

advertise on Sunday

BILD AM SONNTAG

WE ARE TRUSTWORTHY AND RELEVANT.

BILD am SONNTAG stands for outstanding journalism and sets the topics that Germany will be talking about during the week on Sunday—politically topical and entertaining. We combine tabloid journalism with well-researched background reports and value diversity of opinion.

WE ARE DIVERSE, FAST, AND UP-TO-DATE.

We provide topics of conversation, inform and inspire our 4.19 million readers every Sunday. Our readers particularly appreciate the mix of news, politics, entertainment and advice. And then there's our centerpiece in the middle of the magazine - the removable sports section.

WE ARE TRUE TO LIFE AND EMOTIONAL.

We bring moving topics to life. Exciting stories are our passion. We are interested in people, we show real life - honest, open and direct.

WE ARE UNDERSTANDABLE, ACTIVATING AND BUYING STIMULATING.

Our clear language makes BILD am SONNTAG accessible and ensures a relaxed reading experience. This is BILD am SONNTAG - Germany's biggest Sunday newspaper!



key figures

Period of publication	weekly/sundays
Reach	4.19 Mio. readers (ma 2025/press II)
Sold edition	470.283 Exemplare (IVW S3/2025)

PRICES AND FORMATS

format	gross prices 2025
1/1 page	€111,700.00
9/16 page	€85,300.00
1/2 page	€76,800.00
1/4 page	€42,500.00

All prices in €, plus VAT.

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