our variety of products

Give it a try!

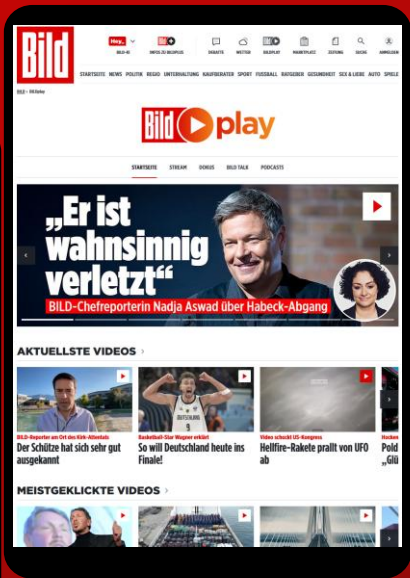
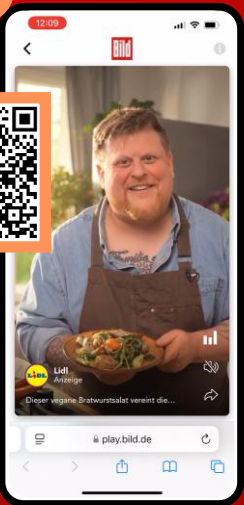
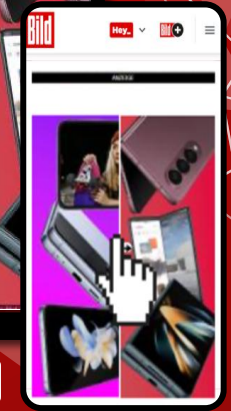


BILD Play



Multiscreen Two Face Ad

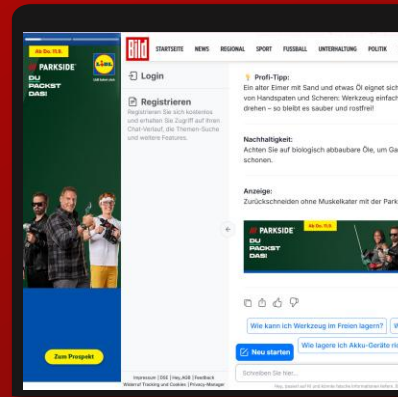
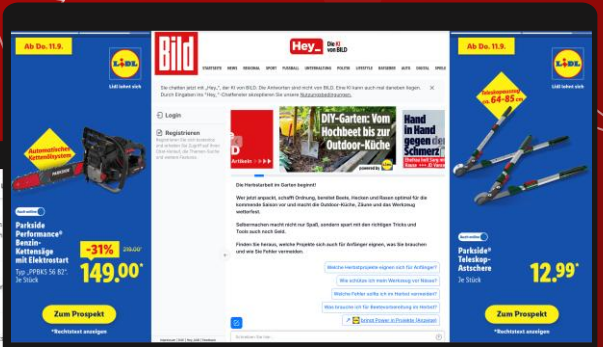


BILD Hey\_



\*source: b4p 2024 II; basis: population aged 14+, NpM, NpT

# 8. BILD BRAND CONCEPTS

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 our message into the language of our readers and users. With **the exclusive use of the brand logos**, you can transfer this message to your products and at the point of sale. Reach your consumers with our wide reach and attention-grabbing presentation.



# 9. BRAND STUDIOS

**We think bigger. We entertain.  
We explain. We create momentum.**

Our native journalists, video producers, digital strategists and cross-media experts translate your brand goals into **customized storytelling** and 360-degree campaigns for maximum impact.

From supplied content to carefully researched stories, we translate your advertising content into the medium of BILD. For each campaign, you will have a personal contact to guide you through the customised process.

Advertising with impact: Axel Springer Brand Studios were named **“Best Native Studio of the Year”** at the Native Advertising Awards 2024 and received Gold in the **"Best B2C Campaign,,** category in 2025.

Prices and creation costs depending on the booked format, product and design of the concept (e.g. 1/1 page, 1/2 page or 1,000-page format)

\*\*We are also keen to translate your print campaign into digital. Get in touch with us!

Examples of implementation\*



crossmedial also possible\*\*



# 10. PUBLISHER DETAILS

## PUBLISHER AND REGIONAL MARKETER

### axel springer

BILD: Axel Springer Deutschland GmbH  
B.Z.: B.Z. Ullstein GmbH

#### Place of publication

BILD Anzeigen  
Axel-Springer-Straße 65  
10888 Berlin  
Frequency: daily (Mon.–Sat.)

#### ZIS-nummer

102541 (DEUTSCHLAND-GESAMT)

#### Note

Die von der agma ausgewiesene Kombination BILD DEUTSCHLAND-GESAMT beinhaltet die Titel BILD DEUTSCHLAND und B.Z.

#### Internet

[www.bild.de](http://www.bild.de)

## NATIONALER VERMARKTER

### media impact

Media Impact GmbH & Co. KG  
Zimmerstraße 50  
10117 Berlin

#### Bank account details

Deutsche Bank AG, Berlin  
IBAN DE73 1007 0000 0083 4747 00  
BIC DEUTDEBB

#### Current data and services

[www.mediaimpact.de](http://www.mediaimpact.de)  
[www.die-zeitungen.de](http://www.die-zeitungen.de)

#### Advertising management BILD

Edda Feldkamp  
Mobil: +49 (0) 151 543 328 29  
E-Mail: [edda.feldkamp@axelspringer.com](mailto:edda.feldkamp@axelspringer.com)  
(nicht für Druckdaten, s. techn. Angaben)

#### Integrated Ad Management

[ampx@axelspringer.com](mailto:ampx@axelspringer.com)

## CONDITIONS OF PAYMENTS

Payable net cash immediately after invoice date. 1% discount if a SEPA mandate is issued, provided that older invoices are not overdue and discount deduction has not been expressly excluded. When entering into a new business relationship, the publisher reserves the right to demand advanced payment by the advertising deadline. In the event of late payment or deferral interest will be charged at the statutory rate.

#### General Terms and Conditions

The execution of advertising orders is subject to our General Terms and Conditions for Newspapers, the additional terms and conditions of the respective title and the General Terms and Conditions for Advertising Orders in Online Media.

You can find our complete General Terms and Conditions at [www.mediaimpact.de/agb](http://www.mediaimpact.de/agb)

# 11. TECHNICAL DATA I

## NORDIC FORMAT (BROADSHEET)

### Type area

376 mm wide x 528 mm high  
(4.224 total millimeters)

### Number of columns

Advertisements and text section:  
8 Columns each 45 mm

### Column widths

1 Sp. = 45 mm, 2 Sp. = 92 mm, 3 Sp. = 139 mm,  
4 Sp. = 187 mm, 5 Sp. = 234 mm, 6 Sp. = 281 mm,  
7 Sp. = 329 mm, 8 Sp. = 376 mm

### Waistband print

Max. 777 mm wide, 528 mm high  
(17 Ad columns)

### Writings

Positive fonts from 6 point  
Negative fonts from 8.5 point,  
semibold, sans serif

### Line width

Positive strokes min. 0.2 mm,  
negative lines min. 0.3 mm

## NORDIC TABLOID FORMAT

### Type area

257 mm wide x 369 mm high  
(1.845 total millimeters)

### Number of columns

Advertisements and text section :  
5 Columns each 45 mm

### Waistband print

Max. 532 mm wide, 369 mm high  
(11 Ad columns)

For advertisements that are scaled in tabloid  
format, we recommend the following font sizes  
and line widths to ensure optimum legibility

### Writings

Positive fonts from 9 point  
Negative font from 12 point,  
Semi-bold, sans serif

### Line width

Positive strokes min. 0.3 mm,  
negative lines min. 0.45 mm

## GENERAL INFORMATION

### Printing process

(Coldset-)Rollenoffset nach ISO 12647-3:2005

### Tonal range

Printing tonal value range from 3% to 95%

### Tone value increase

50% tone of the original grows by approx. 26%  
in newspaper offset printing.

### Passport tolerance

≤ 0,3 mm (Überfüllung > 0,3 mm)

### Image resolution

250 dpi, with stroke max. 1.270 dpi

The publisher reserves the right to reduce the  
image resolution to the values specified here  
for higher-resolution image components. No  
guarantee is given for the correctness of the  
conversion.

# 11. TECHNICAL DATA II

## Colors

Euroskala ISO 2846-2  
(Spot colors are converted according to their CMYK values)

## Color preparation

Please use ICC color profile ISOnewspaper26v4.icc. This takes into account the achromatic structure, maximum total color application and the dot gain of newspaper printing. Download the profile at <https://transfer.axelspringer.de/download/icc/ISOnewspaper26v4.icc>

## Total color application

Max. 240%

## 4c proof printing

Customer proof supplied, matched to newspaper printing according to ISO 12647-3:2005 with FOGRA-Medienkeil CMYK v3.0a

## File format

We recommend the PDF/X-4:2008 file format. The PDF/X-1a:2001 and PDF/X-3:2002 file formats are still valid and are also accepted. In principle, no open formats are used. The data must be created in the original size of the display.

Please note that if PDF/X-4 is supplied, the publisher will reduce any transparencies it contains.

## Digital data transmission

On the website <http://transfer.axelspringer.de> you can call up information on the structure and dispatch of the print documents and transfer the print documents directly.

## QR-Code

A minimum format of 25 x 25 mm and a resolution of 300 dpi are recommended for the legibility of QR code images in newspaper printing. The advertiser is responsible for the content of the link.

## Pressure failure

In the case of deviating data structures, no guarantee can be given for print failure. Color variations within the printing locations are process-related and do not justify any claims for compensation. No guarantee is given for the correctness of the conversion of 4c advertisements via ICC color profiles. The dimensional stability of the newsprint is subject to slight fluctuations due to the process.

## You will find information on sending your print documents in the order confirmation.

Please send proofs to:

Axel Springer Deutschland GmbH  
Herstellung  
Planungs- und Anzeigenmanagement  
Axel-Springer-Straße 65  
10888 Berlin

## Contact

Tel. +49 (0) 30 2591 – 73073  
E-Mail: [bildgruppe-duteam@axelspringer.de](mailto:bildgruppe-duteam@axelspringer.de)

Technical details and contact information for **individual bookings** of the B.Z. can be found in the corresponding price list at [www.mediaimpact.de](http://www.mediaimpact.de)