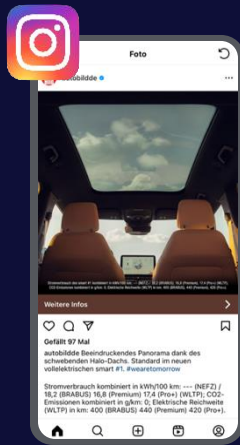


SOCIAL MEDIA



Facebook Sponsored Posts



Instagram Sponsored Posts / Stories



X (Twitter) Promoted Tweets



WhatsApp Posts or Instagram Content Posts (organic)



LinkedIn Sponsored Posts



Pinterest Sponsored Posts



Vertical Story



We combine your product with our strong journalistic offerings and our wide reach.

How it works:

Thanks to our social media channels, you get additional visibility through well-known brands, such as BILD and WELT. This helps to spread your posts and stories and increase your reach. We also tag your social media page via a "handshake" or link. A CTA button, such as 'Learn more' or 'Apply now', can be used to link to a website or an existing brand or product story with us.

Booking options:

Your Sponsored Posts¹, Sponsored Stories¹, Promoted Tweets¹ or Vertical Stories¹ are created by our in-house creative agency in consultation with you.

Hint:

Not all of our media brands are available on all social media platforms. See footnotes on the respective social media platforms.

¹ Only bookable on the respective media brand. Exception: social media bundles.

SPONSORED POSTS



FACEBOOK²

The classic amongst our social offers. With joint sendership of our journalistic brands, you benefit from the credibility and reach as well as the high engagement rate on social networks! The package contains 4 posts.

Sponsored Post	Als for 4 Posts	Price ¹
Category 1*	1,200,000	24,000€
Category 2**	800,000	16,000€
Category 3***	400,000	8,000€

* either with the sendership of BILD or WELT
 ** either with the sendership of BILD Sport, Fitbook, myhomebook, Petbook, Sport BILD, Gründerszene, Business Insider, Stylebook, Techbook or Travelbook
 either with the sendership of B.Z., WELT Lifestyle or Computer BILD Spiele
 Note: for Auto BILD.de and Computer BILD.de we have packages that differ from the categories, on request available from the Brand Studios or the colleagues of Auto BILD.de/Computer BILD.de.



INSTAGRAM²

You want to be present on the leading trend platform? Reach users together with us through high-quality content in the form of images and videos. The package contains 4 posts.

	Als for 4 Posts / Stories	Price ¹
Sponsored Post / Story*	200,000	10,000€

* either with the sendership of Auto BILD, BILD, BILD Celebrities, Computer BILD, Fitbook, Icon Magazine, Sport BILD, Stylebook, Techbook, Travelbook, WELT or WELT Lifestyle



X (Twitter)²

Above all, WELT is a real heavyweight on X (Twitter) with an enormously wide-reaching account. Use the power of our brands with joint sponsored tweets to effectively reach decision-makers with your advertising message! The package includes 4 tweets.

	Als for 4 Tweets	Price ¹
Sponsored Tweets*	500,000	17,500€

* either with the sendership of Computer BILD or WELT.

1) Prices plus 800€ creation costs, Instagram Stories 1,600€ (not discountable).
 2) Material for Instagram, Facebook or X (Twitter) must be delivered at least 5 days in advance.

All prices are (unless otherwise noted) CPM or package prices, SR and AE capable, plus VAT | Subject to changes and errors.

SPONSORED POSTS



LINKEDIN

LinkedIn offers excellent opportunities to reach very specific target groups in the B2B sector. Use the reach of our brands WELT and Business Insider with joint sponsored posts and reach specialists and executives effectively with your advertising message! The package contains 4 posts.

	Als for 4 Posts	Price
Sponsored Post*	200,000	10,000€ ¹

*WELT or Business Insider



PINTEREST

Do you want to inspire your target audience? In that case Pinterest is the right place for you! With visually powerful sponsored posts in joint senderhip with our brands, you ensure awareness! The package contains 4 posts.

	Als for 4 Posts	Price
Sponsored Post*	400,000	20,000€ ¹

* Fitbook, myhomebook, Petbook, Stylebook, Techbook, Travelbook, Auto BILD, Computer BILD oder welt.de Lifestyle



SOCIAL MEDIA BUNDLES

Combine our Sponsored Post offers with each other! Either choose one of the suggested bundles or individually select your own social media platforms for your advertising message. It is up to you which of our media brands you would like to appear with as a joint sender!

Package size	Als for 4-6 Posts	Price ²
L*	2,000,000	60,000€
M*	1,000,000	32,000€
S*	500,000	18,000€

- Available bundles are Recruiting (LinkedIn and X), Decision-makers (LinkedIn, X, Facebook), Travel (Pinterest, Instagram), Pictures (Pinterest, Instagram, Snapchat), Young Audience (Snapchat and Instagram), Tech (LinkedIn, Facebook, Instagram), Individual (select your desired platforms), All In – only available in package size L (X, Snapchat, Facebook, Instagram, Pinterest, LinkedIn).

Important: per social media bundle, only 1-2 of our media brands can be selected for joint senderhip³.

1) Prices plus 800€ creation costs (not discountable).

2) Plus creation costs: 1-4 social platforms = 800€ | from 5 social platforms = 1.200€. These are not discountable and AE-eligible.

3) X only available on WELT and Computer BILD; LinkedIn only on WELT; Fitbook, myhomebook, Petbook, Stylebook, Techbook, Travelbook, Auto BILD, Computer BILD or welt.de Lifestyle; Business Insider only after consultation.

All prices are (unless otherwise noted) CPM or package prices, SR and AE capable, plus VAT | Subject to changes and errors.

VERTICAL STORY & SNAPCHAT SHOWS



VERTICAL STORY

Vertical Stories are vertical videos designed specifically for Snapchat and Instagram that are displayed in full-screen mode on mobile devices. They offer a dynamic way to interact with the target audience in real time and tell stories. These formats are ideal for addressing a younger user base and increasing brand awareness.

	Page Views	Price
Booster Paket*	15,000	40,000€ ¹
Stand Alone Paket*	30,000	80,000€ ²

* either with the sendership of Auto BILD, BILD, Computer BILD, Fitbook, icon.magazin, Petbook, Sport BILD, Stylebook., Techbook, Travelbook, WELT or welt.de Lifestyle



SNAPCHAT SHOWS

With the ads within the Snapchat show, you have the chance to advertise in an authentic and young environment across all successful BILD and Auto BILD shows!

	Ad Impressions	Price
Bundle Snapchat Shows	200,000	18,000€ ³

1) Plus creation costs: 5,000€ (not discountable), only bookable in combination with a regular brand or product story.
 2) Plus creation costs: 8,000€ (not discountable).
 3) Plus creation costs: 1.600€ (not discountable). Runs in a bundle on the 5 BILD and Auto BILD shows: BILD Video, BILD chooses, BILD Celebrity News, BILD Football, Auto BILD Drive; Duration 4 weeks.

All prices are (unless otherwise noted) CPM or package prices, discountable, plus VAT | Subject to changes and errors.

CONTENT POSTS



INSTAGRAM CONTENT POSTS, STORIES AND SPECIAL FORMATS



INSTAGRAM CONTENT POSTS AND STORIES

Instagram posts and stories are central tools to communicate your messages effectively. Benefit from over 990,000 bild.de followers on Instagram! In cooperation with you, we publish directly in the feed (organic posts) of our strong media brand – for optimal visibility and engagement.

	Potentially reachable followers	Guaranteed AIs	Price ¹
1x Content Post*	BILD 994,000 Sport BILD 294,000 BILD GG 236,000	-	8,460€ 14,600€ 6,000€
3x Content Story**	994,000	180,000	7,200€
1x Content Presenting***	294,000	-	8,760€

* available on Sport BILD, BILD & BILD GG
 ** available on BILD
 ***available on Sport BILD



INSTAGRAM REELS

Instagram Reels are entertaining videos in social media format and are becoming more and more popular. We produce reels with a focus on your brand directly in the feed of bild.de and extend them as sponsored posts for additional reach.

	Potentially reachable followers	Guaranteed AIs	Price ¹
Reel in the timeline plus extension as a sponsored post	870,000	650,000	36,250€



WHATSAPP POSTS



WHATSAPP NATIVE POST

WhatsApp Native Posts make it possible to distribute content directly through our brands' WhatsApp channel. Your messages appear in the familiar environment of WhatsApp and promote a high level of interaction. Take advantage of the opportunity to post via Germany's most popular messenger (over 50 million users) in an editorial environment and effectively place your brand.

	Potentially reachable subscribers	Price ¹
BILD Channel	110,000	6,500€
Zwei Minuten (Sport BILD, Thema Handball)	40,000	2,500€
myHomebook	22,000	1,500€

¹) Prices plus creation costs (not SR or AE-eligible) as follows: Content Post: 200€ | Content Story: 1.200€ | Reels: 5,000€ | WhatsApp Post: 200€

All prices are (unless otherwise noted) CPM or package prices, discountable, plus VAT | Subject to changes and errors.