

Bild RATE CARD

OUR RANGE: UNMATCHED.

impassioned by
media **impact**



OVERVIEW PICTURE PRICE LIST

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For information on current offers and your contacts for individual concepts,
please visit www.mediaimpact.de at any time.

1. BILD-GROUP

The brands of the BILD Group have a total reach of 38.89 million per month, i.e. 55.1% of the German-speaking population has monthly contact with our media!¹

38,89
MILLION

¹ Net reach of the BILD Group print & digital: BILD, BILD am Sonntag, B. Z., Source: b4p 2022 III with Sinus-Milieus, German-speaking population aged 14 and over (potential 70.60 million).

2. COVER PORTRAIT

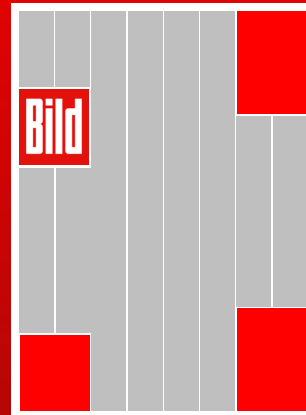
YOU CAN'T GET ANY MORE PASSIONATE THAN THAT.

We think bigger | We write with passion | We turn facts into feelings | We are big pictures | We are news | We are always everywhere

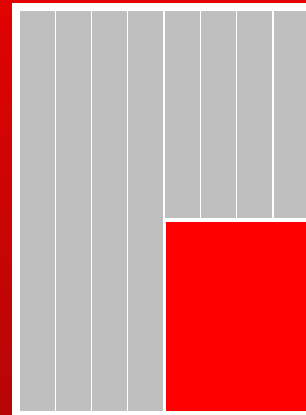
Through high topicality, commitment and unparalleled closeness to the reader, BILD knows how to bring news, background information and entertainment from all areas of political and social life to the point every day. BILD turns facts into emotions and thus moves 6.93 million people every day¹



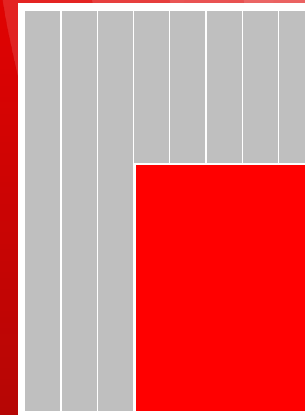
3. FIXED FORMATS & PLACEMENTS



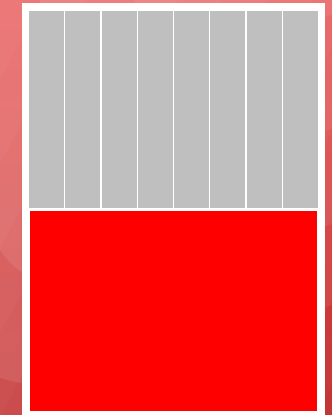
Title page header 92 x 135 mm
Title page foot 92 x 135 mm
Title page foot small 92 x 100 mm



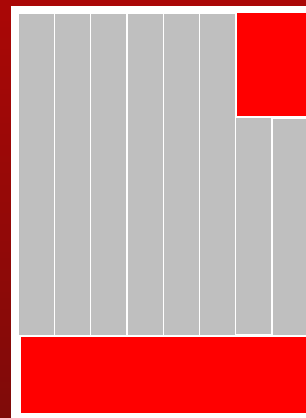
Corner field 1.000 format
187 x 250 mm



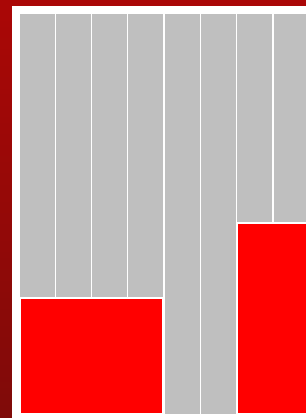
Corner field XXL (Junior Page)
234 x 325 mm



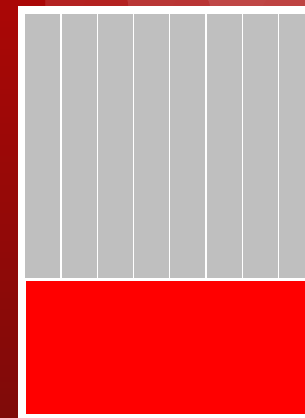
1/2 page 376 x 264 mm



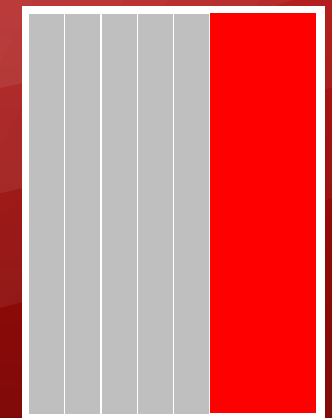
Header display back or sport
92 x 135 mm
VIP strip 376 x 100 mm



600er format 187 x 150 mm
500er format 92 x 250 mm



Strip Ad 376 x 175 mm



Column Display 139 x 528 mm

Exemplary illustrations, other formats and placements on request.

4. PRICES GERMANY TOTAL & STANDARD FORMATS

FORMAT	BILD		REGULAR GROSS RATES €	ECONOMY-RATE* GROSS €	SAVINGS IN %
	NORDIC FORMAT	TABLOID FORMAT			
2/1 panorama ad	17 Columns, 777 x 528 mm	532 x 369 mm	1.333.000,00	699.000,00	47,6%
1/1 page	8 Columns, 376 x 528 mm	257 x 369 mm	627.000,00	299.000,00	52,3%
1/2 page landscape / portrait	8 Columns, 376 x 264 mm 4 Columns, 187 x 528 mm	257 x 184 mm 130 x 369 mm	391.900,00	199.000,00	49,2%
500 format	2 Columns, 92 x 250 mm	92 x 250 mm	82.700,00	49.000,00	40,7%
600er size	4 Columns, 187 x 150 mm	187 x 150 mm	99.000,00	59.000,00	40,4%
Corner field 1,000er format	4 Columns, 187 x 250 mm	187 x 250 mm	181.500,00	99.000,00	45,5%
Corner ad XXL (Junior Page)	5 Columns, 234 x 325 mm	187 x 259 mm	307.100,00	179.000,00	41,7%
Strip display (sheet width)	8 Columns, 376 x 175 mm	257 x 119 mm	264.600,00	159.000,00	39,9%
Columns display (page high)	3 Columns, 139 x 528 mm	92 x 369 mm	299.300,00	179.000,00	40,2%
Strip display TV programme	8 Columns, 376 x 50 mm	257 x 34 mm	75.600,00	45.000,00	40,5%
Head display in sport	2 Columns, 92 x 135 mm	63 x 92 mm	76.500,00	45.000,00	41,2%
Strip on sports lead-in page	8 Columns, 376 x 175 mm	257 x 119 mm	291.100,00	175.000,00	39,9%
mm-price²	Minimum size 20 mm	Minimum size 20 mm	193,00		

* Es gelten besondere Bedingungen: s. Pkt 5

¹ Booking unit consists of the titles BILD and B.Z. B.Z. can also be booked individually.

² For advertisements of 5 columns or more, a minimum format of 1.400 total mm applies. Advertisements are scaled if necessary in partial editions that appear in tabloid format. For details see technical specifications. All prices in Euro plus VAT; format details: Width x height; other formats on request

4. PRICE GERMANY TOTAL¹

FRONT COVER / BACK COVER FORMATS

FORMAT	BILD		REGULAR GROSS RATES €	ECONOMY-RATE*	SAVINGS
	NORDIC FORMAT	TABLOID FORMAT		GROSS €	IN %
front cover header left ² / right	2 Sp., 92 x 135 mm	63 x 92 mm	119.000,00	69.000,00	42,0%
front cover header XXL ²	2 Sp., 92 x 250 mm	63 x 171 mm	189.000,00		
front cover text-passage ad	2 Sp., 92 x 50 mm	63 x 34 mm	37.800,00	20.000,00	47,1%
front cover footer left/right	2 Sp., 92 x 135 mm	63 x 92 mm	89.300,00	54.000,00	39,5%
front cover footer left/right small	2 Sp., 92 x 100 mm	63 x 68 mm	59.500,00	36.000,00	39,5%
front cover footer right large	115 x 164 mm	78 x 112 mm	119.000,00	69.000,00	42,0%
front cover footer XXL left	2 Sp., 92 x 250 mm	63 x 171 mm	165.400,00	99.000,00	40,1%
back cover header	2 Sp., 92 x 135 mm	63 x 92 mm	83.300,00	49.000,00	41,2%
back cover header right/left small	2 Sp., 92 x 100 mm	63 x 68 mm	56.700,00	34.000,00	40,0%
back cover footer left/right	2 Sp., 92 x 135 mm	63 x 92 mm	75.900,00	44.000,00	42,0%
back cover footer left/right small	2 Sp., 92 x 100 mm	63 x 68 mm	50.600,00	29.000,00	42,7%
VIP strip back cover	8 Sp., 376 x 100 mm	257 x 68 mm	192.300,00	109.000,00	43,3%

* Es gelten besondere Bedingungen: s. Pkt 5

¹ Booking unit consists of the titles BILD and B.Z. B.Z. can also be booked individually.² Only possible 4x per month. Advertisements are scaled if necessary in partial editions that appear in tabloid format. For details see technical specifications. All prices in Euro plus VAT; format details: Width x height; other formats on request

5. ECONOMY-FARE

Economy rate GERMANY-TOTAL

In the Economy rate, you book a calendar week and we decide on the exact day of publication. Can only be booked in DEUTSCHLAND-GESAMT. Right to shift: within one calendar week (Mon.-Sat.) when booking, a weekday can be excluded. Advertising deadline: Monday before the respective week. No reservations, no waiting list, no change motifs, no split more than 2 ads per week only on request

Advertisements in the Economy rate are eligible for AE, but are not eligible for discount, cannot be concluded and are not eligible for further discount.

Prices + formats: see point 4



6. SUPPLEMENTS

Format

Smallest format: 10.5 x 14.8 cm (postcard) Largest format: 26.0 x 36.0cm Larger formats may be enclosed if folded to the maximum format. All multi-page inserts should be folded on the long side. Deviating fold types such as altar and fanfold (zigzag fold) cannot be processed. If brochure inserts contain postcards, these should be glued on the inside.

We cannot guarantee the exclusion of competition or sole occupancy.

Contact: beiprodukte@axelspringer.com Booking deadline and cancellation deadline: 6 working days before publication.

Insight weight	up to 10 g	up to 15 g	up to 20 g	up to 25 g	up to 30 g	up to 35 g	up to 40 g	up to 45 g	up to 50 g
Price per 1,000 copies	89,00	93,00	97,00	101,00	105,00	109,00	113,00	117,00	121,00

Higher weights on request. All prices in Euro plus VAT.

7. PLACEMENT & SPLIT COSTS

Placement surcharges

Fixed placements in the inside section are possible from the 1,000 format upwards, but can only be promised in limited numbers. Surcharges are levied on the gross price and do not include a unique position commitment for the corresponding page. The amount of the placement surcharge is determined separately (eligible for discount and AE).

Special advertising formats

Please feel free to contact us, we will inspire you with attention-grabbing special inserts - also in customised versions.

Split opportunities

Book nationally, advertise with a regional reference: National bookings can be printed with regionally different advertising motifs. Information on the technical split options is available on request.

Technical costs: 2 - 3 motifs: € 3.000,00
 4 - 7 motifs: € 5.000,00
 > 7 motifs: € 7.000,00

Technical costs are not eligible for discount, but AE.

8. DATES

	Ad Closing/Printing Material Deadline	Right of Cancellation	Ad Closing/Printing Material Deadline	Right of Cancellation
Standard Display /- Placements	Before Publication		Before Publication	
split ads	5 business days, 12:00 H	5 business days	2 business days, 12:00 H	4 business days

¹Right of withdrawal: 4 working days before publication date; ²Right of withdrawal: 5 working days before publication date.

9. REGIONAL PLACEMENTS FIXED FORMATS *

Booking Unit	mm-Price	1,000 copy format	1/2-page	1/1-page
DEUTSCHLAND-WEST-GESAMT¹	179,00	153.000	345.000	510.000
NIELSEN I	53,78	49.048	113.315	173.565
BILD HAMBURG UND DER NORDEN	16,50	16.500	34.848	61.645
NIELSEN I - SÜD	19,48	16.607	40.998	59.050
BILD HANNOVER	7,58	7.580	16.008	28.430
NIELSEN I - WEST	17,80	15.941	37.469	52.870
BILD BREMEN ⁴	3,55	2.165	3.920	6.666
NORDRHEIN-WESTFALEN	37,98	37.980	80.213	160.000
BILD RUHRGEBIET	14,99	14.990	31.658	63.317
BILD RUHR-OST	7,98	7.980	16.853	33.707
BILD RUHR-WEST	8,50	8.500	17.952	35.904
BILD RHEINLAND	10,93	7.360	15.261	29.202
BILD RHEINLAND - DÜSSELDORF	5,73	5.730	12.101	24.203
BILD RHEINLAND - KÖLN ⁴	5,20	1.630	3.160	4.999
BILD WESTFALEN	10,57	10.570	22.323	44.647

Booking Unit	mm-Price	1,000 copy format	1/2-page	1/1-page
BILD SÜD-WEST	68,94	66.576	127.056	195.620
NIELSEN III A	43,54	43.540	78.374	125.400
BILD FRANKFURT RHEIN-MAIN	11,18	11.180	23.612	47.224
BILD SAARLAND ⁴	4,40	1.500	2.450	3.675
NIELSEN III B	28,70	26.048	55.049	79.400
BILD STUTT GART	8,38	8.380	17.698	35.397
BILD SÜD	35,50	32.220	74.226	100.310
NIELSEN IV	32,20	29.208	67.859	91.130
BILD MÜNCHEN ⁴	6,24	1.960	3.000	4.560
BILD NÜRNBERG	5,67	5.670	11.975	23.950

Booking Unit	mm-Price	1,000 copy format	1/2-page	1/1-page
DEUTSCHLAND-OST-GESAMT²	46,00	46.000	91.300	166.200
NIELSEN V				
BERLIN-BRANDENBURG-GESAMT ³	19,17	19.170	25.348	50.760
BILD BERLIN-BRANDENBURG	6,47	6.470	13.664	27.329
B.Z.	12,70	12.700	11.684	23.431
NIELSEN VI				
MECKLENBURG-VORPOMMERN	6,66	6.660	14.065	24.820
BILD SACHSEN-ANHALT	4,45	4.450	9.398	18.796
NIELSEN VII				
BILD THÜRINGEN	3,74	3.740	7.898	15.797
BILD SACHSEN	10,03	8.318	20.642	38.094
BILD SACHSEN - LEIPZIG	5,23	3.518	11.045	20.010
BILD SACHSEN - DRESDEN/CHEMNITZ	4,80	4.800	9.597	18.084

* All prices in Euro plus VAT; other formats on request; advertisements may be scaled in partial runs that appear in tabloid format.

¹ DEUTSCHLAND-WEST-GESAMT consists of BILD Nielsen I to IV and B.Z.

² GERMANY-EAST-TOTAL consists of BILD Nielsen V to VII and B.Z.

³ see price list BERLIN-BRANDENBURG-GESAMT, BILD BERLIN-BRANDENBURG and B.Z.

⁴ heavily discounted fixed-format prices, not further discountable.

11. BILD DIGITAL

IN POLE POSITION WITH BILD DIGITAL!

BILD is fast, up-to-date and varied. And this is also appreciated by our loyal users - with 75% direct entries. Place yourself digitally in Germany's biggest media brand and benefit from the brand trust of our over 5.75 million daily unique users*.

MORE REACH IS NOT POSSIBLE

BILD gives advertisers direct access to these high-reach environments. Because: no one has more daily reach! With an average of 5.75 million UUs, BILD is clearly ahead of its competitors Focus and Der Spiegel.*

**BILD IS GERMANY'S BIGGEST
CROSS-MEDIA BRAND***

25,41 Mio

UNIQUE USER*

>647.000

DIGITAL ABOS

This makes BILD the biggest German paid content media brand and in the international top 10. Subscriptions have been rising steadily since its launch.

10. RED IMPACT

Reach all of Germany with RED IMPACT!

FROM A SINGLE SOURCE - GERMANY'S LEADING TABLOID TITLES!

Reach 7,62 million readers with **BILD** Deutschland total (incl. **B.Z.**), **Berliner Kurier**, **EXPRESS**, **Hamburger Morgenpost**, **Morgenpost** for Saxony (Dresden and Chemnitz) and the **tz** in Munich.

Your advantages:

- 13,77 million gross contacts*
- 7,62 million readers* ReachOver
- Simple and fast handling from one source

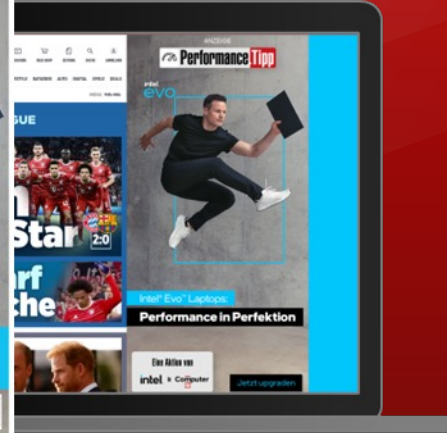
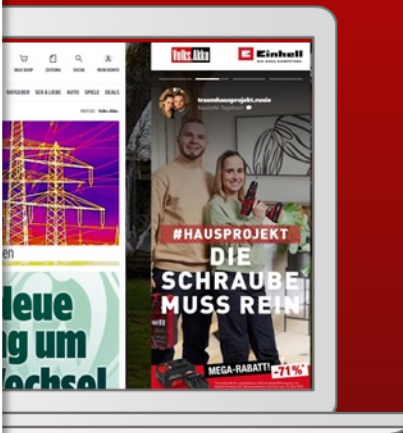
Book your ad in the sports section without placement surcharge!
Prices, formats and individual offers are available on request.



*b4p 2023 Pressemedien II

12. MARKENKONZEPTE

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 and users. With the **exclusive use of the brand logos**, you transfer this message to your products and to the PoS. Reach your consumers with our wide reach and attention-grabbing presentation.



13. BRAND STUDIOS

BRANDING



BRAND STORY*

Positions brand / company, agenda and expertise credibly and subtly with a story based on journalistic formats.

Focus: On the USP of the brand with a native approach.

AWARENESS



PRODUCT STORY*

Excellent for presenting a product / service, efficient through target group and brand specific storytelling by Axel Springer Brand Studios.

Focus: Product-centred storytelling

SALE



ADVERTORIAL*

Ideal for placing a campaign (awareness, reach for sales / leads) for a product / service on the AS brands.

Focus: Your supplied advertising content

* Prices and creation costs depending on the booked format and product (e.g. 1/1 page, 1/2 page or 1,000 format).

14. PUBLISHING TERMS

PUBLISHER AND REGIONAL MARKETER

axel springer

BILD: Axel Springer SE
B.Z.: B.Z. Ullstein GmbH

Anschrift

BILD Anzeigen
Axel-Springer-Straße 65
10888 Berlin

Frequency: daily (Mon.-Sat.)

ZIS number 102541 (GERMANY - TOTAL)

Note

The combination BILD DEUTSCHLAND-TOTAL reported by agma includes the titles BILD DEUTSCHLAND and B.Z.

Internet

www.bild.de

NATIONAL MARKETER

media impact

Media Impact GmbH & Co. KG
Zimmerstraße 50
10117 Berlin

Bank details

Deutsche Bank AG, Berlin
IBAN DE73 1007 0000 0083 4747 00
BIC DEUTDEBB

Current data und services

www.mediaimpact.de
www.die-zeitungen.de

Advertising manager BILD

Edda Feldkamp
Mobil: +49 (0) 151 543 328 29
E-mail: edda.feldkamp@axelspringer.com
(not for print data, see technical data)

Integrated Ad Management

ampx@axelspringer.com

TERMS OF PAYMENT

Payable net cash immediately after invoice date. 1% discount if a SEPA mandate is issued, provided that older invoices are not overdue and discount deduction has not been expressly excluded. When entering into a new business relationship, the publisher reserves the right to demand advance payment by the advertising deadline. In the event of late payment or deferment of payment, interest will be charged at the statutory rate.

General Terms and Conditions

The fulfilment of advertising orders is subject to our General Terms and Conditions for Newspapers, the additional terms and conditions of the respective title and the General Terms and Conditions for Advertising Orders in Online Media.

You can find our complete General Terms and Conditions at www.mediaimpact.de/agb

15. TECHNICAL DATA I

NORDIC FORMAT (BROADSHEET)

Screen angle

Cyan = 15°, magenta = 75°,
yellow = 0°, black = 135°

Number of columns

Advertisement and text section:
8 columns of 45 mm each

Column widths

1 Sp. = 45 mm, 2 Sp. = 92 mm, 3 Sp. = 139 mm,
4 Sp. = 187 mm, 5 Sp. = 234 mm, 6 Sp. = 281 mm,
7 Sp. = 329 mm, 8 Sp. = 376 mm

Waistband print

Max. 777 mm breit, 528 mm hoch
(17 Anzeigenspalten)

Fonts

Positive fonts from 6 points
Negative fonts from 8.5 points,
semibold, sans serif

Line width

Positive Striche mind. 0,2 mm,
negative Striche mind. 0,3 mm

NORDIC TABLOID FORMAT

Type area

257 mm breit x 369 mm hoch
(1.845 Gesamtmillimeter)

Number of columns

Advertising and text section:
5 columns of 45 mm each

Waistband print

Max. 532 mm wide, 369 mm high
(11 advert columns)

For adverts that are scaled in tabloid format,
we recommend the following font sizes and
line widths to ensure optimum legibility:

Fonts

Positive fonts from 9 point
Negative fonts from 12 point,
semibold, sans serif

Line width

Positive lines min. 0.3 mm,
negative lines min. 0.45 mm

GENERAL INFORMATION

Printing process(coldset)

web offset according to ISO 12647-3:2005

Tonal value range

Printing tonal value range from 3% to 95%

Tone value increase

50% tone of the original increases by approx.
26% in newspaper offset printing.

Register tolerance

≤ 0.3 mm (trapping > 0.3 mm)

Image resolution

250 dpi, with line max. 1.270 dpi

The publisher reserves the right to reduce the
image resolution to the values specified here
for higher-resolution image components. No
guarantee is given for the correctness of the
realisation.

15. TECHNICAL DATA II

Colours

Euroscale ISO 2846-2 (spot colours are converted according to their CMYK values)

Colour preparation

Please use ICC colour profile ISOnewspaper26v4.icc. This takes into account the parameters of achromatic composition, maximum total colour application and the dot gain of newspaper printing. Download the profile at <https://transfer.axelspringer.de/download/icc/ISOnewspaper26v4.icc>

Tital colour application

Max. 240%

4c proof printing

Customer proof supplied, customised for newspaper printing in accordance with ISO 12647-3:2005 with FOGRA media wedge CMYK v3.0a

File format

We recommend the PDF/X-4:2008 file format; the PDF/X-1a:2001 and PDF/X-3:2002 file formats are still valid and are also accepted. In principle, no open formats are used. The data must be created in the original display size.

Please note that if PDF/X-4 is supplied, the publisher will reduce any transparencies it contains.

Digital data transmission

Auf der Internetseite <http://transfer.axelspringer.de> können Sie On the website <http://transfer.axelspringer.de> you can call up information on the structure and dispatch of the print documents and transfer the print documents directly.

QR-Code

A minimum format of 25 x 25 mm and a resolution of 300 dpi are recommended for the legibility of QR code images in newspaper printing. The advertiser is responsible for the content of the link.

Pressure failure

In the case of deviating data structures, no guarantee can be given for printing failure. Colour variations within the printing locations are process-related and do not justify any claims for compensation. No guarantee is given for the correctness of the conversion of 4c advertisements via ICC colour profiles. The dimensional stability of the newsprint is subject to slight fluctuations due to the process.

You will find information on the dispatch of your print documents in the order confirmation.

Please send proofs to: Axel Springer Deutschland GmbH Production Planning and Advertising Management Axel-Springer-Strasse 6510117 Berlin

Contact us

Phone +49 (0) 30 2591 – 73073

E-mail: bildgruppe-duteam@axelspringer.de

For technical details and contact information for **individual bookings of the B.Z.**, please refer to the corresponding price list at www.media-impact.de