

MORE DECISION MAKERS

impassioned by

media **impact**—

A close-up, high-contrast photograph of a human eye, looking directly at the viewer. The eye is the central focus, with the iris and pupil clearly visible. The background is dark and out of focus, emphasizing the eye's detail.

MORE WELT

MORE **DECISION MAKERS**

Decision makers have always been at home with WELT. With journalistic quality, WELT provides managers and opinion leaders with relevant information to enable them to make well-founded decisions.

Further focus topics for 2024:

MORE
SUSTAINABILITY

MORE
ARTIFICIAL INTELLIGENCE

MORE
HEALTH

DECISION MAKERS

DECISION MAKERS FOR WELT

WELT is a **360-degree media brand** and stands for intelligent **quality journalism** for every usage situation. Reach decision makers with WELT AM SONNTAG, DIE WELT, WELT Digital or exciting event and roundtable formats - we have the right medium for every message!

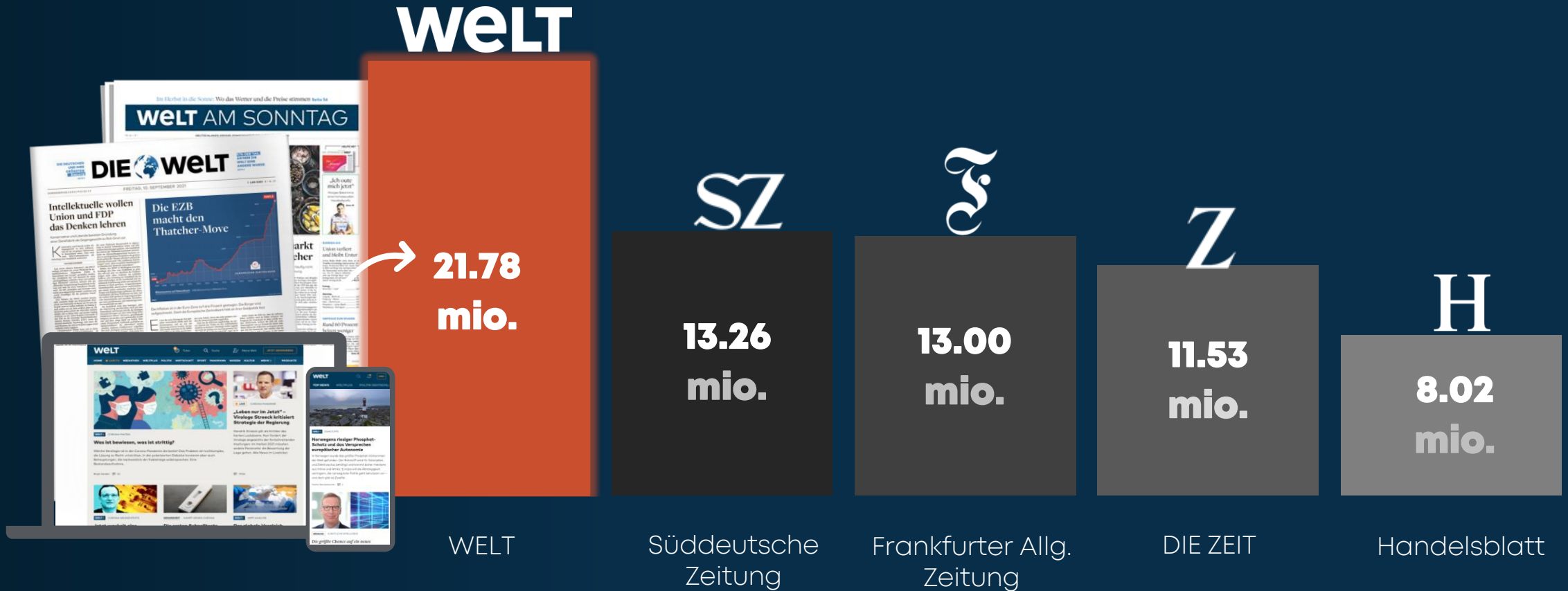
**With WELT you not only reach the decision makers
- at WELT they come together!**

1.167.000 decision makers*

21,78 Mio.

Cross-media net reach

BEST CROSS-MEDIA NET REACH



Source: b4p 2023 I; Basis: Readers per issue, users per month (online, mobile use via smartphone / MEW, for WELT also the app) WELT = DIE WELT + WELT AM SONNTAG + WELT AM SONNTAG Kompakt + WELT Online + DIE WELT Edition Cross-media = print, digital = homepage + app (if available), without TV

REACH THE **DECISION MAKERS**

CONCENTRATION ON THE ESSENTIALS



961.000 Reader¹



200.000 Decision Makers²



83.764 Circulation³

WELT PRINT TOTAL



1,75 Mio. Reader¹

407.000 Decision Makers²

369.748 Circulation³

GUIDING MEDIUM FOR THE WEEKEND



924.000 Reader¹



207.000 Decision Makers²



286.020 Circulation³

1) ma 2024 Presse I

2) LAE 2023

3) Sold circulation IVW IV 2023

OUR **DECISION MAKER** BRANDS

*WELT Digital has been
climate-neutral since 2023¹*

WELT

19,53 Mio. UU's²

WELT Digital stands for the core topics: Politics, Economy & Debate and is one of the leading news sites in Germany.

BUSINESS INSIDER

5,20 Mio. UU's²

BI stands for high-quality business journalism and is Germany's largest digital media brand for young professionals.

finanzen.net

4,23 Mio. UU's²

Finanzen.net offers a great depth of information as well as price data and is the financial portal with the widest reach in Germany.

¹More at: <https://www.welt.de/verantwortung/>

²AGOF daily digital facts, Basis: digitale WNK 16+ years old (61,63 Mio.); Single month December 2022

YOUR
MESSAGE ON
OUR DECISION
MAKER BRANDS

OUR **DECISION MAKER** PRODUCTS

Decision Maker HOMEPAGE BUNDLE

3,45 Mio. AI
per day

Decision Maker RUN

5,30 Mio. AI
per day

DECISION MAKER MAX

8,76 Mio. AI
per day

DECISION MAKER HOMEPAGE BUNDLE

With this product, all Media Impact decision maker homepages are available with one booking.

- Maximum attention in just one day
- Top reach in our decision maker target group
- Price/performance: lower gross CPM compared to IQ Roadblock Quality News

3,45 Mio.
GARANTEED AIS

WELT

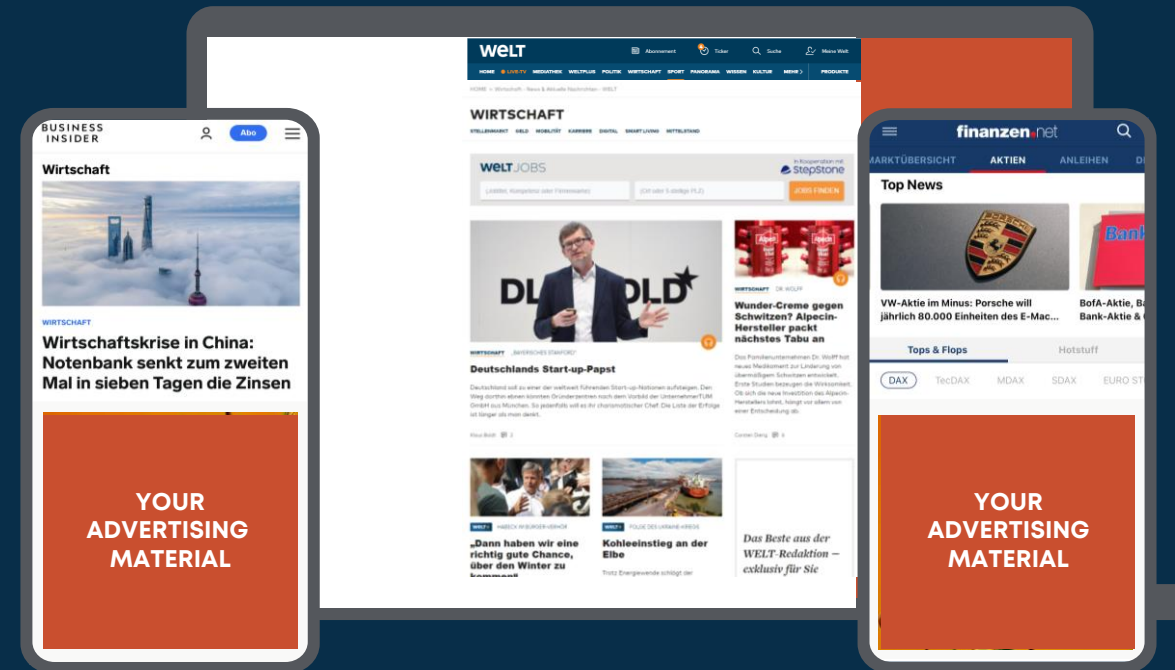
finanzen.net

**BUSINESS
INSIDER**

DECISION MAKER RUN

Maximum visibility in all top decision maker channels! The Decision Maker Run bundles **the highest-reach channel start and article pages** into a single product. For an entire day¹ you occupy exclusive placements in the visible area where the attention of our WELT, Business Insider and Finanzen.net² users is highest. We thus guarantee optimum viewability³ and maximum engagement.

5,3 Mio.
GARANTEED AIS



1) only bookable Mon. - Fri., duration Business Insider and WELT from 10 - 10 a.m., Finanzen.net from 0 - 11:59 p.m.

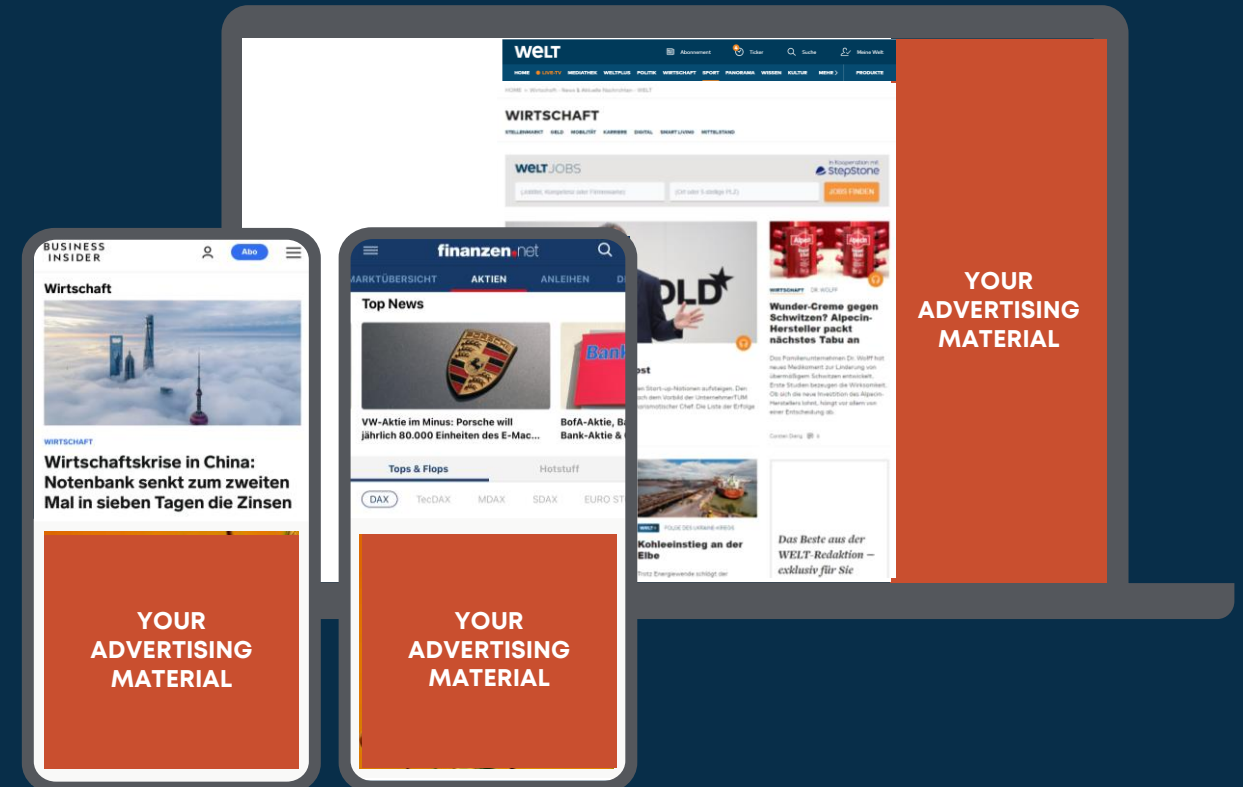
2) Package can also be booked without Finanzen.net: 2.7 million AI per day, €54,000;

3) Desktop advertising media: Wallpaper or halfpage ad, mobile advertising media: content ad or medium rectangle AND lead ad (4:1/6:1) mandatory, other advertising media on request

DECISION MAKER MAX

8,76 Mio.
GARANTEED AIS

Maximum visibility on all our decision maker brands for one day!
With the Decision Maker Max, **all homepage start pages** and the **channel home pages with the highest reach and article pages** exclusively on one day¹. We guarantee optimum viewability² and maximum engagement:



1) only Mon. - Fri. bookable, running time Business Insider and WELT from 10 - 10 a.m., Finanzen.net from 0 - 11:59 p.m.
2) Desktop advertising media: Wallpaper or Halfpage Ad, Mobile advertising media: Content Ad or Medium Rectangle AND Lead Ad (4:1/6:1) mandatory, other advertising media on request

WOULD YOU LIKE A LITTLE MORE?



First Contact

The combination of the decision makers Homepage Bundle and First Contact gives you an additional 2 million AIs of premium placement that will be remembered.



Roadblock

Even more decision makers: Together with the Ad Alliance brands, you can reach over 11 million impressions in one day.



Targeting

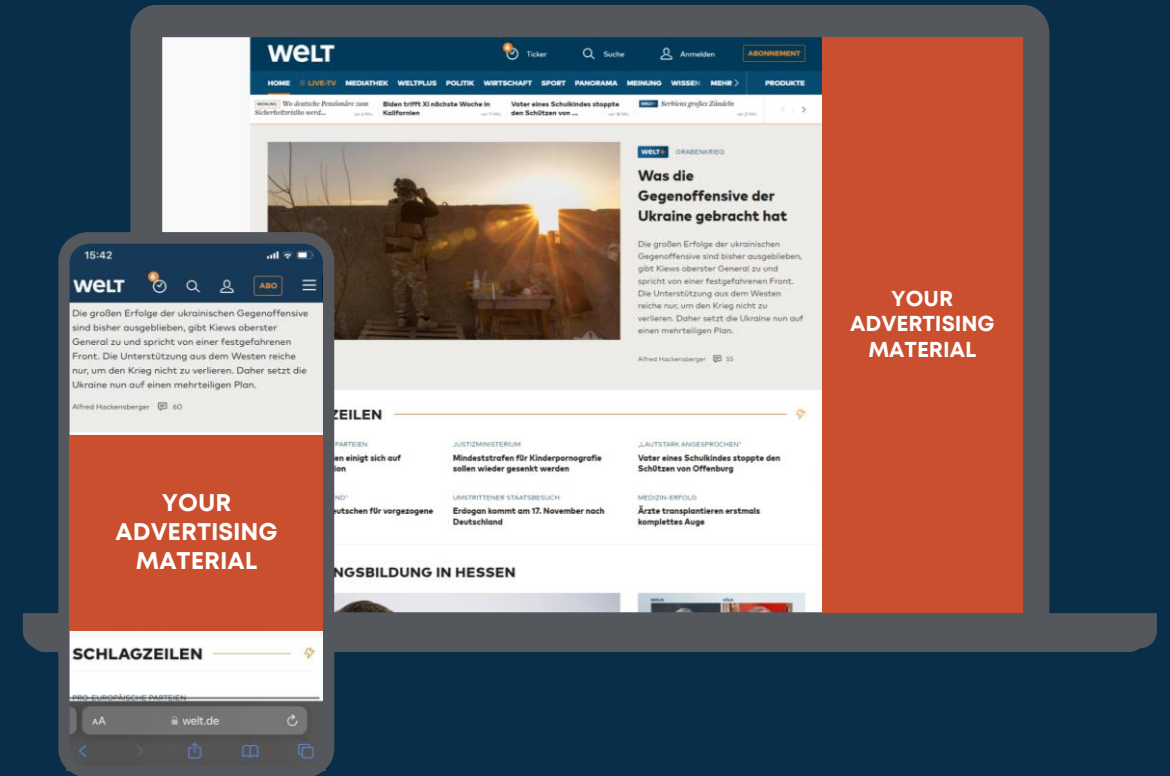
The decision maker personas² are modeled and profiled using state-of-the-art machine learning algorithms based on our first-party data.

1) 25,000 AIs/day and more; reach is determined individually, depending on playout type and duration: ROP or ROS on decision-maker brands 2) Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first-party data in the data management platform 3) b4p 2022 III with Sinus-Milieus -- structural analysis

FIRST CONTACT

Address all cross-entry users on their first contact with Welt.de. Each article page acts as a potential entry page. First Contact can also be booked as an ideal supplement to HomeRun.

2 Mio.
GARANTEED AIS

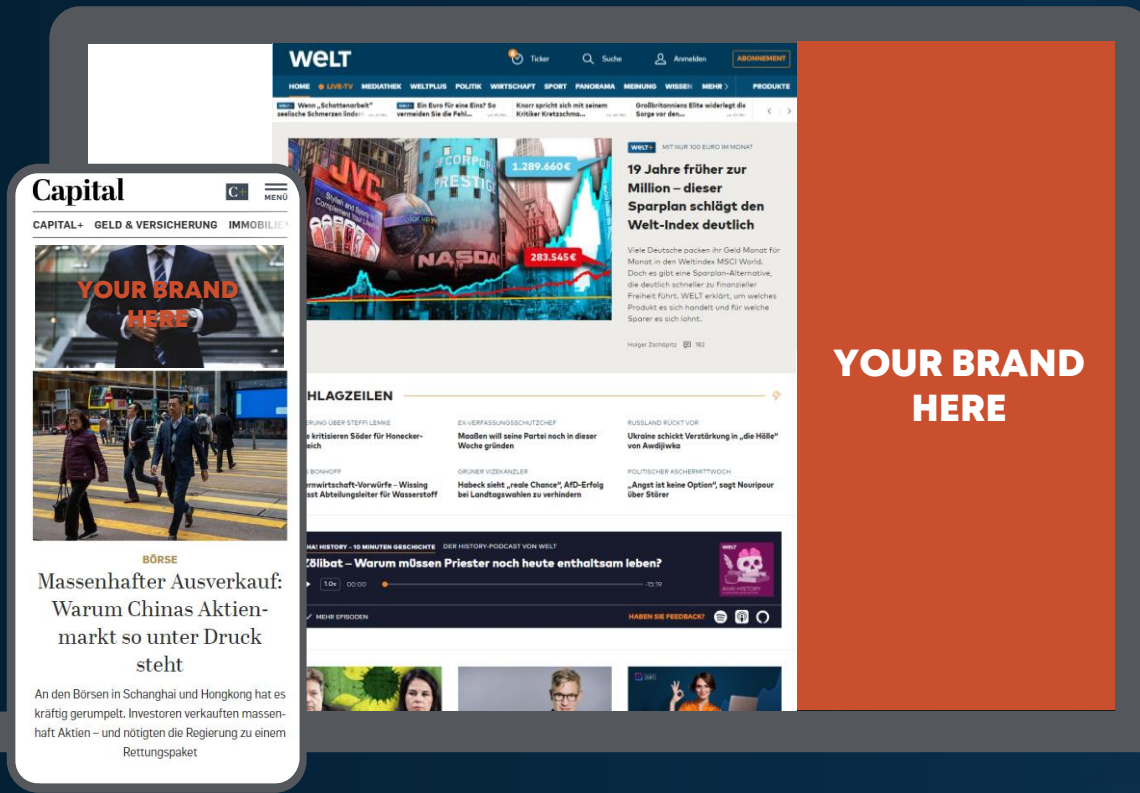


DECISION MAKER DISPLAY ROADBLOCK

11.040.000

guaranteed Ad Impressions / day

Reach the target group of **decision makers** with our brands: With the attention-grabbing formats Sticky Dynamic Sitebar and Content Ad 2:1 permanently placed for one day!



**YOUR BRAND
HERE**

MEDIA IMPACT

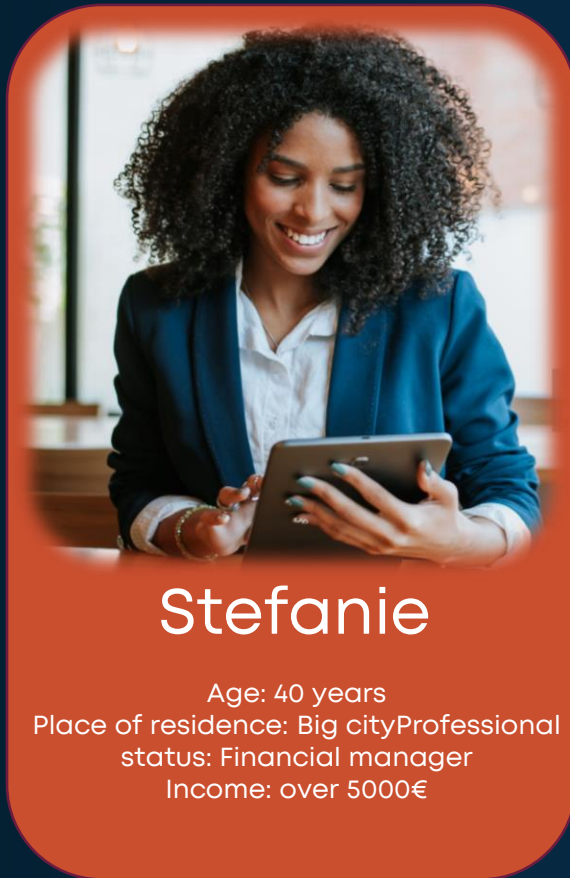


AD ALLIANCE



Media Impact acts as a service provider of the Ad Alliance. In the event of a booking, the corresponding GTC apply to the Ad Alliance part. The booking for the Ad Alliance part is made with Ad Alliance.

DECISION MAKER PERSONA



SKILLS

Communication ★★★★★
 Rhetoric ★★★★★

ABOUT ME

Stefanie's life is very dynamic - she works in a management position and is responsible for important decisions. Stefanie is also a family person, is married and has two children.

INTERESTS

Stefanie prefers to spend her free time with her family - and enjoys going on vacation. Outside of work, Stefanie listens to music on the radio to relax. She also enjoys doing sport, whether at home or at the gym.

Self-confidence ★★★★★
 Leadership ★★★★★

ATTITUDE

Stefanie is aware of her job position and the income that comes with it, so she favors premium products and upmarket services and likes to seek expert opinions when making purchasing decisions.

PERSONA DECISION MAKER¹

Formats: freely selectable

Placement: ROP

Gross CPM: 20€² surcharge on your volume booking

¹ Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR-capable

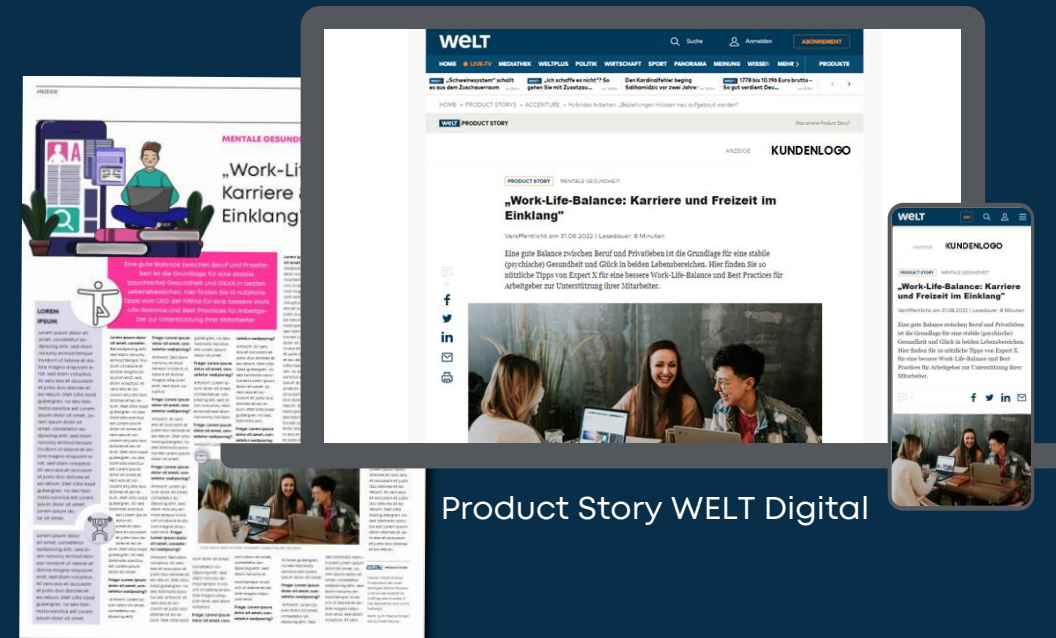
THROUGH
STORYTELLING TO
STRONG
AGENDASETTING

IN A CONVERSATION WITH...

We talk to you about what moves the world of work and your company!

- Company anniversaries
- Corporate culture-Digitalization & artificial intelligence
- Work-life balance-Health offers
- ... and much more!

Your company will be presented in a sympathetic, competent and authentic way in our interview format.



1/1 Page Print

Product Story WELT Digital

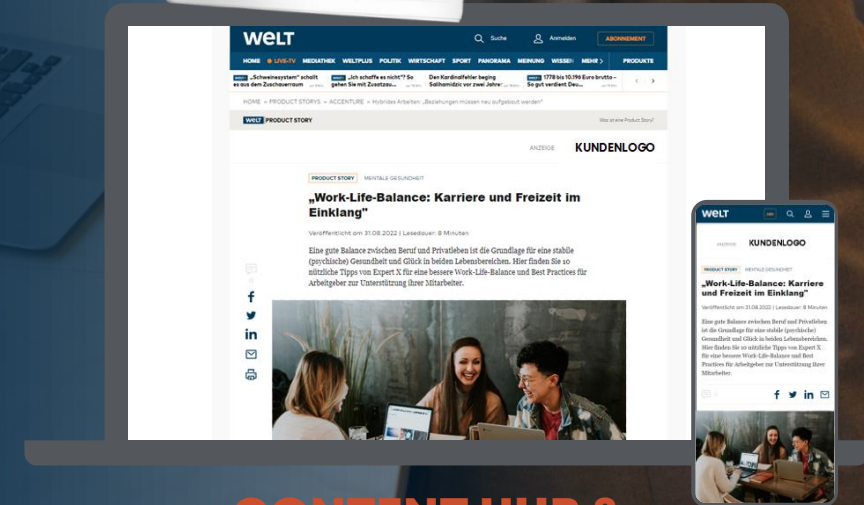
THE COLUMN FOR YOUR AGENDA

Reach the decision makers now with "Your opinion please"!

We put your topic on the German agenda. In this column, you talk about what moves your company. #Germany as a business location #KI #Digitalization

The implementation takes place as a cross-media series in print (DIE WELT and/or WELT AM SONNTAG with individual frequency and placement) and digital (content hub with all columns on welt.de + social media postings per column). We are happy to take over the complete creation of the column.

PRINT-COLUMN



CONTENT HUB & SOCIAL POSTINGS

THE **EXCLUSIVE** DECISION MAKER ENVIRONMENT EUROPE

For 15 years, top decision makers from industry and politics have been meeting in January for the WELT Economic Summit in Berlin. The stage: a round table. This is where the most pressing issues of our time are exchanged.

Current ideas from the speakers are discussed openly among the participants at eye level, intensively and in strict confidence. A unique speed dating event with the most exclusive decision makers in Europe above the rooftops of Berlin.

WHEN?

JANUARY 27./28, 2025

WHERE?

AXEL SPRINGER HQ

WHO?

TOP LEVEL GUESTS FROM POLITICS
AND INDUSTRY

WELT AND BUSINESS INSIDER: FUTURE PIONEERS AWARD

A sustainable economy needs courage, innovation and exceptional pioneers! The FUTURE PIONEERS AWARD recognizes outstanding talents from corporates and start-ups who stand out as thought leaders in various future topics. They will meet established top-level decision makers from politics and business as well as the start-up scene.

The event will be streamed LIVE on WELT Digital. Follow-up reporting will appear in WELT Print as well as on the [digital channel](#).

WHEN?

OCTOBER 10, 2024

WHERE?

AXEL SPRINGER HQ
+ LIVESTREAM ON WELT.DE
+ BUSINESSINSIDER.DE

WHO?

APPROX. 130 PEOPLE FROM POLITICS,
INDUSTRY, SCIENCE, SOCIETY,
CULTURE AND THE GERMAN START-UP
SCENE

EVENTS: PARTNERSHIPS-USP

POSITIONING

We build high-reach platforms for our partners to position themselves around current innovation & transformation topics in the context of change or purpose communication

BRAND EXPERIENCE

We stage and emotionalize the brands of our partners in the desired communities - live on site as well as effective in media and social media

BRANDED CONTENT

We tell our partners' stories with the power of our journalistic expertise both for our channels and for our partners' owned channels - storytelling at its best!

PR-EFFECTS

We offer our partners a wide-reaching surround for their own topics via long-term editorial initiatives

YOUR CONTACT

YOUR CONTACT PERSON IN SALES
FIND HERE.

