



WELT

FOOTBALL FEVER

Three countries, one passion –
the 2026 FIFA World Cup

konzipiert von **media impact** 
dem kreativsten kundenverstehender
deutschlands_



WELCOME TO THE DIGITAL SPORTS
COMPETENCE CENTRE

**NO MATTER THE GAME,
NO MATTER THE PLAY.
READY TO WIN WITH MI. ?**

SPORTS-MARKETING-ADVANTAGES

BRAND SAFE

PLANNABLE

VIDEO CONTENT

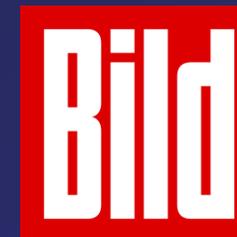
MORE VERTICAL

EDITORIAL SUPPORT



OUR SPORTS PORTFOLIO

21,91
MILLION
NET REACH



welt



welt+



¹source: b4p 2025 II; base population aged 14+ year, NpM / *Sports fans: Interest in sports: Very strong / strong / less strong

WE ARE AHEAD OF THE COMPETITION ACROSS MEDIA.



WE REACH

58%



OF GERMAN POPULATION

AND THEREFORE

75%



OF ALL GERMAN SPORTS FANS¹

6x more than
sport1.de

2x more than
kicker.de

19x more than
spox.com

1. Source: b4p 2025 II; Basis: Population aged 14+, NpM, MpM / *Sports fans: Interest in sports: Very strong / strong / less strong



We are your ticket to the World Cup!

Experience the greatest football World Cup of all time – live on BILD, SPORT BILD and WELT with official highlight clips from the 2026 FIFA World Cup.*

In 2026 football enthusiasm meets pure reach: 48 teams, 16 host cities, millions of fans – and your brand right in the game. We are live from the draw and the playoff games through to the final. Use the passion of an entire continent to amplify your message. Three countries. One event. Maximum attention for your brand!



*Subject to change

FIFA WORLD CUP?



34%

are using BILD and SPORT BILD as the most important sources of information on major football events such as Euro 2024 or World Cup 2026

– clearly ahead of other channels:



REMAIN THE
TOP SOURCE
FOR FANS¹

THE LINE-UP FOR YOUR SUCCESS





IN THE MIDST OF THE ACTION WITH THE WORLD CUP SHOWS

8,5

million video views

WORLD CUP NEWS



Exemplary visualizations



EXPERT SHOW WITH **LOTHAR MATTHÄUS***

REIF IST LIVE

Your brand at the centre of World Cup coverage!

Our World Cup shows give fans everything that counts – current news, big emotions and expert opinions that move people. Place your message with cut-ins, logo integrations or product placements where millions of fans tune in every day!

IN THE SPOTLIGHT OF THE 2026 WORLD CUP

40 million reach



PRE-ROLL ADS –
YOUR APPEARANCE BEFORE THE HIGHLIGHTS

INKLUSIVE OFFIZIELLER HIGHLIGHT CLIPS DER FIFA WM 26



PRESENTER CLIP –
YOUR BRAND PERFECTLY INTEGRATED INTO THE PROGRAM

Exemplary visualizations

Your appearance in video!

Whether pre-roll ads or presenter clips, they deliver maximum visibility, emotional impact and measurable results – perfect for anchoring your brand directly in the content!

RIGHT IN THE CENTER OF THE WORLD CUP

200

million reach

The screenshot shows the top of a news article on the Bild website. At the top left is the 'Bild' logo. To its right are navigation links: 'Hey.', 'BILD+', 'DEBATTE', 'WETTER', 'BILDPLAY', 'MARKTPLATZ', 'ZEITUNG', 'SUCHE', and 'ANMELDEN'. Below these are more links: 'STARTSEITE', 'NEWS', 'POLITIK', 'REGIO', 'UNTERHALTUNG', 'KAUFBERATER', 'SPORT', 'FUSSBALL', 'RATGEBER', 'GESUNDHEIT', 'SEX & LIEBE', 'AUTO', and 'SPIELE'. The breadcrumb trail reads: 'BILD > Sport > Fußball > Deutsche Nationalmannschaft > Nationalmannschaft: Retro-Optik! DFB präsentiert WM-Trikot'. A large blue banner with the word 'ANZEIGE' in white is positioned above the article title. The article title is 'DFB präsentiert WM-Trikot' in bold black text, with 'Retro-Optik!' in red above it. Below the title is a photograph of a man with blonde hair, smiling, wearing the new German national football team jersey, which is white with black, red, and gold accents.

Exemplary visualizations

Your advertising medium is placed where fans experience emotions – in news, live tickers and picture galleries about the 2026 World Cup. Use the presenting billboard to position your brand prominently and exclusively above all content! Different reach sizes can be booked flexibly – pick your share!

HOMERUN – A HIT FOR MAXIMUM PRESENCE

8000

**tsd. ad impressions in
24 hours**

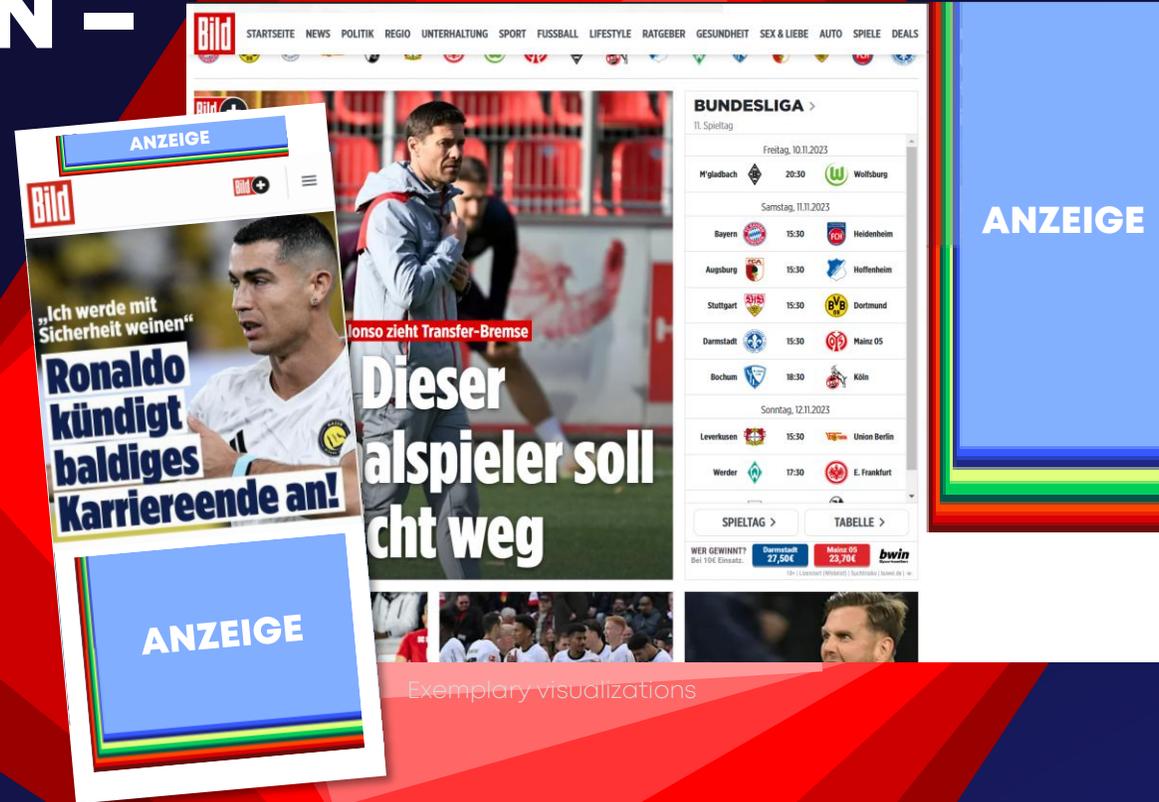


Maximum presence with the homerun: within 24 hours your brand achieves a high reach with a classic staging – on the home page of SPORTBILD.de and in the SPORT BILD app.

CHANNEL RUN – FULL ATTENTION FOR YOUR BRAND!

5,0

million ad impressions in 24 hours



Exemplary visualizations

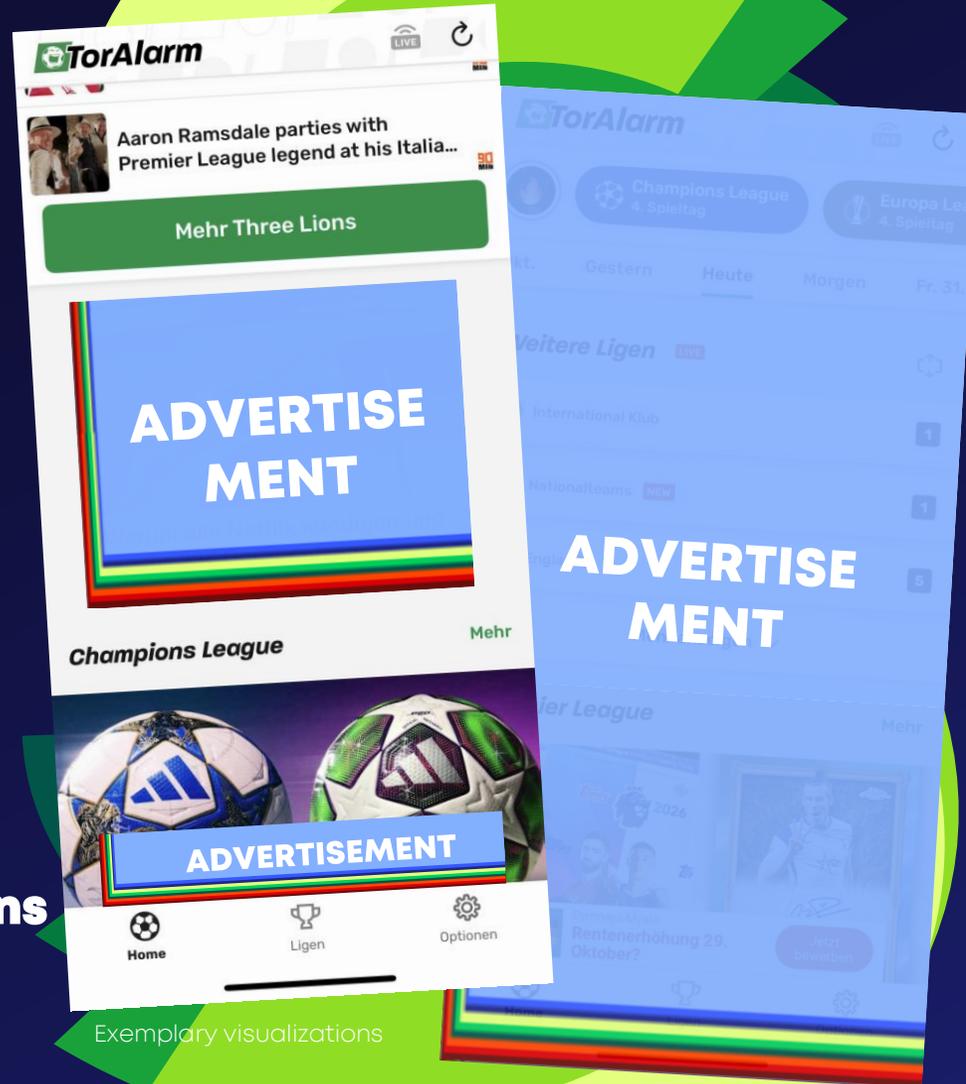
World Cup Channel Run – the perfect play!

An exclusive daily staging in a perfectly coordinated thematic environment across all digital platforms – desktop, mobile and app. 24 hours of visibility in all news, flexibly bookable on the day of your choice.

ALWAYS ON THE ACTION WITH TORALARM

6,5

million ad impressions in 24 hours



Exemplary visualizations

The perfect playing field for your brand: Germany's fastest football app informs fans in real-time about goals and results. TorAlarm is one of the football apps with the greatest reach in the German-speaking world. With the homeruns you are present on the app for 24 hours – exactly where the fans celebrate.

HERE BEATS THE HEART OF THE 2026 WORLD CUP

8,0 million ad impressions



Best Case: UEFA EURO 2024 with Vodafone

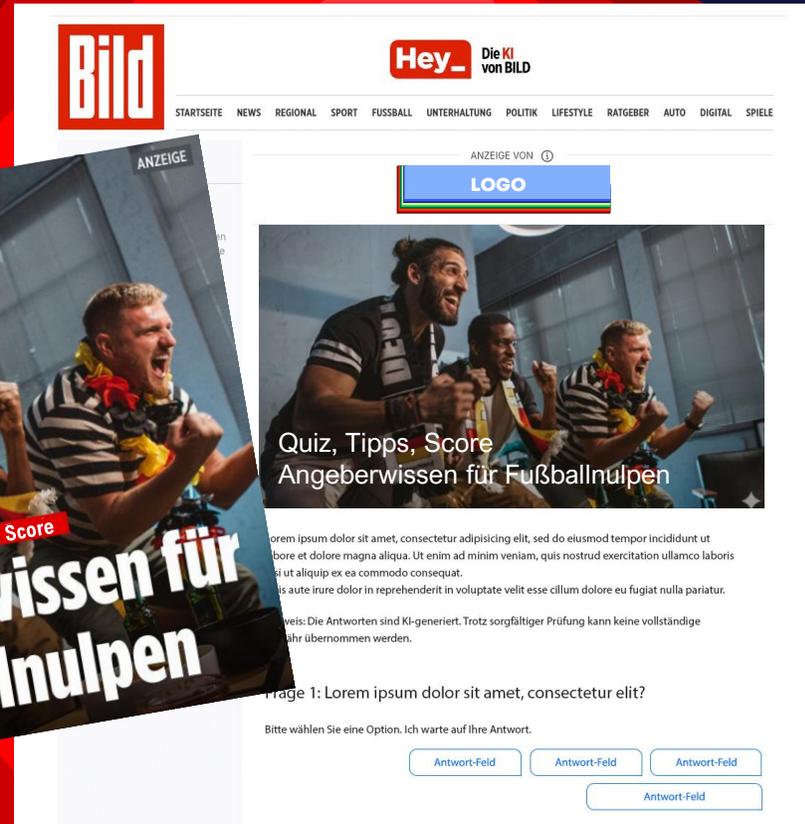
The sports news of today and tomorrow!
Your advertising is visibly integrated in the Homeblock – directly in the environment of the 2026 World Cup. Ideally placed in the overview, where reach and attention are guaranteed – but not in articles or live tickers.



THE BIG AI WORLD CUP QUIZ!

20

million ad impressions



In the midst of the fans: Hey, the smart AI chatbot, has the answers. In the story Hey becomes a fan coach – users can ask directly: “When does my team play?” or “Who are the favourites?” Get involved with your own quiz questions, competitions or activities. Hey makes your brand part of the game!

STAMMPLATZ ON TOUR IN THE USA

3,0
million ad
impressions



Individual concepts
directly on site with
you possible

STAMMPLATZ ON TOUR

World Cup power live on site for your brand!
Kilian Gaffrey and André Albers, known from the Stammplatz podcast, deliver fresh insights, analyses and emotions directly from the heart of the tournament. Also on social media! Your brand is right in the thick of it instead of just there.

IN THE MIDDLE OF THE WORLD CUP TRAVEL FEVER

1,2
million ad impressions



Exemplary visualizations

A special environment for your brand: SPORT BILD and TRAVELBOOK join forces through editorial mentions and teaser placements to form a strong duo. An exclusive thematic special appears on TRAVELBOOK that puts the travel destinations of the 2026 World Cup in the spotlight – perfect for staging your brand emotionally.

THE PERFECT MATCH WITH SOCIAL MEDIA

308

tsd. follower*

* Instagram SPORT BILD, Feb. 2026

Brand presence in the feed.



Exemplary visualizations



Your message creatively integrated

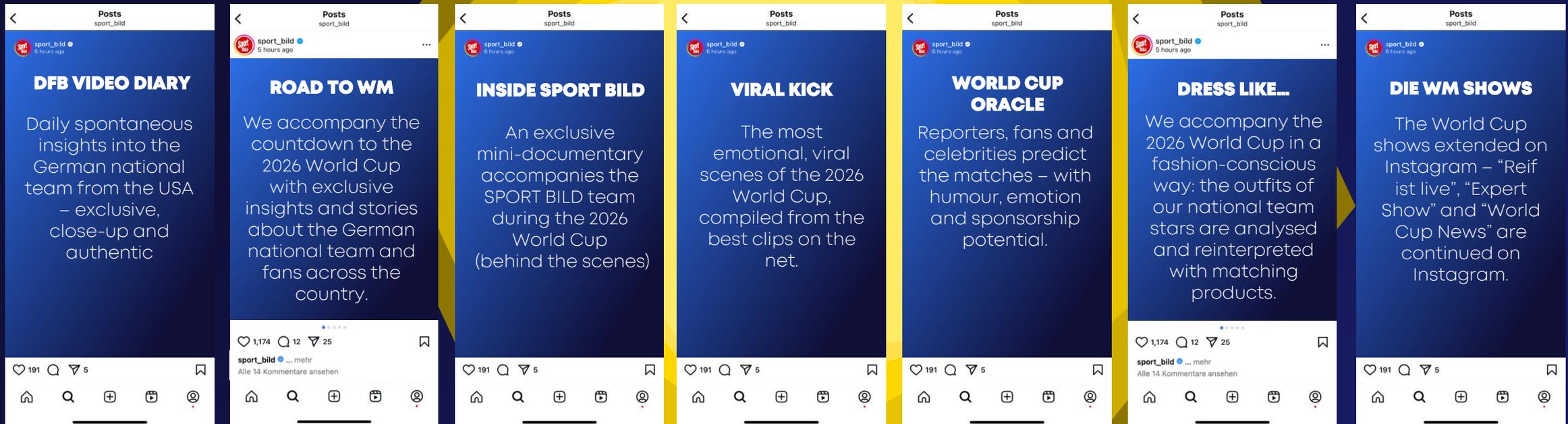
Your brand smartly integrated in the reel.



Whether logo, content or as an extension of the World Cup shows – your brand is integrated into editorial posts and attention-grabbing content. This ensures you reach the football-enthusiastic target group – smart, seamless and always present.

THIS IS HOW THE WORLD CUP GOES ON SOCIAL MEDIA: WITH YOU.

Example concepts:



Nothing suitable yet?

Feel free to come to us with your own ideas!

PRINT POWER FOR WORLD CUP FEVER

2,0

million copies sold per issue*



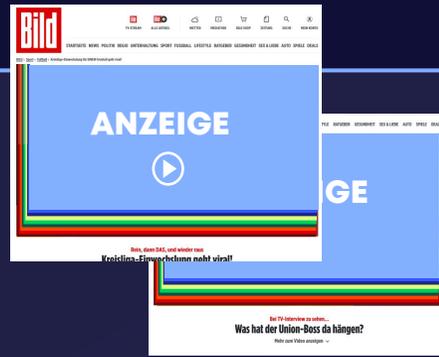
Whether in the special issue or in the daily reporting – position yourself directly in the environment of the national team! Presentings, special advertising formats or a joint tournament-schedule poster – everything is possible. This way you secure the decisive (ball) advantage!

*BILD, BamS, Welt, WamS, SPORT BILD & World Cup special issue

OVERVIEW OF THE ADVERTISING OPPORTUNITIES



The World Cup Shows:
Your brand at the centre of World Cup reporting!



PRE-ROLL ADS OR PRESENTER CLIPS:
Your appearance in moving images! where fans experience emotions.



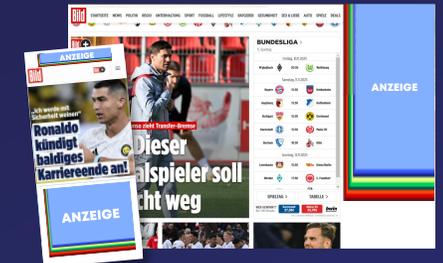
PRESENTER BILLBOARD

Your advertising medium stands



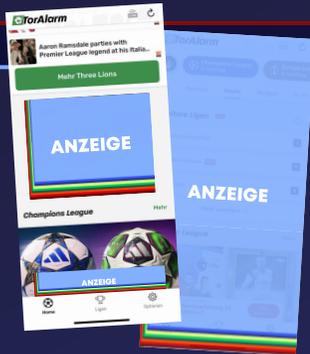
SPORT BILD HOMERUN:

Maximum presence in 24 hours!



WORLD CUP CHANNEL RUN:

Maximum visibility in the perfectly coordinated thematic environment.



TORALARM:

The perfect playing field for your brand in the fastest football app.



HOMEBLOCK:

You present the sports news of today and tomorrow.



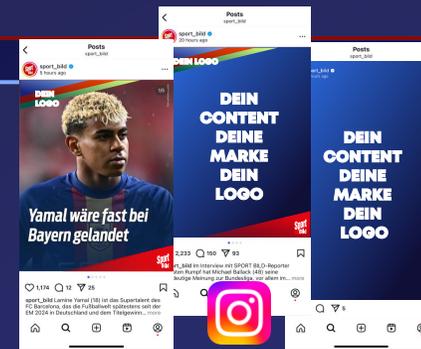
SPORT BILD & TRAVELBOOK:

Strong duo through editorial mentions and teaser placements!



STAMMPLATZ ON TOUR:

World Cup power live on site for your brand!



SOCIAL MEDIA:

Whether logo, content or shout-out – your brand is integrated in an attention-grabbing way.



PRINT:

Position yourself directly in the environment of the national team.

READY TO REDEEM YOUR TICKET?



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