

BRAND STORIES

Deliver your message with a native approach, highlighting the brand's Unique Selling Points (USPs): advertise in a credible, entertaining and informative way!

How it works: Brand storytelling with journalistic narrative competence. Individually designed stories with elaborate storytelling elements, videos, and graphics.

Booking options: Only available individually on the respective platforms.

Note: Consists of story + traffic jacks linking to story (social sponsored posts and native teasers), page views guaranteed!



Base packages¹

Minimum bookable page views:³

Guaranteed page views	Cost per View ²

BILD	
110,000 Views	2,10€

WELT	
50,000 Views	2,62€

LIFESTYLE, BZ, BOOKS⁴, Transfermarkt, SportBILD	
15,000 Views	3,33€

Business Insider, Music Magazines⁴	
5,000 Views	3,50€

Maximum bookable page views:³

40,000	+ 2,10€ CPV per additional view	110,000 Views	2,10€	+ 1,58€ CPV	200,000 CPV: 1,58€	+ 1,54€ CPV	250,000
30,000	+ 2,62€ CPV per additional view	50,000 Views	2,62€	+ 2,10€ CPV	100,000	+ 2,05€ CPV	130,000
5,000	+ 3,33€ CPV per additional view	15,000 Views	3,33€		+ 3,13€ CPV		20,000 CPV: 3,13€
Only base package available		5,000 Views	3,50€	Only base package available			

+ add-ons

Extra costs

Data & market research add-ons	Audience insights report available from 100,000 views up (BILD)	750,- € extra creation costs
	Targeting on selected advertising material	From 10,- € CPM up (please refer to data ratecard)
	Market research available from 100,000 views upwards (BILD & WELT)	3,500,- € extra creation costs
Graphic add-ons⁵	Immersive	Individual
	Interactive	4,000,- € extra creation costs
	Swipe Story WELT	No surcharge
Social media	Sponsored Posts Content Posts	Please refer to Social media factsheet
Performance	Just Clicks, Activation or Lead Add-On	Please refer to Performance factsheet
Hub	Hub to collect your Brand stories	On top if you book 3 or more Brand stories
Refresh Story BILD	Option A, B, C or D of the Refresh Story ⁶	From 5,000,- €
Insight	Integrated quizzes / surveys for exciting insights ⁷	No surcharge

1) Campaign terms: BILD, SportBILD: 4 weeks | WELT, LIFESTYLE, BZ & Books: 6 weeks | Business Insider: 6- 8 weeks.
 2) Plus creation costs: BILD: from 40,000 views 8,000€; from 110,000 views 10,000€; from 200,000 views 12,000€ | WELT: from 30,000 views 8,000€; from 50,000 views 10,000€; from 100,000 views 12,000€ | LIFESTYLE, BZ, BOOKS, SportBILD: from 5,000 views 3,500€; from 15,000 views 4,000€; 20,000 Views 4,500€ | Business Insider: 3,500€ (creation costs are not discount- and AE-eligible) | Brand Stories also possible on AutoBILD, ComputerBILD as well as the music titles; implementation is not done in the Brand Studios, but the object itself; see object factsheets.
 3) Scalable Page Views: from 3,50€ gross CPV (Cost per View) (SR- and AE-capable), depending on the size of the booking and the object. No extra views are bookable with Business Insider.
 4) BOOKS: Travelbook, myHomeBook, Stylebook, Techbook, Fitbook and Petbook; Music titles: Musikexpress, Metal Hammer, Rolling Stones
 5) Graphic representations not appropriate for all content, review and decision by Axel Springer Brand Studios.
 6) Option Easy: same story, same teasers - booking views brand story + 3,500€ creation costs | Option Update: same story, new teasers - booking views brand story + 5,000€ creation costs
 7) different formats available

For Brand Stories the lead time must be requested. All prices are (unless otherwise stated) as CPM or fixed prices, less AE, plus VAT. | Subject to alteration and printing errors.

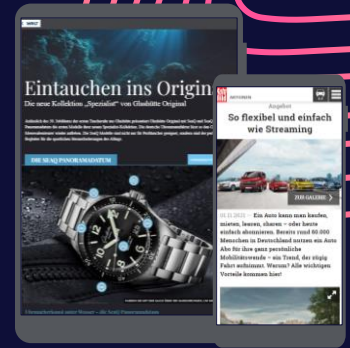
PRODUCT STORIES

Deliver your message with a native approach, highlighting the brand's Unique Selling Points (USPs): advertise in a credible, entertaining and informative way!

How it works: Product-focused, individually tailored advertising storytelling with elaborate visuals and graphics in the look and feel of the media brand, along with link-outs.

Booking options: Only available for individual booking on respective platforms. Product story bundles can be booked through designated bundled platforms.

Note: Consisting of story + traffic driver linking to story (ad server media). Ad Impressions + Page Views guaranteed!



Base packages ¹	Guaranteed page views	Guaranteed ad impressions	Package price ²
BILD Product Story M	20,000	6,200,000	55,000,- €
BILD Product Story L	30,000	8,400,000	79,000,- €
WELT Product Story M	12,000	4,700,000	47,000,- €
WELT Product Story L	23,000	8,400,000	70,000,- €
ComputerBILD³, AutoBILD, Books Product Story	9,000	1,700,000	33,750,- €
Product Story Bundles¹			
Tech, lifestyle, automotive, travel, health & finance⁴	15,000	15,000,000	47,500,- € ⁴
+ Supplementary add-ons		Extra costs	
Additional visibility	Ad Impressions ⁵	Based on current CPM list (please refer to CPM price list)	
Data add-Ons	Targeting I on selected advertising material	From 10,- € CPM up (please refer to data ratecard)	
Graphic add-Ons⁶	Immersive	Individual	
	Interactive	4,000,- € extra creation costs	
	Swipe Story WELT	No surcharge	
Social Media	Sponsored posts Content posts	Please refer to Social Media factsheet	
Performance	Just Clicks, Activation or Lead Add-On	Please refer to Performance factsheet	
Hub	Hub to collect your Product Stories	On top if you book 3 or more Product Stories	
Refresh Story	Options Easy or Update available ⁷		
Insight	Integrated quizzes / surveys for exciting insights ⁸	No surcharge	

1) Campaign terms: Product Stories min. 4 weeks | Product story bundles: min. 6 weeks

2) Plus creation costs: BILD & WELT Package M: 6.000,- €; Package L: 8.000,- € | ComputerBILD, AutoBILD: 3.500,- € (neither discounts, nor agency commission can be granted on such costs). General verification of content from finance service providers; if applicable the Axel Springer Brand Studios are allowed to make any necessary adjustment of the product variant and/or the guaranteed views.

3) Additional views bookable: + 3.000 page views --> 9.000,- € | +5.000 page views --> 14.000,- €

4) Plus creation costs: 4.500,- € (neither discounts, nor agency commission can be granted on such costs) | BUNDLES: **Travel** = BILD (Channel Reise), WELT (Channel Reise), Travelbook (ROS) | **Tech** = ComputerBILD, Techbook (ROS), BILD (Channels Games and Digital) | **Lifestyle** = Travelbook, Stylebook, Petbook, myHomeBook, Fitbook (ROS), WELT (Channel LIFESTYLE) | **Automotive** = AutoBILD (ROS), WELT (Channel Formula 1), BILD (Channel Auto) | **Finance** = Welt (Channel Wirtschaft und Panorama), Bild (Channel Ratgeber), Welt (Channel LIFESTYLE) | **Health** = Fitbook, WELT (Channel Gesundheit), BILD (Channel Ratgeber).

5) Only advertising formats that are included in the base packages can be booked.

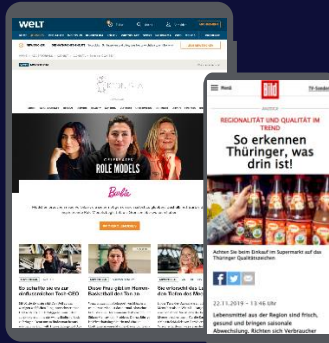
6) Graphic representations not appropriate for all content; review and decision by Axel Springer Brand Studios.

7) Option Easy: same story, some teasers | Update: same story, new teasers – price depending on Product Story package + 1.500,- € creation costs. Bookable on every available Media Impact website | creation costs not discountable.

8) different formats available

Materials for Product Stories must be delivered at least 2-3 weeks before the campaign start. All rates are to be understood as CPM or as fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. | Subject to alteration and printing errors.

ADVERTORIALS



The advertising content you provide will be presented in the style of the media brand, creating a trustworthy brand environment while boosting traffic.

How it works: Advertising in the look & feel of the media brand. Integration of your content into stories related to the products & sales messages.

Booking options: Only bookable individually on the respective media objects.

Note: Consisting of story + traffic driver linking to story (ad server media). Ad Impressions guaranteed!

Base package ¹	Guaranteed ad impressions	Package price ²
BILD	9,000,000	50,000,- €
WELT	4,000,000	25,000,- €
LIFESTYLE	3,600,000	20,000,- €
ComputerBILD, SportBILD, AutoBILD, Transfermarkt	2,500,000	25,000,- €

+ Supplementary add-ons		Extra costs
Additional visibility	Ad Impressions ³	Based on current CPM list (please refer to CPM price list)
Data add-ons	Targeting I on selected advertising material	From 10,- € CPM up (please refer to data ratecard)
Social media	Sponsored posts Content posts	Please refer to Social media factsheet
Performance	Just clicks, activation or lead add-on	Please refer to Performance factsheet
Hub	Hub to collect your Product Stories	On top if you book 4 or more Advertorials

¹) Campaign terms: WELT & LIFESTYLE: 6 weeks | BILD, SportBILD, ComputerBILD, AutoBILD, Transfermarkt & Business Insider: 4 weeks
²) Plus creation costs: BILD, WELT and Business Insider 3.500,- € | SportBILD, ComputerBILD, Transfermarkt, AutoBILD, LIFESTYLE: 2.500,- € (neither discounts, nor agency commission can be granted on such costs). Advertorials are also available for books and music titles, but they are executed by the media brands themselves, not by Brand Studios. For further information please refer to the factsheets of the regarding media brand.
³) Only advertising formats that are included in the base packages

Materials for stories of Advertorial must be delivered at least 2 weeks before the campaign start. All rates are to be understood as CPM or as fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. | Subject to alteration and printing errors.

PRINT EXTENSION



Add our print newspapers to your story and reach even more readers!

How it works: Our advertorials, brand or product stories are published in the desired format in the print newspaper of the respective medium.

Booking options: Only individually bookable on the respective objects.

Note: Prices depend on the booked ad format.



Deutschland Gesamt



BILD Deutschland Gesamt		BILD am SONNTAG
Format examples ¹	Standard Mon - Sun	Eco ² Mon - Sun
1/1 page B 376 mm x H 528 mm	600,000,- €	295,000,- €
1/2 page (horizontal) B 187 mm x H 528 mm	376,000,- €	195,000,- €
1.000 format B 187mm x H 250mm	173,500,- €	99,000,- €



	WELT AM SONNTAG ³	WELT BUSINESS DAYS ³	WELT OVERALL ³
Format examples ¹	Mon - Sun	Mon - Fri	Mon - Sun
1/1 page B 374,5 mm x H 528 mm	91,660,80€	52,166,40€	122,284,80€
1/2 page (horizontal) B 374,5 mm x H 264 mm	50,700,- €	28,375,- €	67,215,- €
1/4 page B 374,5 mm x H 264 mm	35,904,- €	18,374,40€	46,147,20€

¹) Plus creation costs. Brand Story: 1/1 page: 7.000,- € | 1/2 page & 1/4 page (and 1.000 format): 6.500,- € | Product Story: 1/1 page: 3.000,- € | 1/2 page & 1/4 page (and 1.000 format): 2.500,- € | Advertorials: 1/1 page: 3.000,- € | 1/2 page & 1/4 page (and 1.000 format): 2.500,- € (neither discounts, nor agency commission can be granted on such costs).

²) In the BILD Economy rate, you book a calendar week and we decide on the exact publication day. The booking unit WELT Print Overall includes WELT Print Business Days and WELT AM SONNTAG incl. WELT AM SONNTAG Kompakt.

³) WELT Print Business Days are DIE WELT (Mon - Sat) and DIE WELT Kompakt (Mon - Fri) as one booking unit with two formats (except Saturday).

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