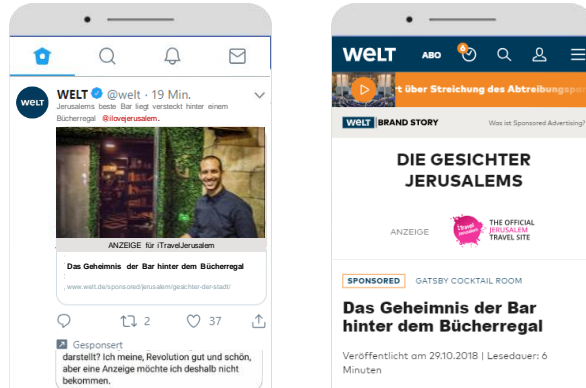


TWITTER PROMOTED TWEETS



CONCEPT

- **High credibility & reach:**
We combine your product with our strong journalistic offers. Benefit of WELTs high reach.
- **Targeting**
Use the opportunity to reach your target group from all Twitter users in Germany beyond the fans of the respective brand.
- **High reach & brand recognition:**
4 postings in the campaign period of 4 weeks displayed multiscreen
- **Full Service**
Our in-house creative agency creates your sponsored posts together with you.
- **Choose your suitable form of advertising:**
Choose between the Classic (1 image) and the Video Ad without additional charge

TARGETING: Choose your target group from 12 Mio.¹ German Twitter users!



LOCATION

- Country
- State
- Postcode



DEMOGRAPHY

- Age
- Gender
- Language



INTERESTS

More than 100 categories, example: music, films, sport



LIFESTYLE

Reach your target group based on their purchasing behaviour, use of equipment and other activities.

PRICE

Promoted Tweets ²	Twitter Fans	Guaranteed AIs	Fixed Price
DIE WELT	1,340,000	500.000	17,500,- €

¹ Source: Social Media Institute 2018

² Alle prices plus 600,- € creation costs (neither discounts, nor agency commission can be granted on such costs).

All rates are fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. | Subject to alteration and printing errors.