



UEFA WOMEN'S EURO
**THE SOCCER
HIGHLIGHT IN
SUMMER 2025**

live on ZDF
from 02.07.2025

UEFA WOMEN'S EURO 2025™ in Switzerland

Facts I

- July is all about the **UEFA WOMEN'S EURO 2025™**. From **July 2 to 27**, the best female soccer team on the continent will be determined.
- A total of **16 teams** will compete in **four groups** for a place in the knockout phase. **Seven** of the **31 tournament matches** will be broadcast live at advertising-relevant times on ARD and ZDF.
- **ZDF** will broadcast **four matches from the preliminary round** in its advertising program.
- They include the **defending champions** from **England**, the 2017 European champions from **the Netherlands** and the reigning **world champions** from **Spain**.

UEFA WOMEN'S EURO 2025™ in Switzerland

The Groups | Advertising-relevant matches on ZDF

Group A	Group B	Group C	Group D
Switzerland	Spain	Germany	France
Norway	Portugal	Poland	England
Iceland	Belgium	Denmark	Wales
Finland	Italy	Sweden	Netherlands

Advertising-relevant matches on ZDF

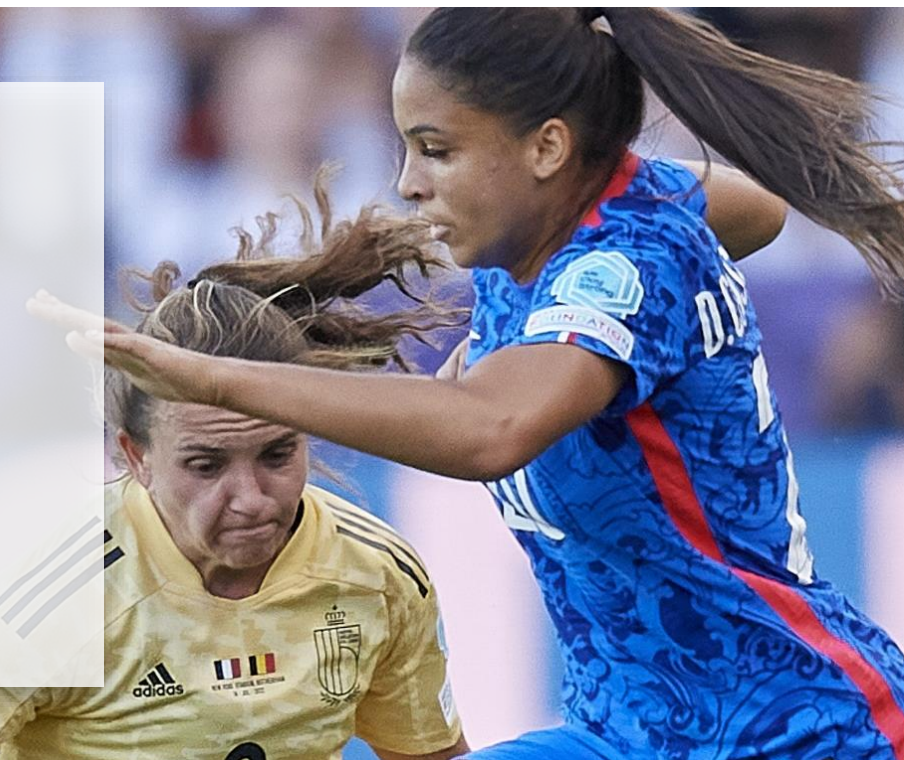
Day/Date	Match	Group stage	Time	Station
Thu., 03.07.25	Belgium vs. Italy	1. Matchday	6 p.m.	ZDF
Sat., 05.07.25	Wales vs. Netherlands	1. Matchday	6 p.m.	ZDF
Mon., 07.07.25	Spain vs. Belgium	2. Matchday	6 p.m.	ZDF
Wed., 09.07.25	England vs. Netherlands	2. Matchday	6 p.m.	ZDF



UEFA WOMEN'S EURO 2025™ in Switzerland

Thu., 03.07.2025, from 5:35 p.m. | Belgium vs. Italy and Spain vs. Portugal

Time	Program/Advertising	Code	1 Sec. Gross	30 Sec. Gross
5:32 p.m.	Advertising before Studio	01 15 17 10	€408	€12,240
5:35 p.m.	Studio			
5:48 p.m.	Advertising before 1. Half	22 50 17 90	€500	€15,000
5:52 p.m.	Line-Ups, Anthems			
5:58 p.m.	Golden Spot*	75 53 17 91	€900	€27,000
6:00 p.m.	1. Half Belgium vs. Italy			
6:50 p.m.	Studio Highlights/News			
7:00 p.m.	Advertising before 2. Half	22 51 19 92	€700	€21,000
7:02 p.m.	2. Half Belgium vs. Italy			
7:52 p.m.	Advertising after 2. Half	22 52 19 93	€600	€18,000
7:56 p.m.	Studio Highlights			
9:00 p.m.	1. Half Spain vs. Portugal			



UEFA WOMEN'S EURO 2025™ in Switzerland

Sat., 05.07.2025, from 5:35 p.m. | Wales vs. Netherlands and France vs. England

Time	Program/Advertising	Code	1 Sec. Gross	30 Sec. Gross
5:32 p.m.	Advertising before Studio	01 14 17 20	€392	€11,760
5:35 p.m.	Studio			
5:48 p.m.	Advertising before 1. Half	22 50 17 90	€500	€15,000
5:52 p.m.	Line-Ups, Anthems			
5:58 p.m.	Golden Spot*	75 53 17 91	€900	€27,000
6:00 p.m.	1. Half Wales vs. Netherlands			
6:50 p.m.	Studio Highlights/News			
7:00 p.m.	Advertising before 2. Half	22 51 19 92	€700	€21,000
7:02 p.m.	2. Half Wales vs. Netherlands			
7:52 p.m.	Advertising after 2. Half	22 52 19 93	€600	€18,000
7:56 p.m.	Studio Highlights			
9:00 p.m.	1. Half France vs. England			



UEFA WOMEN'S EURO 2025™ in Switzerland

Mon., 07.07.2025, from 5:35 p.m. | Spain vs. Belgium and Portugal vs. Italy

Time	Program/Advertising	Code	1 Sec. Gross	30 Sec. Gross
5:32 p.m.	Advertising before Studio	01 15 17 10	€408	€12,240
5:35 p.m.	Studio			
5:48 p.m.	Advertising before 1. Half	22 50 17 90	€500	€15,000
5:52 p.m.	Line-Ups, Anthems			
5:58 p.m.	Golden Spot*	75 53 17 91	€900	€27,000
6:00 p.m.	1. Half Spain vs. Belgium			
6:50 p.m.	Studio Highlights/News			
7:00 p.m.	Advertising before 2. Half	22 51 19 92	€700	€21,000
7:02 p.m.	2. Half Spain vs. Belgium			
7:52 p.m.	Advertising after 2. Half	22 52 19 93	€600	€18,000
7:56 p.m.	Studio Highlights			
9:00 p.m.	1. Half Portugal vs. Italy			



UEFA WOMEN'S EURO 2025™ in Switzerland

Wed., 09.07.2025, from 5:35 p.m. | England vs. Netherlands and France vs. Wales

Time	Program/Advertising	Code	1 Sec. Gross	30 Sec. Gross
5:32 p.m.	Advertising before Studio	01 15 17 10	€408	€12,240
5:35 p.m.	Studio			
5:48 p.m.	Advertising before 1. Half	22 50 17 90	€500	€15,000
5:52 p.m.	Line-Ups, Anthems			
5:58 p.m.	Golden Spot*	75 53 17 91	€900	€27,000
6:00 p.m.	1. Half England vs. Netherlands			
6:50 p.m.	Studio Highlights/News			
7:00 p.m.	Advertising before 2. Half	22 51 19 92	€700	€21,000
7:02 p.m.	2. Half England vs. Netherlands			
7:52 p.m.	Advertising after 2. Half	22 52 19 93	€600	€18,000
7:56 p.m.	Studio Highlights			
9:00 p.m.	1. Half France vs. Wales			



UEFA WOMEN'S EURO 2025™ in Switzerland

Golden Spot package* | The prominent placement immediately before kick-off

Day/Date	Time	Match	Cost	30 Sec. Gross
Thu., 03.07.25	5:58 p.m.	Belgien vs. Italien	75 53 17 91	€27,000
Sat., 05.07.25	5:58 p.m.	Wales vs. Österreich	75 53 17 91	€27,000
Mon., 07.07.25	5:58 p.m.	Frankreich vs. England	75 53 17 91	€27,000
Wed., 09.07.25	5:58 p.m.	Spanien vs. Netherlands	75 53 17 91	€27,000
Total Package-Costs				€108,000

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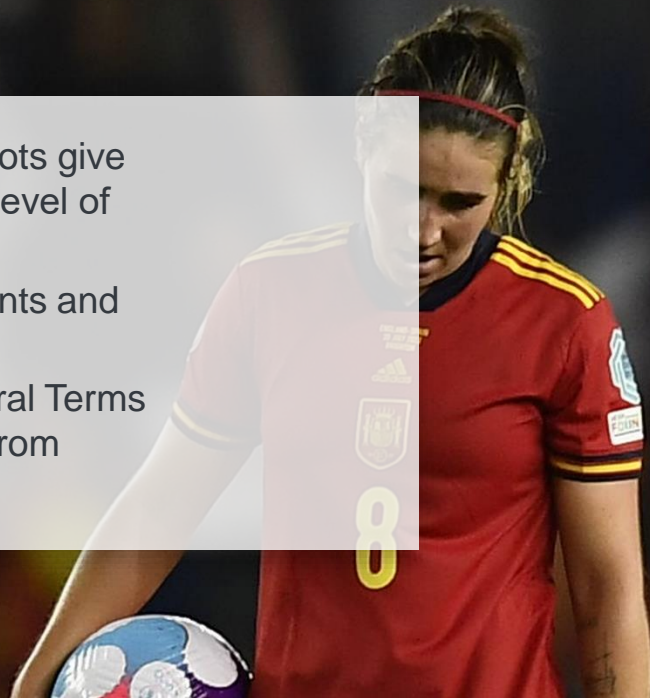
Important information

- There is no first and exclusive right of negotiation for official sponsors and partners of UEFA WOMEN'S EURO 2025™.
- **Bookings will be made on a first come, first serve basis.**
- Placements within the advertising islands will be made according to the “fair share principle”.
- No surcharges are charged for shorter spot lengths. The linear price calculation applies (price per second multiplied by spot length).

UEFA WOMEN'S EURO 2025™ in Switzerland

Important information

- The football-themed Mainzelmännchen inserts between the spots give your spot motif “individual packaging”, which gives you a high level of attention and a unique position.
- Bookings under this offer are eligible for discounts, rate discounts and commitments based on the total volume.
- All insertion prices quoted are gross rates plus VAT. The General Terms and Conditions of ZDF Werbefernsehen apply (price list valid from January 1, 2025).



Your contact persons

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