

ADVERTISE ON SUNDAY

BILD AM SONNTAG

WE ARE CREDIBLE AND RELEVANT.

BILD am SONNTAG sets the agenda for the week every Sunday – clear, opinionated and entertaining.

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

3.83 million people read BILD am SONNTAG every Sunday. With news, politics, entertainment, advice columns and its iconic removable sports section, BamS is known for its unique Sunday feel.

WE ARE EMOTIONAL AND CLOSE TO REAL LIFE

Real stories from real people. Up close. Open. Direct.

WE ARE CLEAR, MOTIVATING, AND DRIVE ACTION.

Straightforward language, easy to read and designed to move people – that's BILD am SONNTAG, Germany's biggest Sunday newspaper.



PRICES AND FORMATS

Formats	Gross Prices 2026
1/1 page	114.800,00 €
9/16 page	87.700,00 €
1/2 page	79.000,00 €
1/4 page	43.700,00 €

All prices excl. VAT. Further formats and details available in the BILD AM SONNTAG price list (01/2026).

Key Figures

Frequency of publication	weekly/sundays
Reach	3,40 million readers (ma 2026/Presse II)
Circulation sold	456.700 copies (IVW q2/2026)

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