

# THE DESIRE OF TRAVELING IN BILD AM SONNTAG

ITB 2023 – IT'S TIME TO VOYAGE AGAIN!

70% of BILD am SONNTAG readers are planning a trip. They love advertising and use sundays for planning their activities.\*

For the ITB, BILD am SONNTAG focuses on editorial travel environments that appeal to readers.



Editorial environment in the BamS (example)

| Formata   | Gross price** |
|-----------|---------------|
| 1/1 page  | 109,800 €     |
| 9/16 page | 83,900 €      |
| 1/2 page  | 75,500 €      |
| 1/4 page  | 41,800 €      |

Publication date: 05.03.2023  
Ad booking deadline: 24.02.2023  
Artwork deadline: 01.03.2023



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show®

\* Source: Sunday Study 2021  
\*\* Gross prices according to price list no. 64, plus VAT, discount and AE enabled. Other formats possible

Edda Feldkamp  
Director Brand BILD & BILD am SONNTAG  
edda.feldkamp@axelspringer.com

