

# BRAND STORIES

**Spread your message on our media brands with a native approach: advertise credibly, entertainingly and informatively!**

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

**Booking options:** Only bookable individually on the respective media brands.

**Additional information:** Consisting of story + traffic drivers that link to the story (native teasers). Page views guaranteed!



## Basic Package<sup>1</sup>

Minimum Page Views<sup>3</sup>:

Maximum Page Views<sup>3</sup>:

Minimum Page Views <sup>3</sup>	CPV	CPV	Guaranteed Page Views	Cost per View (CPV) <sup>2</sup>	CPV	CPV	Maximum Page Views <sup>3</sup>	Overall CPV	
40,000	2.63€	+ 2.10€ CPV per additional view	110,000 Views	2.10€	+ 1.58€ CPV	200,000 CPV: 1.58€	250,000	overall CPV: 1.57€	
30,000	3.15€	+ 2.62€ CPV per additional view	50,000 Views	2.62€	Maximum of 50,000 page views bookable				
5,000	3.50€	+ 3.33€ CPV per additional view	15,000 Views	3.33€	+ 3.13€ CPV		20,000	overall CPV: 3.13€	
Only the basic package can be booked			5,000 Views	4.00€	or			10,000	overall CPV: 3.40€
Only the basic package can be booked			15,000 Views	3.00€	Only the basic package can be booked				

+ Add-ons		Additional costs
<b>Data &amp; Market Research Add-Ons</b>	Audience Insights Report   available from 100,000 Views	750€ on the creation costs
	Market research   available from 100,000 Views	3,500€ on the creation costs
<b>Graphical and Content Add-Ons<sup>5</sup></b>	Immersive Story	Individual
	Interactive Story	4,000€ on the creation costs
	Swipe Story   only available / on WELT	No extra charge
<b>Social Media</b>	Sponsored Posts   Content Posts   Vertical Story	See Social Media Factsheet
<b>Performance</b>	Just Clicks, Social Performance Add-On or Interaction Add-On	See Performance Factsheet
<b>Hub</b>	Hub for collecting your brand stories	If you book 3+ stories optionally on top
<b>Refresh Story</b>	Options: Easy, Update, native A-Teaser (only BILD), Home (only BILD) <sup>6</sup>	From 500€ creation costs, depending on the package (see footnote)
<b>Insight Add-On<sup>7</sup></b>	Integrated surveys/ quizzes for exciting insights <sup>7</sup>	No extra charge
<b>BILD Marketplace</b>	Placement of your products on the BILD Marketplace	From 4,000€ net, depending on scope

1) Campaign durations: BILD, Sport BILD, BILD GG Channel: 4 weeks | WELT, LIFESTYLE, BZ & BOOKS: 6 weeks | Business Insider: 6-8 weeks.  
 2) Plus creation costs (not discountable): BILD: from 40,000 views 8,000€; from 110,000 Views 10,000€; from 200,000 Views 12,000€ | WELT: from 30,000 views 8,000€; 50,000 Views = 10,000€ | LIFESTYLE, BZ, BOOKS, Sport BILD: from 5,000 Views 3,500€; from 15,000 Views 4,000€; 20,000 Views 4,500€ | Business Insider: from 5,000 views €3,500 | BILD GG Channel: €8,000. Brand stories also available on Auto BILD and Computer BILD, implementation does not take place in the brand studios, but is done by the media brand itself, see media brand factsheets.  
 3) Scalable page views: from min. 1.54€ gross CPV (SR and AE capable), depending on the size of the booking and the object. No extra views can be booked on Business Insider and BILD GG Channel. Variable BILD Home placement: no A-Teaser | no C4-Teaser: 40,000 - 69,999 views | C4 Teaser multiscreen: 70,000 - 109,999 Views | A-Teaser multiscreen: from 110,000 views.  
 4) BOOKS: Fitbook, myHomeBook, Petbook, Stylebook, Techbook and Travelbook.  
 5) Graphical representations do not make sense for all content. Review and decision by Axel Springer Brand Studios.  
 6) Option Easy: same story, same teasers - price depending on booked brand story views + 500€ creation costs | Option update: same story, new teasers - price depending on booked views + 1,500€ creation costs | Option A-Teaser: Visibility on the 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, 250,000 views for 225,000€ plus 2,500€ creation costs (bookability of the 250,000 views subject to approval by Axel Springer Brand Studios depending on the topic) | Option Home: 8 weeks of standing on the BILD.de Home with native teasers (triple strike) - price 21,500€ + 500€ creation costs | Easy & Update options: bookable on all available brands; Options Home and A-Teaser: exclusively for BILD | Creation costs are not discountable.  
 7) Different survey formats available.

The lead time for brand stories is at least 3-4 weeks from the delivery of all required materials. Unless otherwise stated, all prices are SR-eligible gross rates, excluding AE and plus VAT. Subject to changes and errors. Last updated: 01.01.2025

# PRODUCT STORIES

**Strengthen your product awareness with our product story and spread your advertising message with tailor-made storytelling!**

**How it works:** Product-centric, individually designed, advertising storytelling with attention-grabbing representations and graphics in the look and feel of the media brand as well as link-outs to your desired landing page.

**Booking options:** Only bookable individually on the respective properties. The traffic of the story combos is played out across all designated objects, the story itself is hung on only one of the media pages.

**Additional information:** Consisting of story + traffic drivers that link to the story (ad server advertising + social media). Ad Impressions + Page Views guaranteed!



Basic Package <sup>1</sup>	Guaranteed Page Views	Guaranteed Ad Impressions	Package price <sup>2</sup>
<b>BILD Product Story M</b>	20,000	6,200,000	55,000 €
<b>BILD Product Story L</b>	30,000	8,400,000	79,000 €
<b>WELT Product Story M</b>	12,000	4,700,000	47,000 €
<b>WELT Product Story L</b>	23,000	8,400,000	70,000 €
<b>WELT Statement Story</b>	8,000	4,700,000	47,000 €
<b>Computer BILD, Auto BILD, Sport BILD, BOOKS Product Story</b>	9,000	1,700,000	33,750 €
Story Combos			
<b>Decision-maker</b> (Business Insider + WELT)	28,000	13,400,000	87,500 €
<b>Technology</b> (Computer BILD + Techbook + BILD)	19,000	4,800,000	61,250 €
<b>Automotive</b> (Auto BILD + Sport BILD + BILD)	19,000	4,800,000	61,250 €
<b>Innovation</b> (Computer BILD + Techbook + WELT)	15,000	4,050,000	57,250 €

+ Add-Ons		Additional costs
<b>Additional visibility</b>	Ad Impressions <sup>3</sup>	On CPM basis (see CPM price list)
<b>Data Add-Ons</b>	Targeting I on selected advertising media; separate <b>targeting product story</b> available for BILD & WELT (guarantees as with product story M + targeting on all advertising materials) <sup>4</sup>	From 10€ CPM (see Targeting Ratecard); BILD Package: 80,000€, WELT Package: 66,000€ <sup>4</sup>
<b>Graphic and Content Add-Ons<sup>5</sup></b>	Immersive	Individual
	Interactive	4,000€ on the cost of creation
	Swipe Story I only on WELT	No extra charge
<b>Social Media</b>	Sponsored Posts   Content Posts   Vertical Story	See Social Media Factsheet
<b>Performance</b>	Just Clicks, Social Performance Add-On or Interaction Add-On	See Performance Factsheet
<b>Hub</b>	Hub for collecting your product stories	If you book 3+ stories optionally on top
<b>Refresh Story<sup>6</sup></b>	Option <i>Refresh Story Easy and Update</i>	From 500€ creation costs, depending on the package (see footnote)
<b>Insight Add-On<sup>7</sup></b>	Integrated surveys/ quizzes for exciting insights	No extra charge
<b>BILD Marketplace</b>	Placement of your products on the BILD Marketplace	From 4,000€ net, depending on scope

1) Campaign Duration: Product Stories min. 4 weeks | Story Combos: 4-6 weeks.

2) Plus creation costs (not SR or AE eligible): 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 combos: €8,000 (an additional €4,000 is required for interactive implementation). Fundamental examination of the content of financial service providers; if necessary and subject to any necessary adjustment of the product variant and/or the guaranteed views.

3) Only advertising materials included in the basic packages can be booked at no extra charge.

4) Only included Interest/Combo TGX + context targeting available; plus creation costs of 8,000€ (not discountable).

5) Graphical 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 the product story package + 500€ creation costs | Option update: same story, new teasers – price depending on the product story package + 1,500€ creation costs. Bookable on all available properties | Creation costs are not discountable.

7) Different survey formats available.

8) Different survey formats available.

The lead times for product stories are at least 3 weeks starting from material delivery. All prices are (unless otherwise noted) SR-eligible gross prices, less AE, plus VAT | Subject to changes and errors. As of 01.01.2025.

# BILD AI-STORY

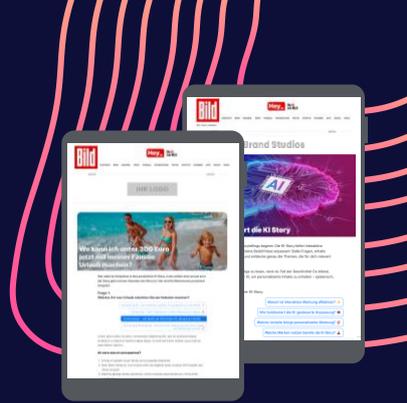
**With Hey\_, the first German chat GPT, we are writing a hyper-personalized story with AI for you!**

**How it works:**

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

**Booking options:** Only bookable on BILD.

**Additional information:** Consisting of AI story + traffic drivers that link to the story (traffic from the brand or product story packages); Alignment of the story and guarantees depending on the product.



## YOUR BOOKING OPTIONS

### 1 Safe and sound with fixed guarantees No. 1 → content orientation as a brand story:



### 2 Safe and sound with fixed guarantees No. 2 content orientation as a product story:

Basic Package <sup>1</sup>	Guaranteed Page Views	Guaranteed ad impressions	Package price <sup>2</sup>
<b>BILD Product Story M</b>	20,000	6,200,000	55,000 €
<b>BILD Product Story L</b>	30,000	8,400,000	79,000 €

### 3 Adventure Timeslot – the A-teaser on the BILD.de homepage with a fixed timeslot as a KPI:

Timeslot – A-Teaser multiscreen <sup>4</sup>	Package price <sup>1,2</sup>
<b>Time Slot A: 6:00 AM – 9:59 AM or 9:00 PM – 5:59 PM</b>	76,000 €
<b>Time slot B: 10:00 am – 3:59 pm or 4:00 pm – 8:59 pm</b>	115,000 €

1) Campaign Durations: Brand or Product Story Traffic Packages: 4 Weeks Duration | Adventure timeslot: see stated time.  
 2) Plus creation costs (not discountable): AI story with BILD Brand Story package: 8,000€ | AI Story with Product Story Package: 7,000€ | Timeslot A-Teaser multiscreen in combination with Brand or Product Story package: plus 1,000€, Timeslot A-Teaser multiscreen without brand or product story package: 2,000€.  
 3) Scalable page views: from min. 1.54€ gross CPV (SR and AE capable), depending on the size of the booking. Variable BILD Home placement: no A-teaser / no C4-Teaser: 40,000 - 69,999 views | C4 Teaser multiscreen: 70,000 - 109,999 Views | A-Teaser multiscreen: from 110,000 views.  
 4) Timeslot A teasers only have the running time as a guarantee, but not views or ad impressions. Can also be combined with the other options above.  
 The lead times for AI Stories are at least 3-4 weeks starting from material delivery. All prices are (unless otherwise noted) SR-eligible gross prices, less AE, plus VAT | Subject to changes and errors. Last update: 01.01.2025

# ADVERTORIALS



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

**How it works:** Advertising ad in the look and feel of the media brand. Integration of your content into stories around the products & purchase messages.

**Booking options:** Only bookable individually on the respective properties.

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

Basic Package <sup>1</sup>	Guaranteed Ad Impressions	Package price <sup>2</sup>
<b>BILD</b>	9,000,000	50,000€
<b>WELT</b>	4,000,000	25,000€
<b>LIFESTYLE</b>	3,600,000	20,000€
<b>Auto BILD, Business Insider, Computer BILD, Sport BILD</b>	2,500,000	25,000€

+ Add-Ons		Additional costs
<b>Additional visibility</b>	Ad Impressions <sup>3</sup>	On CPM basis (see CPM price list)
<b>Data Add-Ons</b>	Targeting I on selected ad formats	From 10€ CPM (see targeting price list)
<b>Social Media</b>	Sponsored Posts   Content Posts   Vertical Story	See Social Media Factsheet
<b>Performance</b>	Just Clicks, Social Performance Add-On or Interaction Add-On	See Performance Factsheet
<b>Hub</b>	Hub for collecting your advertorials	If you book 4+ stories optionally on top

<sup>1</sup>) Campaign duration: WELT & LIFESTYLE: 6 weeks | BILD, Sport BILD, Computer BILD, Auto BILD, & Business Insider: 4 weeks.  
<sup>2</sup>) Plus creation costs (not discountable). BILD, WELT and Business Insider 3,500€ | Sport BILD, Computer BILD, Auto BILD, LIFESTYLE: 2,500€. Advertorials also available on the books, implementation is not done in the brand studios, but by the media brand itself (see media brand factsheets).  
<sup>3</sup>) Only advertising material included in the basic packages can be booked without a creation surcharge.

The lead times for advertorials are at least 2 weeks from material delivery. All prices are (unless otherwise noted) SR-eligible gross prices, less AE, plus VAT | Subject to changes and errors.  
 Last update: 01.01.2025

# 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:** Can be booked individually on the respective media brands.

**Additional information:** Prices depend on the booked ad format.



Deutschland Gesamt



	BILD total germany		BILD am SONNTAG
Format examples <sup>1</sup>	Standard Mon. – Sun.	Eco <sup>2</sup> Mon. – Sat.	Sunday
<b>1/1 page</b> W 376 mm x H 528 mm	645,000 €	299,500 €	111,700 €
<b>1/2 side (diagonal)</b> W 187 mm x H 528 mm	403,000 €	199,500 €	76,800 €
<b>1.000er format</b> W 187mm x H 250mm	186,800 €	99,500 €	76,500 €



	WELT AM SONNTAG <sup>3</sup>	DIE WELT <sup>3</sup>	WELT Print Total <sup>3</sup>
Format examples <sup>1</sup>	Sat. / Sun.	Mon. – Fri.	Sat./Sun. + Mon.–Fri.
<b>1/1 page</b> W 374,5 mm x H 528 mm	99,600 €	56,550 €	132,725 €
<b>1/2 page (diagonal)</b> B 374,5 mm x H 264 mm	55,100 €	30,800 €	73,000 €
<b>1/4 Seite (upright)</b> W 184,9 mm x H 264 mm	38,900 €	19,900 €	49,955 €

<sup>1</sup>) 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€ | Advertorials: 1/1 page: 3.000€, 1/2 page & 1/4 page (or 1.000 format): 2.500€ (these are not discountable).

<sup>2</sup>) In the BILD Economy fare, you book a calendar week and we decide on the exact day of publication.

<sup>3</sup>) WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt. / DIE WELT = DIE WELT, Mon.–Fri. / WELT Print Gesamt = WELT AM SONNTAG + DIE WELT.

All prices are (unless otherwise noted) SR-eligible gross prices, less AE, plus VAT | Subject to changes and errors. In the cross-media combination with digital advertorials, brand or product stories, combined discounts and/or creation cost savings due to synergies can be obtained on request.  
Last update: 01.01.2025