

Germany's biggest entertainment & news portal

BILD is one of the biggest media brands in Germany. With its direct and unique style BILD reaches daily a broad readership, comprising all population segments. With high relevance, strong engagement and unique closeness to readers, BILD gets daily right to the heart of news, background information and entertainment, in every field of political and social life.

To provide the readers with the latest news and at the same time the most exciting topics from the various regions, BILD produces every day up to 500 different pages.

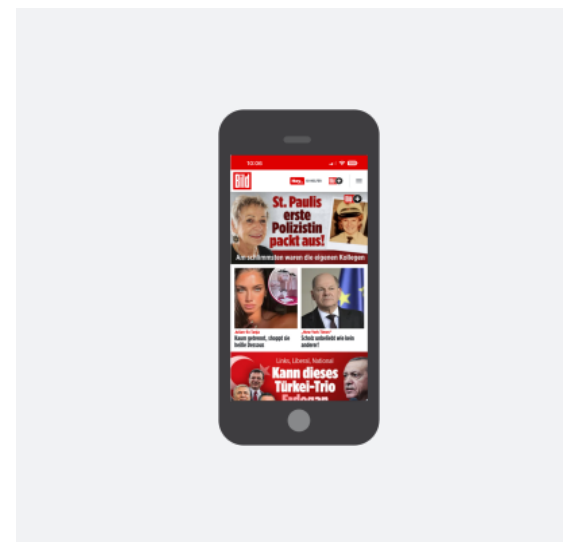
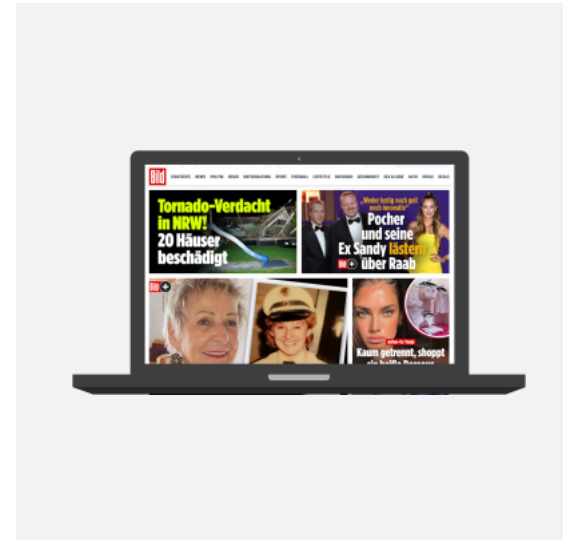
The readers are mostly men (58% in digital).

Print

Coverage ¹	6,930,000
Paid Circulation ²	1,040,000
Frequency	weekdays (Mon-Sat.)

Digital

Unique User ³	25,410,000
Visits ⁴	558,405,565
Page Impressions ⁴	2,233,213,690
Possible Video Ads ⁵	30,440,815



¹ma 1/2024, ²IVW 4/2023, ³AGOF 2022-12, ⁴IVW 2025-02, ⁵Adserver 2025-01. BILD is published in Germany.