



— 2025 —

BILD BLACK WEEK

THE SHOPPING EVENT OF THE YEAR

— *impassioned by* —
media **impact**—

| media **impact**—

THE GAMES HAVE BEGUN

PROMOTION PERIOD: November 17 – December 1

Secure exclusive placements¹ for BlackWeek now – and attract attention with maximum reach on the BILD.de homepage, BILDrun, and the BILDDEALS platform!

- Daily exclusive placement on the BILD homepage without advertising pressure
- When booking a homepage placement: Deep integration on the BILDDEALS platform at special rates
- Shopping-oriented BLACKDEALS Deep integration on the BILDDEALS platform



¹) Subject to BILD self-promotion

WHAT YOU CAN EXPECT THIS YEAR AT BILD.



100% SHARE OF VOICE

On the fixed placements



BILDDEALS PLATFORM

Sales-focused deep integration



BRAND POWER

High media attention and coverage



ATTRACTIVE PORTFOLIO

Potential expansion of the campaign in BILD Print, on Computer BILD, TECHBOOK, and much more.



REDIRECTS

Full control over advertising material exchange

BLACK WEEK TAKEOVER YOU CAN'T GET ANY MORE THAN THIS!

ONE OF EVERYTHING, PLEASE! WITH THE
BLACK WEEK TAKEOVER, YOU'LL GET
MORE BILD.DE REACH THAN EVER
BEFORE!

**60 MILLION AD IMPRESSIONS: MOBILE,
DESKTOP, AND IN THE APP – ON THE
HOME PAGE AND IN THE CHANNELS.**¹

Placements: Homerun Deluxe,
B-Teaser, Premium Content Bar & BILDrun
Max

PACKAGE

November 17 to December 1.
60 million AIs / DAY.
PRICE / DAY: €650,000.



¹) Offer not binding, but non-refundable. Cancellable until May 31 / 100% cancellation fee applies from June 1.

MAXIMUM ATTENTION ON THE BILD.DE HOME

**YOUR PRODUCTS IN A PROMINENT
POSITION IN THE DIRECT FIELD OF VISION
ON THE HOME PAGE!**¹⁾

For example, with a double dynamic sidebar
+ billboard above the navigation! You will
also be prominently represented on mobile
devices and in the app.

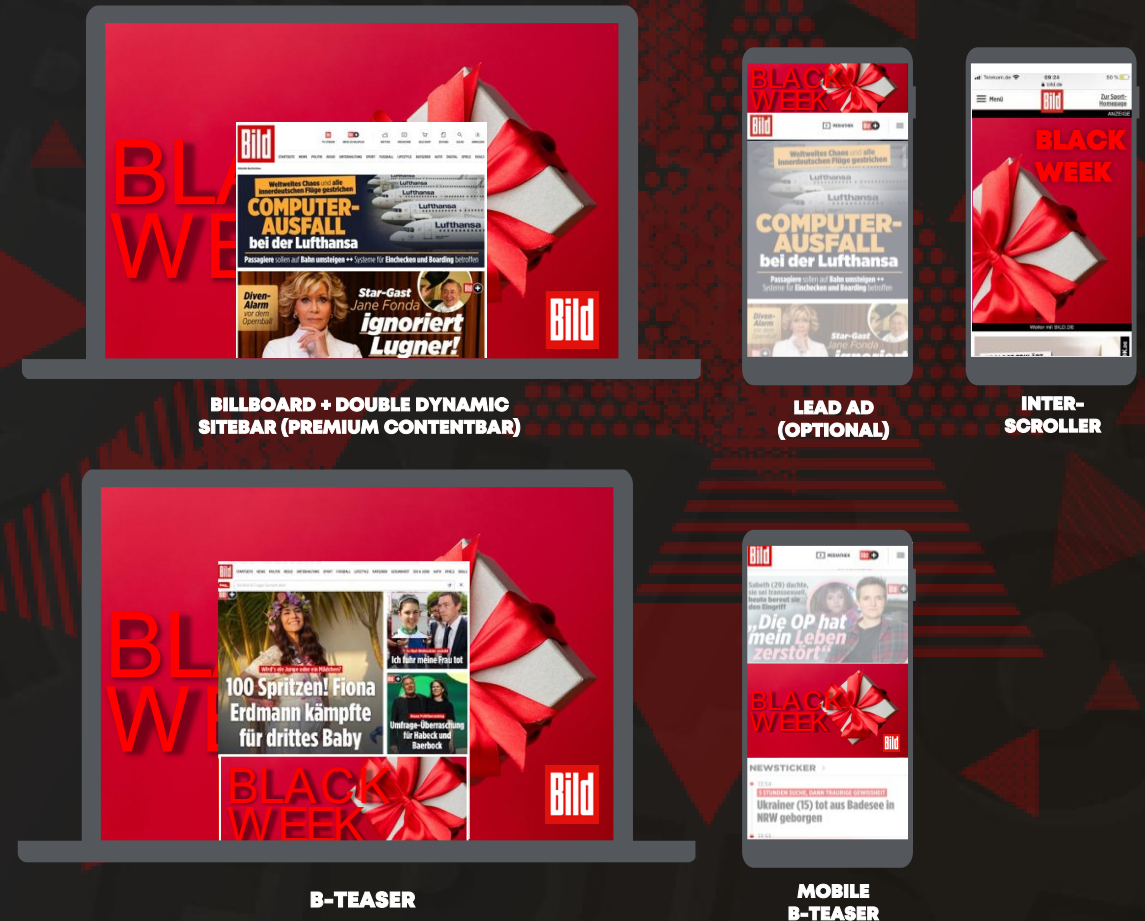
Placements: Homerun Deluxe, Premium
Contentbar, B-Teaser

PACKAGE

¹ 11/17 to 11/27.
45 million AIs / DAY.
PRICE / DAY: €480,000.

PACKAGE

² 11/28 to 12/01.
45 million AIs / DAY.
PRICE / DAY: €550,000.



¹⁾ Offer not binding, but non-refundable. Cancellable until May 31 / 100% cancellation fee applies from June 1 onwards.

GRAND ENTRANCE WITH STRONG PERFORMANCE

THE BILD RUN MAX

THE PERFECT ALTERNATIVE TO HOME WITH MAXIMUM RANGE!

BILD Run Max bundles all relevant channel start and article pages.

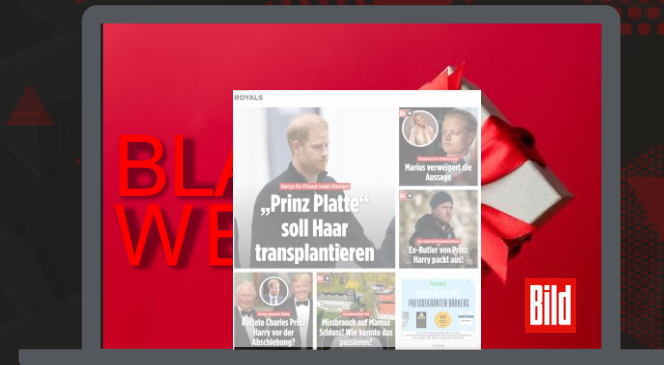
We place you exclusively where the attention of our BILD users is highest and guarantee optimal performance and maximum engagement, e.g., desktop with a billboard + DDS and mobile with a lead ad + cube ad.

Environment: Channel start and article pages

Channel: in the News, politics, money, entertainment, avel, cars, and digital

PACKAGE BILD RUN MAX

15,000,000 AIs / DAY
PRICE / DAY: €225,000



**BILLBOARD + DOUBLE DYNAMIC SITEBAR
(PREMIUM CONTENTBAR)**



LEAD AD



CUBE AD

1) Offer not binding, but non-refundable. Cancellable until May 31 / 100% cancellation fee applies from June 1 onwards.

BILD DEALS – THE ENVIRONMENT FOR DIRECT SALES

INCREASE YOUR SALES WITH BLACKDEALS

Click-friendly product placements in the direct editorial environment on CMS spaces throughout Black Week will ensure you attract attention.

HIGH-CONVERSION PLACEMENTS

Top deal integration in the shopping widget on the BILD.de homepage.

Choose between the STANDARD, PREMIUM, and PREMIUM HOME package options.

Bild **BLACK**
DEALS



EXCLUSIVE WHEN BOOKING BILD HOME OR THE TAKEOVER

When you book BILD Home, you receive the Premium Home package with deep integration on the BILD Deals platform at special rates, giving your sales an extra boost!

Bild **BLACK** DEALS

PREMIUM PACKAGE ¹

BILD DEALS

- Editorially created deal post
- Search engine optimized advertorial as premium content in the magazine section
- Permanent visibility on the teaser wall
- Sticky deal in the top product widget on the home page
- Listing as a premium partner
- Premium ad placement

BILD.de

- Integration in the Deals Block
- Integration in the Top Product Widget on the Home Page
- Native Placement on the Home Page
- Premium ad placements
- 3x Newsletter (BLACKDEALS Special)
- Print (Logo Integration & Offer Placement)

PRICE / PACKAGE: €55,000

1) Maximum term: November 21, 2025 – December 1, 2025 // Offer not eligible for discounts or AE

THE ENVIRONMENT FOR DIRECT SALES

STANDARD PACKAGE¹

BILD DEALS

- Editorially created deal posts
- Teaser wall on the home page
- Highlight banner in the relevant category feed
- Sticky deal in the relevant category feed
- Labeled as “Top Deal”
- Standard ad placement

BILD.de

- Integration in the Deals Block
- Integration in the Top Product Widget Home Page
- Standard ad placements
- 1x Newsletter (BLACKDEALS Special)
- Print Logo Integration

MIN. 10 MIO. AD IMPRESSIONS

PRICE / PACKAGE: €35,000

PREMIUM PACKAGE¹

BILD DEALS

- Editorially created deal posts
- Teaser wall on the home page
- Highlight banner on the home page and in the relevant category feed
- Sticky deal in the top product widget on the home page
- Listing as a premium partner
- Premium ad placement

BILD.de

- Integration in the Deals Block
- Integration in the Top Product Widget on the Home Page
- Native Placement on the Home Page
- Premium ad placements
- 3x Newsletter (BLACKDEALS Special)
- Print Offer Placement

MIN. 15 MIO. AD IMPRESSIONS

PRICE / PACKAGE: €65,000

¹⁾ Maximum term: November 21, 2025 – December 1, 2025 // Offer not eligible for discounts or AE

OUTLOOK PRINT FOR BLACK FRIDAY

Reach BILD will be published as a special edition with a planned print run of **3 million copies on Thursday before Black Friday, November 27, 2025**, and will go one better with **15 million contacts***.

3 Mio. Copies and
15 Mio. Contacts*

ATTRACT NEW BUYERS

Sales boost guaranteed – present your offers to an audience of millions in Germany's most important cities.

Ausgabe 2024



Quelle:1 Status February: Planned circulation and publication date Thursday before Black Friday | Subject to change *Simulation: Contacts from May 2023 TZ plus assumption of number of contacts per household through distribution.

BILD-CONSUMER DIALOGUE

On **NOVEMBER 19, 2025**, BILD will be standing up for consumers in this country for the fourth time! It's a format that also lets BILD readers join in live. Exciting panels and the BILD interrogation will feature lively discussions on relevant topics that are currently affecting Germany.

The BILD consumer dialogue is the highlight of Black Week. The goal: comprehensive information and education about products and services. In combination with a cross-media Black Week campaign, we position our partners as experts in their fields, ensuring high awareness – directly among consumers.

DATE

NOVEMBER 19, 2025

LOCATION

AXEL SPRINGER HQ in Berlin

TARGETED PARTNERSAN

BILD READERS, CONSUMER EXPERTS FROM
POLITICS, SCIENCE, AND BUSINESS

EIN STARKES TEAM FÜR VERBRAUCHER- THEMEN

OUR MISSION

Such a consumer-oriented event is unique in Germany: BILD's consumer dialogue provides a platform for concentrated expert knowledge. With the best specialists on current consumer issues.

OUR TEAM

As head of BILD Economy and Finance, Patricia Platiel and “Sparfochs” Frank Ochse are passionate about consumer issues. The two are the face of BILD Consumer Dialogue and build bridges between consumers and experts.



Patricia Platiel

Head of BILD Business and Finance + Member of the BILD Editorial Board

Frank Ochse

BILD department head “Sparfochs,” presenter, bestselling author

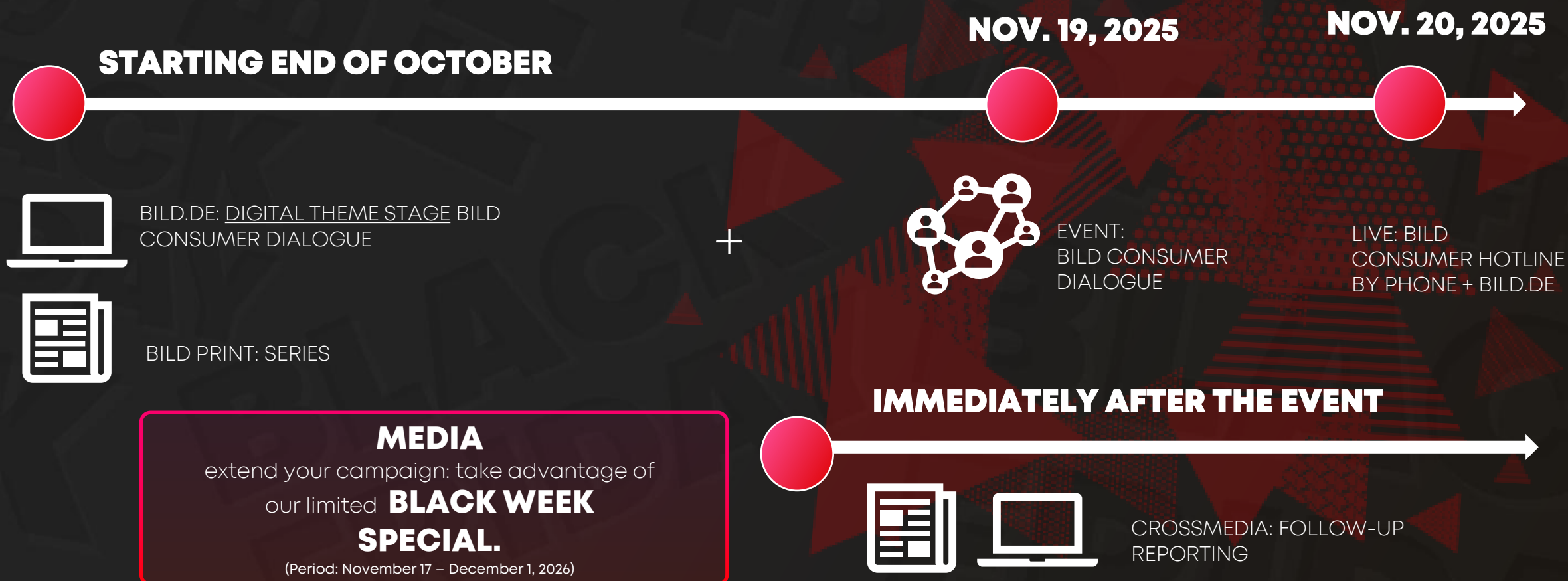
EVENT INTEGRATION OF PARTNERS

As our partner, you will receive full visibility:

- **Agenda-Setting** via panel discussions, keynote speeches, and much more.*
- Integration of videos, consumer experiences, etc.
- Cross-industry networking
- **Logo integration** in all communication media, such as logo wall or LED screen at the event venue.
- **On top integration:** Competition, e.g., on bild.de.



OUR TIMELINE IN A NUTSHELL



2+1 BLACK WEEK SPECIAL SPORTBILD HOMERUN!

**WITH THE BLACK WEEK SPECIAL FROM
SPORTBILD.DE, YOU GET 3 DAYS AT
HOME AND ONLY PAY FOR 2!**

**2.4 MIO. AD IMPRESSIONS: MOBILE,
DESKTOP, AND IN THE APP – ON THE
HOME PAGE.¹**

Placements: Homerun Deluxe Advertising
material: e.g., BB+Double Dy. Sitebar, MEW &
App Lead Ad + Cube Ad / MEW also allows for
interscrollers

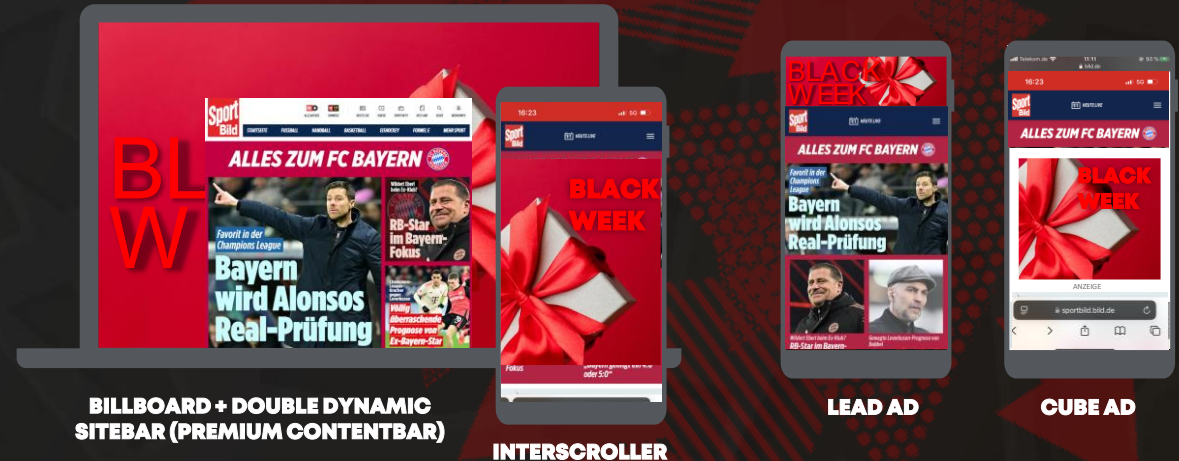
PACKAGE

November 17 to December 1.

2.4 million AIs / 3 DAYS

~~INSTEAD OF: €69,000 gross~~

ONLY: €46,000 gross



- ¹⁾ Also bookable as Basic or Supreme, offer not commitment-capable, but formative. Cancellable until May 31 / from June 1, 100% cancellation fees apply.
- ²⁾ The three fixed placements must be booked and accepted between November 17 and December 1, 2025, and must be made in a single booking and order | Offer eligible for discounts, AE, and AR.

2025 welt BLACK WEEK

THE SHOPPING EVENT OF THE YEAR

impassioned by
media **impact**—

welt | media **impact**—

BLACK WEEK 2025 AT WELT

PROMOTION PERIOD: November 27 – December 1

Take advantage of this opportunity to showcase your content during Black Week and reach your audience directly in the right environment. We offer you exclusive placements with maximum reach on WELT Digital.

**WELT REACHES 22.25
MILLION PEOPLE PER
MONTH.
OF THESE, 83.4% ARE
BETWEEN 18 AND 64
YEARS OLD.**

BLACK WEEK 2025 WELT ALL IN

THE ALL-IN PRODUCT ENSURES MAXIMUM ATTENTION!

Visible on all devices: desktop, mobile, and in the app.

Your message is visible 24 hours a day everywhere: on the home page, channel home pages, and article pages—in other words, throughout the entire WELT Digital portal.

guaranteed
7.75 Mio. Als

WELT ALL IN

WELT Homerun + WELT Portal
24h fixed placement

Basic: €148,250 — **€ 111,187**
Deluxe: €176,500 — **€ 132,375**

incl. **25 %**
**BLACK WEEK-
DISCOUNT**

BLACK WEEK 2025 HOMERUN COMBINATIONS

HOMERUN + FIRST CONTACT

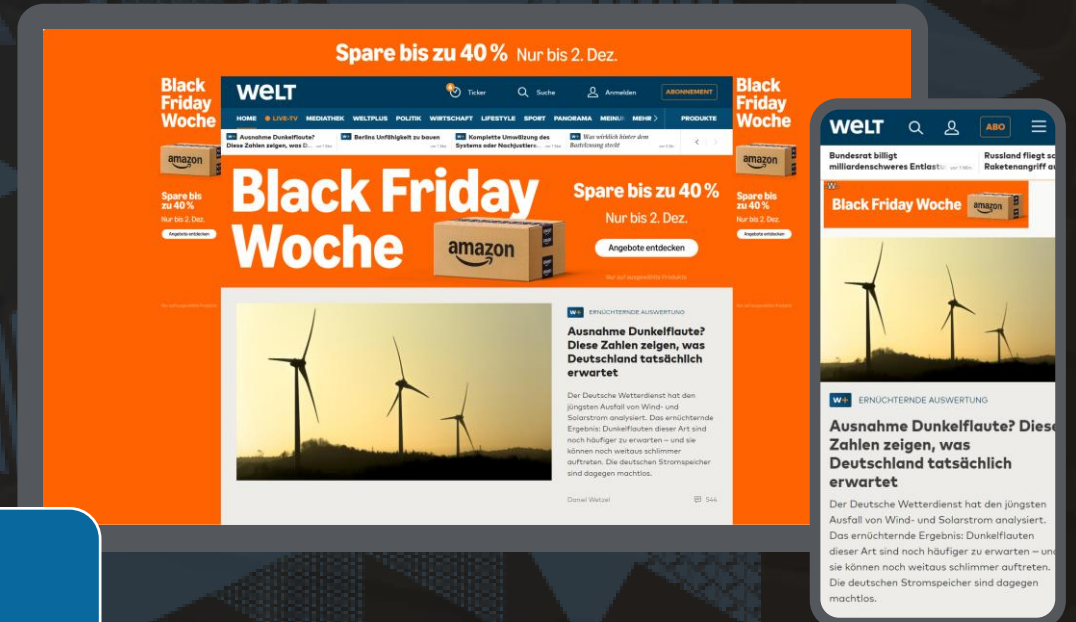
First Contact is the ideal complement to Homerun. In addition to classic home placement, all new users are guaranteed to be reached on their first contact on one day during Black Week.

Basic: ~~€ 90,000~~ **€ 76,500**

Deluxe: ~~€ 106,500~~ **€ 90,525**

incl. **15 %**
**BLACK WEEK-
DISCOUNT**

guaranteed
4.25 Mio. AIs



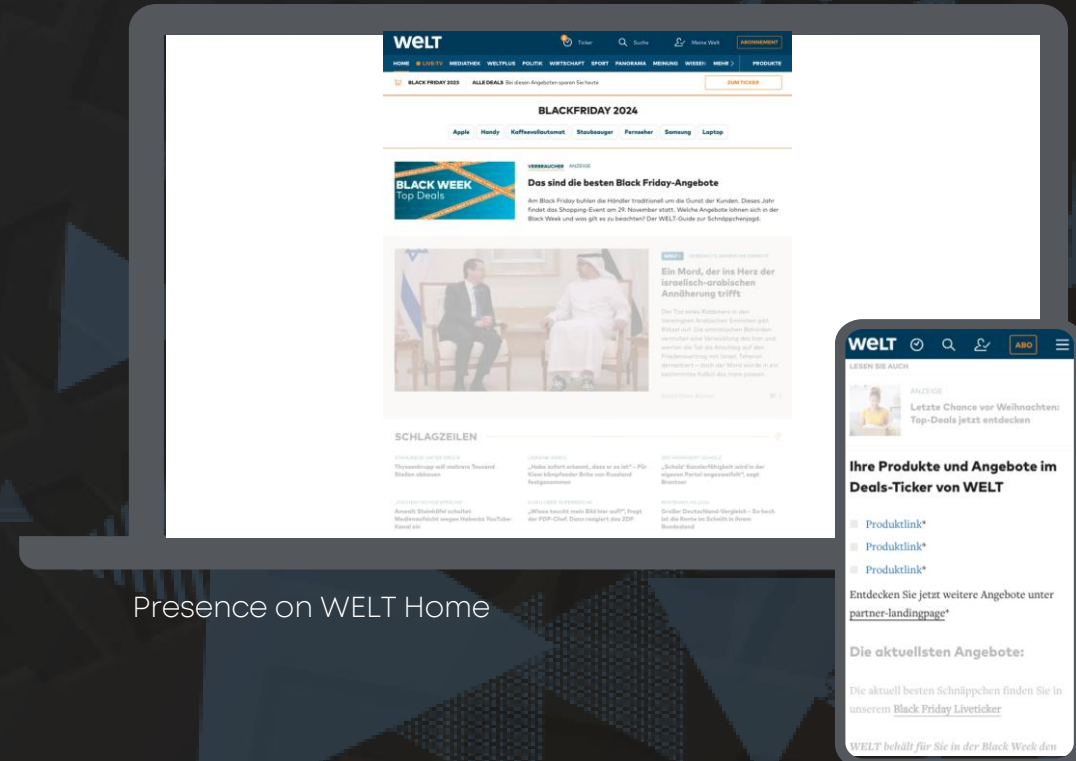
THE PLACE FOR DIRECT CONVERSIONS

WELT DEALS TICKER

- Editorially created deals ticker
- Prominent integration of your products and promotions in a thematically appropriate paragraph

YOUR BENEFITS:

- Strong presence on WELT Home
- Strong search performance
- Continuous optimization
- Frequent placement in the Google News box



Presence on WELT Home

Link integration as part of the deals ticker

THE ENVIRONMENT FOR DIRECT SALES

STANDARD PACKAGE

WELT DIGITAL

- Integration of your products or promotions in the Deals Ticker, with prominent advertising on the WELT homepage
- Guarantee: Integration of **three** product links within the term

min. **4 Mio.**
Promo-Impressions

**DURATION: November 27–
29, 2025 PRICE: €10,000**

PREMIUM PACKAGE

WELT DIGITAL

- Integration of your products or promotions into the Deals Ticker, with prominent advertising on the WELT homepage.
- Guarantee: Integration of **five** product links within the term.

min. **7.5 Mio.**
Promo-Impressions

**DURATION: November 27–
December 1, 2025 PRICE: €15,000**

THE PERFECT PRINT ENVIRONMENT

Your advertisement in the right environment – without any additional investment.

Reach **1,670,000** readers who are ready to invest—decision-makers, trendsetters, and consumers with purchasing power.

Special editorial feature** on Black Friday in DIE WELT on November 28, 2025. The special feature will be integrated into the newspaper or published as a separate pull-out book.

YOUR WELT JOKER* OFFER:

1/1 PAGE IN WELT PRINT TOTAL WITH A **70% DISCOUNT**.

1/1 PAGE

DIE WELT: 989,000 readers
WELT AM SONNTAG: 841,000 readers



TECH-SHOPPING EXTREME

Maximum sales for
BLACK WEEK 2025!

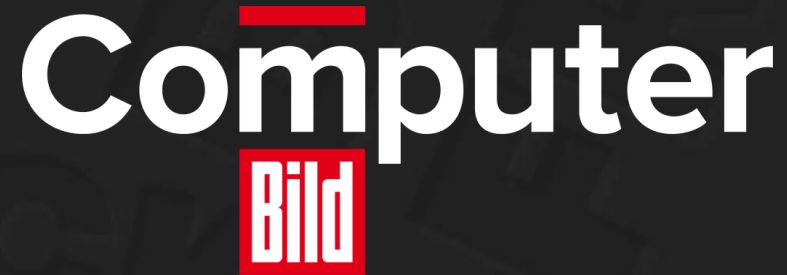
With a bundle of our highest-reach placements in **COMPUTER BILD** and **TECHBOOK**, we guarantee maximum attention for tech products. No wasted coverage!

Computer



TECHBOOK

TWO STRONG BRANDS



COMPUTER BILD is Germany's leading technology magazine.

With decades of expertise, COMPUTER BILD helps its users find the best products and understand trends in the world of technology. It serves as a trusted source for in-depth testing, comprehensive buying advice, and insightful technology insights.



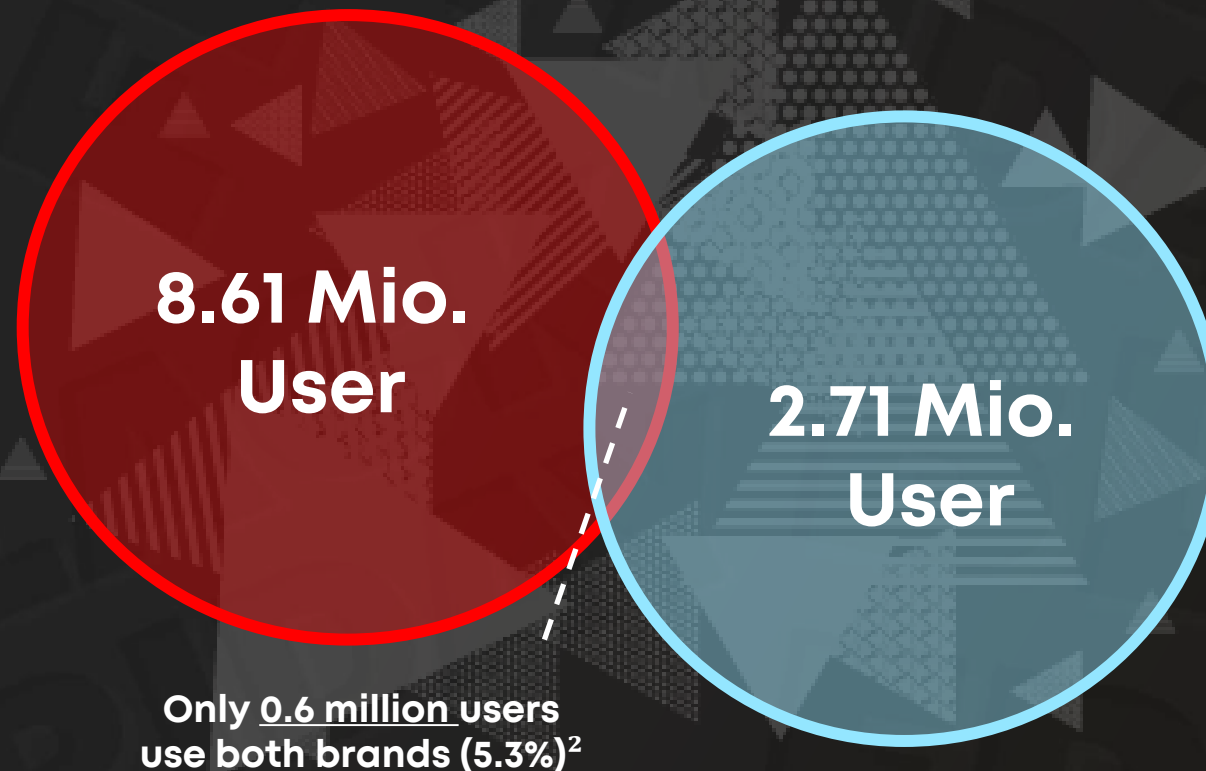
TECHBOOK is the smart tech portal for the digital generation.

TECHBOOK content combines innovative technology with lifestyle and practicality. It is suitable for everyday use, easy to understand, presented in an exciting way, and ideal for mobile use, as 80% of our users read TECHBOOK on their smartphones.

LARGE AUDIENCE, SMALL OVERLAP

Computer
Bild

Target Group ¹	
Male	66 %
14-29 years	27%
30-49 years	36 %
50 years +	37%
household net income min. €3,000	55 %
Employed	65%



TECHBOOK

Die Zielgruppe ¹	
Male	65 %
14-29 years	18 %
30-49 years	47 %
50 years+	35 %
household net income min. €3,000	55 %
Employed	73%

YOUR STRONG STAGING ROS-PACKAGE

Be present with your special offers in our strongest tech environment.

With an attractive reach package consisting of a run-of-site **COMPUTER BILD** + run-of-site **TECHBOOK**, your content will be prominently showcased on channel and article pages.

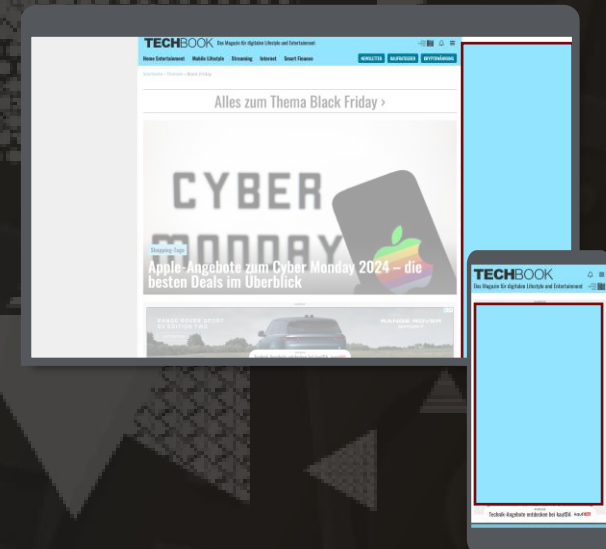
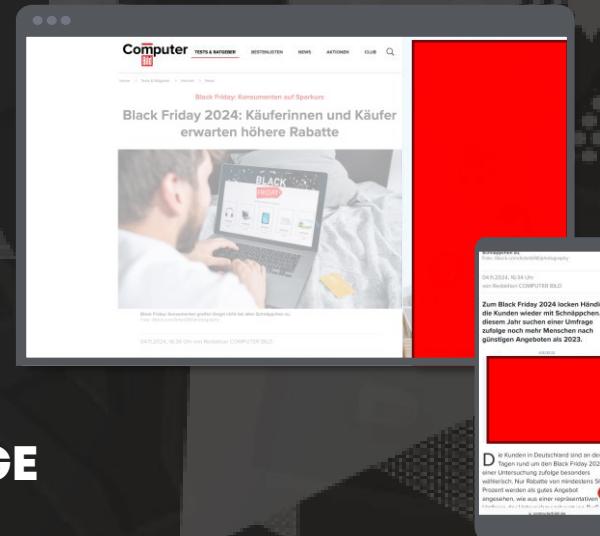
REACH PACKAGE

Weekly package

24.11. to 30.11.
1,500,000 AIs / week
GROSS price / €120,000¹

Computer
Bild

TECHBOOK



¹) Sat + Sun = 1 day. Gross price. Eligible for further SR as well as AE discounts.

YOUR STRONG STAGING A-TEASER PACKAGE

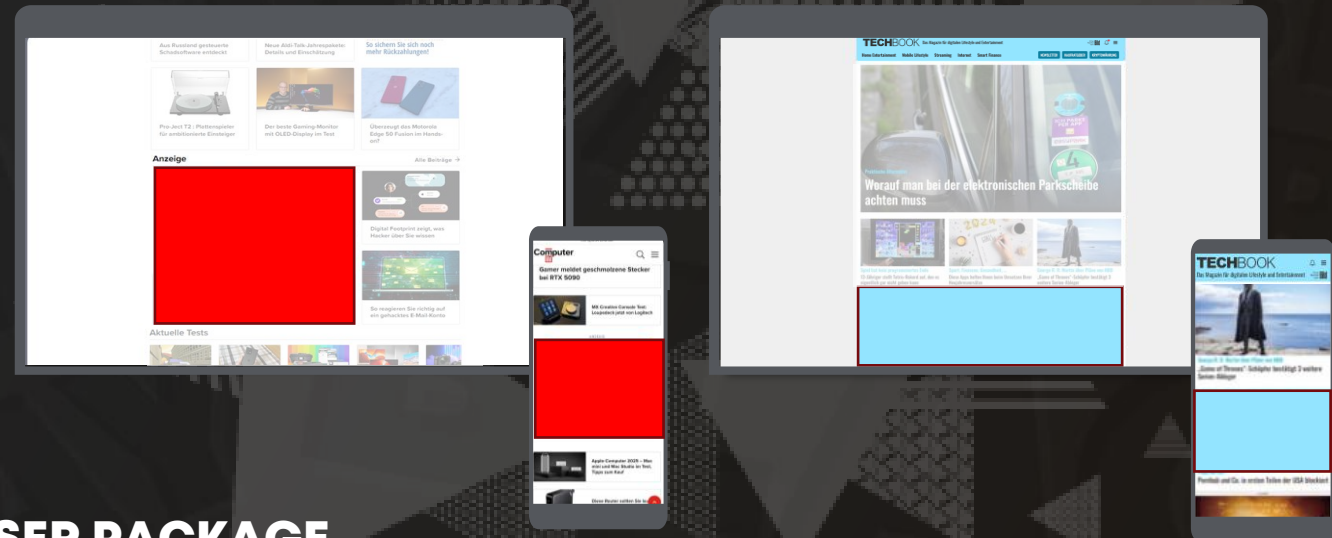
Computer
Bild

TECHBOOK

Full power on the tech homepages.

Placement on the most attention-grabbing editorial area of the **COMPUTER BILD** and **TECHBOOK** homepages is ideal for highlighting your products.

Linking is done either to the partner's website or to a specific landing page.



A-TEASER PACKAGE

Weekly package

24.11. to 30.11.
750,000 AIs / week
GROSS price / €53,900¹

¹) Sat + Sun = 1 day. Gross price. Eligible for further SR as well as AE discounts.

TECHBOOK AS AN INFLUENCER FOR BLACK WEEK

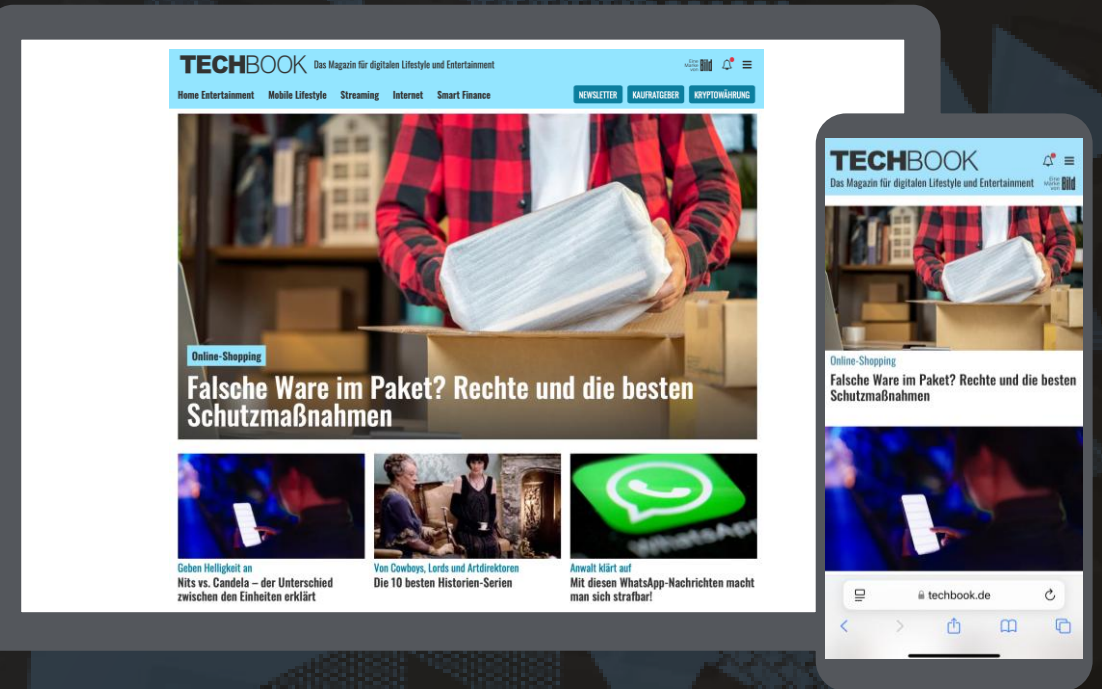
TECHBOOK

Maximum activation for BLACK WEEK 2025

Already in November, before the start of Black Week, we begin with targeted **editorial alignment on Black Week topics** to activate our TECHBOOK users.

We prepare them for our unbeatable offers and ensure increased traffic during the **deal days**.

The USP: Campaign delivery with absolutely no scatter losses.



3.68 million Unique Visitors*
5.20 million Visits*

STRONG STAGING ON THE HOME

TECHBOOK HOMERUN

The Homerun guarantees maximum visibility!

In addition to a fixed **homepage placement**, you also receive a **First Contact Placement** (first page view across the entire website outside the homepage), thus reaching every user across the entire site.

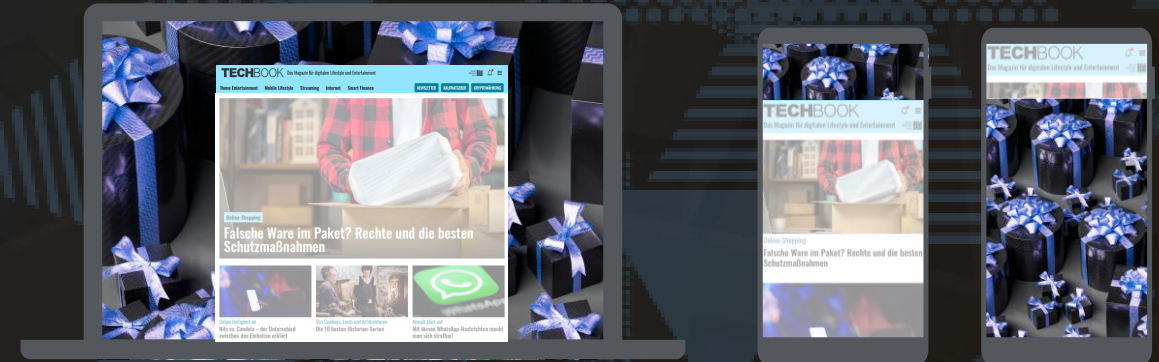
HOMERUN WEEK

Basic/ Deluxe

24.11. to 30.11.

2,450,000 AIs / week

PRICE / DAY: €102,900¹



¹) Sat + Sun = 1 day. Gross price. Eligible for further SR as well as AE discounts.

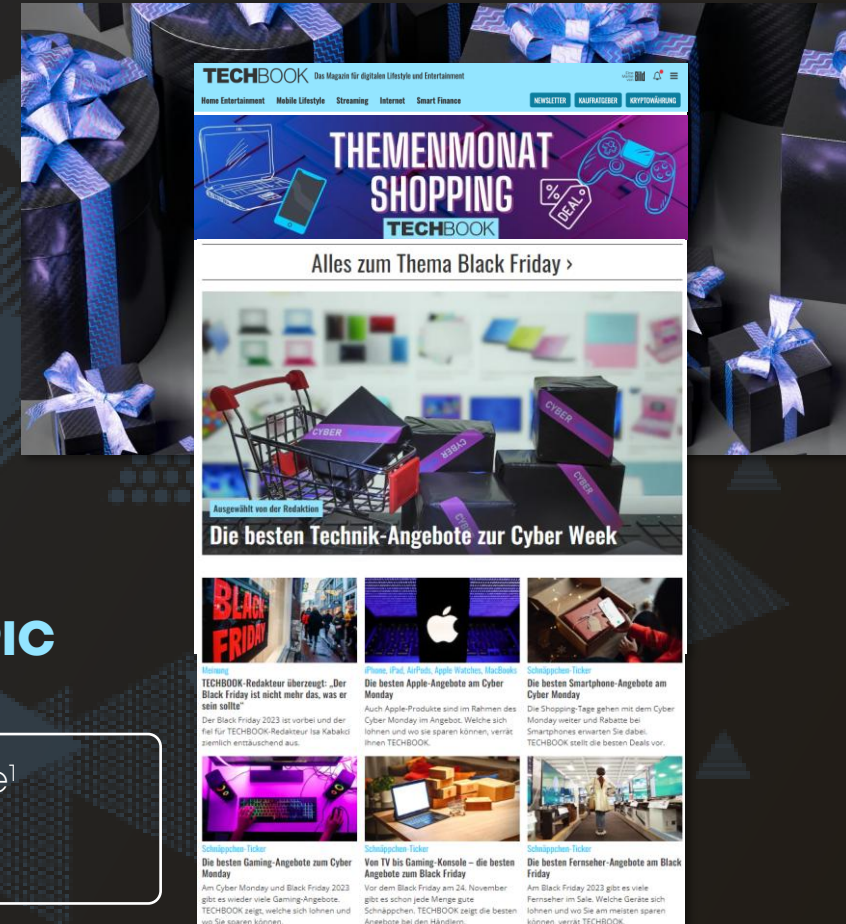
STRIKING PRESENCE IN A THEME-RELATED ENVIRONMENT: THE SPECIAL TOPIC

High-attention placement with exclusive presence on the special start page and all article pages.

- Sponsoring header and footer, “presented by”
- Ad integration (Double Dynamic Sidebar and Content Ad or Mobile Medium Rectangle)
- Traffic generation via homepage teaser, as well as an ad bundle and mobile medium rectangle in run of site
- Brand stories, product stories, and advertorials can additionally be integrated within the special

SPECIAL TOPIC PACKAGE

4 weeks runtime¹
1,200,000 AIs
€36,000²



¹) Recommended runtime, adaptable on request

²) Plus production costs (€2,000, not SR- and AR-eligible). Important: For editorial reasons, no customer-specific special topics can be implemented for compliance reasons (e.g. “The Big Sampleland Special presented by Sampleland”).

BOOKS FAMILY: UNBEATABLE BLACK WEEK OFFER

Benefit from the BOOK Family with **specialized, high-quality editorial content and expert knowledge** – the perfect environment for your brand!

FITBOOK
STYLEBOOK
TRAVELBOOK
MYHOMEBOOK
PETBOOK



2 + 1 HOMERUN DAY

**YOUR TARGETED
TRAFFIC BOOST!**

Book 2 homeruns (if desired also across 2 different BOOKs) and get the 3rd homerun **on top** on one of the selected BOOKs!*

Package price Homerun Day Basic/
Deluxe:

~~€33,600~~ **€22,400***

(600,000 Ad Impressions)

Package price Homerun Day Supreme:

~~€42,000~~ **€28,000***

(600,000 Ad Impressions)

*Booking and delivery of all placements must be completed between 01.10.2025 and 05.12.2025 within one order. Split possible across a maximum of 2 different BOOKs; the NR must be delivered on one of the previously booked BOOKs. Bookable are Homerun Day Basic/Deluxe, Homerun Day Supreme. Offer eligible for discounts, AR, and AE. Revenue counts towards annual agreements. Excluded: TECHBOOK, see special offer agreement from TECHBOOK.

BOOKS FAMILY: SOMETHING FOR **EVERYONE**

The perfect environment for your brand – position yourself now and benefit!

STYLEBOOK

**The best BEAUTY
BLACK FRIDAY
deals!**

- ✓ Cosmetics & Tools
- ✓ Beauty Gadgets
- ✓ Fashion

One of the leading
online magazines for
women

TRAVELBOOK

**The best travel
deals for BLACK
FRIDAY at a glance!**

- ✓ Hotels & Flights
- ✓ Cruises
- ✓ Promotions

Germany's largest
online travel
magazine

FITBOOK

**BLACK WEEK
FITNESS
The best fitness
deals!**

- ✓ Gyms
- ✓ Fitness
equipment
- ✓ Supplements

Germany's largest
online magazine for
fitness & health

MYHOMEBOOK

**BLACK FRIDAY for
your home!
Don't miss out!**

- ✓ Building supplies
- ✓ Electrical
appliances
- ✓ Furniture
- ✓ Gardening
supplies

Germany's largest
online magazine for
home & garden

PETBOOK

**BLACK DAYS –
The WILDEST
discounts of the
year!**

- ✓ Pet food
- ✓ Pet accessories
- ✓ Pet health

The portal for all pet
lovers and owners

BLACK FRIDAY REACH AND A-TEASER PACKAGE

COMPUTER BILD DIGITAL 2025

impassioned by

media **impact**—

MEDIA STAGING

Present your special offers in one of the strongest Black Friday & Cyber Monday environments – with highly attractive reach packages:

Wallpaper or Halfpage Ad & Mobile Medium

Rectangle:

- 500,000 AI > €8,750*
- 1 Mio. AI > €15,470*
- 1.5 Mio. AI > €19,950*

Sidebar or Billboard & mobile Medium

- 500,000 AI > €10,000*
- 1 Mio. AI > €18,000*
- 1.5 Mio. AI > €22,560*

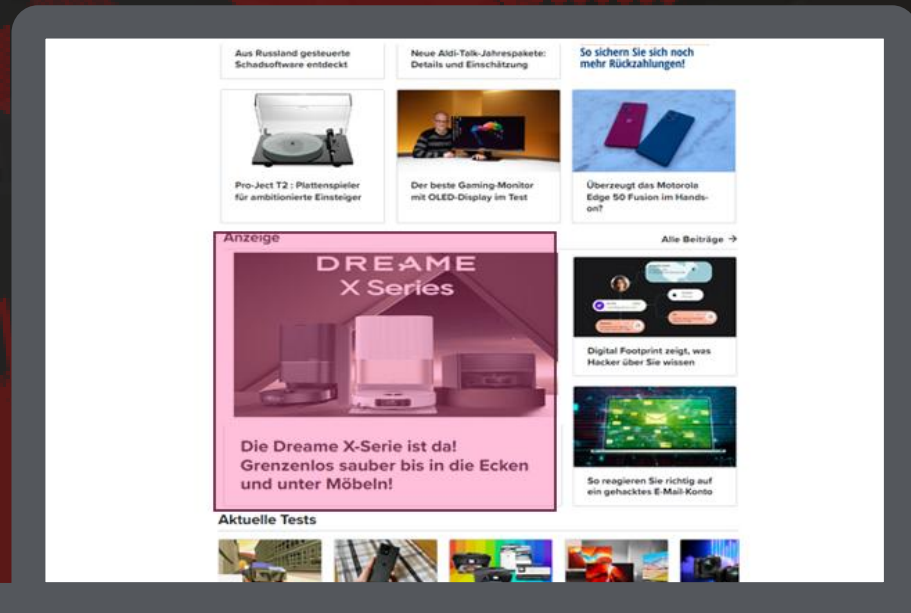


MEDIA STAGING

You will receive the prominent A-Teaser placement on the computerbild.de homepage for maximum visibility and direct linking to your Black Friday offers.

During the campaign period from 28.11 – 01.12.2025*, your image-text teaser will be displayed. You should provide at least 3 different image-text teasers. It is also possible to integrate a different image-text teaser each day.

Within this period, a minimum of 400,000 AI is guaranteed and 500,000 AI will be generated via the additional reach package.



*Shorter runtime possible – e.g. from Black Friday to Cyber Monday – the media budget remains the same; a partial delivery of the guaranteed AI will not be considered.

FACTS & FIGURES

A-Teaser¹ > 400,000 AI guaranteed on the homepage

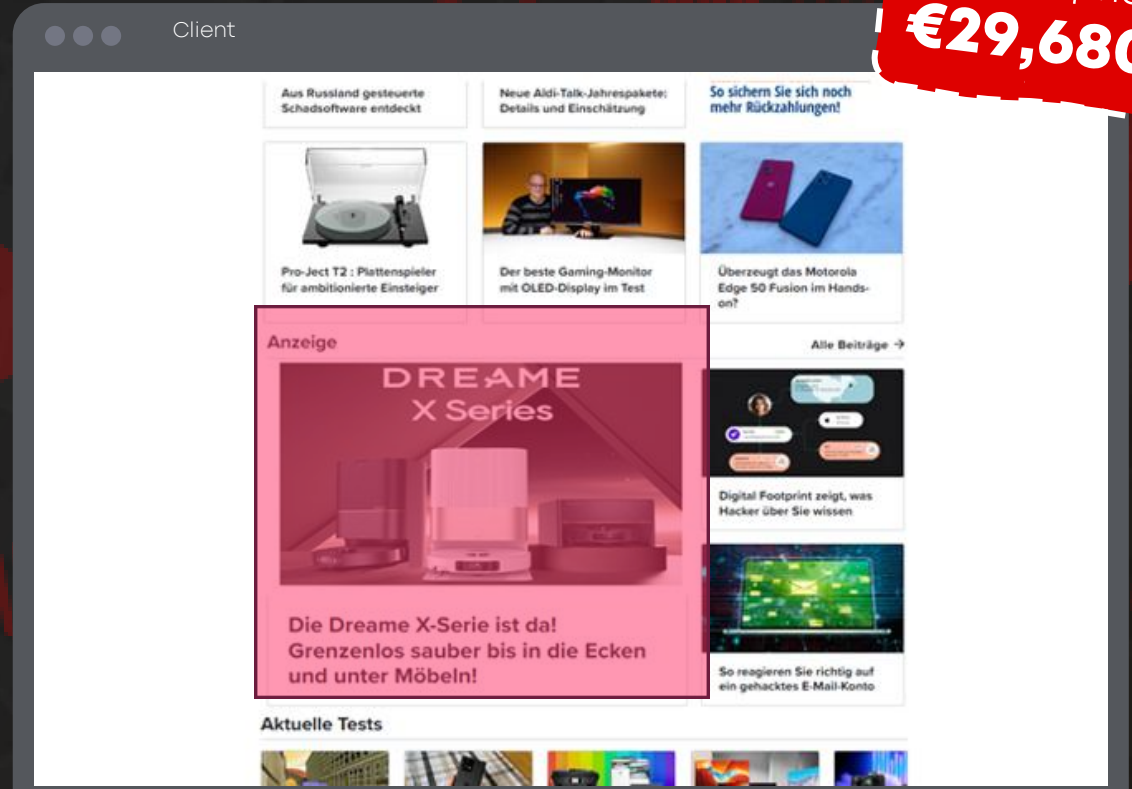
Sidebar and mobile Medium Rectangle placement in RoS: > 500,000 AI guaranteed

Linking goes directly to the client

Duration: 28.11. – 01.12.2025²

Gross: €62,400 → Package price €29,680³

Package price:
€29,680



1) Integration is done via CMS, not via the Ad-Server

2) Shorter runtime possible – e.g. from Black Friday to Cyber Monday – the media budget remained the same; a partial delivery of the guaranteed volume was not considered

3) No further customer/special discounts possible, only agency discount and AE-eligible

BILD BLACK WEEK SHOW

Editorial show, hosted by independent tech experts from Computer BILD.

The BILD Black Week Show 2024 provided an objective overview of the best offers during Black Week. The focus was on products such as washing machines, smartphones, and electronics. The show served as a guide to inform users about attractive deals and useful tips for effective shopping.

KEY FACTS 2024:

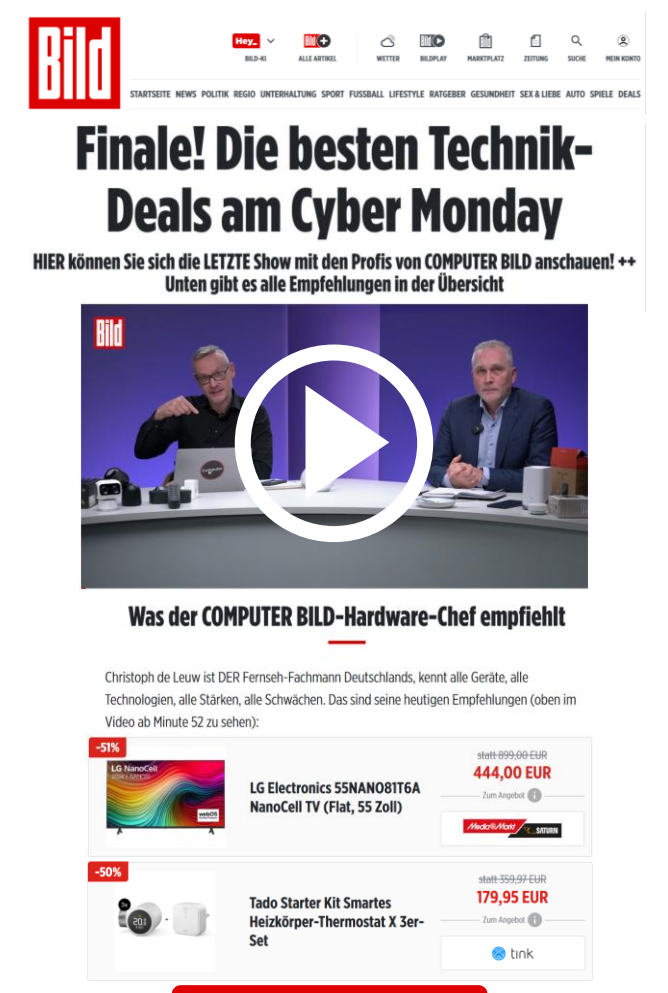
BROADCAST TIMES: Daily show during Blackweek & Cyber Monday

DURATION OF THE SHOW: One hour

AVERAGE VIEWING OF THE SHOW: > 30 minutes

PAGE VIEWS: > 1 million

AFFILIATE LINKS: Tens of thousands of ordered products generated a sales boost



The screenshot shows the BILD website's Cyber Monday section. The main headline reads 'Finale! Die besten Technik-Deals am Cyber Monday'. Below it, a sub-headline says 'HIER können Sie sich die LETZTE Show mit den Profis von COMPUTER BILD anschauen! ++ Unten gibt es alle Empfehlungen in der Übersicht'. A video player features two hosts, Christoph de Leuw and another expert, with a large play button overlay. Below the video, the text 'Was der COMPUTER BILD-Hardware-Chef empfiehlt' is displayed. A short bio of Christoph de Leuw follows. Two product recommendations are shown: an LG NanoCell TV (55 Zoll) with a 51% discount from 899,00 EUR to 444,00 EUR, and a Tado Starter Kit Smartes Heizkörper-Thermostat X 3er-Set with a 50% discount from 359,99 EUR to 179,95 EUR. Both products have 'Zum Angebot' buttons and affiliate logos (check24 and tink).

[Discover here](#)