



PRICE LIST

SATURDAY IS FOLLOWED BY BAMS DAY



OVERVIEW BILD AM SONNTAG PRICE LIST

1. THE BILD-GROUP

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PLACEMENTS

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BILD am SONNTAG

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You can find information on current offers and your contacts for individual concepts at
www.mediaimpact.de

1. THE BILD-GROUP

Experience the entire reach of the BILD Group from

37,12
Million

52,7% of the German-speaking population have **monthly contact with our media!**¹



¹ Source: b4p 2024 I; Basis: population aged 14+, NpM

2. PROFIL | SUNDAY BELONGS TO BILD am SONNTAG

As Germany's largest Sunday newspaper, BILD am SONNTAG stands for outstanding journalism and sets the topics on Sunday that Germany will be talking about during the week - true to life | entertaining | up-to-date.

We combine boulevard with exciting background reports and attach great importance to diversity of opinion.



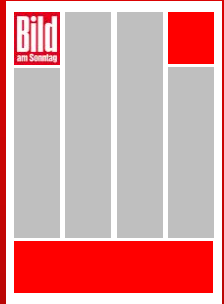
The removable sports section inspires readers not only with the latest match results and analyses, but also with emotional, up-close interviews and moving reports.

Week after week, BILD am SONNTAG reaches **4.46 million readers¹** and is the most-cited Sunday newspaper² in Germany.

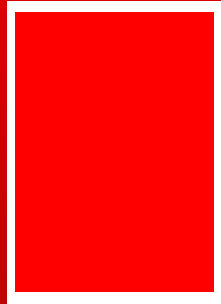
¹ Source: ma 2024 Press media II

² Source: <https://kress.de/news/beitrag/147687>; 11.07.2024

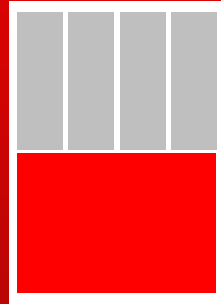
3. STANDARDFORMATS & PLACEMENTS



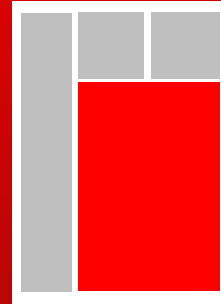
Front page header 60 x 68 mm +
Font page strips 257 x 68 mm



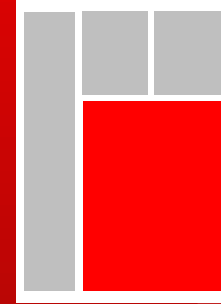
1/1-page
257 x 369 mm



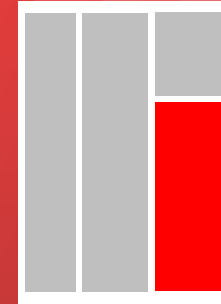
1/2 page, 4-column
257 x 183 mm



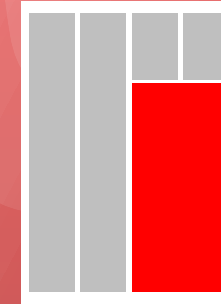
9/16 page (Junior Page)
191 x 276 mm



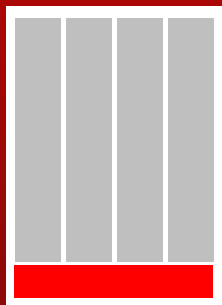
1,000er format
186 x 250 mm



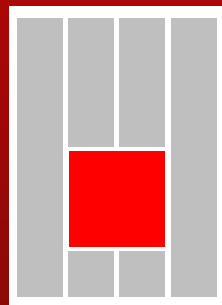
500er format
92 x 250 mm



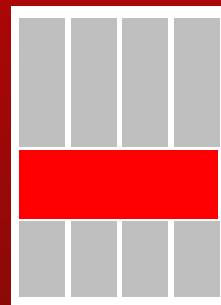
3/8 page, 2-column
126 x 276 mm



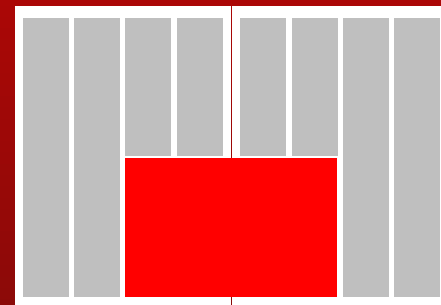
Sport stripes
257 x 43 mm



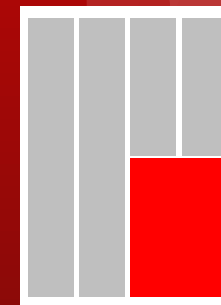
Island ad
126 x 126 mm



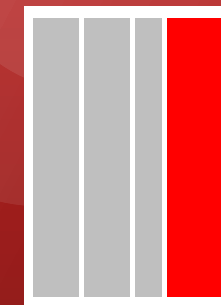
Sandwich ad
257 x 90 mm



Tunnel ad
270 x 183 mm



1/4 page, 2-column
126 x 183 mm



1/3 page high
84 x 369 mm



1/3 page, 4-column
257 x 123 mm

4. ADVERTISING PRICES BILD AM SONNTAG

DISPLAY FORMAT / PLACEMENT	FORMAT WIDTH x HEIGHT	TARIF PRICES GROSS €	DISPLAY FORMAT / PLACEMENT	FORMAT WIDTH x HEIGHT	TARIF PRICES GROSS €
1/1 page	4 col, 257 x 369 mm	111,700.00	Titel page strip big	257 x 68 mm	85,400.00
9/16 page (junior page)	191 x 276 mm	85,300.00	Titel page strip small	257 x 43 mm	65,700.00
1/2 page portrait	2 col, 126 x 369 mm	76,800.00	Titel page header	60 x 68 mm	61,800.00
1/2 page landscape	4 col, 257 x 183 mm	76,800.00	Titel page footer XXL	63 x 186 mm	84,000.00
1.000er corner box	186 x 250 mm	76,500.00	Titel page footer	60 x 68 mm	52,500.00
3/8 page	2 col, 126 x 276 mm	59,800.00	Back page strip	257 x 90 mm	53,100.00
1/3-page portrait	84 x 369 mm	55,700.00	Back page header	60 x 68 mm	37,100.00
1/3-page landscape	4 col, 257 x 123 mm	55,700.00	Back page footer	60 x 68 mm	33,400.00
1/4-page corner box	2 col, 126 x 183 mm	42,500.00	Sport titel page strip	257 x 43 mm	38,300.00
1/4-page portrait	1 col, 60 x 369 mm	42,500.00	TV-Programme strip	532 x 25 mm	32,900.00
1/4-page landscape	4 col, 257 x 90 mm	42,500.00	2/1 Panorama Ad	532 x 369 mm	223,400.00
500er Format	92 x 250 mm	40,800.00	Opening Spread on page 2+3	532 x 369 mm	268,100.00
1/16-page	1 col, 60 x 90 mm	11,200.00	First 1/1 advert page	4 col, 257 x 369 mm	128,500.00
1/16-page	2 col, 126 x 43 mm	11,200.00	1/2-page above weather	4 col, 257 x 183 mm	88,300.00
Island Advert	126 x 126 mm	65,700.00	Tunnel advert incl gutter	270 x 276 mm	131,600.00
Sandwich Advert	257 x 90 mm	48,900.00	Tunnel advert incl gutter	270 x 183 mm	106,300.00

All prices in euros plus VAT; placements on the front page and the opening spread are subject to special conditions; motiv split: geographical split possible. Minimum format 1/4 page. Details on request. Costs per ET: € 2,700.00 plus VAT, not eligible for discount, but eligible for AE.

5. APPOINTMENTS

Issue no. Calendar week	Publication date	Advertising Deadline/ Right of Cancellation (Tuesday 12 noon)	Deadline print materials (Wednesday 12 noon)
1	05.01.2025	30.12.2024	31.12.2024
2	12.01.2025	07.01.2025	08.01.2025
3	19.01.2025	14.01.2025	15.01.2025
4	26.01.2025	21.01.2025	22.01.2025
5	02.02.2025	28.01.2025	29.01.2025
6	09.02.2025	04.02.2025	05.02.2025
7	16.02.2025	11.02.2025	12.02.2025
8	23.02.2025	18.02.2025	19.02.2025
9	02.03.2025	25.02.2025	26.02.2025
10	09.03.2025	04.03.2025	05.03.2025
11	16.03.2025	11.03.2025	12.03.2025
12	23.03.2025	18.03.2025	19.03.2025
13	30.03.2025	25.03.2025	26.03.2025
14	06.04.2025	01.04.2025	02.04.2025
15	13.04.2025	08.04.2025	09.04.2025
16	20.04.2025	15.04.2025	16.04.2025
17	27.04.2025	22.04.2025	23.04.2025
18	04.05.2025	29.04.2025	30.04.2025
19	11.05.2025	06.05.2025	07.05.2025
20	18.05.2025	13.05.2025	14.05.2025
21	25.05.2025	20.05.2025	21.05.2025
22	01.06.2025	27.05.2025	28.05.2025
23	08.06.2025	03.06.2025	04.06.2025
24	15.06.2025	10.06.2025	11.06.2025
25	22.06.2025	17.06.2025	18.06.2025
26	29.06.2025	24.06.2025	25.06.2025

Issue no. Calendar week	Publication date	Advertising Deadline/ Right of Cancellation (Tuesday 12 noon)	Deadline print materials (Wednesday 12 noon)
27	06.07.2025	01.07.2025	02.07.2025
28	13.07.2025	08.07.2025	09.07.2025
29	20.07.2025	15.07.2025	16.07.2025
30	27.07.2025	22.07.2025	23.07.2025
31	03.08.2025	29.07.2025	30.07.2025
32	10.08.2025	05.08.2025	06.08.2025
33	17.08.2025	12.08.2025	13.08.2025
34	24.08.2025	19.08.2025	20.08.2025
35	31.08.2025	26.08.2025	27.08.2025
36	07.09.2025	02.09.2025	03.09.2025
37	14.09.2025	09.09.2025	10.09.2025
38	21.09.2025	16.09.2025	17.09.2025
39	28.09.2025	23.09.2025	24.09.2025
40	05.10.2025	30.09.2025	01.10.2025
41	12.10.2025	07.10.2025	08.10.2025
42	19.10.2025	14.10.2025	15.10.2025
43	26.10.2025	21.10.2025	22.10.2025
44	02.11.2025	28.10.2025	29.10.2025
45	09.11.2025	04.11.2025	05.11.2025
46	16.11.2025	11.11.2025	12.11.2025
47	23.11.2025	18.11.2025	19.11.2025
48	30.11.2025	25.11.2025	26.11.2025
49	07.12.2025	02.12.2025	03.12.2025
50	14.12.2025	09.12.2025	10.12.2025
51	21.12.2025	16.12.2025	17.12.2025
52	28.12.2025	19.12.2025	22.12.2025

Special dates apply for special insertions and specials.

6. PARTIAL EXPOSURE

PRICES* & FORMATS	federal states	1/1 page 257 x 369 mm	9/16 page 191 x 276 mm	1/2 page 257 x 183 mm	1/4 page 126 x 183 mm
NORTH-EAST	S-H, HH, parts of NDS, MV, BBG, BER, Sa-An, SA, THÜ	44,400.00 €	33,300.00 €	30,300.00 €	20,200.00 €
NORTH-WEST	NRW, BRE/BHV, parts of NDS	41,400.00 €	31,300.00 €	28,200.00 €	19,100.00 €
SOUTH-WEST¹	Hes, Rh-Pf, Saar, parts of Ba-Wü	50,500.00 €	38,700.00 €	34,400.00 €	23,200.00 €
SOUTH²	Bayern, parts of Ba-Wü	36,300.00 €	27,600.00 €	25,000.00 €	16700.00 €
NIELSEN IIIa	Hessen, Rh-Pfalz, Saarland	31,000.00 €	23600.00 €	21200.00 €	14200.00 €
NIELSEN IIIb	Baden-Württemberg	26,400.00 €	20,200.00 €	18,100.00 €	12,200.00 €
NIELSEN IV	Bayern	29,400.00 €	22,500.00 €	20,100.00 €	13,500.00 €

CONDITIONS FOR PARTIAL OCCUPANCY DEVIATING FROM THE TOTAL EDITION

Advertising and print material deadline, right of withdrawal (all color layouts)

Advertising deadline/right of withdrawal: 7 working days before publication, 12 noon

Print material deadline: 5 working days before publication, 12 noon

When setting deadlines, the publisher reserves the right to postpone advertisements for partial issues in favor of existing orders for the complete issue.

* All prices in euros plus VAT;

¹ South-WEST comprises the sub-areas NIELSEN 3a and 3b, minus the eastern part of NIELSEN 3b (blue-yellow hatched area from Aalen, Ulm, Biberach, Ravensburg to Friedrichshafen)

² South comprises the NIELSEN IV sub-area and additionally the eastern part of NIELSEN 3b (blue-yellow hatched area from Aalen, Ulm, Biberach, Ravensburg to Friedrichshafen)



Schematic representation,
Distribution areas may vary.

7. ENCLOSURES

Format

Smallest format: 10,5 x 14,8 cm (Postcard)

Largest format: 25,0 x 35,0 cm

Larger formats can be enclosed if they are folded to the maximum format. All multi-page inserts should be folded on the long side. Other types of folds such as altar and Leporello folds (zigzag folds) cannot be processed. If brochure inserts contain postcards, these should be glued on the inside.

Exclusion of competition and sole occupancy cannot be guaranteed. Information on distribution areas, printing locations and delivery by e-mail: beiprodukte@axelspringer.com Booking deadline and withdrawal deadline for inserts: 4 weeks¹ before publication.

Supplement-Weight	up to 20g	up to 30g	up to 40g	up to 50g	up to 60g	up to 70g	up to 80g
Price per 1.000 Ex.	90,00	100,00	110,00	120,00	130,00	140,00	150,00

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

Minimum print run per print location: 25,000 copies.
Reservations expire at the booking deadline if no booking has been made.

¹ Shorter booking lead times on request

8. SPECIAL AD FORMATS & PLACEMENTS

You think big - we make you bigger!

Branding or sales - in BILD am SONNTAG we stage your appearance in a customized and individual way: Excellent placements, ads in flex forms, exclusive journals and other unusual inserts turn our readers into your customers.

If your brand deserves more than standard, then BILD am SONNTAG is there for you.



PRIVILEGED PLACEMENTS

COUPONING

AD-FLEXFORMS

WRAPPING TITLE BRANDING

ENVIRONMENTAL PLACEMENTS IN SPORT

FOLLOW – UP PLACEMENTS

SPECIAL AD PUBLICATIONS

EXCLUSIVE – JOURNALS **Special Representations**

...AND MUCH MORE!

9. EDITORIAL ENVIRONMENTS

Sports in BILD am SONNTAG

On around 20 pages, readers will find the latest news and highlights from the world of sport. And it's not just about football. BILD am SONNTAG reports on all relevant sports such as tennis, basketball, handball, Formula 1, boxing, winter sports and the Olympic Games.

The sports section offers more than just results and tables. Nobody is as close to the athletes as BILD am SONNTAG. BILD am SONNTAG conducts personal interviews and accompanies destinies and scandals.



**Guide
Oh that is
how it is**

Lively, short, easy to understand:
That's the 'Oh, that's how it is' guide in BILD am SONNTAG!
Readers will find answers to everyday questions, information, inspiration and service in an entertaining format.

On 10-16 pages every Sunday, BamS always offers the right topics for your advertising: from cars to technology, health and pleasure, gardening or travelling, family, DIY, finance and much more.

Your target group is at home here and your advertisement is in the right environment.

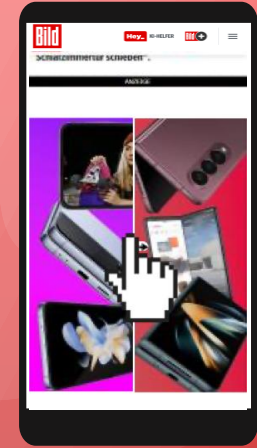
10. BILD DIGITAL

With **BILD DIGITAL** in **POLE POSITION!**

Display ads, native integrations, video formats and the new AI assistant Hey_ - BILD digital makes your brand accessible to our **5.66 million** daily readers.



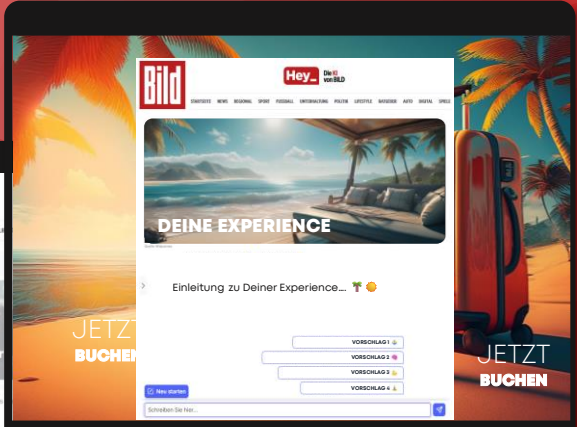
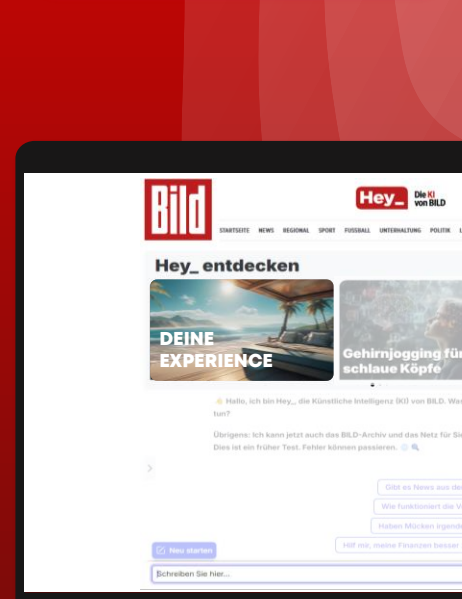
Multiscreen Two Face Ad



Benefit from our variety of products



Native Integration: Brand Story



*Source: : b4p24v1

11. BILD BRAND CONCEPTS

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 can transfer this message to your products and at the point of sale. Reach your consumers with our wide reach and attention-grabbing presentation.



Volks.Wärmepumpe
HEIZEN MIT BUDGET
„Können wir wärmstens empfehlen!“
Jetzt 1000 € Cashback sichern!
Sie haben Fragen rund um Wärmepumpen oder Förderung? Lassen Sie sich jetzt kostenlos beraten unter 0800 0 2030 00

MAGENTA TV FÜR DEUTSCHLAND
JETZT ZU MAGENTA TV WECHSELN
Ihre Vorteile mit MAGENTA TV Smart 9 Monate für 0 Euro
Vorteilsangebot nur online buchbar auf www.telekom.de/magenta-tv-fuer-deutschland

TÜRKEI-FLÜGE FÜR ALLE
ALL-YOU-CAN RELAX
Türkei ab 59,99 €
MILLIONEN SENIOREN BETROFFEN
Plötzlich

TÜRKEI-FLÜGE FÜR ALLE
ALLTAG AUS. SONNE AN.
Türkei ab 59,99 €
ANTALYA
IZMIR
DALAMAN

Ein Laptop für alle Fälle
ACER ASPIRE 5
Jetzt entdecken
Mehr Infos unter www.acer.com/de-de/technik-tipp

Ein Laptop für alle Fälle
JETZT KAUFEN

12. BRAND STUDIOS

**We think bigger. We entertain.
We explain. We create momentum.**

Our native journalists, video producers, digital strategists and cross-media experts translate your brand goals into **customized storytelling** and 360-degree campaigns for maximum impact.

From supplied content to carefully researched stories, we translate your advertising content into the medium of BILD. For each campaign, you will have a personal contact to guide you through the customised process.

Advertising with impact: Axel Springer Brand Studios is the **“Best Native Studio of the Year”**, honored with the Native Advertising Award 2024.

Examples of implementation*



crossmedial also possible**



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

**We are also keen to translate your print campaign into digital. Get in touch with us!

13. PUBLISHING INFORMATION

PUBLISHER AND REGIONAL MARKETER

axel springer

Axel Springer Deutschland GmbH
BILD am SONNTAG – Anzeigen
Axel-Springer-Straße 65
10888 Berlin

Place of publication
Berlin

Frequency of publication
Sundays

Magazine format
Nordic tabloid format

Area of distribution
Federal Republic of Germany

ZIS number
102364

NATIONAL Marketer

media impact

Media Impact GmbH & Co. KG
Zimmerstraße 50
10117 Berlin

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

Current data and services
www.mediaimpact.de
www.die-zeitungen.de

Advertising management BILD am SONNTAG
Edda Feldkamp
Mobil: +49 (0) 151 543 328 29
E-Mail: edda.feldkamp@axelspringer.de
(not for print data, see technical data)

Integrated Ad Management
ampx@axelspringer.com

Conditions 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 advanced payment by the advertising deadline. In the event of late payment or deferral interest will be charged at the statutory rate.

General Terms and Conditions

The execution 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

14. TECHNICAL DATA I

NORDIC TABLOID FORMAT

Print space

257 mm wide x 369 mm high

Number of columns

4 Ad columns 60 mm each

Column widths

1 col. = 60 mm, 2 col. = 126 mm,
3 col. = 191 mm, 4 col. = 257 mm
(Panorama 532 mm wide x 369 mm high)

Fonts

Positive fonts from 6 point
Negative fonts from 8.5 point.
semibold, sans serif

Line width

Positive lines min. 0.2 mm.
negative lines min. 0.3 mm

GENERAL INFORMATION

Print method

(Coldset) web offset according to ISO 12647-3:2005

Tonal range

Printing tonal value range from 3% to 95%

Tonal value increase

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

Fit tolerance

≤ 0,3 mm (overfill > 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 conversion.

Colors

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

Color preparation

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

Overall color application

Max. 240%

4c-proof printing

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

14. TECHNICAL DATA II

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 size of the advertisement.

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

Digital data transfer

The <http://transfer.axelspringer.de> website provides information on the structure and dispatch of the printed documents and allows you to transfer the printed documents directly.

QR-Code

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

Print failure

In the case of deviating data structures, no guarantee can be given for print failure. Color 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 color profiles. The dimensional stability of the newsprint is subject to slight fluctuations due to the process.

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

Please send proofs to:

Axel Springer Deutschland GmbH
Herstellung
Planungs- und Anzeigenmanagement
Axel-Springer-Straße 65
10888 Berlin

Contact:

Tel. +49 (0) 30 2591 – 73073
E-Mail: bildgruppe-duteam@axelspringer.de