

Bild PRICE LIST

REACH ALL. REACH EVERYTHING!

impassioned by
media impact



OVERVIEW BILD PRICE LIST

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**Information on current offers and your contact persons
for individual concepts can be found at www.mediaimpact.de**

1. THE BILD GROUP

Experience the **BILD GROUPS** entire reach 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

”

BILD IS RELEVANCE,
ENTERTAINMENT AND
CLOSENESS TO LIFE!

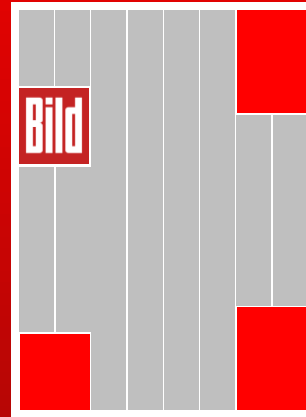
... AND A STRONG PARTNER AT
THE SIDE OF CITIZENS.

”

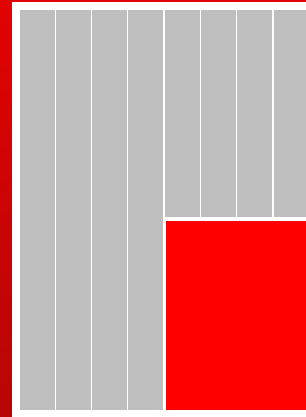
MARION HORN, CHAIRWOMAN OF THE EDITORIAL BOARD



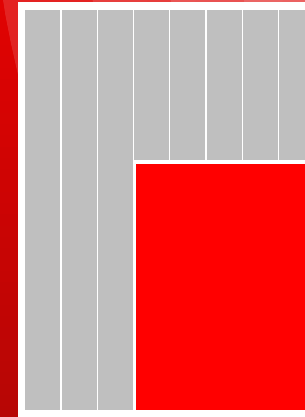
3. FIXED FORMATS & PLACEMENTS



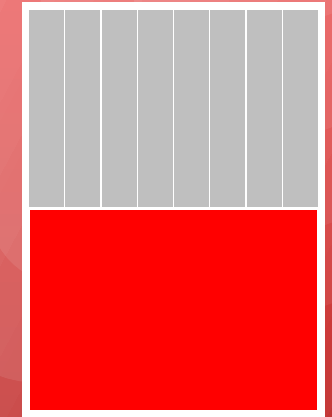
Front Page Header 92 x 135 mm
Front Page Footer 92 x 135 mm
Front Page Footer small 92 x 100 mm



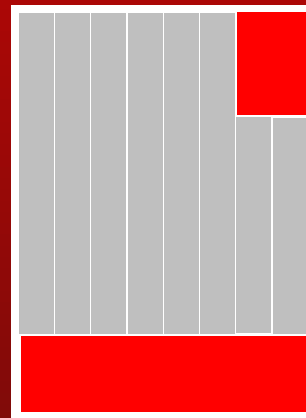
Corner Field 1.000er format
187 x 250 mm



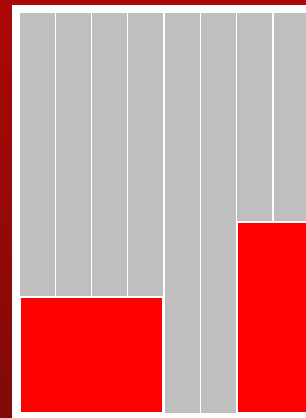
Corner Field XXL (Junior Page)
234 x 325 mm



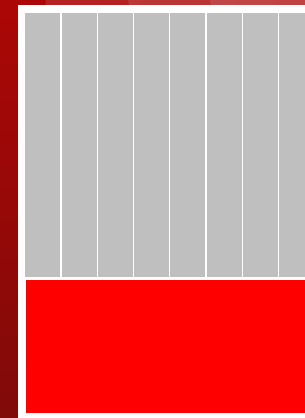
1/2-Page 376 x 264 mm



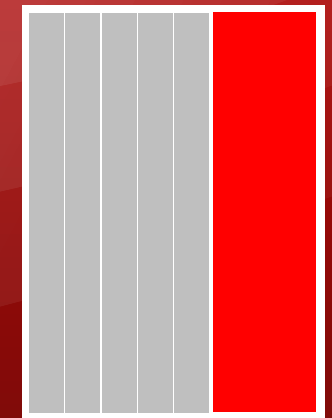
Header Display Back
or Sports 92 x 135 mm
VIP-Stripes 376 x 100 mm



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



Strip Display 376 x 175 mm



Pillar Display 139 x 528 mm

Illustration exemplary, further information and placements on request

4. PRICES GERMANY TOTAL¹

STANDARD FORMATS

DISPLAY FORMAT / PLACEMENT	BILD NORDIC FORMAT	BZ / NORDIC TABLOIDFORMAT	REGULAR RATES GROSS €	ECONOMY-RATES* GROSS €	SAVINGS IN %
2/1 Page panorama ad	17 col., 777 x 528 mm	532 x 369 mm	1371,000.00	699,500.00	49.0%
1/1 Page	8 col., 376 x 528 mm	257 x 369 mm	645,000.00	299,500.00	53.6%
1/2 Page landscape/portrait	8 col., 376 x 264 mm 4 col., 187 x 528 mm	257 x 184 mm 130 x 369 mm	403,000.00	199,500.00	50.5%
Corner Ad XXL (Junior Page)	5 col., 234 x 325 mm	187 x 259 mm	316,000.00	179,500.00	43.2%
Corner Ad 1.000er-size	4 col., 187 x 250 mm	187 x 250 mm	186,800.00	99,500.00	46.7%
600er size	4 col., 187 x 150 mm	187 x 150 mm	102,000.00	59,500.00	41.7%
500er size	2 col., 92 x 250 mm	92 x 250 mm	85,200.00	49,500.00	41.9%
Columns display (page high)	3 col., 139 x 528 mm	92 x 369 mm	308,000.00	179,500.00	41.7%
Strip display (sheet width)	8 col., 376 x 175 mm	257 x 119 mm	272,300.00	159,500.00	41.4%
Strip ad TV-Programm	8 col., 376 x 50 mm	257 x 34 mm	77,800.00	45,500.00	41.5%
Strip ad sports titel page	8 col., 376 x 175 mm	257 x 119 mm	299,500.00	175,500.00	41.4%
Sports front page header	2 col., 92 x 135 mm	63 x 92 mm	78,800.00	45,500.00	42.3%
mm-price²	minimum size 400 mm	minimum size 400 mm	199.00		

¹Booking unit consists of the titles BILD and B.Z. B.Z. can also be booked individually.²A minimum format of 1,400 total mm applies to advertisements with 5 columns or more. Advertisements in partial editions that appear in tabloid format may be scaled. For details see technical specifications. All prices in euros plus VAT; format details: Width x height; other formats only on request

4. PRICES GERMANY TOTAL¹

FRONT AND BACK COVER FORMATS

DISPLAY FORMAT / PLACEMENT	BILD NORDIC FORMAT	BZ / NORDIC TABLOIDFORMAT	REGULAR RATES GROSS €	ECONOMY-RATES* GROSS €	SAVINGS IN %
Titel page header XXL²	2 col., 92 x 250 mm	63 x 171 mm	196.000,00		
Titel page header left/ right	2 col., 92 x 135 mm	63 x 92 mm	122.800,00	69,500.00	43.4%
Titel page footer XXL	2 col., 92 x 250 mm	63 x 171 mm	170.000,00	99,500.00	41.5%
Titel page footer right large	115 x 164 mm	78 x 112 mm	128.000,00	69,500.00	45.7%
Titel page footer	2 col., 92 x 135 mm	63 x 92 mm	92.100,00	54,500.00	40.8%
Titel page footer small	2 col., 92 x 100 mm	63 x 68 mm	64.000,00	36,500.00	43.0%
front cover text-passage ad	2 col., 92 x 50 mm	63 x 34 mm	38.900,00	20,500.00	47.3%
Back page header	2 col., 92 x 135 mm	63 x 92 mm	86.000,00	49,500.00	42.4%
Back page header small	2 col., 92 x 100 mm	63 x 68 mm	60.200,00	34,500.00	42.7%
Back page footer	2 col., 92 x 135 mm	63 x 92 mm	78.300,00	44,500.00	43.2%
Back pagefooter small	2 col., 92 x 100 mm	63 x 68 mm	54.400,00	29,500.00	45.8%
Back page VIP-strip	8 col., 376 x 100 mm	257 x 68 mm	195.800,00	109,500.00	44.1%

*Special conditions apply: see point 5

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

² Only possible 4 times a month. Ads may be scaled in partial editions that appear in tabloid format. For details see technical specifications. All prices in euros plus VAT; format details: Width x height; other formats on request

5. ECONOMY-TARIFF

Economy-Tariff* GERMANY-TOTAL

In the Economy tariff, you book a calendar week, and we decide on the exact day of publication.

- only bookable in GERMANY AS A WHOLE¹
- **right to push:** within one calendar week (Mo.–Sa.)
- one day of the week can be excluded when booking
- **Advertising deadline:** Monday before the respective calendar week
- no reservations, no waiting list
- no change motifs, no split
- more than 2 ads per week only on request
- Advertisements in the Economy tariff are eligible for AE, but not discount-forming, not eligible for conclusion and not eligible for further discounts

- Price + Format: s. Point 4



6. INSERTS

FORMATS

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

Largest format: 26,0 x 36,0cm¹

Larger formats can be enclosed if they are folded to the maximum format. All multi-page inserts should be folded on the long side. Deviating fold types such as Altar- und Leporellofalz (Zickzackfalz) cannot be processed. Included brochure inserts Postcards, these should be glued inside.

Competitive exclusion and sole occupancy cannot be guaranteed.

Contact: beiprodukte@axelspringer.com

Booking deadline and withdrawal date : 3 Weeks² before appearance.

Supplement-Weight	up to 10g	up to 15g	up to 20g	up to 25g	up to 30g	up to 35g	up to 40g	up to 45g	up to 50g
Price per 1.000 Ex.	91,00	95,00	99,00	103,00	107,00	111,00	115,00	119,00	123,00

¹Higher weights on request. All prices in Euro plus VAT.

²Shorter booking lead times on request

7. PLACEMENT & SPLIT COSTS

Placement surcharges

Fixed placements in the inside section are possible from the 1000 format but can only be confirmed in limited numbers. Surcharges are levied on the gross price and do not include a unique selling proposition for the respective site. The amount of the placement surcharge is determined separately (discount and AE capable).

Special forms of advertising

Feel free to contact us, we will inspire you with eye-catching special inserts in customized versions.

Split options

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

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

Technical costs are not eligible for discount but are eligible for AE.

8. DATES

Deadlines Ads / Printing Material

DEUTSCHLAND-GESAMT, DEUTSCHLAND-WEST-GESAMT, DEUTSCHLAND-OST-GESAMT UND NIELSENAUSGABEN	Standard Display /-Placements	2 business days, 12:00 ¹
	split ads	5 business days, 12:00 ²
REGIONAL EDITIONS	Standard Display /-Placements	1 business day, 12:00 ¹ , Monday-Issue: Friday, 14:00 ¹
	split ads	2 business days, 12:00 ¹

¹Right of withdrawal: 4 working days before ET; ²Right of withdrawal: 5 working days before ET

9. BILD REGIONAL OCCUPANCY*

Booking Unit	mm-price	1.000er size	1/2-page	1/1-page
DEUTSCHLAND-WEST-GESAMT¹	184,00	160.000	355.000	525.000
NIELSEN I	55,39	50.500	116.604	178.520
BILD HAMBURG UND DER NORDEN	17,00	17.000	35.904	63.300
NIELSEN I - SÜD	20,06	17.100	42.200	60.820
BILD HANNOVER	7,80	7.800	16.473	29.255
NIELSEN I - WEST	18,33	16.400	38.500	54.400
BILD BREMEN ⁴	3,66	2.230	3.999	6.865
NORDRHEIN-WESTFALEN	39,12	39.120	82.621	164.000
BILD RUHRGEBIET	15,44	15.440	32.609	65.218
BILD RUHR-OST	8,22	8.220	17.360	34.721
BILD RUHR-WEST	8,76	8.760	18.501	37.002
BILD RHEINLAND	11,26	7.579	15.715	30.070
BILD RHEINLAND - DÜSSELDORF	5,90	5.900	12.460	24.921
BILD RHEINLAND - KÖLN ⁴	5,35	1.679	3.255	5.149
BILD WESTFALEN	10,89	10.890	22.999	45.999

Booking Unit	mm-price	1.000er size	1/2-page	1/1-page
BILD SÜD-WEST	71,01	68.570	130.868	201.290
NIELSEN III A	44,85	44.850	80.725	129.160
BILD FRANKFURT RHEIN-MAIN	11,52	11.520	24.330	48.660
BILD SAARLAND ⁴	4,53	1.545	2.524	3.785
NIELSEN III B	29,56	26.829	56.700	81.790
BILD STUTTGART	8,63	8.630	18.226	36.453
BILD SÜD	36,57	33.185	76.453	103.160
NIELSEN IV	32,95	29.990	69.500	93.500
BILD MÜNCHEN ⁴	6,40	2.040	3.100	4.700
BILD NÜRNBERG	5,84	5.840	12.334	24.668

Booking Unit	mm-price	1.000er size	1/2-page	1/1-page
DEUTSCHLAND-OST-GESAMT²	46,00	46.000	91.300	166.200
NIELSEN V				
BERLIN-BRANDENBURG-GESAMT ³	19,70	19.700	26.050	52.166
BILD BERLIN-BRANDENBURG	6,65	6.650	14.044	28.089
B.Z.	13,05	13.050	12.006	24.077
NIELSEN VI				
MECKLENBURG-VORPOMMERN	6,85	6.850	14.467	25.500
BILD SACHSEN-ANHALT	4,58	4.580	9.672	19.345
NIELSEN VII				
BILD THÜRINGEN	3,85	3.850	8.131	16.262
BILD SACHSEN	10,29	8.750	21.268	39.000
BILD SACHSEN - LEIPZIG	5,39	3.850	11.383	20.500
BILD SACHSEN - DRESDEN/CHEMNITZ	4,90	4.900	9.885	18.500

* All prices in euros plus VAT; other formats on request; advertisements may be scaled in partial editions that appear in tabloid format (e.g. B.Z.). 1 GERMANY-WEST-TOTAL 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 issues with heavily discounted fixed-format prices 1,000s, 1/2- and 1/1-page not eligible for further discount. BILD regional editions economy rate 2025: prices and conditions on request

10. RED IMPACT

Reach all of Germany with RED IMPACT!

From a single source - Germany's leading tabloid titles!

Reach even more readers with **BILD Deutschland total** (inkl. B.Z.), **Berliner Kurier**, **EXPRESS**, **Hamburger Morgenpost**, **Morgenpost für Sachsen** (Dresden und Chemnitz) and the **tz** in München.

Your advantages:

- More editions in a unique title combination
- Higher reach and additional contacts
- Best conditions for an optimal media plan
- Simple and fast processing from a single source
- Book your ad in the sports section without placement surcharge!

Prices, formats and individual offers are available on request.



11. BILD DIGITAL

In pole position with BILD Digital!

Display ads, native integration, video formats and the new AI assistant Hey Hey_ - with BILD DIGITAL you make your brand tangible for **5,66 Millionen Daily Unique User***.

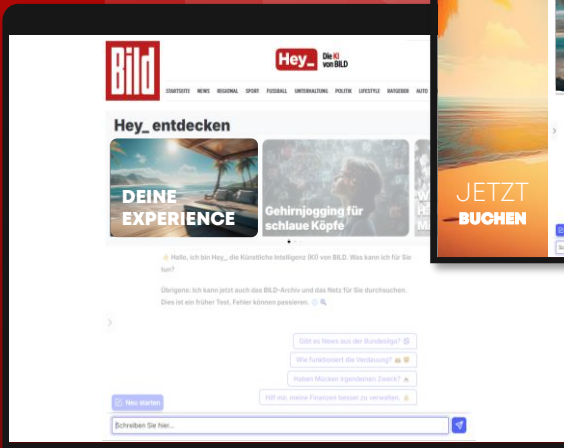


Multiscreen Two Face Ad

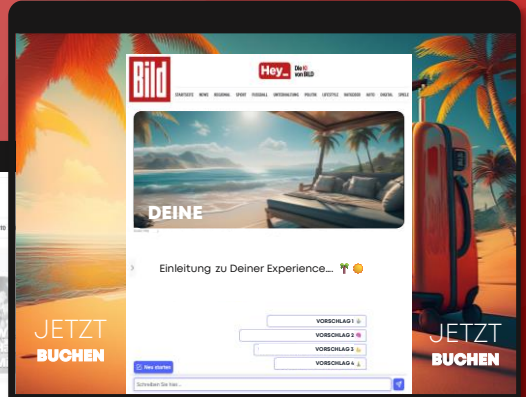
Benefit from our wide range of products



Native Integration: Brand Story



The digital KI assistant: the Hey_ Experience



*Source: b4p 2024 |

12. 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 transfer this message to your products and then to the PoS. Reach your consumers with our high reach and attention-grabbing staging.



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

ALL-YOU-CAN RELAX
Türkei ab 59,99 €
MILLIONEN SENIOREN BETROFFEN Plötzlich

TÜRKEI-FLÜGE FÜR ALLE
ALLTAG AUS. SONNE AN.
Türkei ab 59,99 €
JETZT BUCHEN AUF www.sunexpress.com

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

13. BRAND STUDIOS

**We think bigger. We entertain.
We explain. We move.**

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

From supplied content to elaborately researched stories, we translate your advertising content into the medium BILD. Your personal contact partner accompanies the individual implementation of each campaign.

Advertising with Impact: The Axel Springer Brand Studios are the **“Best Native Studio of the Year”**, awarded with the Native Advertising Award 2024.

Examples*



Cross-media 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 happy to translate your print campaign into digital. Get in touch with us!

14. PUBLISHER INFORMATION

PUBLISHER AND REGIONAL MARKETER

axel springer

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

Address

BILD Anzeigen
Axel-Springer-Straße 65
10888 Berlin
Erscheinungsweise: täglich (Mo.–Sa.)

ZIS-Nummer

102541 (DEUTSCHLAND-GESAMT)

Note

Die von der agma ausgewiesene Kombination BILD DEUTSCHLAND-GESAMT beinhaltet die Titel BILD DEUTSCHLAND und 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 and services

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

Advertising management BILD

Edda Feldkamp
Mobil: +49 (0) 151 543 328 29
E-Mail: edda.feldkamp@axelspringer.com
(nicht für Druckdaten, s. techn. Angaben)

Integrated Ad Management

ampx@axelspringer.com

Terms of payment

Payable 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 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

15. TECHNICAL INFORMATION I

NORDIC FORMAT (BROADSHEET)

Type area

376 mm wide x 528 mm high
(4.224 total millimeters)

Number of columns

Advertisements and text section:
8 Columns each 45 mm

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 wide, 528 mm high
(17 Anzeigenspalten)

Writings

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

Line width

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

NORDIC Tabloid Format

Type area

257 mm wide x 369 mm high
(1.845 total millimeters)

Number of columns

Advertisements and text section :
5 Columns each 45 mm

Waistband print

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

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

Writings

Positive fonts from 9 point
Negative font from 12 point,
Semi-bold, sans serif

Line width

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

GENEREL INFORMATION

Printing process

(Coldset-)Rollenoffset nach ISO 12647-3:2005

Tonal range

Printing tonal value range from 3% to 95%

Tone value increase

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

Passport tolerance

≤ 0,3 mm (Überfüllung > 0,3 mm)

Image resolution

250 dpi, with stroke 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.

15. TECHNICAL INFORMATION II

Colors

Euroskala 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>

Total color application

Max. 240%

4c proof printing

Customer proof supplied, matched to newspaper printing according to ISO 12647-3:2005 with FOGRA-Medienkeil 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 size of the display.

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

Digital data transmission

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 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

Technical details and contact information for individual bookings of the B.Z. can be found in the corresponding price list at www.media-impact.de