

# THEME SPECIAL

WELT DIGITAL - 2024

*impassioned by*

media **impact**—

# WHY A THEME SPECIAL?

In a theme special, **high-quality articles** are summarized by our **renowned editors** on a **landing page**.

The content of the editorial articles is selected to match the topic of your choice, creating the perfect **communication environment** for your brand and target group.

As the **sponsor** of the topic special, you are at the center and **your advertising** material is placed close to the editorial content

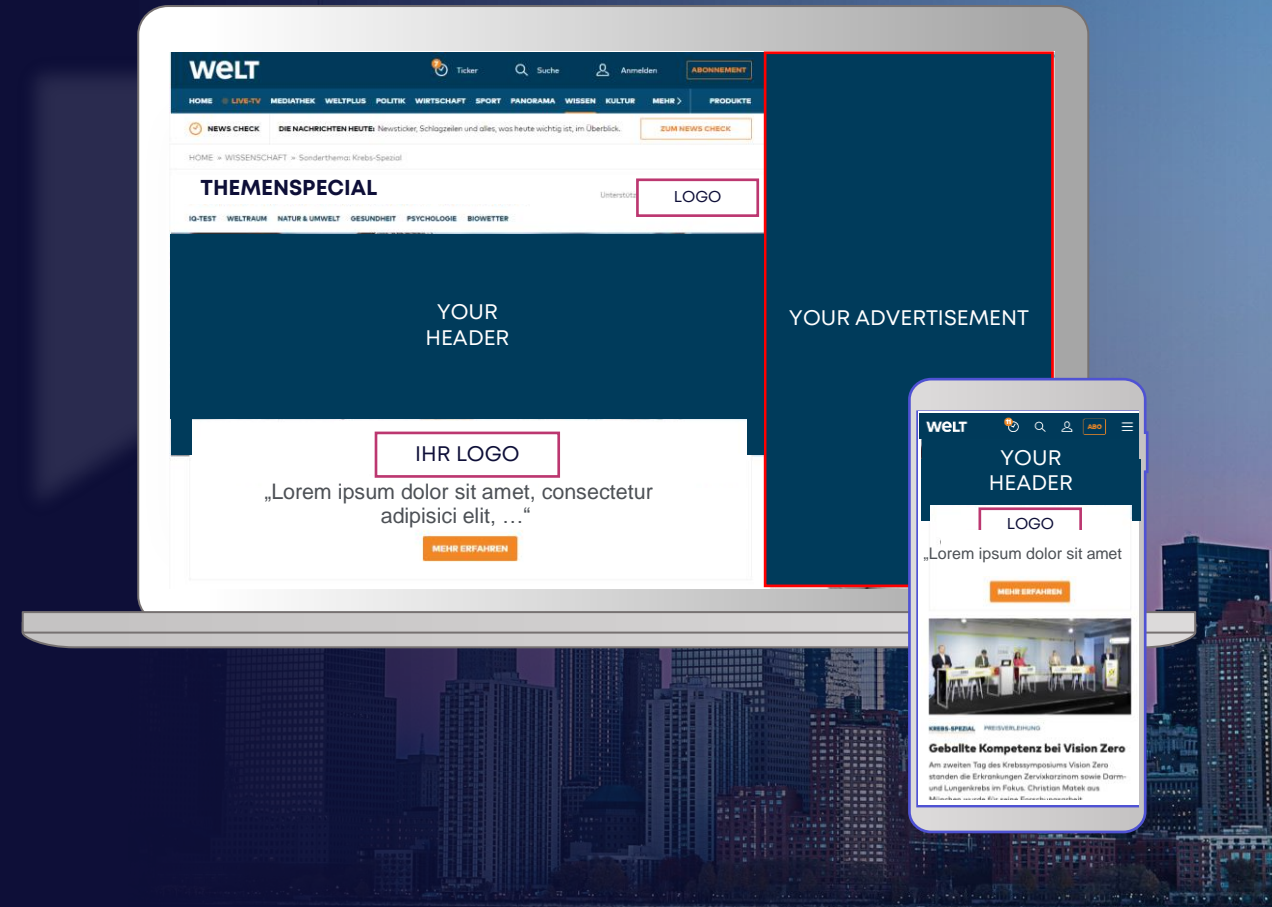
## YOUR ADVANTAGES

- ✓ MAXIMUM USER INTEREST IN THE TOPIC ENVIRONMENT ADDRESSING TARGET GROUPS
- ✓ HIGH QUALITY ENVIRONMENT
- ✓ GUARANTEED REACH
- ✓ EXCLUSIVITY

# PRESENTING

You will be placed in the theme special and the selected editorial articles, stationary with the sidebar format and multiscreen with a medium rectangle.

As the sender of the special, you are prominently displayed in a header and presenting footer for the entire duration of the special.

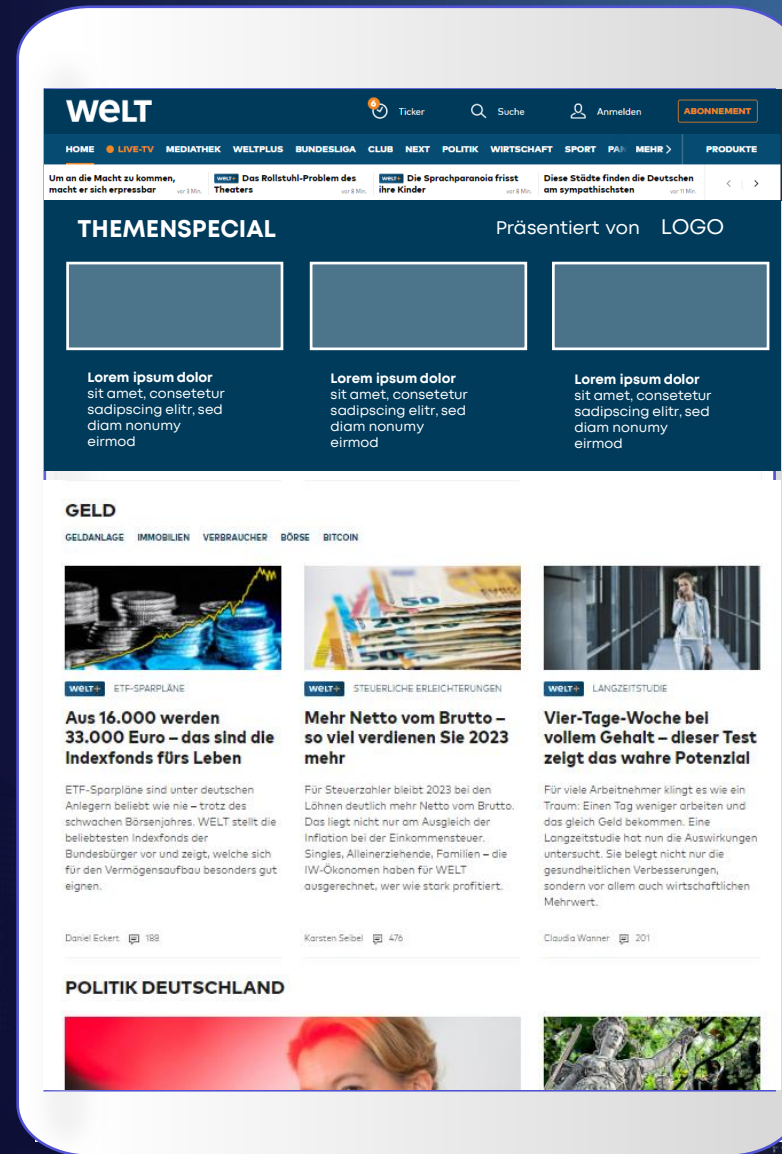




# HOME PRESENCE

Benefit from a stage presence on the WELT homepage when you book a Theme Special M or L package.

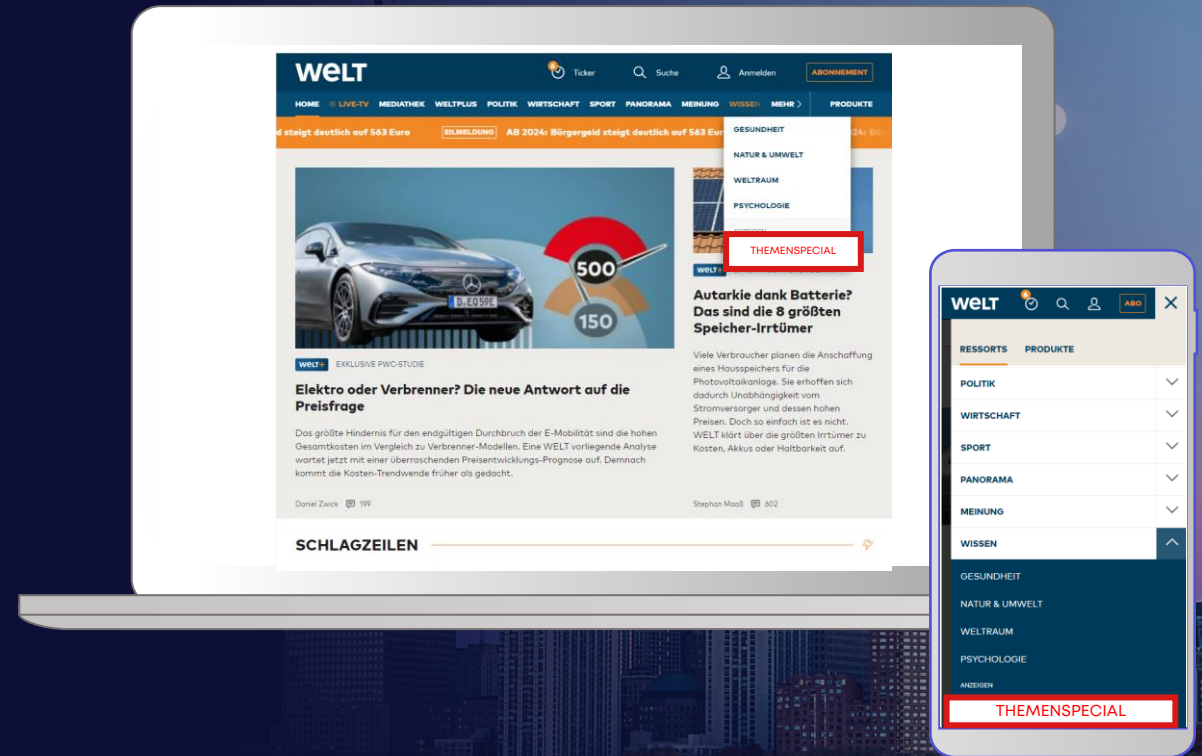
Your brand is prominently placed with a fixed logo and users can access your special directly.



# NAVIGATION ENTRY AND TRAFFIC ACCESS

You will receive a **fixed navigation** entry on WELT for the entire duration of the special and thus receive maximum awareness for your special.

The focus is on performance through individual **traffic-generating advertising media** on WELT.de (sitebar + mobile medium rectangle).





# PRICING

WELT Theme specials	Ad Impressions	Package Price <sup>1</sup>
Logointegration (Desktop/MEW) <sup>2</sup> , Navigation entry, Header & Footer, Sitebar + Medium Rectangle (Multiscreen) <sup>3</sup>		
Theme special S   4 Weeks	400,000	25,000 €
Theme special M  incl. 4 weeks Logo integration within the theme stage on the homepage (2 days)	800,000	50,000 €
Theme special L  4 weeks Logo integration within the theme stage on the homepage (3 days)	1,450,000	90,000 €

<sup>1</sup> Plus creation costs: €4,000 (not eligible for discount and AE)

<sup>2</sup> The customer logo must be delivered as an SVG file 3 weeks before the live date.

<sup>3</sup> Other formats on request

# THEMENSCHWERPUNKTE

Travel & Vacation Special

Food-Special

Diversity

Smart Living

Health

Sustainability

Lifestyle & Fashion

Job and Career

Middle class

Family, Parenting

New Mobility

Knowledge & Education

Real estate

Insurances & Finances