

RAPID REACH

Contact Power by BILD 2025

Rapid Reach bundles all the power of BILD.

Experience the **reach** of BILD digital, BILD and BILD am SONNTAG in one product - in one booking. More contacts and cheaper than ever before.

YOUR BRAND IS AS CROSS-MEDIA AS BILD

Everything from BILD in one product.

BILD digital, BILD and BILD am SONNTAG put your message in the spotlight across all channels.

Each channel has its very own target group. With the new **Rapid Reach** offer, you can address them all and maximise your customer potential.



Example of advertising placement



Example of advertising placement



Example of advertising placement

WHAT COUNTS ARE CONTACTS

The symbiosis of print and digital advertising formats makes it possible to reach every target group across all relevant touchpoints.

Full power for your message!

1,000
CONTACTS
ALREADY FROM
€5.74
N2-CPPT

Deluxe



27 mil contacts
€155,000*

Excellent



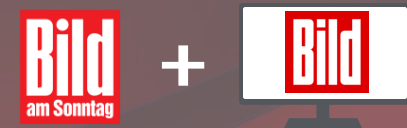
13 mil contacts
€130,000*

Premium



8.5 mil contacts
€100,000*

FIRST



6 mil contacts
€50,000*

*Please note the information and explanations on the following page

ALL IN - PACKAGES

	Medium/Format	contacts ¹	gross price	Net2*-Price
Deluxe	 +  + 	 27 mil contacts	€568,640	€155,000
Excellent	 +  + 	 13 mil contacts	€437,960	€130,000
Premium	 + 	 8.5 mil contacts	€359,820	€100,000
First	 + 	 6 mil contacts	€202,780	€50,000

*Advertising media and frequencies incl. all discounts and commissions, plus VAT; the general terms and conditions of the valid price lists from 01.01.2025 apply; invoice amount may vary; acceptance of adverts/advertising media within a maximum period of 30 days.

¹Contacts: Addition of single contacts print, basis ma 2024 / II; population 14+ years (70.48 million) + AI quantity of digital occupancy

PRINT POWER

BILD and BILD am SONNTAG's most popular formats: the 1,000 and 500 format.

Germany's biggest daily and Sunday newspapers become your stage.

Our print products create consistent visibility and trust among readers.

With our print performance, you can generate more leads, reach your target audience with purchasing power and put your product in the spotlight.

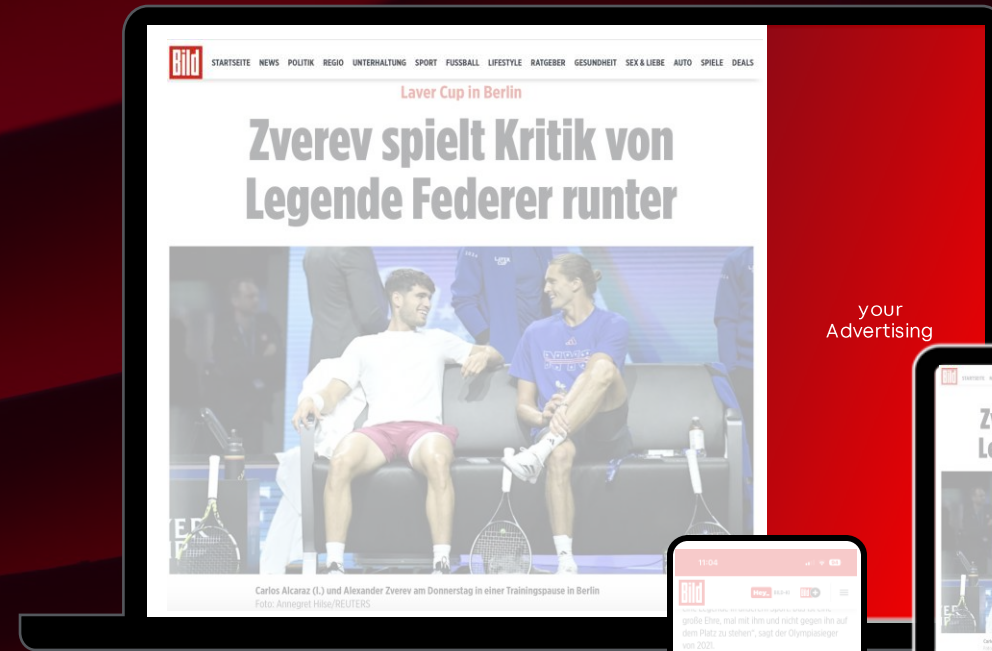


*Illustration not to scale

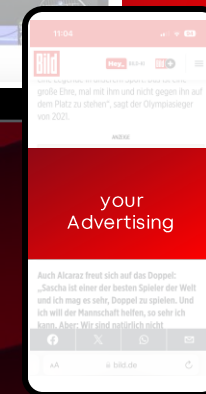
DIGITAL DRIVER

The **sitebar** placed to the right of the editorial content adapts organically to the desktop screen size and attracts everyone's attention.

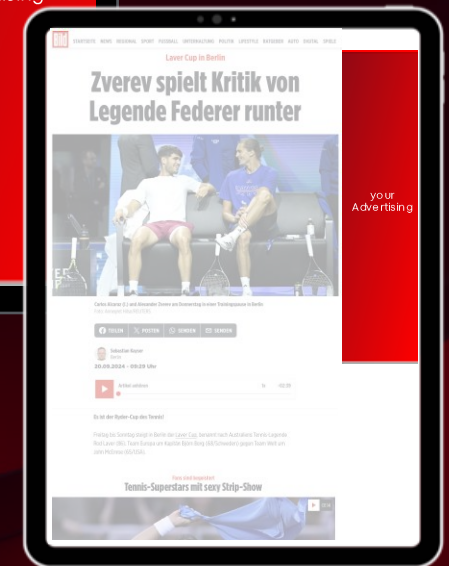
With the **Mobile Medium Rectangle**, we have created an advertising space that is integrated directly into the mobile editorial content of a website. No scrolling without visibility.



Sitebar on article page



MMR on article page



Sitebar on article page