

Europe's biggest daily newspaper

# BILD

YOU CAN'T GET MORE PASSIONATE THAN THIS!

We think bigger.  
We write out of passion.  
We turn facts into feelings.  
We are big pictures.  
We are news.  
We are always everywhere.

With its high level of topicality, commitment and unparalleled closeness to the reader, BILD knows how to bring news, background information and entertainment from all fields of political and social life to the point every day. BILD turns facts into emotions and thus moves **6.08 million people\*** every day.



## PRICES AND FORMATS GERMANY-TOTAL

format	gross prices 2025	economy-tariff**
mm-price*	€199	
Thousands Format	€186,800	€99,500
1/2 page	€403,000	€199,500
1/1 page	€645,000	€299,500

All prices in €, plus VAT. Booking unit DEUTSCHLAND-GESAMT 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 1,400 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.

Status: July 2025; Errors and omissions excepted