

# THIS SUMMER WILL INSPIRE!

The 2025 FIFA CLUB WORLD CUP among the strongest  
Media Brands!

*impassioned by*

media **impact**—

# GOODBYE SUMMER BREAK - MORE EXCITEMENT, MORE FOOTBALL

In 2025, the Club World Cup will be held in the USA for the first time with 32 teams.

Our editorial team makes this event a summer highlight with expert shows, highlight clips, live ticker and possible livestream.

More creative ideas & exciting formats:

"Road to Eventchannel..." – Exclusive insights, background stories and insider updates

Fan reporters on site – authentic reports directly from the action

Competitions – From fan planes to public viewing – experience unforgettable moments



# FACTS ZUR FIFA KLUB WM 2025

**Period 15 June – 13 July 2025**

Tournament format like at the 2022 World Cup

Group stage: 8 groups of 4 teams

Group winners and runners-up advance

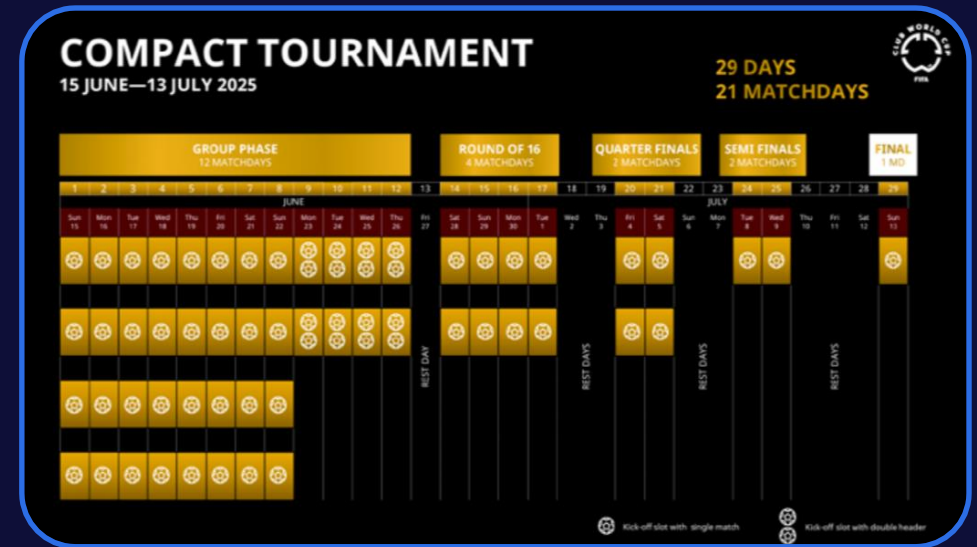
**Round of 16 to final**

Kick-off times (German time):

With 4 games per day: 18:00, 21:00, 00:00, 03:00

For 2 games per day: 18:00 and 22:00

For 1 game per day: 21:00



# WELCOME TO THE SPORTS COMPETENCE CENTRE

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

## Sports Marketing Benefits

brand safe

predictable

video content

Editorial support



## OUR SPORTS PORTFOLIO

**17,84**  
**MILLIONS**  
net reach<sup>1</sup>



<sup>1</sup> Quelle: b4p 2023 I; Basis: Grundgesamtheit 14+ Jahre, NpM, MpM



# OUR GAMECHANGER



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



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



WELT Sport inspires with expert commentary and comprehensive analyses of national and international sports highlights.

## THE FAN STRUCTURE



65%  
male



69%  
employed



52%  
20 – 49 years old

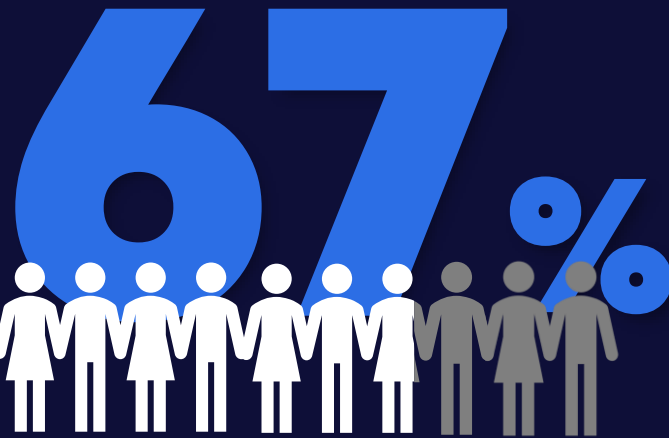


79%  
HHNE > 2.000 €

# WE REACH SPORTS FANS



**WE REACH**



**of the German-speaking population**

**AND THUS**



**of all German sports fans\***

\*Quelle: b4p 2024 II; Basis: Grundgesamtheit 14+ Jahre, MpM, LpA (Monatsvollbelegung)

# **ROUSING, EMOTIONAL, UNFORGETTABLE**

Your advertising opportunities at the FIFA CLUB WORLD  
CUP 2025!



# WE DELIVER FIRST-CLASS SPORTS SHOWS:

Our moving image content rounds off your brand performance perfectly: whether it's expert shows, FIFA News or simply the presentation of the highlight clips - together we will hit the bull's eye!

Own exclusive categories, special product placement and much more are possible in our formats!

## OUR VIDEO SHOWS\*



mit Legende Marcel Reif



FIFA News



Experten



Highlight-Clips

\*Subject to implementation and possible licenses





# EXCLUSIVE PRESENTING

Your brand becomes the exclusive partner of a show or highlight clips.



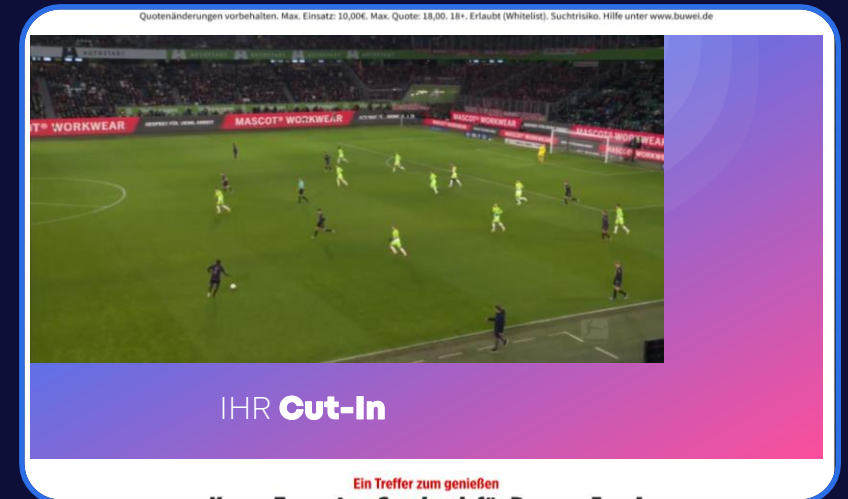
## Logo Presenting

Your brand presents the show via the teaser surfaces



## Presenter Clip

Customized 7-second sponsor clips right before the content.



## Cut-In (Banderole o. L-Frame)

The banderole or the L-frame offer high visibility.

# SPECIAL FORMS OF ADVERTISING



**Exclusive category in the show!**

**Your brand presents an exclusive section within the show. The seamless integration ensures maximum visibility and increases brand loyalty by organically blending into the course of the show.**



**Product placement – one involvement, the whole show!**

**The product remains present throughout the show, perfectly integrated and without distracting advertising.**



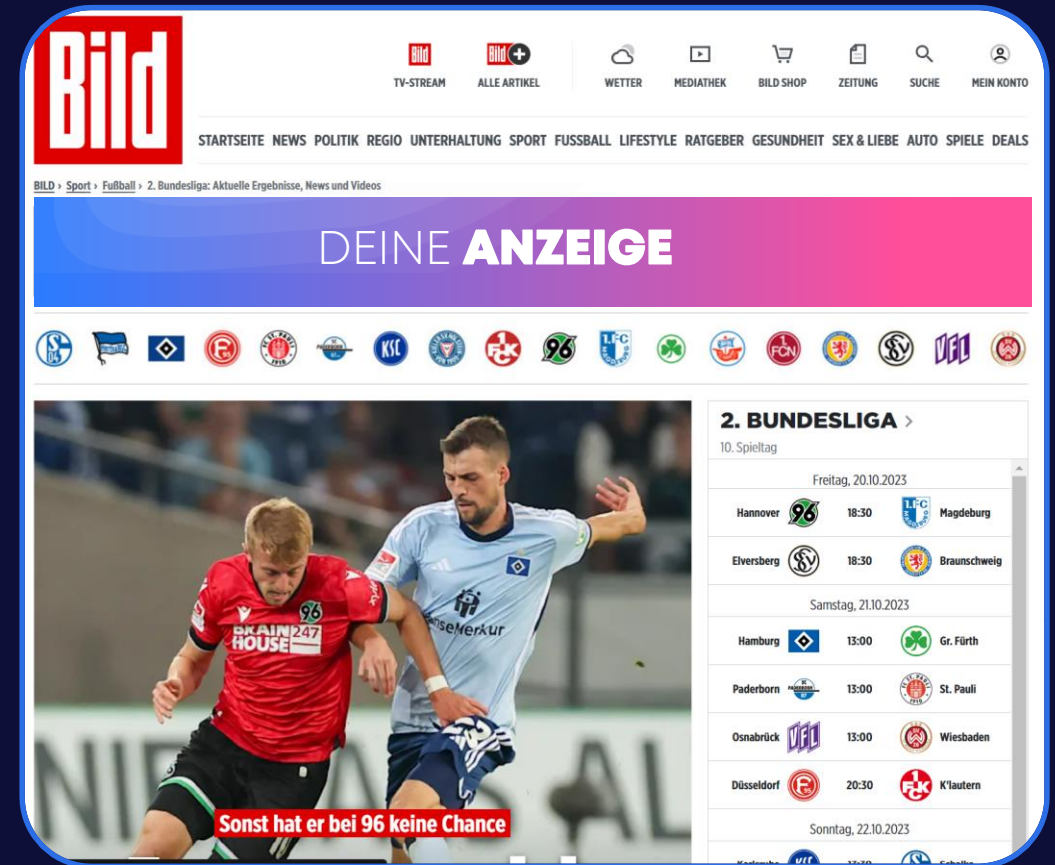
# YOUR BRAND AT THE HEART OF THE SPORT

Your brand presents the latest news from the FIFA Club World Cup of today and tomorrow – the advertising material is strikingly placed in the middle of the environment, whether in articles, live tickers, statistics or picture galleries.

Formats: Presenting Billboard

Environment: FIFA CLUB WORLD CUP 2025

Bookable on:

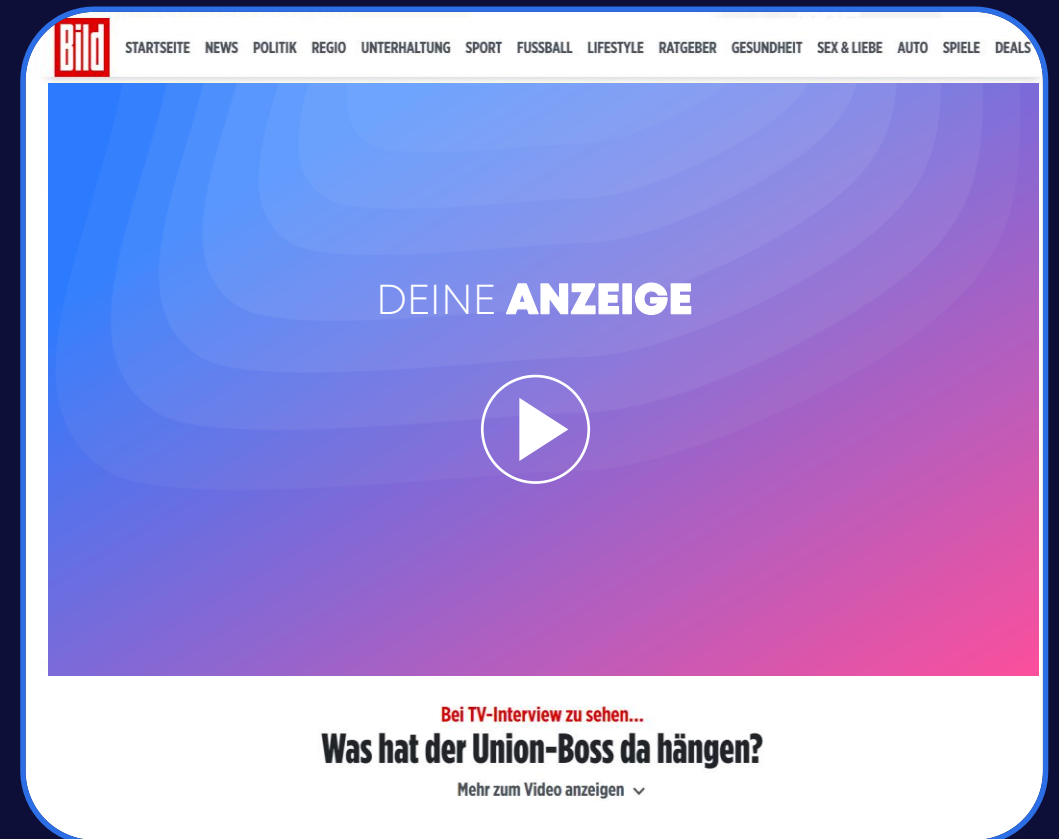


# SPOTLIGHT ON THE **FIFA CLUB WORLD CUP**

Pre-roll ads – your appearance before the highlights!

Clickable spots up to 20 seconds, which are placed directly in front of the moving image coverage. Maximum visibility, targeted targeting and measurable results – perfect for emotional brand messages that support both branding and performance goals.

The entire video reach will be shared exclusively among our FIFA Club World Cup partners!



# TEAM LINE-UP DISPLAY

## Context-sensitive ticker Ad

Your brand – 90 minutes in focus!  
 With advertising material directly in the live ticker of the FIFA KLUB WORLD CUP, your brand remains present throughout the game – perfectly integrated into the dynamic and emotional game environment. Benefit from high visibility, repeated exposure, and user attention in a gripping context.

Presence on:



**Fazit:**  
 Ein vogelwildes Freitagabendspiel zwischen Dortmund und Heidenheim endet am Ende leistungsgerecht 2:2. Nachdem der BVB im ersten Durchgang das Geschehen klar dominierte, stellte Heidenheim nach der Pause auf Doppelspitze um, was die Dynamik des Spiels auf den Kopf stellte. Der FCH setzte immer wieder gefährliche Nadelstiche, während Dortmund mit Ball sehr schlampig agierte. So traf Heidenheim zurecht zweimal und entführt einen Punkt aus dem Signal-Iduna-Park!

**90. MIN**

**Spielende**

**90. MIN**

Einwechslung bei 1. FC Heidenheim 1846: Kevin Sessa

**ANZEIGE**

IHRE **ANZEIGE**

**ANZEIGE**

Schaue die Begegnung Dortmund gegen Heidenheim jetzt live bei DAZN

**90. MIN**

Auswechslung bei 1. FC Heidenheim 1846: Jan-Niklas Beste

AKTUELLE SPIELE

Freitag, 01.09.2023

Dortmund		<b>2:2</b>	<small>(2:0)</small>		Heidenheim
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Samstag, 02.09.2023

Leverkusen		<b>5:1</b>	<small>(1:0)</small>		Darmstadt
Hoffenheim		<b>3:1</b>	<small>(1:1)</small>		Wolfsburg
Werder		<b>4:0</b>	<small>(1:0)</small>		Mainz 05
Augsburg		<b>2:2</b>	<small>(1:1)</small>		Bochum
Stuttgart		<b>5:0</b>	<small>(3:0)</small>		Freiburg
M'gladbach		<b>1:2</b>	<small>(1:0)</small>		Bayern

Sonntag, 03.09.2023

Frankfurt		<b>1:1</b>	<small>(0:1)</small>		Köln
Union Berlin		<b>0:3</b>	<small>(0:0)</small>		RB Leipzig

TABELLE

#	Mannschaft	Sp.	Tore	Diff.	Pkt.
1	Leverkusen	3	11:3	8	9
2	Bayern	3	9:2	7	9
3	Stuttgart	3	11:5	6	6
4	RB Leipzig	3	10:4	6	6

| media **impact**

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# IN THE MIDDLE OF THE NEWS THE **FIFA CLUB** WORLD CUP

Your brand presents the FIFA KLUB WORLD Cup news of today and tomorrow. Your advertising material is eye-catching integrated in the home block, directly in the surroundings – ideally placed.  
Formats: Homeblock, Logo Preenting + Medium Rectangle

Environment: FIFA CLUB WORLD CUP 2025

Bookable on:



STARTSEITE EURO 2024 FUSSBALL HANDBALL BASKETBALL EISHOCKEY FORMEL 1 MEHR SPORT

Die Heim-EM bei SPORT BILD wird präsentiert von **vodafone**

UEFA EURO 2024™

**Spanien-Trainer schlägt Regel-Revolution vor**

Wären wir dann weitergekommen?

Er hat früher in der Bundesliga gespielt **ManUnited und Arsenal jagen EM-Star**

Erstes Job-Angebot für die **Ronaldo-Rente**

Das Runde muss ins Eckige

Wirbel um **Sané-Video**

Wut-Interview! **Morata teilt aus: „Kein Respekt in Spanien“**

ANZEIGE



# MAXIMUM REACH IN 24 HOURS

800k 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: Advertising material of your choice  
Environment: Sportbild.de Homepage

Bookable on:



# YOUR BRAND IN THE SPOTLIGHT 24 HOURS A DAY

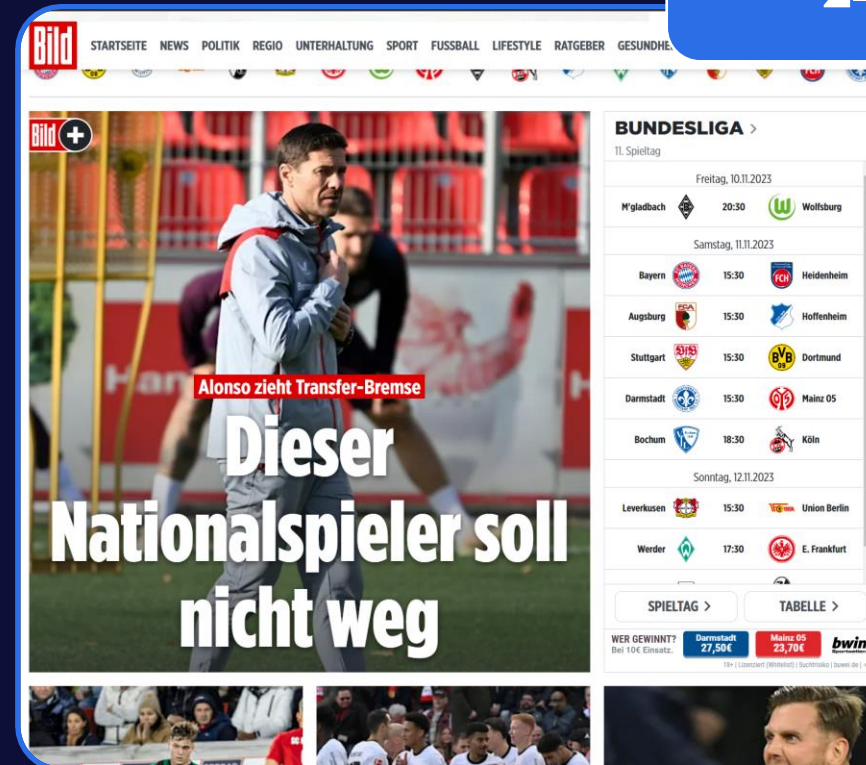
The ChannelRun Football offers your brand a fixed daily production in the perfectly coordinated thematic environment of the FIFA CLUB WORLD CUP – 24 hours a day on all digital platforms (desktop, MEW & app). Flexibly bookable on the desired day, it ensures maximum visibility of the brand.

Formats: Sitebar + Lead Ad + Mrec  
Environment: FIFA CLUB WORLD CUP 2025

Bookable on:



3.5 million AIs in 24 hours





# WITH SOCIAL MEDIA TO VICTORY

Sports and social media – an unbeatable team! Products in the sports environment attract enormous attention and reach. Through logo integrations, shoutouts, and creative content formats, we effectively place your brand in editorial content and reels. Our coverage of top clubs such as FC Bayern and BVB reaches at least 150,000 accounts per month.

Increase your brand reach and emotions with social media!

**powered by WWK VERSICHERUNGEN**

**“Verrückte Idee: Malen abgeben und mal bei Leroy Sané anrufen, bevor er im Sommer eh Bayern verlässt? Möglicherweise würde Sané dem BVB mehr helfen als den Bayern.”**

Walter M. Straten, stellv. Chefredakteur Sport ... mit der These zum Bundesliga-Wochenende in seiner Kolumne „Die Lage der Liga“

**„Für Goretzka wäre ein Wechsel vom wichtigsten Klub kein Gesichtsverlust. Die Dortmunder sollten es probieren.“**

**GEWINNEN GEMEINSAM? JA SICHER!**

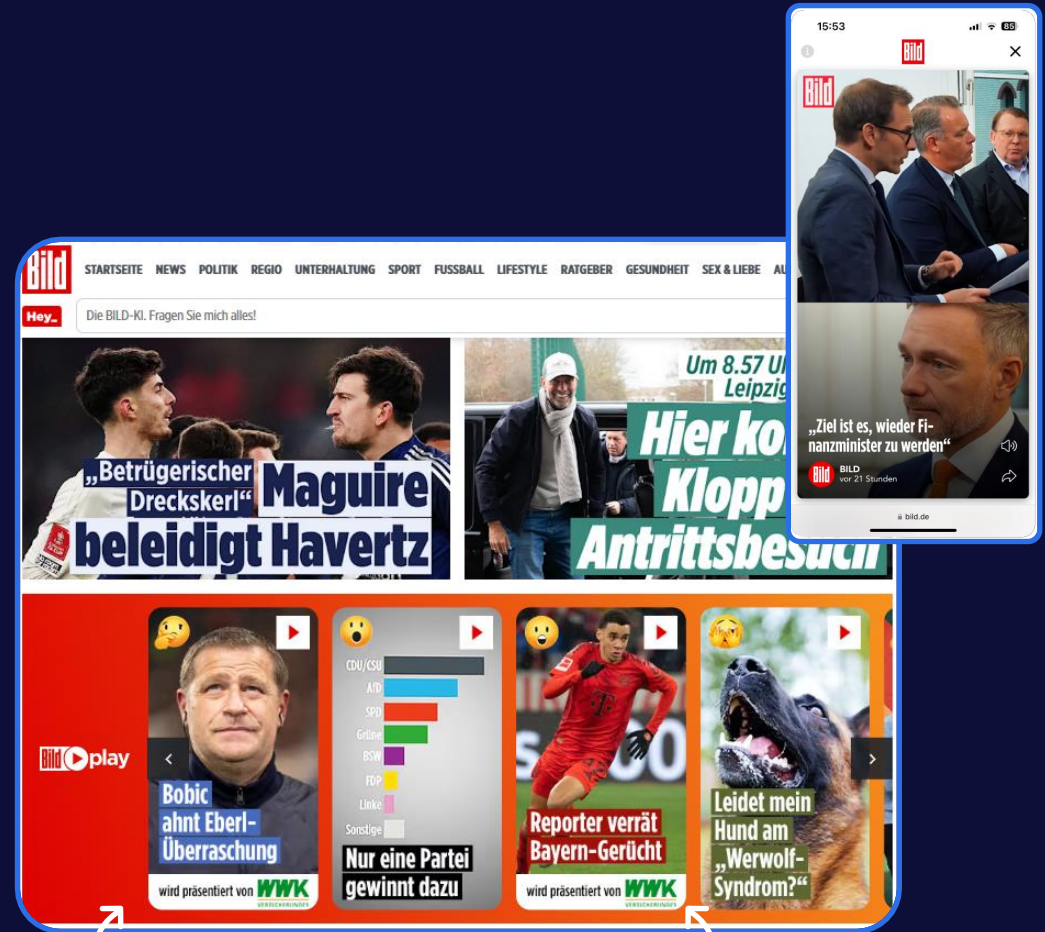
**Gewinne eines von drei FCA-Trikots nach Wahl.**  
Besuche [wwkversicherungen](#) auf Instagram um am Gewinnspiel teilzunehmen.



# BREAKING NEWS VERTICAL VIDEO

Quick & happy! They are BILD's answer to the change in media consumption that we know above all from social media: short portrait videos, perfect for quick entertainment. The shorts are primarily intended to offer positive stories.

Discover our advertising options now!



Current co-op example  
"Lage der Liga mit der WWK".



# PRINTED IN A BIG WAY

Whether it's a special, a special issue or highlights such as posters and magnetic tables – our print products create a strong presence for your brand in a trustworthy and wide-reaching environment.

With perfectly placed advertising formats, you can create sustainable visibility and establish emotional connections with enthusiastic sports fans.



# YOUR PROFIT – MAXIMUM RANGE

As a cooperation partner of BILD or SPORT BILD, we can implement exclusive competitions and make fan dreams come true.

You can reach the fans cross-media across all channels and use our concentrated reach to optimally activate your sponsorship and make it visible. Together we create unforgettable experiences!



# FIFA CLUB WORLD CUP 2025 PACKAGES

There will be various packages for the FIFA CLUB WORLD CUP 2025.

package	budget
Package A: sportbild.de Home of FIFA CLUB WM	Net 2: approx. 190,000 €
Package B: Highlight clips and live ticker	Net 2: approx. 380,000 €
Package C: Experts Show	Net 2: approx. 350,000 €
Package D: FIFA NEWS Show	Net 2: approx. 280,000 €
Package E: REIF IS LIVE Show	Net 2: approx. 350,000 €

# IT'S TIME TO TALK

*impassioned by*

media **impact**—

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