

BRAND STORIES

Have your message told with a native approach on our media brands: credible, entertaining and informative advertising!

Functionality: Brand storytelling with journalistic narrative expertise. Customised stories with spectacular storytelling elements, videos and graphics.

Booking options: Only bookable individually on the respective properties.

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



Basispaket¹

Minimum
page views
to be
booked³:

40,000
CPV: 2.63€

+ 2.10€ CPV
per additional view

30,000
CPV: 3.15€

+ 2.62€ CPV
per additional view

5,000
CPV: 3.50€

+ 3.33€ CPV
per additional view

Only the basic package can be booked

Only the basic package can be booked

Guaranteed
page views

Cost per View
(CPV)²

BILD

110,000 views

2.10€

WELT

50,000 views

2.62€

BZ, BOOKS⁴, Sport BILD

15,000 views

3.33€

Business Insider

5,000 views

4.00€

BILD GG Channel

15,000 views

3.00€

Maximum
page views to
be booked³:

250,000
overall
CPV: 1.57€

Maximum 50,000 page views
buchbar

20,000
overall
CPV: 3.13€

+ 3.13€
CPV

Only the basic package can be booked

Only the basic package can be booked

+ Additional add-ons

Additional costs

Data & Mafo Add-Ons	Audience Insights Report from 100,000 views (BILD & WELT)	750€ on the creation costs
	Market research from 100,000 views (BILD & WELT)	3,500€ on the creation costs
Graphic and content add-ons⁵	Immersive Story	Individual
	Interactive Story only on WELT, BILD, Business Insider and the Books	4,000€ on the creation costs
	Swipe Story only on WELT, Business Insider and the Books	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 for collecting your brand stories	From booking 3 stories on top
Refresh Story	Options: Easy, Update, native A teaser (* BILD only), Home (BILD only) ⁶	From 500€ creation costs, depending on the package (see footnote)
Insight Add-On⁷	Integrated surveys / quizzes for exciting insights ⁷	No surcharge
BILD Marktplatz	Placement of your products on the BILD marketplace	From 4,000€ nn, depending on scope

¹ Campaign durations: BILD, Sport BILD, BILD GG Channel: 4 weeks | WELT, BZ & BOOKS: 6 weeks | Business Insider: 8-10 weeks.

² Plus creation costs (not eligible for discount and AE): BILD: from 40,000 views €8,000; from 110,000 views €12,000 | WELT: from 30,000 views €8,000; from 50,000 views €10,000; from 100,000 views €12,000 | BZ, BOOKS, Sport BILD: from 30,000 views €3,500; from 50,000 views €4,500; from 100,000 views €6,500 | Business Insider: from 5,000 views €3,500 | BILD GG Channel: €8,000. Brand stories also possible on Auto BILD and Computer BILD; implementation does not take place in the Brand Studios, but on the property itself. See property fact sheets.

³ Bookable page views: from at least €1.54 gross CPV (SR- and AE- capable), depending on the size of the booking and the property. No extra views can be booked for Business Insider and BILD GG Channel. Variable BILD Home placement (no A-teaser) / no CA-teaser: 40,000 - 69,999 views | CA-teaser multiscreen: 70,000 - 109,999 views | A-teaser multiscreen: from 110,000 views.

⁴ BOOKS: Fitbook, myhomelook, Petbook, Technook and Travelbook.

⁵ Graphic representations do not make sense for all content; review and decision by Axel Springer Brand Studios.

⁶ Option Easy: same story, same teaser - price depending on booked brand story views + 500€ creation costs | Option Update: same story, new teaser - price depending on booked views + 1,500€ creation costs | Option A-Teaser: visibility on BILD.de Home with 50,000 views for 60,000€ plus 1,500€ creation costs, 100,000 views for 110,000€ plus 2,000€ creation costs, 200,000 views for 225,000€ plus 2,500€ creation costs.

⁷ Bookability of the 250,000 views is not approved by Axel Springer Brand Studios depending on the topic. | Option Home: 8 weeks standing time on BILD.de Home with native teasers (three-stripe) - price €2,500 + €500 creation costs | Options Easy & Update: bookable on all available properties. Options Home and A-Teaser exclusively for BILD | Creation costs are not SR- or AE- eligible.

⁸ Various survey formats possible.

The lead times for Brand Stories are at least 3-4 weeks from material delivery. All prices are gross prices (unless otherwise stated), less VAT. | Errors and omissions excepted.

Status: 01/2026

PRODUCT STORIES

Stärke mit unserer Product Story deine Produktbekanntheit und verbreite mit passgenauem Storytelling deine Werbebotschaft!

Funktionsweise: Produktzentriertes, individuell konzipiertes, werbliches Storytelling mit aufmerksamkeitsstarken Darstellungen und Grafiken im Look & Feel der Medienmarke sowie Link-Outs auf deine gewünschte Landingpage.

Buchungsmöglichkeiten: Nur einzeln auf den jeweiligen Objekten buchbar. Der Traffic der Story Kombos wird über alle ausgewiesenen Objekte hinweg ausgespielt, die Story selbst ist auf nur einer der Medienseiten aufgehängt.

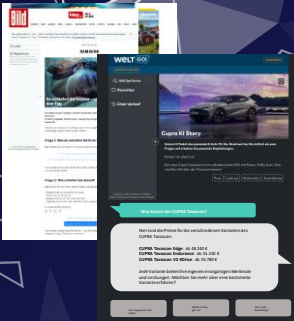
Hinweise: Bestehend aus Story + Traffictreibern, die auf die Story verlinken (Ad Server Werbemittel + Social Media). Ad Impressions + Page Views garantiert!



Basic 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 Kombos			
Decision maker (Business Insider + WELT)	28,000	8,900,000	90,000 €
Tech (Computer BILD + Techbook + BILD)	19,000	4,800,000	61,250 €
Tech 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 visibility		Additional costs	
Additional visibility	Ad Impressions ³	On a CPM basis (see CPM price list)	
Data Add-Ons	Targeting I on selected advertising media; separate Targeting Product Story available for BILD & WELT (guarantees as for 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	Individual	
	Interactive Story only on WELT, BILD, Business Insider and the Books	4,000€ on the creation costs	
	Swipe Story only on WELT, Business Insider and the Books	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 for collecting your product stories	From booking 3 stories on top	
Refresh Story⁶	Option <i>Refresh Story Easy and Update</i>	From 500€ creation costs, depending on the package (see footnote)	
Insight Add-On⁷	Integrated surveys / quizzes for exciting insights	No surcharge	
BILD Marktplatz	Placement of your products on the BILD marketplace	From 4,000€ nn, depending on scope	

1) Campaign duration: Product stories min. 4 weeks | Story kombos 4-6 weeks
2) Plus creation costs (not SR- or AE-eligible): BILD & WELT Package M: €9,000; Package L: €8,000 | Statement Story WELT: €6,000 | Computer BILD, Auto BILD, Sport BILD: €3,500 | BOOKS: €3,000 | Story Kombos: €8,000
3) Only selected interest combination Targeting available, plus creation costs of €6,000 (not eligible for discount or AE)
4) Only selected interest combination Targeting available, plus creation costs of €6,000 (not eligible for discount or AE)
5) Graphic representations not useful for all content, review and decision by Axel Springer Brand Studios
6) Option Easy: same story, same teaser, price depending on product story package + 500€ creation costs | Option update: same story, new teaser - price depending on product story package + 1500€ creation costs. Bookable on all available properties | Creation costs are not SR- or AE-eligible
7) Various survey formats possible
Lead times for product stories are at least 3 weeks from material delivery. All prices are (unless otherwise stated) SR-eligible gross prices, less AE, plus VAT | Errors and omissions excepted.

AI-STORY



With Hey_, and WELT Go! we write a hyper-personalised story for you with AI!

Functionality :

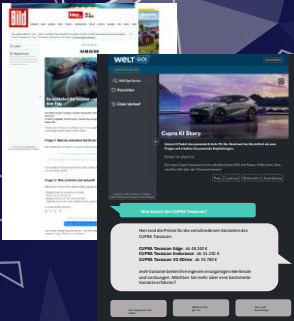
- 1) Brand Studios editors work with you on the most important questions about your brand/product.
- 2) We create an AI guide in the typical BILD/WELT style. Our prompt engineers feed the AI with all the important information so that it responds in the interests of your brand.

YOUR BOOKING OPTIONS

Package	Guaranteed Ad Impressions	Package price
BILD AI-Story ¹	20,000,000	250,000 € ²
WELT AI-Story ¹	10,500,000	120,000 € ²
AI-Story Combo (BILD + WELT) ¹	30,500,000	370,000€ ²

1) AI story campaign durations: BILD 4 weeks | WELT 6 weeks. Click here to get to the Native Factsheet. A lead time of 4 weeks is planned for the start of the campaigns. For AI stories from the pharmaceutical sector, prior review and approval by Legal is required.
2) Package price SR- and AE-eligible, plus creation costs including tech fee (these are not discount- and AE-eligible). 10,000 € Lead times for AI stories are at least 4 weeks from material delivery. All prices are (unless otherwise stated) SR-eligible gross prices, less AE, plus VAT. | Errors and omissions excepted.

ADVERTORIALS



Your delivered advertising content is presented in the style of the media brand and thus receives a trustworthy brand environment in addition to the traffic!

Functionality : Advertising in the look & feel of the media brand. Integration of your content into stories about the products & purchase messages.

Booking options : Only bookable individually on the respective properties.

Hinweise: Consisting of story + traffic drivers that link to the story (ad server advertising media), ad impressions guaranteed!

Basic 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 a CPM basis (see CPM price list)
Data Add-Ons	Targeting I on selected advertising material	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 for collecting your advertorials	From 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 creation costs (not SR- and AE-eligible): BILD, WELT and Business Insider €3,500 | Sport BILD, Computer BILD, Auto BILD, LIFESTYLE: €2,500. Advertorials also available on the books, realisation does not take place in the Brand Studios, but in the property itself (see property factsheets).
3) Only advertising material included in the basic packages can be booked without additional creation costs.

Lead times for advertorials are at least 2 weeks from delivery of material. All prices (unless otherwise stated) are gross SR prices, less agency fees, plus VAT. | Errors and omissions excepted.

FACTSHEET 2026

PRINT



Supplement your story with our newspapers and reach additional readers!

Functionality : Our advertorials, brand or product stories are realised in the desired format in the newspaper of the respective medium.

Booking options : Individually bookable on the respective properties.

Notes : Prices depend on the advert format booked.



Germany Total



BILD Germany Total			BILD am SONNTAG
Format examples ¹	Standard Mo. – Su.	Flex ² Mo. – Sa.	Sunday
1/1 page W 376 mm x H 528 mm	663,000 €	331,500 €	114,800 €
1/2 page (landscape) W 187 mm x H 528 mm	414,000 €	207,000 €	79,000 €
1,000 format B 187 mm x H 250 mm	192,000 €	96,000 €	78,600 €



WELT AM SONNTAG ³		DIE WELT ³	WELT Print Gesamt ³
Format examples ¹	Sa. / Su.	Mo. – Fr.	Sa./Su. + Mo.–Fr.
1/1 page W 374,5 mm x H 528 mm	99,600 €	56,550 €	132,725 €
1/2 page (landscape) W 374,5 mm x H 264 mm	55,100 €	30,800 €	73,000 €
1/4 page (portrait) W 184,9 mm x H 264 mm	38,900 €	19,900 €	49,955 €

1) plus creation costs: Brand Story: 1/1 page: €7,000, 1/2 page & 1/4 page (or 1,000 format): 6,500€ | Product Story: 1/1 page: 3,000€, 1/2 page & 1/4 page (or 1,000 format): 2,500€ (these are not SR or AE eligible).
2) With the BILD flex rate, you book a calendar week and we decide on the exact day of publication. No further discounts applicable.
3) WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. Incl. WELT AM SONNTAG Compact / DIE WELT = DIE WELT Mon.-Fri. / WELT Print Total = WELT AM SONNTAG + DIE WELT.

All prices are (unless otherwise stated) SR gross prices, less VAT, plus VAT. | Subject to change and errors excepted. In the cross-media combination with digital advertorials, brand or product stories, combined discounts and / or creation cost savings due to synergies can be achieved on request.

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