



BILD BLEIBT BILD

”

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

Carolin Hulshoff Pol

”

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.

| media impact _

OUR TARGET GROUP

Target Group	Desktop, MEW & Apps (Total)
Male	55 %
20 – 49 years	40 %
Net household income of at least € 2,000	84 %
Employed	64 %



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

4.59 M.

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!



**STAYS
CLOSE.
FAST.
INNOVATIVE.**

Guaranteed on our
Homepage (Desktop, MEW & App)

21 M. imps/day

Reaches more than

13.7 M.

Follower via social
media channels¹



Remains number 1
in digital subscriptions²

807,629



Reaches approx.

7 M.

streams with
6 Podcasts⁴



Unschlagbare Print-Reichweite

Bild 6.08 M.

Readers per issue¹
981.582 Expl.⁵



4.19 M. Bild am Sonntag

Readers per issue¹ **465.596 Expl.⁶**

Artificial intelligence for innovation...

Hey_ Ihr Helfer
mit KI

100 M.

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



Celebrates the whole year

9 events

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



¹ Status August 2025, ² IVW January 2025, ³ Since going live in September 2023, ⁴ Evaluation via Podigee January 2025

UND DAS IST DRIN...

#1

HOMERUN

#2

TEASER SURFACES

#3

SECOND HOME

#4

CONTENT BAR PREMIUM

#5

BILD RUN

#6

CURRENT SPECIALS

#7

INDIVIDUEL INTEGRATION

#8

BRAND STUDIOS

01

**BILD
HOMERUN**

YOUR HOMERUN OPTIONS

REACH IN IMPS

21 Mio.

GROSS PRICE Q1-Q3

240.000 €

GROSS PRICE Q4

250.000 €

BASIC

REACH IN IMPS

21 Mio.

GROSS PRICE

340.000 €

PLUS

BILD HOMERUN 1/5



BILLBOARD

Plenty of space for design

[Learn more](#)



CATALOGUE AD

Linked catalogue advertised digitally

[Learn more](#)

BILD HOMERUN 2/5



DYNAMIC SITEBAR

Dynamic adjustment to scrolling

[Learn more](#)



DOUBLE DYNAMIC SITEBAR

Double, dynamic placement

[Learn more](#)

BILD HOMERUN 3/5



WALLPAPER

Double visibility

[Learn more](#)



(DYNAMIC) FIREPLACE

Double, dynamic placement

[Learn more](#)

BILD HOMERUN 4/5



GALLERY AD

Swipe now!

[Learn more](#)



PICTURE WALL

Plenty of space for user interaction

[Learn more](#)

BILD HOMERUN 5/5



VIDEO WALL

Video content for a large audience!

[Learn more](#)



TWOFACE AD

The interactive stage

[Learn more](#)

BILD HOMERUN PLUS 1/2

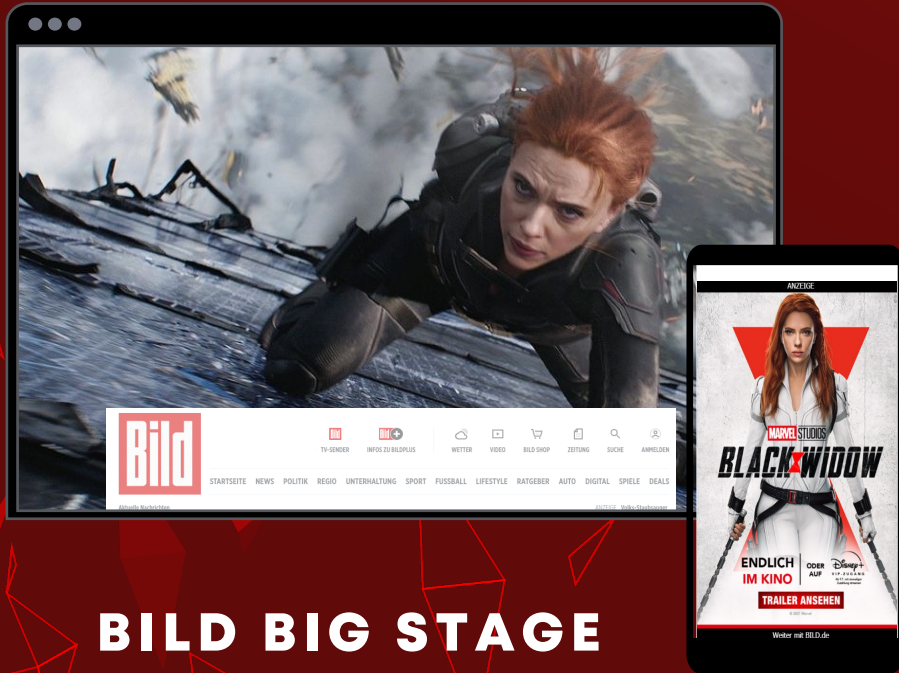


BILD BIG STAGE

Our biggest (moving image) stage

[Learn more](#)



CURTAIN DROPPER

A real eyecatcher!

[Learn more](#)

BILD HOMERUN PLUS 2/2



BRIDGE AD

The grand entrance

[Learn more](#)



FRAME AD

Maximum attention

[Learn more](#)

02

**TEASER
SURFACE**

A-TEASER

A-TEASER

REACH IN IMPS

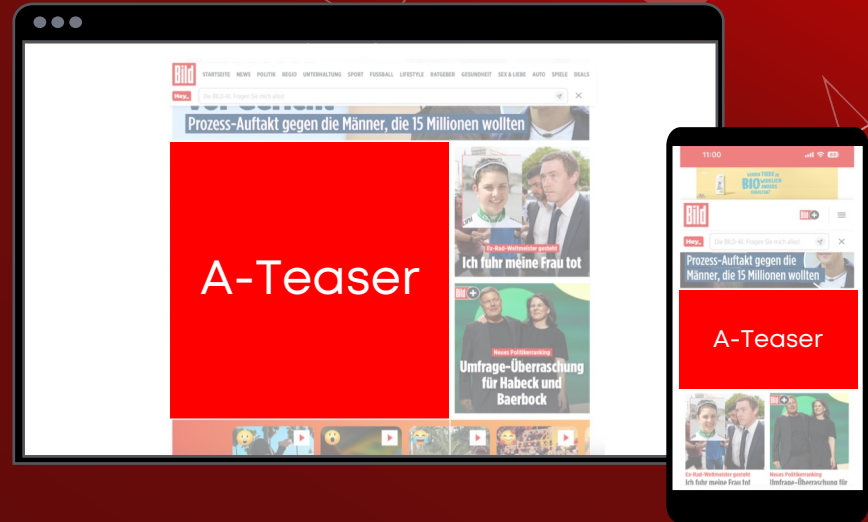
15 M.

GROSS PRICE Q1-Q3

€ 175,000

GROSS PRICE Q4

€ 185,000



A-TEASER

The most prominent teaser surface

[Learn more](#)

03

**ULTIMATE
DAYS**

ULTIMATE DAYS

ULTIMATE DAYS

ULTIMATE DAYS

REACH IN IMPS

23 M.

GROSS PRICE

€ 534,000



ULTIMATE DAYS

Homerun Plus + Prestitial
Multiscreen

The package for days with particularly high reach

[Learn more](#)

03

**SECOND
HOME**

YOUR SECOND HOME OPTIONS

BASIC

REACH IN IMPS

1.5 M.

GROSS PRICE Q1-Q3

€ 30,000

GROSS PRICE Q4

€ 40,000

PLUS

REACH IN IMPS

1.5 M.

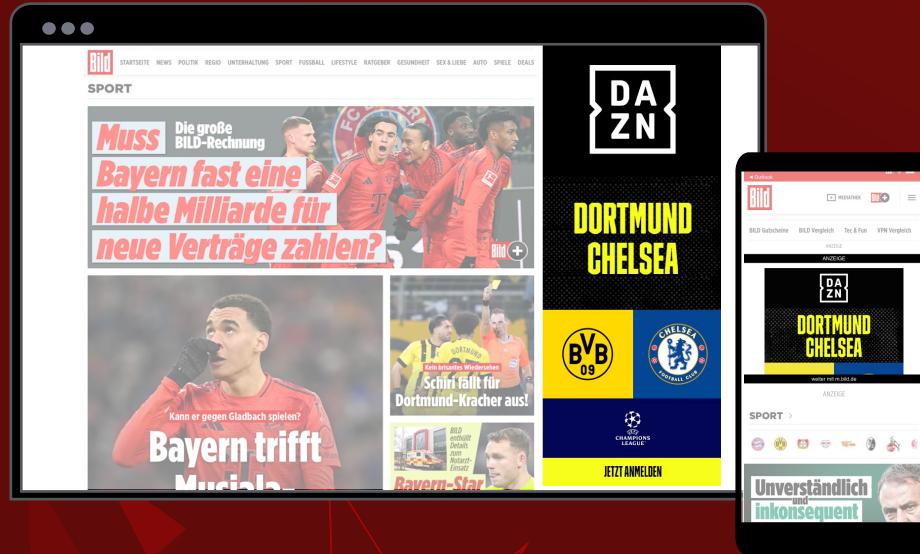
GROSS PRICE Q1-Q3

€ 35,000

GROSS PRICE Q4

€ 45,000

SECOND HOME PLACEMENT



**DYNAMIC SITEBAR +
UNDERSTITAL**

**ALSO BOOKABLE ON
OUR SECOND HOME:**

Billboard
(Dynamic) Fireplace
(Double) Dynamic Sitebar

[Learn more](#)

04

**CONTENTBAR
PREMIUM**

OUR CONTENTBAR PACKAGE

PACKAGE

REACH IN IMPS	2.5 M.
GROSS PRICE Q1-Q3	€ 50,000
GROSS PRICE Q4	€ 60,000



CONTENTBAR PREMIUM

Right in the middle of everything

[Learn more](#)

05

BILD RUNS

YOUR BILD RUN OPTIONS

BILD RUN/MAX

REACH IN IMPS

6 M./12 M.

GROSS PRICE Q1-Q3

€ 100,000/€ 170,000

GROSS PRICE Q4

€ 120,000/€ 190,000

**GARANTEES & 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:

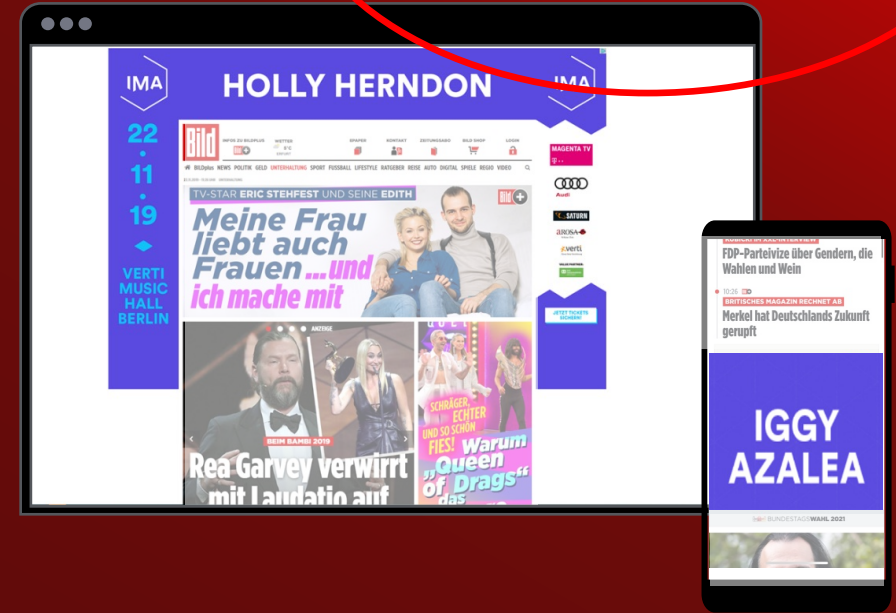
Entertainment, Sports, News, Health & Family, Finance, Multimedia & Tech, Car & Service, Travel



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:

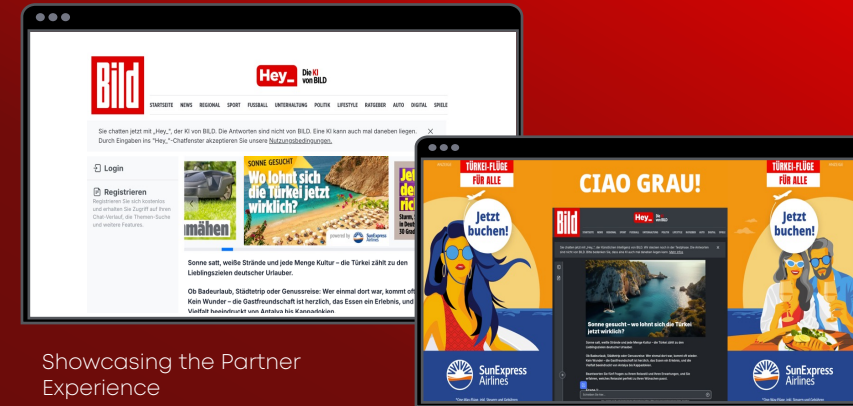
Hey_ is the smart assistant on BILD. In addition to basic questions, Hey_ offers various **topic-specific experiences** that bring our users closer to AI in everyday life.

- The digital assistant provides users with answers to their questions in real time.
- You will be integrated **exclusively and long-term**¹ 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. 10,000,000 ad impressions. Visualization example.

#1



Showcasing the Partner Experience

#2



Theme d tile in the HEY_ Home Teaser

Teaser with logo placement

BILD PLAY

The new vertical video stream at BILD!

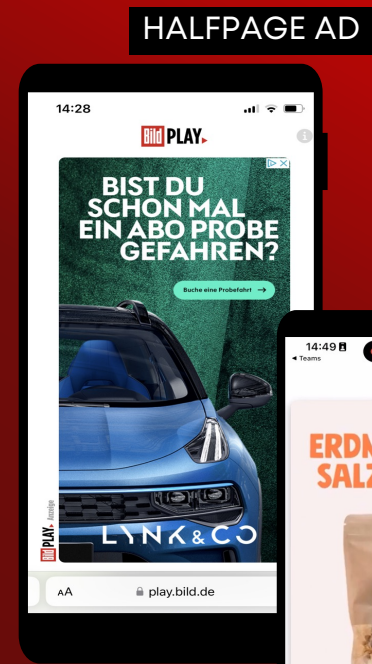
Your vertical video (9:16) embedded into the BILD.Play feed, on its own map. For great brand visibility and extra performance incentive, we place your logo, your claim and your preferred CTA on your video.

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



[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

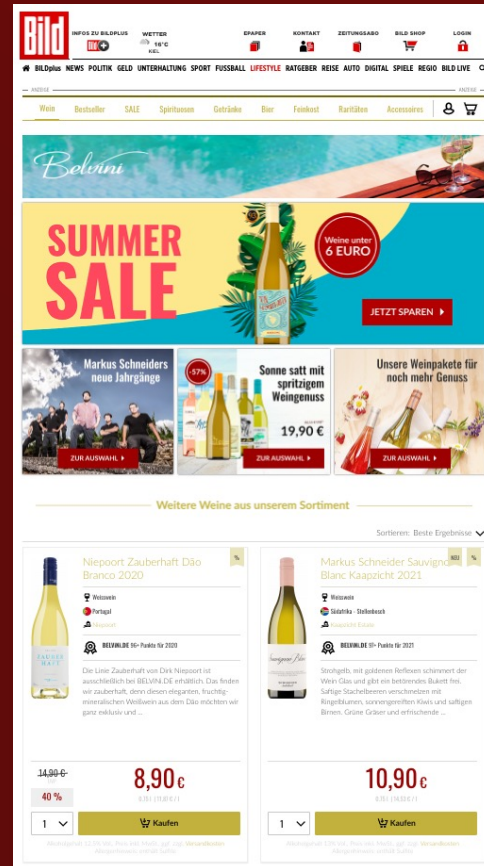
Our Deep Integration ensures that your topics and offers are always visible in the BILD.de universe. The centrepiece is a partner landing page. Traffic is generated via contact points such as teaser areas and advertorials.



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 imps per month**

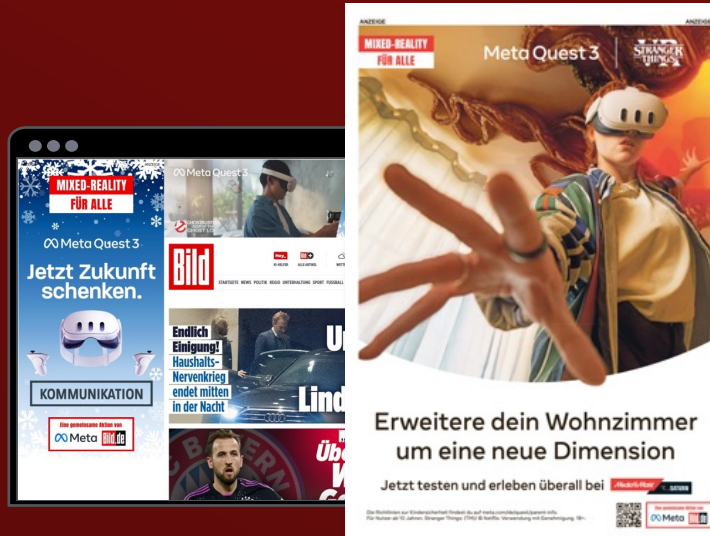
CHANNELIZER

- 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



Volks.Produkt



AKTION FÜR ALLE

AKTION FÜR DEUTSCHLAND



Produkt.Tipp

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](#)



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!

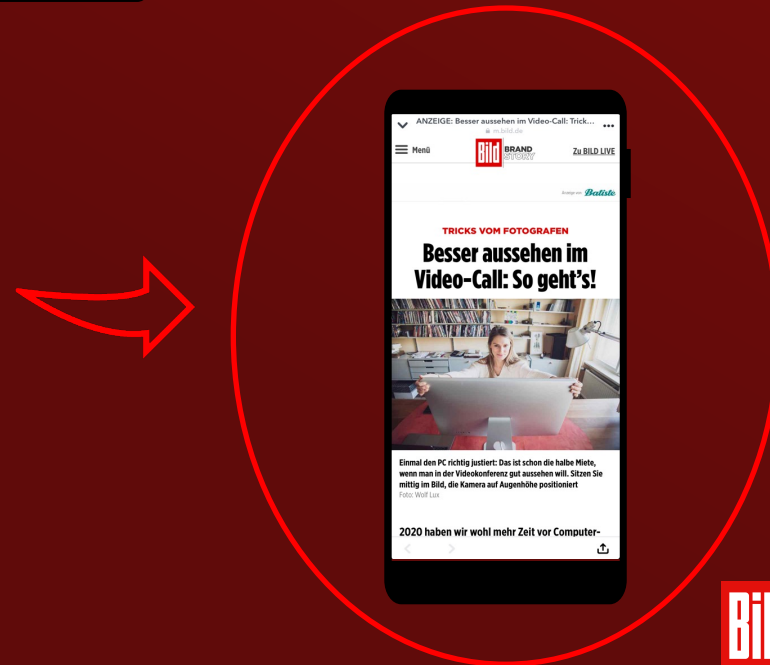
Benefit from our social media know-how and boost your product or brand story!¹ With the help of full-screen vertical videos or photos, your story is delivered in the style of the younger generation on the popular social media platforms Snapchat and Instagram. Within the posts, we can link directly to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

[Learn more](#)

SPONSORED POSTS



VERTICAL STORY



¹ Only in combination with booking product or brand story

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