

At a glance

BILD is Germany's leading multimedia outlet. BILD knows what moves people and what causes friction. Fast, up-to-date and varied. Men and women between the ages of 20 and 49 make up its loyal readership. BILD educates, informs and entertains its users. Visually stunning, authentic and passionate, covering genres such as news, politics, entertainment and lifestyle.



Digital

Views	1,878.16 mill. (B4P 2025/II)
Net coverage	20.93 mill. (B4P 2025/II)
Possible Video AIs	35.27 mill. (Adserver 2025-12)

