

The logo for the German newspaper 'Bild'. It features the word 'Bild' in a bold, white, sans-serif font. The letters are closely spaced. The 'i' has a dot. The 'l' is a simple vertical bar. The 'd' has a rounded bottom. The text is set against a solid red square background.

Bild

BILD BLEIBT BILD

“

A portrait of Carolin Hulshoff Pol, a woman with long blonde hair, wearing a black and white leopard print jacket over a black top. She is looking directly at the camera with a slight smile.

BILD stands for journalistic excellence and technological innovation. It is the most relevant voice to inform, move and shape discussions.“

Carolin Hulshoff Pol

”

A portrait of Marion Horn, a woman with short blonde hair and black-rimmed glasses, wearing a bright red blazer over a white top. She is sitting with her hands clasped in front of her, looking towards the camera.

BILD is relevance, entertainment and closeness to life! ... And a strong partner by the side of the German citizens.“

Marion Horn

The logo for the German newspaper 'Bild', consisting of the word 'Bild' in white text on a red square background.

Bild

| media **impact** _

OUR TARGET GROUP

Target Group	Desktop, MEW & App (Total)
Male	58 %
20 – 49 years	52 %
Net household income of at least € 2,000	79 %
Employed	71 %

MULTIMEDIA PRESENCE OF BILD

83 M.

GROSS REACH

(PRINT, DIGITAL, SOCIAL, PODCAST)¹

35 M.

NETTO REACH

(PRINT, DIGITAL, SOCIAL, PODCAST)²

31.14 M.

CROSSMEDIA BRAND REACH

(PRINT + DIGITAL)³

646 M.

Digital Visits (Monthly)⁴

21.11 M.

DIGITAL UNIQUE USER (MONTHLY)³

4.59M.

DIGITAL UNIQUE USER (DAILY)³

3.85 M.

DIGITAL UNIQUE USER ON BILD HOME
(DAILY)⁵

1 Total of individual monthly reach (monthly basis) across all communication channels, 2 Reach (monthly basis) across all communication channels with overlaps (based on available overlap information Social Media / Podcast b4p 2024 III; population 14+ years, NpM; Mpm. / Meta Business Suite, April 2025 | YouTube Studio, April 2025 / Unique Visitors | Snapchat Insights April 2025 | b4p 2024 III; Basis: Population 14+ years; LpA (monthly occupancy), NpM / ma Podcast April 2025, 3 b4p 2024 III; Basis: Population 14+ years, NpM, NpT., Mpm 4 b4p 2023 III; Basis: Population 14+ years, NpT 5 IVW July 2025



BILD IS GERMANY'S LEADING NEWSMEDIUM

NOTHING MOVES GERMANY LIKE BILD

BILD knows what moves people and what creates friction.
Fast, up-to-date and varied.

RELEVANT ENVIRONMENTS

BILD is everywhere the users are - and gives advertisers direct access to their target group.

MORE REACH IS NOT POSSIBLE

BILD offers advertisers direct access to these high-reach environments. Nobody has more daily reach!

Bild

**STAYS CLOSE.
FAST.
INNOVATIVE.**

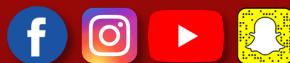
#1 guaranteed on our
Homepage (Desktop, MEW & App)

21 M. imps/day

#1 reaches more than

13.7 M.

Followers via social
media channels¹



#3 remains number 1 in digital
subscriptions²

807.629 

#4 Artificial intelligence for
innovation...

Hey_

Ihr Helfer
mit KI

TRY NOW

100 M.

HEY_ has already answered questions for 2.5 million
unique users.³

#5 reaches approx.

7 M.



Streams with 6 podcasts⁴

#6 celebrates again this year

9 events

with relevant personalities from politics,
business, arts, culture and healthcare

AND HERE'S WHAT'S INCLUDED...

#1

HOMERUN

#2

TEASER SURFACES

#3

SECOND HOME

#4

CONTENT BAR PREMIUM

#5

BILD RUN

#6

CURRENT SPECIALS

#7

INDIVIDUAL INTEGRATION

#8

BRAND STUDIOS

01

BILD HOMERUN

YOUR HOMERUN OPTIONS

BASIC

REACH IN IMPS	21 M.
GROSS PRICE Q1-Q3	€ 220.000
GROSS PRICE Q4	€ 230.000

DELUXE

REACH IN IMPS	21 M.
GROSS PRICE Q1-Q3	€ 250.000
GROSS PRICE Q4	€ 260.000

SUPREME

REACH IN IMPS	21 M.
GROSS PRICE Q1-Q3	€ 400.000
GROSS PRICE Q4	€ 400.000

BILD HOMERUN BASIC



BILLBOARD

Plenty of space for design

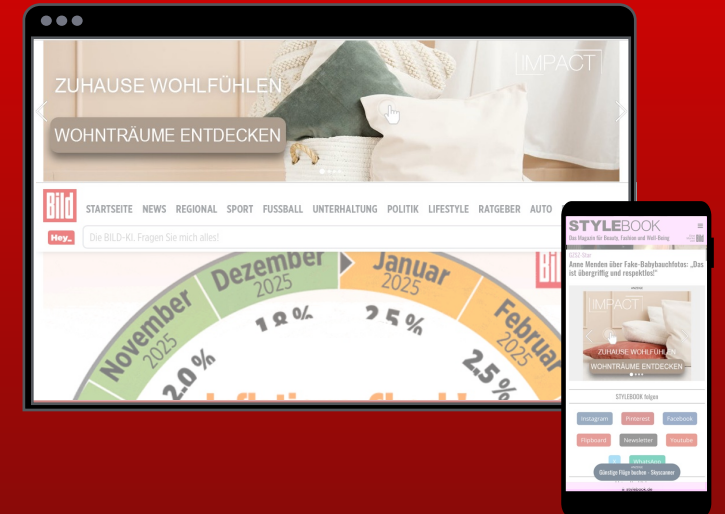
[Learn more](#)



DYNAMIC SITEBAR

Dynamic scroll adaptation

[Learn more](#)



GALLERY AD

Up to 8 products in one ad

[Learn more](#)

BILD HOMERUN DELUXE 1/2



DOUBLE DYNAMIC SITEBAR

Double, dynamic placement

[Learn more](#)



BRIDGE AD

The grand entrance

[Learn more](#)

BILD HOMERUN DELUXE 2/2



VIDEO WALL

Video content for a large audience!

[Learn more](#)



TWOFACE AD

The interactive stage

[Learn more](#)

BILD HOMERUN SUPREME

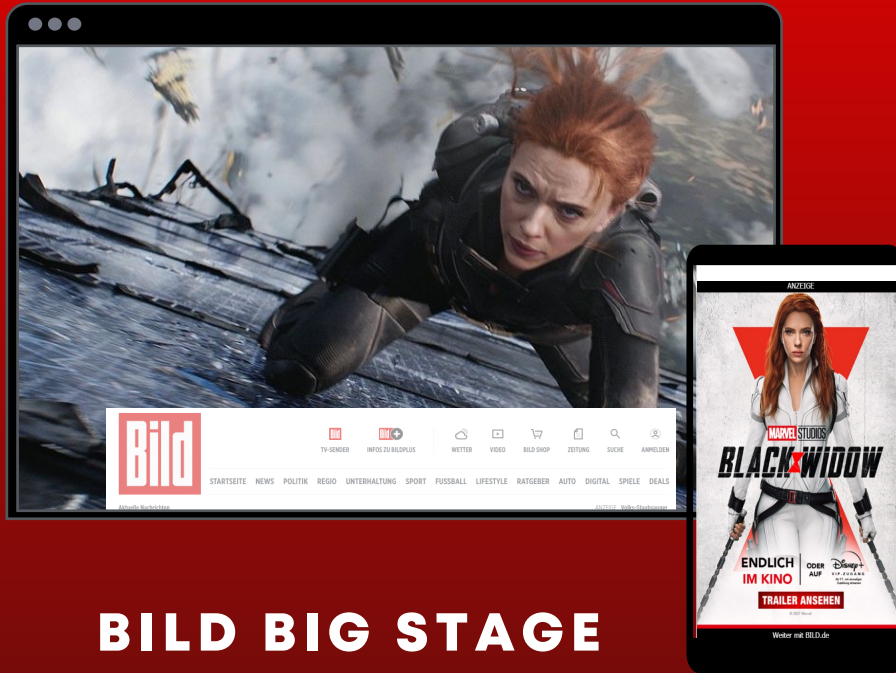


BILD BIG STAGE

Our biggest (moving image) stage

[Learn more](#)



CURTAIN DROPPER

A real eye-catcher

[Learn more](#)

02

TEASER SURFACES

A-TEASER AND C-TEASER MAXCLICK

	A-TEASER		C-TEASER MAXCLICK
REACH IN AIS	15 M.	REACH IN AIS	15 M. + 50k clicks
GROSS PRICE Q1-Q3	€ 175,000	GROSS PRICE Q1-Q3	€ 160,000
GROSS PRICE Q4	€ 185,000	GROSS PRICE Q4	€ 160,000

RIGHT TO THE HEART OF OUR CONTENT



A-TEASER

The most prominent teaser surface



C-TEASER MAXCLICK

Additional clicks guaranteed



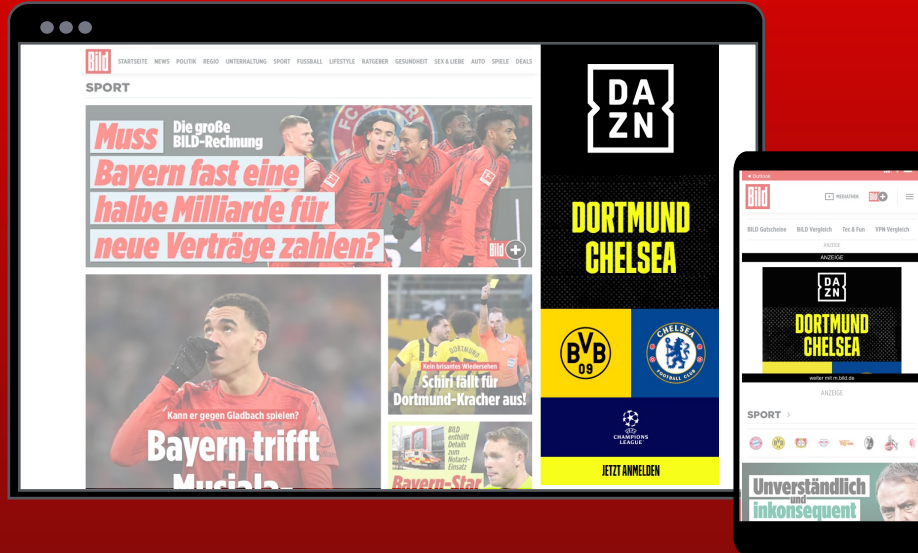
03

SECOND HOME

YOUR SECOND HOME OPTIONS

	BASIC		DELUXE
REACH IN AIS	2 M.	REACH IN AIS	2 M.
GROSS PRICE Q1-Q3	€ 40.000	GROSS PRICE Q1-Q3	€ 50.000
GROSS PRICE Q4	€ 50.000	GROSS PRICE Q4	€ 60.000

SECOND HOME PLACEMENTS



**DYNAMIC SITEBAR +
UNDERSTITAL**

**ALSO BOOKABLE ON
OUR SECOND HOME:**

Billboard

(Dynamic) Fireplace

(Double) Dynamic Sitebar

[Learn more](#)

04

CONTENTBAR PREMIUM

OUR CONTENTBAR PACKAGE

REACH IN AIS

3 M.

GROSS PRICE Q1-Q3

€ 60,000

GROSS PRICE Q4

€ 70,000

PACKAGE



CONTENTBAR PREMIUM

Right in the middle of everything

[Learn more](#)

05

BILD RUNS

YOUR BILD RUN OPTIONS

BILD RUN/MAX

REACH IN AIS

6 M./12 M.

GROSS PRICE Q1-Q3

€ 100,000/€ 170,000

GROSS PRICE Q4

€ 120,000/€ 190,000

GUARANTEES & PRICES VARY BY CATEGORY

TOPIC RUN

Entertainment
Sports
News
Health & Family
Finance, Economy, Saving
Multimedia & Tech
Car & Service; Travel

BILD RUN & TOPIC RUN

THESE TOPICS ARE AVAILABLE:

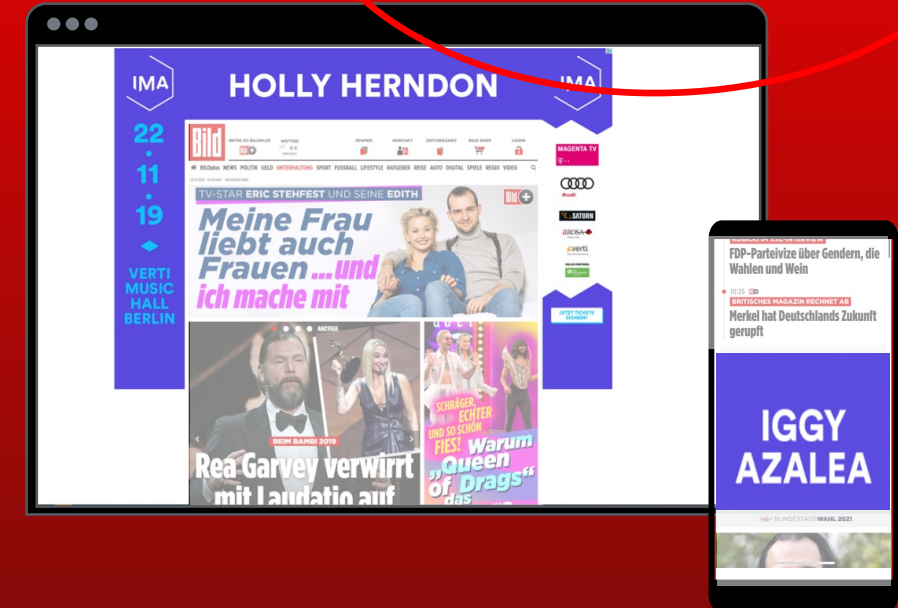
Entertainment, Sports, News,
Health & Family, Finance,
Multimedia & Tech, Car & Service,
Travel



BILD RUN/MAX

Best viewability and maximum engagement

[Learn more](#)



TOPIC RUN

Fixed placement on the home page of the
corresponding channel + channel specific delivery

[Learn more](#)

06

CURRENT SPECIALS

BILD HEY_

We are the first German news medium to integrate artificial intelligence in a playful way that is easy to use.

Here's how it works:

Hey_ is the smart assistant on BILD. In addition to basic questions, Hey_ offers various **topic-specific experiences** that bring our users closer to AI in everyday life.

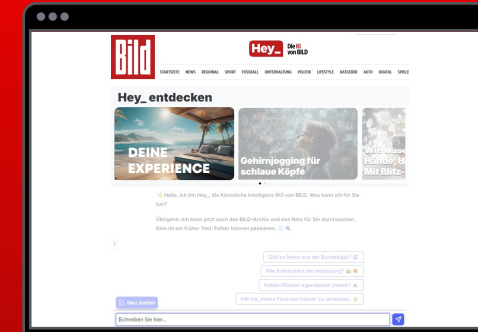
- The digital assistant provides users with answers to their questions in real time.
- You will be integrated **exclusively and long-term¹** into the Hey_ Experience
- An editorial teaser brings your topic even more into focus for the user².

[Learn more](#)

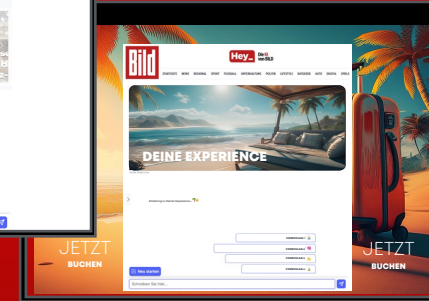
¹ Planned minimum runtime 4 weeks. ² Implementation according to editorial sovereignty. ³ Offer is not discountable, performance from all components: approx. 15,000,000 ad impressions. Visualization example.

FIRST
MOVER
OFFER:
€ 55,000 ³

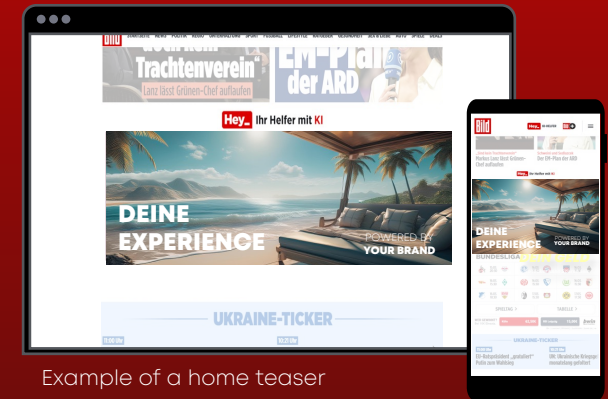
#1



Showcasing the Partner Experience



#2



Example of a home teaser

BILD PLAY

The new vertical video stream at BILD!

Your vertical video (9:16) embedded into the BILD.Play feed, on its own map. For great brand visibility and extra performance incentive, we place your logo, your claim and your preferred CTA on your video.

With a preroll or a halfpage ad you can achieve even more attention for your campaign.

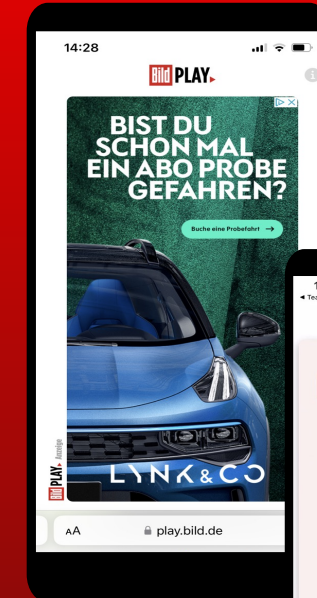
Reach prerolls: 50,000 imps per month

Reach half-page ad: 500,000 imps per month

Try it out!



HALFPAGE AD



PREROLL



[Learn more](#)

07

INDIVIDUAL INTEGRATION

YOUR INDIVIDUAL INTEGRATION

BILD CHANNEL

Your integration into the editorial environment of BILD

DEEP INTEGRATION

The permanent integration of your partner landing page in the look & feel of BILD

BRAND CONCEPTS

Our striking staging for your brand

BILD CHANNEL

A BILD channel (e.g. BILD Health or BILD GG) focuses on a specific topic and features current analyses, interviews, commentaries, videos and other multimedia formats. All articles are produced directly by the editorial team and take place under your exclusive sponsorship.

[Learn more](#)

Additional
BILD Channels
possible on request



DEEP INTEGRATION

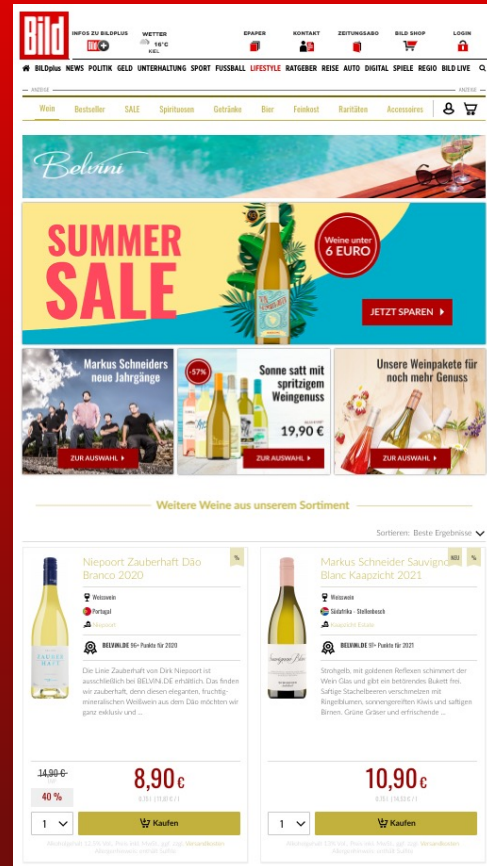
Our Deep Integration ensures that your topics and offers are always visible in the BILD.de universe. The centrepiece is a partner landing page. Traffic is generated via contact points such as teaser areas and advertorials. You can choose between theme stage or channeliser.



DEEP INTEGRATION



Theme stage



Channelizer

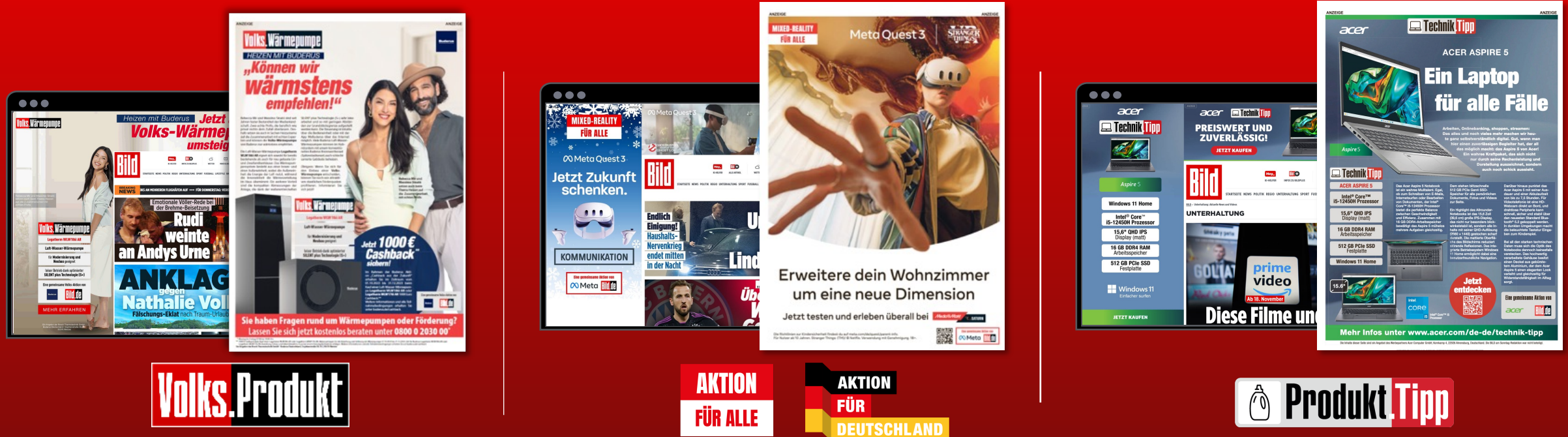
THEME STAGE

- Your content marketing is prepared by us on a theme stage and implemented in the BILD look & feel
- High credibility and advice function
- Site is hosted in BILD's CMS
- **From 3 months: min. 10 million Als per month**

CHANNELIZER

- Integration of your content, stores or widgets into the BILD environment via template with BILD header & footer
- Short customer journey, therefore high performance
- Site is hosted by the partner
- **From 12 months: min. 10 million imps per month**

BILD BRAND CONCEPTS



AND GERMANY BUYS...

With a brand concept from the BILD Group, you benefit from the credibility of one of Germany's strongest media brands. The design in the “look and feel” of our titles translates your message into the language of our readers. Transfer this message to your products and to the point of sale with the exclusive use of the brand logos.

[Learn more](#)



| media **impact**

08

BRAND STUDIO

THIS IS THE BRAND STUDIO

People love stories!

And that's exactly why we develop, produce and distribute entertaining and informative stories about your brands or products. Our credo: user first!

Every campaign is tailored best to your target group. Our native journalists, video producers, digital strategists and cross-media experts translate your campaign goals into tailor-made storytelling and **360-degree campaigns** with maximum impact!

Choose between:

ADVERTORIAL

PRODUCT STORY

BRAND STORY

BRAND STUDIO PRODUCTS



ADVERTORIAL

Stories about your products
and purchase messages

[Learn more](#)

PRODUCT STORY



PRODUCT STORY

Particularly suitable for products that
require explanation, new features or
current offers

[Learn more](#)

BRAND STORY



BRAND STORY

Our best journalists stage your topic
individually in an exciting story

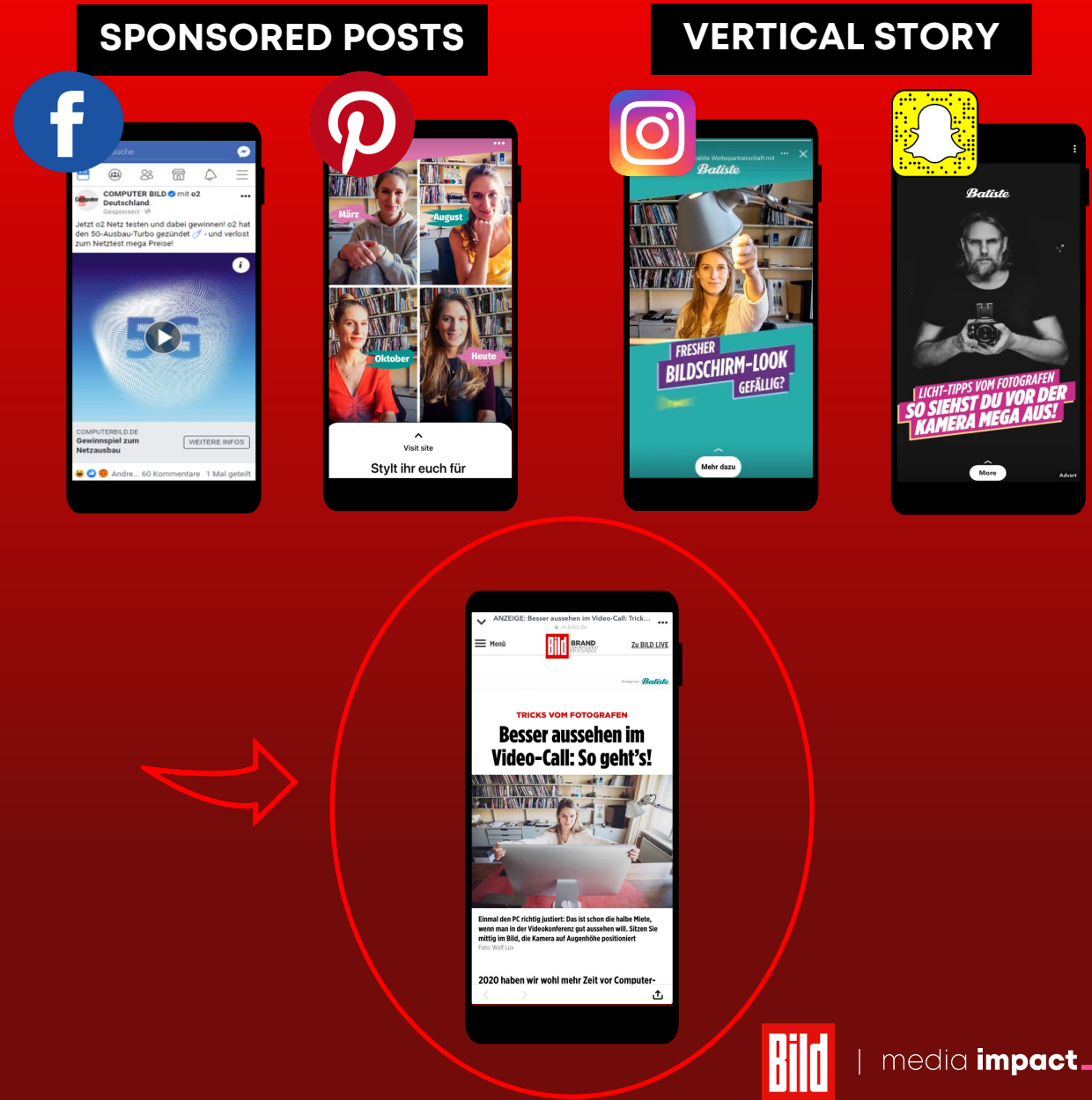
[Learn more](#)

SOCIAL MEDIA

How to Wow GenNow!

Benefit from our social media know-how and boost your product or brand story!¹ With the help of full-screen vertical videos or photos, your story is delivered in the style of the younger generation on the popular social media platforms Snapchat and Instagram. Within the posts, we can link directly to your landing page.

[Learn more](#)



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