

RED BRAND STORY CONTINUES TO WORK

NATIVE ADVERTISING CROSSMEDIAL BY BILD

impassioned by
media **impact** —

Bild Bild
am Sonntag

| media **impact** —

THE RED BRAND STORY

BILD - one brand, three mediums & a mega reach: The RED BRAND STORIES in BILD, BILD am SONNTAG and on BILD.de are your cross-media added value.

Experience the power of images and stories, individually staged and professionally written by our Brand Studio journalists.

With the customized user journey in print and digital, native advertising brings your message to every target group in an entertaining way.

We accompany you personally and optimize your RED BRAND STORY together with you. Our goal is your success!



People
love
Stories



Example of
implementation

SUCCESSFUL CROSS-MEDIA ADVERTISING

Without print you're missing something

RELEVANCE

BILD and BILD am SONNTAG are **Germany's largest daily and Sunday newspapers.**

BILD and BILD am SONNTAG create **more reach and access to all target groups.**

IMPULSE

Print advertising works: **purchasing decisions** are positively influenced and buying impulses are set.

Cross-media brand stories reach the **highest advertising recall*** through strong images and moving texts.

REACH

EMOTIONS



* 61% advertising recall brand story print, facit research 2020, Axel Springer market research 2019-2023, ZMG 2020-2023.

OUR BRAND - YOUR RED BUNDLES

1	 		6.39 mil contacts*	+ 	40,000 views = € 103,390* N2
2	 		4.46 mil contacts*	+ 	60,000 views = € 98,220* N2
3	  +  		10.87 mil contacts*	+ 	75,000 views = € 149,084* N2
4	  +  		10.87 mil contacts*	+ 	75,000 views = € 158,659* N2
5	  +  		10.87 mil contacts*	+ 	110,000 views = € 171,756* N2
6	  +  		10.87 mil contacts*	+ 	110,000 views = € 181,331* N2

Media costs N2 including discounts + commissions, not subject to further discounts, discount-forming for an existing JV, valid from 01.01.2025 | *Net2 prices plus creation costs: 1+3+5: €10,500; 2: €11,000; 4+6: €12,500 | Creation costs not subject to discount/AE, all prices plus VAT Contacts in millions, according to ma 2024, exemplary performance values