

BRAND STORIES

Tell your message natively across our media brands:

advertise credibly, entertainingly and informatively!

How it works: Brand storytelling with journalistic narrative expertise. Individually designed stories with spectacular storytelling elements, videos and graphics.

Booking options: Bookable only individually on the respective publications.

Notes: Consisting of story + traffic drivers that link to the story (native teasers).
Page Views guaranteed!



Base package¹

Minimum bookable Page Views ³ :		Guaranteed Page Views	Cost per View (CPV) ²		Maximum bookable Page Views ³ :
40.000 CPV: 2,63€	+ 2,10€ CPV per additional View	110.000 Views	2,10€	+ 1,58€ CPV	250.000 overall CPV: 1,57€
30.000 CPV: 3,15€	+ 2,62€ CPV per additional View	50.000 Views	2,62 €		Maximum 50.000 Page Views bookable
5.000 CPV: 3,50€	+ 3,33€ CPV per additional View	15.000 Views	3,33€	+ 3,13€ CPV	20.000 overall CPV: 3,13€
Only the base package bookable		5.000 Views	4,00€	Only the base package bookable	
Only the base package bookable		15.000 Views	3,00€	Only the base package bookable	

+ Additional Add-Ons

Additional costs

Data & Market Research Add-Ons	Audience Insights Report from 100.000 Views (BILD & WELT)	750€ on the production costs
	Market Research from 100.000 Views (BILD & WELT)	3.500€ on the production costs
Graphic and content Add-Ons⁵	Immersive Story	Individual
	Interactive Story	4.000€ on the production costs
	Swipe Story	No surcharge
Social Media	Sponsored Posts Content Posts Vertical Story	See Social Media Factsheet
Performance	Just Clicks, Social Performance Add-On or Interaction Add-On	See Performance Factsheet
Hub	Stage to collect your Brand Stories	From a booking of 3 Stories on top
Refresh Story	Options: Easy, Update, native A-Teaser (BILD only), Home (BILD only) ⁶	From 500€ production costs, depending on package (see footnote)
Insight Add-On⁷	Integrated surveys / quizzes for exciting insights ⁷	No surcharge
BILD Marktplatz	Placement of your products on the BILD Marktplatz	From 4.000€ nn, depending on scope

¹ Campaign duration: BILD Sport BILD, BILD GG Channel: 4 weeks | BILD, BZ & BOOKS: 6 weeks | Business Insider: 6-8 weeks

² Plus production costs (not eligible for discount or agency commission) BILD from 40.000 Views 8.000€, from 100.000 Views 9.000€, from 200.000 Views 9.000€ | WELT from 30.000 Views 8.000€, from 50.000 Views 10.000€, from 100.000 Views 10.000€ | BZ, BOOKS, Sport BILD from 5.000 Views 2.500€, from 15.000 Views 4.000€, from 30.000 Views 4.500€ | Business Insider from 5.000 Views 2.500€, BILD GG Channel 8.000€, Brand Stories also available on only BILD and Computer BILD, implementation is funded not by the Brand Story but by the publication itself, see production drivers

³ Bookable Page Views from min. 15k gross CPV (eligible for volume discount and agency commission), depending on the size of the booking and the publication. For Business Insider and BILD GG Channel no extra views online (native BILD homepage placement) to achieve 1 no on-feeder 40.000+ gross Views | On-feeder multisection 100.000+ - 120.000+ Views | A-Teaser multisection from 100.000 Views

⁴ BOOKS: bitbook, myhomebook, bitbook, techbook and Travelbook

⁵ Graphic representation and appropriate for content review and design by Axel Springer Brand Studio

⁶ Option Easy: summary, some teasers - price depending on booked Brand Story View + 500€ production costs | Option Update: summary, new teasers - price depending on booked View + 150€ production costs | Option A-Teaser: visibility on the BILD home within 10.000 Views for 40.000€ plus 1.500€ production costs, 80.000+ Views for 10.000€ plus 2.000€ production costs, 250.000+ Views for 28.000€ plus 2.500€ production costs | Visibility of the 20.000+ Views subject to approval by the Axel Springer Brand Studio depending on the topic | Option Home: 3 weeks display on the BILD at-home with native access (table play) - price 2500€ + 500€ production costs | Options Easy & Update: bookable on all available publications, Options Home and A-Teaser: exclusive to BILD | Production costs are not eligible for volume discount / agency commission

⁷ Various survey formats available

Lead time for Brand Stories: are at least 3-4 weeks from delivery of materials. All prices are (unless otherwise stated) gross prices eligible for volume discount, less agency commission plus VAT | Subject to change and errors excepted

As of 01/2026

PRODUCT STORIES

Strengthen your product awareness with our Product Story and spread your advertising message with tailored storytelling!

How it works: Product-centered, individually designed, promotional storytelling with eye-catching visuals and graphics in the look & Feel of the media brand, plus link-outs to your desired landing page.

Booking options: Bookable only individually on the respective publications. The traffic of the Story Kombis is delivered across all listed publications; the story itself is hosted on only one of the media sites.

Notes: Consisting of story + traffic drivers that link to the story (ad server media + Social Media). Ad Impressions + Page Views guaranteed!

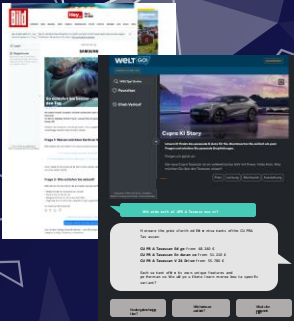


Base package ¹	Guaranteed Page Views	Guaranteed Ad Impressions	Package price ²
BILD Product Story M	20.000	6.200.000	55.000 €
BILD Product Story L	30.000	8.400.000	79.000 €
WELT Product Story M	12.000	4.700.000	47.000 €
WELT Product Story L	23.000	8.400.000	70.000 €
WELT Statement Story	8.000	4.700.000	47.000 €
Computer BILD, Auto BILD, Sport BILD, BOOKS Product Story	9.000	1.700.000	33.750 €
Story Kombis			
Decision-makers (Business Insider + WELT)	28.000	8.900.000	90.000 €
Technology (Computer BILD + Techbook + BILD)	19.000	4.800.000	61.250 €
Technology Small (Computer BILD + Techbook)	9.000	1.700.000	33.750 €
Automotive (Auto BILD + Sport BILD + BILD)	19.000	4.800.000	61.250 €
Innovation (Computer BILD + Techbook + WELT)	15.000	4.050.000	57.250 €

+ Additional Add-Ons		Additional costs
Additional visibility	Ad Impressions ³	On CPM basis (see CPM price list)
Data Add-Ons	Targeting I on selected advertising media; for BILD & WELT separate Targeting Product Story available (guarantees as for the Product Story M + targeting on all advertising media) ⁴	From 10€ CPM (see Targeting Ratecard); BILD package: 80.000€, WELT package: 66.000€ ⁴
Graphic and content Add-Ons⁵	Immersive Story	Individual
	Interactive Story	4.000€ on the production costs
	Swipe Story	No surcharge
Social Media	Sponsored Posts Content Posts Vertical Story	See Social Media Factsheet
Performance	Just Clicks, Social Performance Add-On or Interaction Add-On	See Performance Factsheet
Hub	Stage to collect your Product Stories	From a booking of 3 Stories on top
Refresh Story⁶	Option <i>Refresh Story Easy and Update</i>	From 500€ production costs, depending on package (see footnote)
Insight Add-On⁷	Integrated surveys / quizzes for exciting insights	No surcharge
BILD Marktplatz	Placement of your products on the BILD Marktplatz	From 4.000€ nn, depending on scope

1) Campaign duration Product Stories min. 4 weeks | Story Kombis 4-6 weeks.
2) Plus production costs (not eligible for volume discount or agency commission): BILD & WELT package: M 6.000€, package L: 8.000€ | Statement Story WELT: 6.000€ | Computer BILD, Auto BILD, Sport BILD: 3.500€ | BOOKS: 3.000€ | Story Kombis: 8.000€ | Exception Story Kombi Technik Small: 4.000€ | for interactive implementation an additional 4.000€ applies.
3) Only advertising media included in the base package are: bookable without surcharge.
4) Only selected Interest/Kombi I TG + Context Targetings available; plus production costs 112,6.000€ (not eligible for discount or agency commission).
5) Graphic representations are not appropriate for all content; review and decision by Axel Springer Brand Studios.
6) Option Easy: same story, same techies - price depending on Package Story package + 500€ production costs | Option Update: same story, new techies - price depending on Product Story package + 1.500€ production costs. Bookable on all available publications | Production costs are not eligible for volume discount or agency commission.
7) Various survey forms available.
Less 4 times for Product Stories are at least 3 weeks for the delivery of materials. All prices are (unless otherwise stated) gross prices eligible for volume discount, less agency commission, plus VAT. | Subject to change and errors excepted.

ADVERTORIALS



Your delivered advertising content is presented in the style of the media brand, gaining a trustworthy brand environment in addition to traffic!

How it works: Promotional ad in the look & Feel of the media brand. Integration of your content into stories around the products & purchase messages.

Booking options: Bookable only individually on the respective publications.

Notes: Consisting of story + traffic drivers that link to the story (ad server media), Ad Impressions guaranteed!

Base package ¹	Guaranteed Ad Impressions	Package price ²
BILD	9.000.000	50.000€
WELT	4.000.000	25.000€
LIFESTYLE	3.600.000	20.000€
Auto BILD, Business Insider, Computer BILD, Sport BILD	2.500.000	25.000€

+ Additional Add-Ons		Additional costs
Additional visibility	Ad Impressions ³	On CPM basis (see CPM price list)
Data Add-Ons	Targeting I on selected advertising media	From 10€ CPM (see Targeting price list)
Social Media	Sponsored Posts Content Posts Vertical Story	See Social Media Factsheet
Performance	Just Clicks, Social Performance Add-On or Interaction Add-On	See Performance Factsheet
Hub	Stage to collect your Advertorials	From a booking of 4 Advertorials on top

¹ Campaign duration: WELT & LIFESTYLE: 6 weeks | BILD, Sport BILD, Computer BILD, Auto BILD & Business Insider: 4 weeks.
² Plus production costs (not eligible for volume discount or agency commission): BILD, WELT and Business Insider 3.500€ | Sport BILD, Computer BILD, Auto BILD, LIFESTYLE 2.500€.
Advertorials also available on the Books. Implementation is handled not by the Brand Studio, but by the publication itself (see publication factsheets).
³ Only advertising media included in the base packages are bookable without production cost surcharge.
Lead times for Advertorials are at least 2 weeks from delivery of materials. All prices are (unless otherwise stated) gross prices eligible for volume discount, less agency commission, plus VAT. | Subject to change and errors excepted.

FACTSHEET 2026

PRINT



Complement your story with our newspapers and reach additional readers!

How it works: Our Advertorials, Brand or Product Stories are implemented in the desired format in the newspaper of the respective medium.

Booking options: Bookable individually on the respective publications.

Notes: Prices depend on the booked ad format.



Germany Total



	BILD Germany Total	BILD am SONNTAG	
Format examples ¹	Standard Mon. – Sun.	Flex ² Mon. – Sat.	Sunday
1/1 page B 376 mm x H 528 mm	663.000 €	331.500 €	114.800 €
1/2 page (landscape) B 187 mm x H 528 mm	414.000 €	207.000 €	79.000 €
1.000er format B 187mm x H 259mm	192.000 €	96.000 €	78.600 €



	WELT AM SONNTAG ³	DIE WELT ³	WELT Print Total ³
Format examples ¹	Sat. / Sun.	Mon. – Fri.	Sat./Sun. + Mon.–Fri.
1/1 page B 374,5 mm x H 528 mm	102.600 €	58.250 €	136.720 €
1/2 page (landscape) B 374,5 mm x H 264 mm	56.750 €	31.700 €	75.150 €
1/4 page (portrait) B 184,9 mm x H 264 mm	40.050 €	20.500 €	51.450 €

1) plus production costs Brand Story: 1/1 page: 7.000€, 1/2 page & 1/4 page (or 1.000er format): 6500€ | Product Story: 1/1 page: 3.000€, 1/2 page & 1/4 page (or 1.000er format): 2.500€ | Advertorials: 1/1 page: 3.000€, 1/2 page & 1/4 page (or 1.000er format): 2.500€ (these are not eligible for volume discount or agency commission).
2) In the BILD Reader's you book at least one week and we decide on the exact publication day. Not further eligible for discount.
3) WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. Ind. - WELT AM SONNTAG to impact / DIE WELT = DIE WELT Mon.-Fri. / WELT Print Total = WELT AM SONNTAG + DIE WELT

All prices are (unless otherwise stated) gross prices eligible for volume discount, less agency commission, plus VAT. Subject to change and errors excepted. In a gross media combination with digital Advertorials, Brand or Product Stories, combination discounts and / or production cost savings due to synergies can be obtained on request.