

# BILD DIGITAL



## CONCEPT

BILD is your powerful platform for maximum attention. As Germany's leading multimedia outlet, we know what moves people – quickly, directly and always up close. With high-quality journalism and innovative offerings such as the AI assistant Hey\_, our vertical video portal BILD Play, the high-selling Black Week specials, the wide-reaching Ronzheimer podcast and much more, we create effective environments for strong brand presentations. Our 2026 World Cup coverage also ensures unique reach and strong user loyalty. Compact, emotional and available in real time at all times.

75 per cent direct visits and over 4,59 million daily unique users<sup>1</sup> demonstrate the high level of trust our users place in us and make BILD the largest digital media brand in Germany. Place your brand where relevance, reach and emotion come together: at BILD.

Key Figures / Month	Desktop, MEW & Apps (Total)	Target Group	Desktop, MEW & Apps (T)
Net reach	20,93 Mio.	Male	55 %
Daily net reach	4,59 Mio.	20 - 49 years	40 %
Visits	580 Mio.	Houshold net income min. €2,000	84 %
Page Impressions	2 Mrd.	Emplied	64 %

1) Source: b4p 2025 II; Base: German-speaking population aged 14+, NpM  
2) IVW Oktober 2025

# BILD DIGITAL FACTSHEET

## FIXED DAILY PLACEMENT - HOMEPAGE

HOMERUN (Multiscreen)   10 AM – 10 AM	
Garanteed Impressions	Garantee / Price
	21,000,000 AIs
<b>HOMERUN</b>  Desktop: Billboard / Catalogue Ad / Direction Ad / (Dynamic) Sitebar / Double Dynamic Sitebar <sup>1</sup> / Engagement Ad / (Dynamic) Fireplace <sup>1</sup> (+ optional sticky oder expandable) / Gallery Ad / Picture Wall / Video Wall <sup>3</sup> / Twoface Ad / Wallpaper <sup>1</sup>  Mobile: Catalogue Ad / Click & Swipe <sup>4</sup> / Content Ad / Cube Ad MMR / Gallery Ad MMR / Halfpage Ad / Interscroller / Mobile Medium Rectangle / Understitial + Optional <sup>2</sup> : Lead Ad 4:1 / 6:1 / 2:1 / Twoface Ad / Welcome Ad + Lead Ad  App: Medium Rectangle / Click & Swipe / Content Ad / Cube Ad MMR / Halfpage Ad / Interscroller / Understitial + Optional <sup>2</sup> : Lead Ad 4:1 / 6:1 / 2:1	€240,000 (Q1-Q3)  €250,000 (Q4)
<b>HOMERUN PLUS</b>  Desktop: Big Stage: Automatic Pre Expanding Video Wall <sup>3</sup> (max. 8 Sekunden) / Curtain Dropper <sup>3</sup> , Bridge Ad <sup>3</sup> , Frame Ad  Mobile: Big Stage: Automatic Pre Expanding Vertical Video (max. 8 Sekunden) <sup>4</sup> / Mobile Medium Rectangle / (Video) Interscroller (9:16) / Content Ad / (Video) Understitial / Swipe Ad + Optional <sup>2</sup> : Lead Ad 2:1 / 4:1 mit muted Videoautoplay (16:9) / Mobile Curtain Dropper <sup>4</sup> / Frame Ad  App: Medium Rectangle / (Video) Interscroller (9:16) / Content Ad / (Video) Understitial + Optional Lead Ad 2:1 <sup>2</sup> / 4:1 <sup>2</sup>	€340,000
ULTIMATE DAYS   10 AM – 10 AM	
Garanteed Impressions	Garantee/ Price
	23,000,000 AIs
Homerun Plus + Prestitial Multiscreen <sup>5</sup>  Bookable on following days: 19./20.07. & 11.11.	€534,000
A-Teaser   10 AM – 10 AM	
Garanteed Impressions	Garantee/ Price
	15,000,000 AIs
A-Teaser Multiscreen	€175,000 (Q1-Q3)  €185.000 (Q4)

- 1) For optimal display and improved viewability on tablets, delivery of a dynamic sidebar is recommended.
- 2) If a Lead Ad is optionally booked, it is not part of the guaranteed booking but included as fallback.
- 3) For the Big Stage, fallback could be e.g., Billboard or Dynamic Fireplace.
- 4) For 1st/3rd fallback, a Lead 2:1 and Medium Rectangle or Interscroller must be delivered.

# BILD DIGITAL FACTSHEET

TAGESFESTPLATZIERUNGEN – HOMEPAGE

MaxClick   10 AM – 10 AM	Garantee/ Price
<b>Garanteed Clicks</b>	<b>50,000 Clicks</b>
C-Teaser Multiscreen	€160,000 (Q1-Q3)
Social Audience Boost	€178,000 (Q4)

Content Ad + Contentbar Premium   10 AM – 10 AM	Garantee / Price
<b>Garanteed Impressions</b>	<b>2,500,000 AIs</b>
Desktop: Content Bar Premium	€50,000 (Q1-Q3)
Mobil: Content Ad 4:1 / Mobile Medium Rectangle	€60,000 (Q4)
App: Content Ad 4:1 / Mobile Medium Rectangle	

BILD Second Home (Sports Block)   10 AM – 10 AM	Garantee / Price
<b>Garanteed Impressions</b>	<b>1,500,000 AIs</b>
<b>SECOND HOME</b>	
Desktop: Wallpaper <sup>1</sup> / Billboard / (Dynamic) Sitebar <sup>1</sup> / Fireplace <sup>1</sup>	€30,000 (Q1-Q3)
Mobile: Medium Rectangle / Understitial / Cube Ad MMR / Gallery Ad MMR / Halfpage Ad	€40,000 (Q4)
App: Medium Rectangle / Cube Ad MMR	
<b>SECOND HOME PLUS</b>	
Desktop: Double Dynamic Sitebar <sup>1</sup> / Dynamic Fireplace <sup>1</sup>	€35,000 (Q1-Q3)
Mobile: Interscroller / Cube Ad MMR	€45,000 (Q4)
App: Medium Rectangle / Cube Ad MMR	

1) Für eine optimale Darstellung und verbesserte Viewability auf dem Tablet wird die Anlieferung einer Dynamic Sitebar empfohlen.

# BILD DIGITAL

## FIXED DAILY PLACEMENTS - CHANNEL

BILD Run   10 AM – 10 AM		Garantee / Price		
<b>BILD Run:</b> Entertainment, Money, Lifestyle, Advice, Travel, Auto, Digital		<b>6,000,000 Ais</b>		
		€100,000 (Q1–Q3)		
		€120,000 (Q4)		
<b>BILD Run Max:</b> News, Politics, Money, Entertainment, Lifestyle, Advice, Travel, Auto, Digital		<b>12,000,000 Ais</b>		
		€170,000 (Q1–Q3)		
Desktop:1: Billboard (100/1) / Dynamic Fireplace1 / Double Dynamic Sitebar1 / Dynamic Sitebar1 / Wallpaper1 / Fireplace1		€190,000 (Q4)		
Mobile: Lead Ad (4:1/ 6:1) + Medium Rectangle / Interscroller / Cube Ad MMR / Content Ad / Understitial				
Topic Run   10 AM – 10 AM		Entertainment	Sport	News
Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace1		2,000,000 Ais €40,000 + Entertainment Index	3,000,000 Ais €60,000 + Sport Index	6,000,000 Ais €120,000 + News Index
Mobile: Lead Ad (4:1 / 6:1) + Medium Rectangle / Understitial / Cube Ad MMR / Interscroller / Halfpage Ad		Health & Family	Finance, Business, Saving	Multimedia & Tech
		1,600,000 Ais €32,000 + Advice Index	1,600,000 Ais €32,000 + Money Index	1,600,000 Ais €32,000 + Digital Index + Games Index
<b>Special Features<sup>2</sup></b> You get exclusivity on the channel homepages, as well as targeting on the channel affiliation. Users are targeted based on their reading behavior over the past 30 days. Affinity users are reached on BILD.de and exclusively served your advertising material.		Auto & Service	Travel	
		550,000 Ais €11,000 + Auto Index	550,000 Ais €11,000 + Travel Index	

## FIXED DAILY PLACEMENTS SPORTS

BILD Sport Fixed Placements <sup>2</sup>   10 AM – 10 AM	Sport Channel Run	Fußball Channel Run
Desktop: (Dynamic) Sitebar / Skyscraper <sup>1</sup>	<b>2,000,000. Ais</b>	Match Day <sup>4</sup> :
Mobile: Lead Ad (4:1) + Medium Rectangle o. Understitial	€36,000	<b>5,000,000 Ais</b>
		€90,000

1) Für eine optimale Darstellung und verbesserte Viewability auf dem Tablet wird die Anlieferung einer Dynamic Sitebar empfohlen.  
2) Nicht kombinierbar mit Targeting Optionen der MI-DATA-Ratecard.  
3) Nicht innerhalb eines BuLi-Sponsorings  
4) Spieltag bei folg. Wettbewerben: Bundesliga, DFB Pokal, UCL, Euro-League



# TKP PLATZIERUNGEN

					
					
					
					
MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)					
	AdBundle, Skyscraper, Superbanner, Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Billboard	Dynamic Fireplace, Double Dynamic Sitebar, wBillboard (Cinematic Ad) <sup>1</sup>	
Mobile Content Ad 6:1 + 4:1	RoC € 40	RoC € 50	RoC € 60	RoC	€ 65
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoC € 50	RoC € 60	RoC € 70	RoC	€ 75
Mobile Content Ad 1:1, Understitial, Interscroller <sup>2</sup> , Prestitial (In App) <sup>2</sup> Mobile Halfpage Ad <sup>1</sup>	RoC € 62	RoC € 72	RoC € 82	RoC	€ 87
VIDEO					
InText Outstream Ad <sup>4</sup> on start, up to incl. 20 sec.	RoC € 50	Vertical Video „PLAY“ <sup>9</sup> up to incl. 30 sec.	RoC € 65		
(Live)Stream Ad <sup>5</sup> up to incl. 20 sec.	RoC € 75				

MULTISCREEN - Traffic distribution between desktop and mobile depends on availability.  
DISPLAY ROP - includes one targeting option of your choice (options: socio, region standard, interest, contextual, perfect fit) / additional targetings added according to targeting price list; exception: ID-based targeting

Additional options:	Video Wall Desktop Only Mobile Only Additional video formats upon request	Desktop only, RoC: €97 TKP10 Highest price category + €10 CPM surcharge Highest price category
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- 1) In RoP and RoS on selected pages. Not available for booking with BILD or Sportbild
- 2) A vertical video can also be played in the mobile interscroller, muted with click to play. Gross CPM: €92.
- 3) Only available for booking in-app. Playback with FC 1/campaign.
- 4) Overtime (21-30 sec.) + €20 CPM // Short spots (7-15 sec.) - €10 CPM // VPAID + €10 CPM // Paid targeting possible with CPM surcharge.
- 5) Bookable on WELT TV livestream, BILD Event livestream, Pluto TV, and the FAST channels of AUTO BILD, BILD, COMPUTER BILD, SPORT BILD, and Books. Longer spots (21-30 sec.) +\$10 CPM // Short spots (up to and including 6 sec.) -\$10 CPM. Extra length (31+ sec.) on request, surcharge depending on extra length. Technical targeting (device, time, geo) across the entire OTT inventory. There is a surcharge of €30 gross for targeting on CTV. Personalized and regionalized targeting (socio, interest, persona, AdUp Standard) on web inventory only. Paid targeting possible with CPM surcharge.
- 6) Bookable on selected pages. Overtime (21-30 sec.) + \$20 CPM // Short spots (up to and including 6 sec.) -\$10 CPM.
- 7) Other formats: Bumper (up to and including 6 sec.) - RoS & Custom €65, Sponsorship (up to and including 20 sec.) - RoS & Custom €100. Targeting possible (region+socio): + €11 CPM surcharge per targeting criterion. RoP: programmatically available.
- 8) Bookable on AUTOBILD, BILD, COMPUTERBILD, SPORT BILD, and WELT (desktop and MEW). Only bookable on multiple screens. Short spots (up to 6 seconds) – €10 CPM.
- 9) Vertical video in PLAY always starts with sound within the PLAY carousel.
- 10) FC 1/24h, a billboard or site bar is displayed as a reminder (only the billboard is displayed on tablets), other formats available on request. Bookable on the following sites: businessinsider.de, autobild.de, computerbild.de, fitbook.de, myhomebook.de, petbook.de, techbook.de, travelbook.de. Special features bild.de: Can only be booked as a fixed placement, FC 1/24h, no autoplay, subject to editorial approval, limited to a single loop.

Factsheet 2026

# NATIVE PRODUCTS

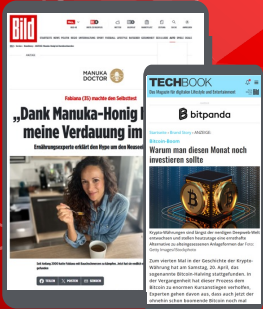
# BRAND STORIES

Let your message be told with a native approach on our media brands: credible, entertaining, and informative advertising!

**How it works:** Brand storytelling with journalistic narrative expertise. Individually designed stories with spectacular storytelling elements, videos, and graphics.

**Booking options:** Only bookable individually on the respective properties.

**Notes:** Consists of a story + traffic drivers that link to the story (native teaser). Page views guaranteed!



Minimum Bookable Page Views <sup>3</sup> :		Basic Package <sup>1</sup>		Maximum Bookable Page Views <sup>3</sup> :	
		Guaranteed Page Views	Cost per View (CPV) <sup>2</sup>		
40,000 CPV: €2,63 CPV: €2,63		<b>BILD</b> 110,000 Views €2,10		200,000 CPV: €1,58	
30,000 CPV: €3,15 CPV: €3,15		<b>WELT</b> 50,000 Views €2,62		100,000 CPV: €2,10 CPV: €2,10	
5,000 CPV: €3,50 CPV: €3,50		<b>BZ, BOOKS<sup>4</sup>, LIFESTYLE, Sport BILD</b> 15,000 Views €3,33		20,000 overall CPV: €3,13	
Only the basic package bookable		<b>Business Insider</b> 5,000 Views €5,50		Only the basic package bookable	
Only the basic package bookable		<b>BILD GG Channel</b> 15,000 Views €3,00		Only the basic package bookable	
				250,000 overall CPV: €1,57	
				130,000 overall CPV: €2,09	

+ Additional Add-Ons		Additional Costs
<b>Data &amp; Market Research Add-Ons</b>	Audience Insights Report   from 100,000 views (BILD & WELT)	€750 added to creation costs
	Market Research   from 100,000 views (BILD & WELT)	€3,500 added to creation costs
<b>Graphic and Content Add-On<sup>5</sup></b>	Immersive Story	Individual
	Interactive Story	€4,000 added to creation costs
	Swipe Story	No extra charge
<b>Social Media</b>	Sponsored Posts   Content Posts   Vertical Story	See Social Media Factsheet
<b>Performance</b>	Just Clicks, Social Performance Add-On or Interaction Add-On	See Performance Factsheet
<b>Hub</b>	Platform to collect your Brand Stories	From booking of 3 stories or more
<b>Refresh Story</b>	Options: Easy, Update, native A-Teaser (only BILD), Home (only BILD) <sup>6</sup>	From €500 creation costs, depending on package (see footnote)
<b>Insight Add-On<sup>7</sup></b>	Integrated surveys / quizzes for exciting insights <sup>7</sup>	No extra charge
<b>BILD Marketplace</b>	Placement of your products on the BILD Marketplace	From €4,000 net, depending on scope

1) Campaign runtimes vary by brand: BILD, Sport BILD, BILD GG Channel: 4 weeks; WELT, LIFESTYLE, BZ & BOOKS: 6 weeks; Business Insider: 6–8 weeks.  
2) Add. creation costs (not discount- and AE-eligible): BILD: from 40,000 Views €8,000; from 110,000 Views €10,000; from 200,000 Views €12,000 | WELT: from 30,000 Views €8,000; from 50,000 Views €10,000; from 100,000 Views €12,000 | LIFESTYLE, BZ, BOOKS, Sport BILD: from 5,000 Views €3,500; from 15,000 Views €4,000; from 20,000 Views €4,500 | Business Insider: €3,500 | BILD GG Channel: €8,000. Brand Stories also possible on Auto BILD and Computer BILD; implementation takes place not in the Brand Studios but by the property itself; see Property Factsheets.  
3) Scalable Page Views: from min. €154 gross CPV (SR- and AE-eligible), depending on booking size and property. For Business Insider and BILD GG Channel, no extra views can be booked. Variable BILD Home placement: no A-Teaser / no C4-Teaser: 40,000 – 69,999 Views | C4-Teaser multiscreen: 70,000 – 109,999 Views | A-Teaser multiscreen: from 110,000 Views.  
4) BOOKS, Fitbook, myHomebook, Petbook, Stylebook, Techbook and Travelbook.  
5) Graphic representations not suitable for all properties; review and decision by Axel Springer Brand Studios.  
6) Option Easy: same story, same teaser – price depending on booked Brand Story Views + €500 creation costs | Option Update: same story, new teaser – price depending on booked Views + €1,500 + €2,500 creation costs (booking of 250,000 Views subject to approval by Axel Springer Brand Studios depending on topic) | Option Home: 8 weeks display on BILD.de Home with native teasers (triple rotation) – price €21,500 + €500 creation costs | Option Easy & Update: bookable on all available properties. Options Home and A-Teaser: exclusive for BILD.  
7) Various survey formats possible.

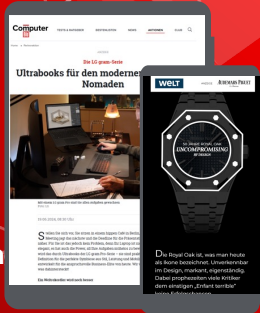
# PRODUCT STORIES

**Boost your product awareness with our Product Story and spread your advertising with precise storytelling!**

**How it works:** Product-centered, individually designed, promotional storytelling with attention-grabbing visuals and graphics in the look & feel of the media brand, including link-outs to your desired landing page.

**Booking options:** Available individually for each object. The traffic from the story combos is distributed across all listed objects, with the story itself appearing on only one of the media sites

**Notes:** Consists of a story + traffic drivers that link to the story (ad server ad units + social media). Ad impressions + page views guaranteed!

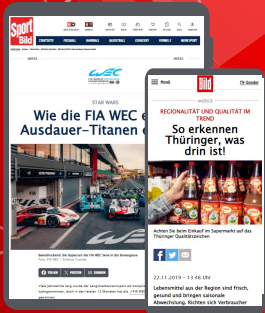


Basic Package <sup>1</sup>		Guaranteed Page Views	Guaranteed Ad Impressions	Package Price <sup>2</sup>
BILD Product Story M		20,000	6,200,000	€55,000
BILD Product Story L		30,000	8,400,000	€79,000
WELT Product Story M		12,000	4,700,000	€47,000
WELT Product Story L		23,000	8,400,000	€70,000
WELT Statement Story		8,000	4,700,000	€47,000
Computer BILD, Auto BILD, Sport BILD, BOOKS Product Story		9,000	1,700,000	€33,750
Business Insider Product Story		5,000	5,000,000	€27,500
Story Kombos				
Decision-Makers (Business Insider + WELT)		28,000	13,400,000	€97,500
Technology (Computer BILD + Techbook + BILD)		19,000	4,800,000	€61,250
Automotive (Auto BILD + Sport BILD + BILD)		19,000	4,800,000	€61,250
Innovation (Computer BILD + Techbook + WELT)		15,000	4,050,000	€57,250
+ Additional Add-Ons			Additional Cost	
Additional Visibility	Ad Impressions <sup>3</sup>		On CPM basis (see CPM price list)	
Data Add-Ons	Targeting   on selected ad media; for BILD & WELT, a separate Targeting Product Story is available (guarantees as with Product Story M + targeting on all ad media) <sup>4</sup>		From €10 CPM (see Targeting Ratecard); BILD package: €80,000, WELT package: €66,000 <sup>4</sup>	
Graphic and Content Add-Ons <sup>5</sup>	Immersive		Individual	
	Interactive		€4,000 on top of creative costs	
	Swipe Story		No extra cost	
Social Media	Sponsored Posts   Content Posts   Vertical Story		See Social Media Factsheet	
Performance	Just Clicks, Social Performance Add-On or Interaction Add-On		See Performance Factsheet	
Hub	Stage for collecting your Product Stories		Available when booking from 3 stories upwards	
Refresh Story <sup>6</sup>	Option Refresh Story Easy and Update		Ab 500€ Kreationskosten, je nach Paket (siehe Fußnote)	
Insight Add-On <sup>7</sup>	Integrated surveys/quizzes for exciting insights		No extra cost	
BILD Marketplace	Placement of your products on the BILD Marketplace		From €4,000 net, depending on scope	

1) Campaign duration: Product Stories min. 4 weeks | Story Kombos: 4-6 weeks | Business Insider: 6 weeks.  
2) Plus creative costs (not SR- or AE-eligible): BILD & WELT Package M: €6,000 | Package L: €8,000 | Statement Story WELT: €6,000 | Computer BILD, Auto BILD, Sport BILD, Business Insider: €3,500 | BOOKS: €3,000 | Story Kombos: €8,000 (for interactive implementation, an additional €4,000 applies). Basic review of content from financial service providers, if applicable, subject to necessary adjustments to the product variant and/or guaranteed views.  
3) Only ad media included in the basic packages bookable without surcharge.  
4) Only selected Interest/Combo TGX + Context targeting available; plus creative costs I.H.V. €6,000 (not discount- or AE-eligible).  
5) Graphic representations not suitable for all content: review and decision by Axel Springer Brand Studios.  
6) Option Easy: same story, same teaser – price per Product Story package + €500 creative costs | Option Update: same story, new teaser – price per Product Story package + €1,500 creative costs.  
7) Bookable on all available objects | Creative costs are not SR- or AE-eligible.  
7) Various survey formats possible.



# ADVERTORIALS



**Your supplied advertising content is presented in the style of the media brand, giving you — in addition to traffic — a trusted brand environment!**

**How it works:** Promotional ad in the look & feel of the media brand. Integration of your content into stories around the products & purchase messages.

**Booking options:** Available individually for each object only.

**Notes:** Consists of a story + traffic drivers linking to the story (ad server ad units). Ad impressions guaranteed!

Basispaket <sup>1</sup>	Guaranteed Ad Impressions	Package Price <sup>2</sup>
<b>BILD</b>	9,000,000	€50,000
<b>WELT</b>	4,000,000	€25,000
<b>LIFESTYLE</b>	3,600,000	€20,000
<b>Auto BILD, Business Insider, Computer BILD, Sport BILD</b>	2,500,000	€25,000

+ Additional Add-Ons		Additional Cost
<b>Additional Visibility</b>	Ad Impressions <sup>3</sup>	On CPM basis (see CPM price list)
<b>Data Add-Ons</b>	Targeting I on selected ad media	From €10 CPM (see Targeting price list)
<b>Social Media</b>	Sponsored Posts   Content Posts   Vertical Story	See Social Media Factsheet
<b>Performance</b>	Just Clicks, Social Performance Add-On o. Interaction Add-On	See Performance Factsheet
<b>Hub</b>	Stage for collecting your advertorials	Available when booking from 4 advertorials upwards

1) Campaign duration: WELT & LIFESTYLE: 6 weeks | BILD, Sport BILD, Computer BILD, Auto BILD, & Business Insider: 4 weeks.  
2) Plus creative costs (not SR- or AE-eligible): BILD, WELT and Business Insider: €3.500 | Sport BILD, Computer BILD, Auto BILD, LIFESTYLE: €2.500. Advertorials are also available on the BOOKS platform; implementation is not carried out in the Brand Studios, but by the object itself (see Object Factsheets).  
3) Only ad media included in the basic packages bookable without additional creative cost surcharge.

The lead time for advertorials is at least 2 weeks from delivery of materials. All prices are (unless otherwise stated) SR-eligible gross prices, minus AE, plus VAT. Changes and errors excepted.