

BILD

MORE PASSION IS NOT POSSIBLE!

We think bigger.

We are big pictures.

We are news.

Thanks to its high level of topicality, commitment and unparalleled proximity to its readers, BILD knows how to get to the heart of news, background information and entertainment from all areas of political and social life on a daily basis.

BILD stands for the fact that knowledge is not only published, but also understood - an important contribution to an enlightened society.

BILD moves 6.08 million people every day¹.



PRICES AND FORMATS

GERMANY-TOTAL

FORMAT	GROSS PRICE 2025	ECONOMY- TARIFF**
mm-price*	€199	
1000 format	€186,800	€99,500
½ page	€403,000	€199,500
1/1 page	€645,000	€299,500

All prices in €, plus VAT.

Booking unit GERMANY-TOTAL consists of the titles BILD and B.Z.. B.Z. can also be booked individually.

*Minimum size 20mm; for advertisements of 5 columns or more, a minimum format of 1400 total mm applies.

**The customer books an ad for a specific calendar week and leaves it up to BILD to decide on which publication day (Mon.-Sat.) the ad is placed.

KEY FIGURES

- Frequency of publication** daily; except Sundays and public holidays
- Reach circulation sold** 6.08 million readers (ma 2025 /Press II)
981.582 copies (IVW Q2/2025)
- Points of sale** 73,000 points of sale

TARGET GROUP²

67% 33%

	BILD	BASIS
AGE		
Age 14-19	3	7
Age 20-29	10	13
Age 30-39	15	15
Age 40-49	16	14
Age 50-59	18	18
Age 60-69	16	16
Age 70 +	22	18
HH-NET INCOME		
to below €1,250	4	8
€1,250 – 1,750	11	9
€1,750 – 2,250	15	12
€2,250 +	70	72

¹ma 2024 Press Media II ²Composition in % according to ma 2024 Press Media II, population age 14 and over: 70.48 million.