Europe‘s Major Daily Newspaper

BILD

Relevance. Entertainment. True to life.

Relevance. We show what moves, what is - just as it is. Unadulterated and clear.

Entertainment. We love tabloid journalism and are proud to entertain our readers.

True to life. We report for everyone. We provide guidance and aim to make our readers' lives easier, healthier, and more affordable.

With this power, BILD delivers news and background from politics, society, and sport every day in a clear, fast, and concise manner for all of Germany.

PRICES AND FORMATS BILD GERMANY-TOTAL

Format	Economy-Tariff 2026
500er format	**87.500 €**
1000er format	**192.000 €**
1/2 page	**414.000 €**
1/1 page	**663.000 €**

All prices in €, plus VAT.
Booking unit GERMANY-TOTAL consists of the titles BILD and B.Z.. B.Z. can also be booked individually. Does not apply to political advertisements.
*Minimum size 400mm; for advertisements of 5 columns or more, a minimum format of 1,400 total mm applies. Further prices, formats, and information: PRICE LIST NO. 80.

KEY FIGURES

Frequency of publication	daily; except Sundays and public holidays
Reach	**5,80 million readers** (ma 2026 /Press II)
Circulation sold	**900.624 copies** (IVW Q3/2026)

Status: October 2026; subject to change and errors excepted.

Bild media **impact**