

THIS SUMMER WILL BE **EXCITING**

The Women's EURO at
the Strongest Media Brands!

impassioned by

media **impact**—



A BIG STAGE FOR BIG MOMENTS!

The **Women's EURO 2025** promises not only top sporting performances but is also a true highlight for fans and brands. With **BILD**, **SPORT BILD**, and **WELT**, we offer the largest stage for emotional stories, exciting analyses, and comprehensive coverage – across all channels. This is where passion meets reach, and brands connect with their target audience.

We celebrate women's football – and your brand is live!

02.07.25-27.07.25



WELCOME TO THE SPORTS
COMPETENCE CENTER

**NO MATTER THE GAME,
NO MATTER THE PLAY.
READY TO WIN WITH MI_ ?**

Sports marketing advantages:

Brand safe

Plannable

Video content

Editorial support



OUR SPORTS PORTFOLIO

17.84

MILLION

NET CONTACTS¹



welt

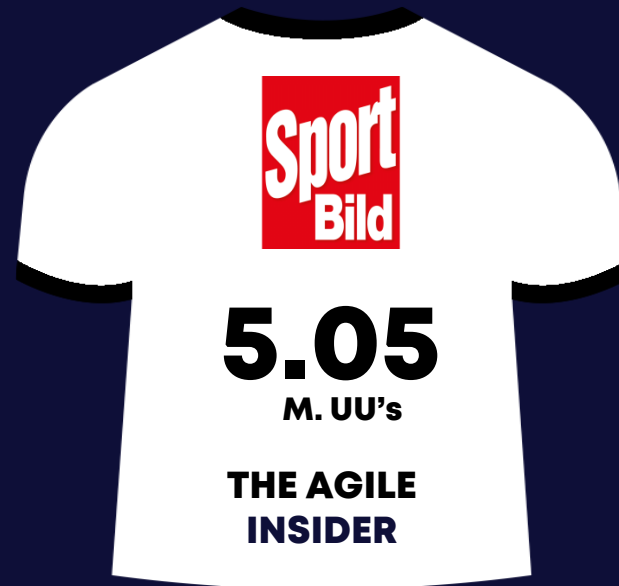
welt+

¹ Source: b4p 2023 I; basis: population aged 14+, NpM, MpM

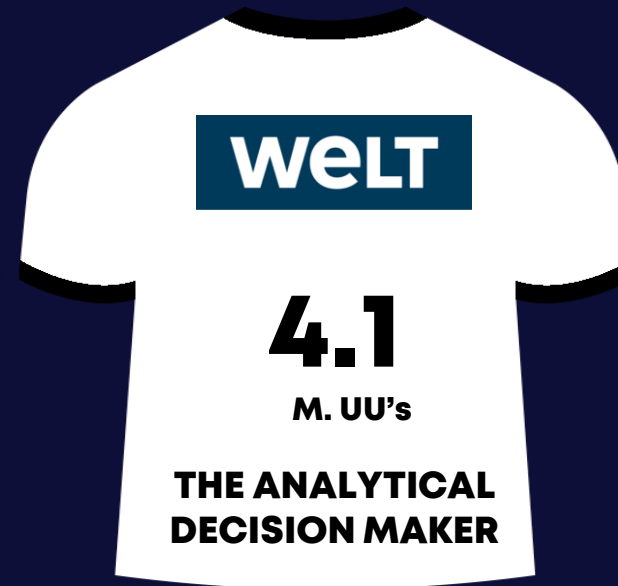
OUR GAMECHANGER



BILD Sport is the fastest all-rounder in sports reporting. All the latest news, innovative and exclusive!



SPORT BILD is always there live, well informed and offers insider information on the latest sports highlights.



WELT Sport inspires with expert commentary and comprehensive analysis of national and international sporting highlights.

THE FAN STRUCTURE



65%
male



69%
employed



52%
20 – 49 years old

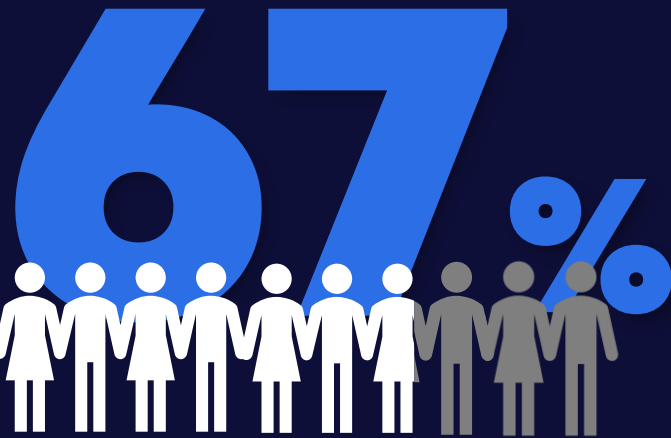


79%
HHNE > 2.000 €

WE REACH SPORTS FANS



WE ACHIEVE



**the German-speaking
population**

AND THEREFORE



of all German sports fans*

EXCITING, EMOTIONAL, UNFORGETTABLE

Your Advertising Opportunities at the Women's EURO 2025!

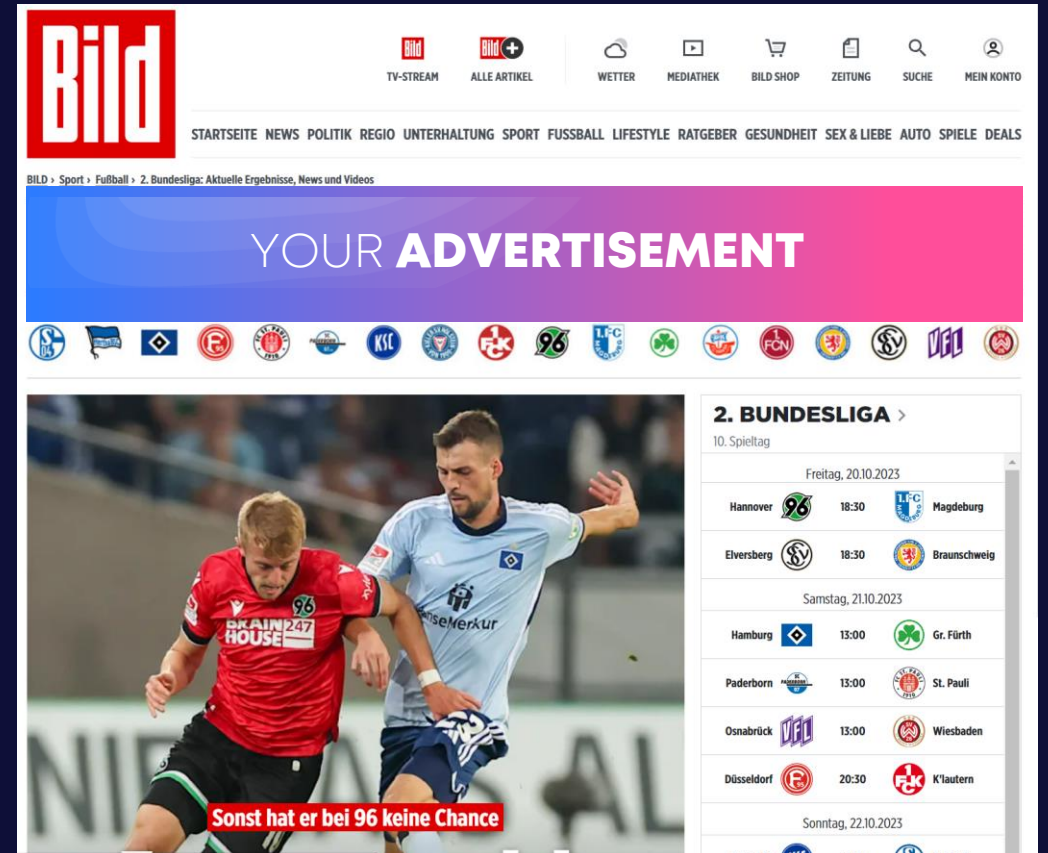
YOUR BRAND IN THE CENTER OF SPORTS

Present the latest Women's EURO news today and tomorrow – your advertising material is prominently placed in the Women's EURO environment, whether in articles, live tickers, statistics, or image galleries.

Formats: Presenting Billboard

Environment: Frauen EM 2025

Bookable on:



YOUR AD IN THE SPOTLIGHT OF SPORTS

Showcase your brand perfectly - on all channels (desktop, mobile, app) and in the ideal environment on BILD and SPORT BILD!

Your logo is placed prominently in the sports or football channel and puts you directly at the center of attention. This not only connects your brand with the exciting world of sport but also ensures lasting impressions that will be remembered through this targeted positioning and media presence.

Become part of the sporting event on BILD and SPORTBILD - and let your brand shine!

Bookable on:

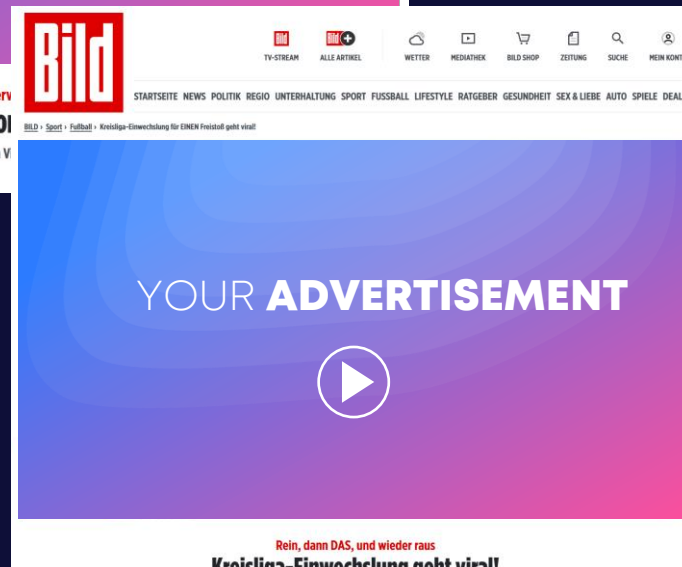


IN THE SPOTLIGHT OF THE WOMEN'S EURO



Pre-roll ads - your appearance before the highlights!

Clickable spots of up to 20 seconds, placed directly before moving image coverage. Maximum visibility, targeted appeal and measurable results - perfect for emotional brand messages that support both branding and performance goals.



Presenter Clip – Your brand perfectly integrated into the program!

Tailor-made 7-second sponsor clips directly before the content. Clickable, with a high view-through rate, and ideal for linking your brand optimally to the format.

RIGHT IN THE NEWS OF THE WOMEN'S EURO

Your ad is prominently displayed in the Homeblock, right in the Women's EURO environment – well-placed in the overview but not in articles or live tickers.

Formats: Homeblock

Environment: Frauen EM 2025

Bookable on:



HANDBALL-EM >

HANDBALL EM 2024 Wird präsentiert von **YOUR LOGO HERE**

DHB-Team vor der EM
Auf diesen Schlachtruf kommen Sie nie!

„Müssen Druck überleben“ Schweiz-Trainer plant EM-Überraschung
Alles nur Taktik? Vor dem Auftakt der EM stapelt Schweiz-Trainer Michael Suter tief.

Das sollten Fans jetzt wissen Macht der Bahnstreik unsere Handball-EM kaputt?
Wie kommen die Handball-Fans trotz Bahnstreik pünktlich zum EM-...

HBL-Stars für EM Bundestrainer nominiert Duo nach
Jetzt ist es raus! Bundestrainer Alfred Gislason holt zwei Stars auf Abruf in den...

Deutscher EM-Hoffnungsträger Juri Knorr: „Das wird ein krasses Erlebnis“
Kein anderer deutscher Handballspieler befeuert die Hoffnungen auf eine...

MEN'S EHF EURO 2024
OFFICIAL PARTNER **YOUR LOGO HERE**

MAXIMUM REACH IN 24 HOURS

800 k AIs in 24 hours

The home run ensures a strong presence: with a classic staging approach, your brand achieves a high reach on the Sportbild.de homepage and in the Sport BILD app within 24 hours.

Formats: Werbemittel nach Wahl

Environment: Sportbild.de Homepage

Bookable on:



DEINE MARKE 24H IM RAMPENLICHT

Der Channelrun Fussball bietet dir eine festplatzierte Tagesinszenierung in dem perfekt abgestimmten Themenumfeld der Frauen EM – 24 Stunden lang auf allen digitalen Plattformen (Desktop, MEW & App). Flexibel buchbar am Wunschtage, sorgt er für maximale Sichtbarkeit deiner Marke.

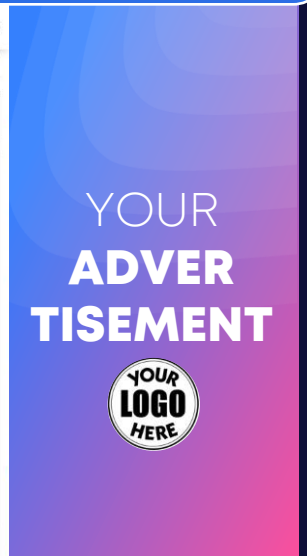
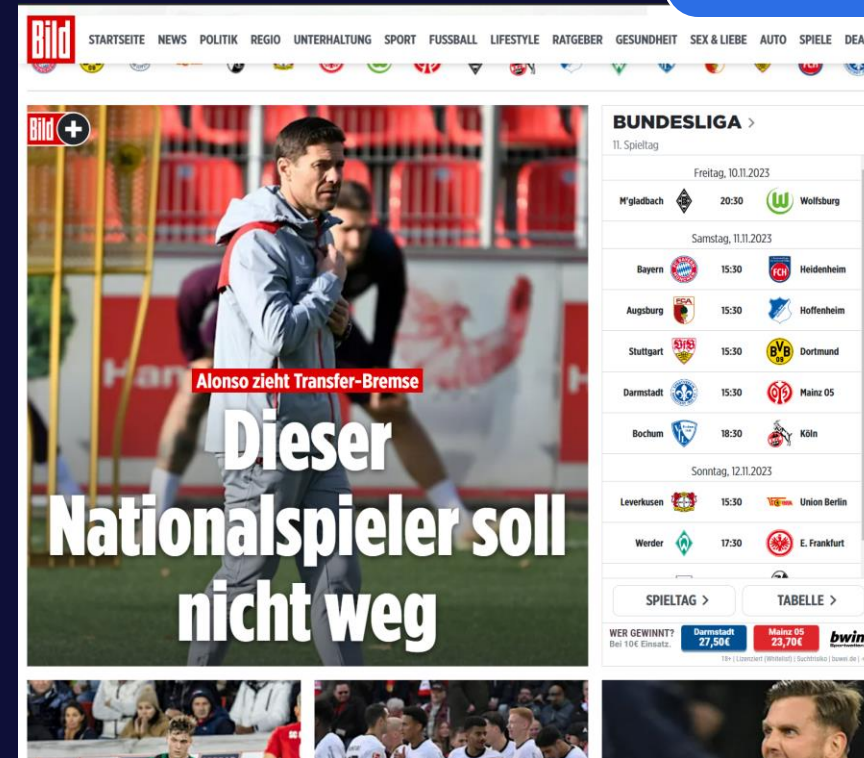
Formats: Sitebar + Lead Ad + Mrec

Environment: Frauen EM 2025

Bookable on:



3,5 M. Als in 24
hours



IT'S TIME TO TALK

impassioned by

media **impact** 

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