

BILD DIGITAL



CONCEPT

BILD is Germany's leading multimedia news brand!

BILD knows what moves people: fast, up-to-date, and varied. In addition to first-class quality journalism, we also offer new platforms like the BILD AI Assistant “Hey_” or our vertical video portal BILD Play with innovative experiences. Our loyal users appreciate this – with 75% direct traffic. Position yourself digitally in Germany’s largest media brand and benefit from the brand reach of our over 5.66 million daily unique users!¹⁾

Key Figures / Month	(Desktop, MEW & Apps – Total)	Target Group	(Desktop, MEW & Apps – Total)
Unique User	25.30 million	Male	58 %
Daily Unique User	5.66 million	Age 20–49	52 %
Visits	578 million	Household net income min. €2,000	79 %
Page Impressions	2.2 billion	Employed	71 %

1) Source: b4p 2024 II; Base: German-speaking population aged 14+, NPM, NPT
2) IVW November 2024

BILD DIGITAL

FIXED DAILY PLACEMENT – HOMEPAGE

HomeRun (Multiscreen) 10 – 10 AM	Guarantee / Price
Guaranteed Impressions	21,000,000 AIs
BASIC Desktop: Wallpaper ¹ / Billboard / Gallery Ad / (Dynamic) Sitebar ¹ / Fireplace ¹ (+ optional sticky or expandable) Mobile: Medium Rectangle / Understitial / Cube Ad MMR / Gallery Ad MMR / Content Ad + Optional: Lead Ad 4:1 / 6:1 ² App: Medium Rectangle / Understitial / Cube Ad MMR / Content Ad + Optional: Lead Ad 4:1 ² / 6:1 ²	€220,000 (Q1–Q3) €230,000 (Q4)
DELUXE Desktop: Billboard (100/1) / Dynamic Fireplace ¹ / Curtain Dropper ³ / Double Dynamic Sitebar ¹ / Video Wall ³ / Bridge Ad ³ / Catalogue Ad / TwoFace Ad Mobile: Medium Rectangle / Click & Swipe ⁴ / Interscroller (TwoFace Ad possible) / Content Ad / Cube Ad MMR / Gallery Ad MMR / Understitial / Welcome Ad XL / Halfpage Ad + Optional: Lead Ad 4:1 ² / 6:1 Permanently sticky until the sports section / 2:1 ² nicht sticky App: Medium Rectangle / Cube Ad MMR / Click & Swipe / Interscroller / Content Ad / Understitial + Optional: Lead Ad 4:1 ² / 6:1 ² / 2:1 ²	€250,000 (Q1–Q3) €260,000 (Q4)
SUPREME Desktop Big Stage: Automatic Pre Expanding Video Wall ³ (max. 8 seconds) Mobile Big Stage: Automatic Pre Expanding Vertical Video (max. 8 seconds) ⁴ / Medium Rectangle / Video Interscroller (9:16) / Content Ad / Video Understitial + Optional Lead Ad 2:1 / 4:1 with muted video autoplay (16:9) ² , Mobile Curtain Dropper App: Medium Rectangle / Video Interscroller (9:16) / Content Ad / Video Understitial + Optional Lead Ad 2:1 ² / 4:1 ²	€400,000

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

FIXED DAILY PLACEMENTS – HOMEPAGE

A-Teaser 10 AM – 10 AM	Guarantee/ Price
Guaranteed Impressions:	15,000,000 AIs
A-Teaser Multiscreen	€175,000 (Q1–Q3) €185,000 (Q4)

MaxClick 10 AM – 10 AM	Guarantee/ Price
Guaranteed Impressions	15,000,000 AIs + 50,000 Clicks
C-Teaser Multiscreen	€160,000
Social Audience Boost	

BILD Second Home (Sports Block) 10 AM – 10 AM	Guarantee/ Price
Guaranteed Impressions	2,000,000 AIs
Basic	
Desktop: Wallpaper ¹ / Billboard / (Dynamic) Sitebar ¹ / Fireplace ¹	€40,000 (Q1–Q3)
Mobile: Medium Rectangle / Understitial / Cube Ad MMR / Gallery Ad MMR	€50,000 (Q4)
App: Medium Rectangle / Cube Ad MMR	
Deluxe	
Desktop: Double Dynamic Sitebar ¹ / Dynamic Fireplace ¹	€50,000 (Q1–Q3)
Mobile: Interscroller / Cube Ad	€60,000 (Q4)
App: Medium Rectangle / Cube Ad	

Content Ad + Contentbar Premium I 10 AM – 10 AM	Guarantee/ Price
Guaranteed Impressions:	3,000,000 AIs
Desktop: Content Bar Premium	€60,000 (Q1–Q3)
Mobile: Content Ad 4:1 / Mobile Medium Rectangle	€70,000 (Q4)
App: Content Ad 4:1 / Mobile Medium Rectangle	

1) Sticky ads float while scrolling for optimal display and improved viewability.

BILD DIGITAL

FIXED DAILY PLACEMENTS – CHANNEL

BILD Run 10 AM – 10 AM	Guarantee / Price
BILD Run: Entertainment, Money, Lifestyle, Advice, Travel, Auto, Digital	6,000,000 AIs €100,000 (Q1–Q3) €120,000 (Q4)
BILD Run Max: News, Politics, Money, Entertainment, Lifestyle, Advice, Travel, Auto, Digital	12,000,000 AIs €170,000 (Q1–Q3) €190,000 (Q4)
Desktop ¹ : Billboard (100/1) / Dynamic Fireplace ¹ / Double Dynamic Sitebar ¹ / Dynamic Sitebar ¹ / Wallpaper ¹ / Fireplace ¹	
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 ¹ / Fireplace ¹	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 / Interscroller	Health & Family	Finance, Business, Saving	Multimedia & Tech
Special Features² 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.	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
	Auto & Service	Travel	
	550,000 AIs €11,000 + Auto Index	550,000 AIs €11,000 + Travel Index	

1) Sticky ads float while scrolling for optimal display and improved viewability. On tablets, delivery of a Dynamic Sidebar is recommended.
2) Not combinable with targeting options from the MI-DATA-Ratescard.

BILD DIGITAL

FIXED DAILY PLACEMENTS – SPORTS 

BILD Sport Fixed Placements ² 10 AM – 10 AM	Sport Channel Run	Football Channel Run
Desktop: (Dynamic) Sidebar / Skyscraper ¹	1,500,000 Ais	Match Day ³ :
Mobile: Lead Ad (4:1) + Medium Rectangle or Understitial	€27,000	3,500,000 Ais
		€63,000

1) Sticky ads float while scrolling for optimal display and improved viewability; on tablets, delivery of a Dynamic Sidebar is recommended.
2) Not included in BILD sports packages.
3) Match days according to competitions: Bundesliga, DFB Cup, UCL, Euro League.

CPM PLACEMENTS

<div><div><div>Bild</div></div><div><div>WELT</div><div>PETBOOK</div><div>myHOMEBOOK</div></div><div><div>ICON*</div><div>BUSINESS INSIDER</div><div>TECHBOOK</div></div><div><div>GRÜNDERSZENE</div><div>Sport Bild</div><div>Computer</div></div><div><div>clever-tanken.de</div><div>Auto Bild</div><div>B.Z. DIE STIMME BERLINS</div></div><div><div>pluto tv</div><div>VIACOM</div><div>upday</div></div></div>						
MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)						
Mobile Content Ad 6:1 + 4:1	AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard	
	RoS & Custom	€50	RoS & Custom	€60	RoS & Custom	€70
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoS & Custom	€60	RoS & Custom	€70	RoS & Custom	€80
Mobile Content Ad 1:1, Understitial ¹ , Interscroller ¹ , Mobile Halfpage Ad ¹	RoS & Custom	€72	RoS & Custom	€82	RoS & Custom	€92
VIDEO						
InText Outstream Ad ² on start, up to incl. 20 sec	RoS & Custom	€60	X-Stream Ad ⁴ up to incl. 20 sec.	RoS		€55
(Live)Stream Ad ⁵ up to incl. 20 sec.	RoS & Custom	€85	YouTube ⁵ pre-roll up to incl. 20 sec.	RoS & Custom		€85
Muted Instream Ad ⁶ up to incl. 20 sec.	RoS	€65	Vertical Video ⁷ InFeed Vertical Video up to incl. 30 sec.	RoS & Custom		€92

MULTISCREEN - Traffic distribution between desktop and mobile depends on availability.

Additional options:

- Double Dynamic Sitebar
Dynamic Fireplace
Desktop Only
Mobile Only
Tandem- / Triple Ads upon request
Additional video formats upon request
- CPM Sidebar surcharge: €5 in combination with a mobile format
CPM Fireplace surcharge: €5 in combination with a mobile format
Highest price category + €10 CPM surcharge
Highest price category

- 1) The Mobile Halfpage Ad will be displayed in the Interscroller for individual objects.
- 2) Overlength (21–30 sec.): +€20 CPM // Short spots (7–15 sec.): –€10 CPM // VPAID + 10€ CPM // Paid targeting possible.
- 3) Bookable in BILD Event Livestream and BILD FAST Channel. Longer spots (21–30 sec.): +€10 CPM // Short spots (up to incl. 6 sec.): –€10 CPM. Bookable as gross CPM upon request; cost calculation based on overlength. For targeting on CTV, an additional €30 CPM is charged. Paid targeting possible.
- 4) Overlength (21–30 sec.): +€10 CPM // Short spots (6 and 15 sec.): –€10 CPM.
- 5) Further formats: Bumper (up to incl. 6 sec.) – RoS & Custom €30. Paid targeting possible (regio/sozio): +€1 CPM surcharge per targeting criterion. RoS: programmatically available.
- 6) Bookable on BILD only. Short spots (6 and 15 sec.): –€10 CPM.
- 7) Vertical video and infused vertical video possible on request, plus Click to Play, InRead, RoS & Custom. Can also run in vertical video on the BILD Play video platform upon request.
- 8) bild.de: Exclusively bookable as a fixed placement, FC 1/24h, no autoplay, subject to editorial approval, limited to a single loop.

facts 2025

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 ³ :		Basic Package ¹		Maximum Bookable Page Views ² :	
		Guaranteed Page Views	Cost per View (CPV) ²		
40,000 CPV: €2,63 CPV: €2,63	+ €2,10 CPV per additional view	BILD 110,000 Views	€2,10	+ €1,58 CPV	200,000 CPV: €1,58
30,000 CPV: €3,15 CPV: €3,15	+ €2,62 CPV per additional view	WELT 50,000 Views	€2,62	+ €2,10 CPV	100,000 CPV: €2,10
5,000 CPV: €3,50 CPV: €3,50	+ €3,33 CPV per additional view	BZ, BOOKS⁴, LIFESTYLE, Sport BILD 15,000 Views	€3,33	+ €3,13 CPV	20,000 overall CPV: €3,13
		Business Insider 5,000 Views	€5,50		
		BILD GG Channel 15,000 Views	€3,00		
Only the basic package bookable				Only the basic package bookable	
Only the basic package bookable				Only the basic package bookable	
				Overall CPV: €1,57	
				Overall CPV: €2,09	

+ Additional Add-Ons		Additional Costs
Data & Market Research Add-Ons	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
Graphic and Content Add-On⁵	Immersive Story	Individual
	Interactive Story	€4,000 added to creation costs
	Swipe Story only on WELT	No extra charge
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	Platform to collect your Brand Stories	From booking of 3 stories or more
Refresh Story	Options: Easy, Update, native A-Teaser (only BILD), Home (only BILD) ⁶	From €500 creation costs, depending on package (see footnote)
Insight Add-On⁷	Integrated surveys / quizzes for exciting insights ⁷	No extra charge
BILD Marketplace	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.

The lead time for Brand Stories is at least 3-4 weeks from material delivery. All prices are, unless otherwise noted, gross prices eligible for SR, less AE, plus VAT. Changes and errors excepted.

PRODUCT STORIES

Boost your product awareness with our Product Story and spread your message 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 ¹		Guaranteed Page Views	Guaranteed Ad Impressions	Package Price ²
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 ³		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) ⁴		From €10 CPM (see Targeting Ratecard); BILD package: €80,000, WELT package: €66,000 ⁴	
Graphic and Content Add-Ons ⁵	Immersive		Individual	
	Interactive		€4,000 on top of creative costs	
	Swipe Story I Only on WELT		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 ⁶	Option Refresh Story Easy and Update		Ab 500€ Kurationskosten, je nach Paket (siehe Fußnote)	
Insight Add-On ⁷	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 €6,000 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.
Bookable on all available objects | Creative costs are not SR- or AE-eligible.
7) Various survey formats possible.

The lead time for Product Stories is at least 3 weeks from material delivery. All prices are (unless otherwise stated) SR-eligible gross prices, minus AE, plus VAT.

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!

Basic Package ¹	Guaranteed Ad Impressions	Package Price ²
BILD	9,000,000	€50,000
WELT	4,000,000	€25,000
LIFESTYLE	3,600,000	€20,000
Auto BILD, Business Insider, Computer BILD, Sport BILD	2,500,000	€25,000

+ Additional Add-Ons		Additional Cost
Additional Visibility	Ad Impressions ³	On CPM basis (see CPM price list)
Data Add-Ons	Targeting I on selected ad media	From €10 CPM (see Targeting price list)
Social Media	Sponsored Posts Content Posts Vertical Story	See Social Media Factsheet
Performance	Just Clicks, Social Performance Add-On o. Interaction Add-On	See Performance Factsheet
Hub	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.
Status: 01.01.2025