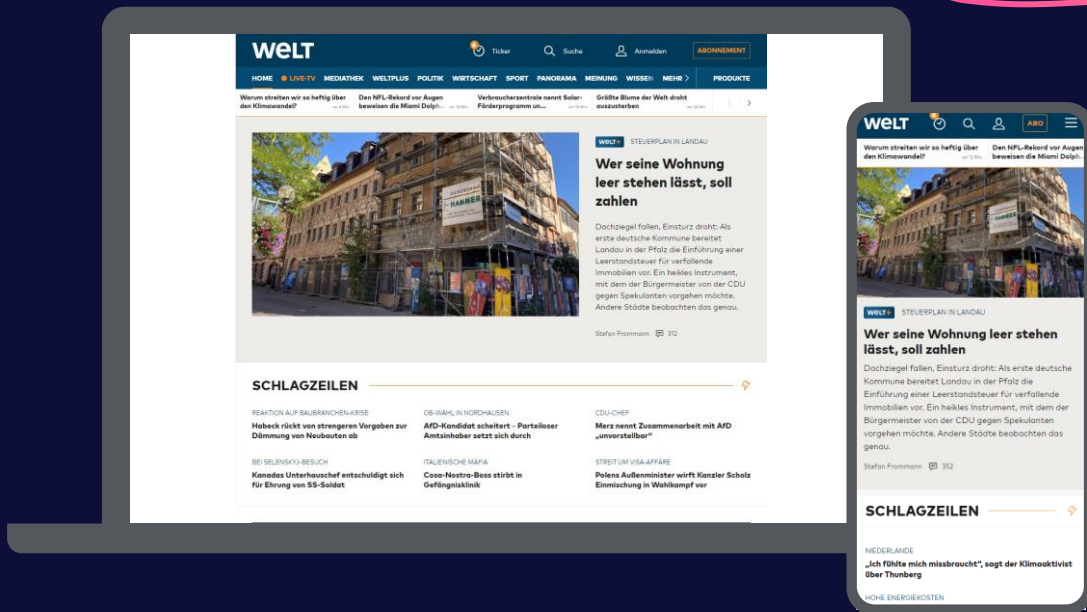


WELT DIGITAL



CONCEPT

WELT Digital stands for the core topics: With almost 20 million unique users and more than 2.3 million daily unique users, it is one of the leading news sites in Germany.¹ With online, mobile and the apps, WELT is an established and strong multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.

Key figures: Desktop, MEW & App

Unique User ¹	19.53 Million
Daily Unique User ^{1,2}	2.35 Million
Visits ³	103,14 Million
Page Impressions ³	270,7 Million

Target group: Desktop, MEW & App

Male ¹	56 %
20-49 years old ¹	51 %
HHNI 4.000 € and more ¹	34 %
Employed ¹	67 %

¹) Source: agof daily digital facts, basis: digital WNK 16+ years (61.63 million); single month January 2023; retrieved on: 10.02.2023;

²) agof daily digital facts; Basis: 16+ years, average day December 2022;

³) IVW April 2024

WELT DIGITAL

Daily fixed placements

Product 10 a.m-10 a.m	Ad Impressions	Formats	Price
HomeRun ^{1,2}	2,000,000	Basic Deluxe Supreme	59,000 € 69,000 € 110,000 €
HomeRun 100/1 ¹	1,600,000	Double Dynamic Sitebar; MEW: Lead Ad 2:1 Sticky (3 Sek.); APP: Lead Ad (2:1)	79,000 €
WELT Run Politics, Economy, Sports, Panorama, Knowledge, Culture	2,500,000	Basic Deluxe Supreme	62,500 € 75,000 € 125,000 €
Without Politics	1,500,000	Basic Deluxe Supreme	37,500 € 45,500 € 75,500 €
First Contact	2,000,000	Basic Deluxe Supreme	59,000 € 69,000 € 118,000 €
HomeRun Programmatic		Basic Deluxe Supreme	33.93 € CPM 39.68 € CPM 63.25 € CPM
Content Presenting	Depending on channel	Billboard, Multiscreen Medium Rectangle, Logo ³	95.00 € CPM
Decision Maker Homepage Bundle ⁴	3,450,000	Basic Deluxe Supreme	86,000 € 99,000 € 163,000 €
Decision Maker Run ⁵	5,500,000	Basic Deluxe Supreme	110,000 € 150,000 € 250,000 €
Decision Maker Max ⁵	8,760,000	Basic Deluxe Supreme	172,000 € 221,000 € 365,000 €

Product Versions

BASIC

Desktop: Wallpaper / Fireplace⁶ / Billboard / (Dynamic) Sitebar

MEW: Sticky Lead Ad (6:1/4:1) & Medium Rectangle / Understitial / Cube Ad (MMR) / Gallery Ad (MMR)

APP: Lead Ad (6:1/4:1) & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)

DELUXE

Desktop: Billboard (100/1) / Video Wall⁷ / Double Dynamic Sitebar / Dynamic Fireplace⁶ / Bridge Ad⁸ / TwoFace Ad⁹ / Cinematic Ad / Direction Ad / Curtain Dropper⁷ / Catalogue Ad

MEW: Sticky Lead Ad (6:1 / 4:1) & Understitial / Interscroller / Medium Rectangle / Cube Ad (MMR) / TwoFace Ad⁹ / Gallery Ad (MMR) / Mobile Click & Swipe

APP: Lead Ad (6:1 / 4:1) & Medium Rectangle / Cube Ad (MMR) / TwoFace Ad⁹ / Gallery Ad (MMR)

SUPREME

Desktop: Big Stage¹⁰ (Automatic Pre Expanding Video Wall, max. 8 Sekunden)

MEW: Sticky Lead Ad (6:1 / 4:1 / 2:1) & Prestitial¹¹ & Medium Rectangle / (Video) Interscroller / Content Ad / Understitial / Cube Ad (MMR) / Gallery Ad (MMR)

APP: Lead Ad (6:1 / 4:1 / 2:1) & Prestitial¹¹ & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)

¹) All stationary and mobile formats are relevant to the guarantee and billing. If one of these advertising media is not delivered, the selected main advertising media will be delivered as ROS placements on the booked day in order to achieve the booked guarantee amount. ²) Targeting: €15,000 surcharge; options Regio, Socio. A creative pool adapted to the targeting areas (up to 1,500 creatives) can be created automatically. A neutral fallback advertising medium is required. ³) Further formats on request. ⁴) The following homepages are occupied in one day: WELT.de, finanzen.net, Business Insider - Collective volume: relevant for billing is the achievement of the total AI of the package - not all positions of the package have to contribute to the fulfillment of the total AI. ⁵) Only bookable Mon. - Fri., duration Business Insider and WELT from 10 am - 10 am, Finanzen.net from 0 am - 11:59 pm.

⁶) Is displayed above the navigation ⁷) FC=1/day, a billboard, fireplace or DDS can remain as a fallback. In the tablet browser, only the fallback advertising medium, e.g. the billboard, is delivered. ⁸) Combination of Fireplace (layout above the navigation) and billboard. ⁹) A billboard is required for tablet | no video | Mobile the advertising material is displayed in the Interscroller. | InApp the advertising material is displayed in the Mrec10) Plus creation costs of € 4,800 for creation by MI, lead time of min. 15 working days from delivery of the assets (video, image material, etc.); FC 1/day for the animation; MEW & app: various formats to choose from 11) Autoclose after 8 seconds; optional, only in combination with a mobile medium rectangle or an equivalent alternative, not relevant to guarantee.

WELT DIGITAL

Specials

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

Cross-medial Special topic ⁵	Ad Impressions ⁶	Package Price ²
Presented Content Traffic package Duration 2-4 Weeks Header, Presenting-Footer, Sitebar ⁴ + Medium Rectangle (Multiscreen) ⁴		
Package S	250,000	20,000 €
Package M	500,000	40,000 €
Package L	1,000,000	80,000 €

Targeting of digital Subscribers	Ad Impressions ⁶	CPM Mark-up ⁷
The approximately 222.000 ⁸ digital subscribers receive access to exclusive content from WELT Digital and you as a customer receive exclusive access to our subscribers.	from 200,000	20 €

Newsletter	Ad Impressions	CPM
Different Bundles possible	from 160,000	50 €

1) Special topics can be found here: https://www.mediaimpact.de/data/uploads/2024/01/welt_themenspecial_2024.pdf. Individual topics after consultation with the editorial team.

2) Plus creation costs; €4,000 (not eligible for discount and AE)

3) The customer logo must be delivered 3 weeks before the live date.

4) Sitebar and Multiscreen Medium Rectangle = traffic-generating advertising media on WELT.de

5) Only cross-media bookable! One or more editorial stories or an editorial channel on a specific topic can be presented. The customer is the presenter of the editorial content

6) Incl. app

7) Basis: CPM price list

8) IVW 12/2023

WELT DIGITAL



Branded Content

Minimum Page Views to be booked ²	Brand Story WELT Basic Package¹ 6 Weeks – incl. Nativeteaser	Guarantee / Price	Minimum Page Views to be booked ²
	Guaranteed Page Views	Basic Price	
30.000	50,000 Views	131,000 €	130,000
5.000	Brand Story Lifestyle Basic package¹ 6 Weeks – incl. Nativeteaser	Guarantee / Price	20,000
	Guaranteed Page Views	Basic Price	
	15,000 Views	50,000 €	

Product Story Package WELT	Ad Impressions	Page Views	Package Price ³
M min. 4 Weeks	4,700,000	12,000	47,000 €
L min. 4 Weeks	8,400,000	23,000	70,000 €

Advertorial 6 Weeks	Ad Impressions	Package Price ⁴
Package: Multiscreen Medium Rectangle (ROS), Billboard & Content Ad 4:1		
WELT	4,000,000	25,000 €
ICON /Lifestyle	3,600,000	20,000 €

Advertorial 6 Weeks	Zusätzliche Kosten
Data	Targeting on selected advertising media From 10 € CPM
Graphic Add-Ons	Immersive Brand or Product Story Individual
	Interactive Brand or Product Story 4,000 € on the creation costs
	Swipe Story Brand or Product Story No mark-up
Performance	Just Clicks, Activation or Lead Add-On Brand Story, Product Story, Advertorial See performance
Social Media	Sponsored Posts See social media products
Hub	Stage for the collection of your Stories Brand Story, Product Story, Advertorial From booking 3 or 4 stories (for advertorials) on top if required
Additional Visibility	Ad Impressions Brand Story, Product Story, Advertorial On a CPM Basis (see CPM price list MI)

¹ Plus creation costs WELT: up to 50,000 views €8,000; up to 100,000 views €10,000; from 100,000 views €12,000 | ICONIST: up to 15,000 views €3,500; 15,000 - 20,000 views €4,000; 20,000 views €4,500 (not SR- or AE-capable)

² Scalable page views: from €2 gross CPV (cost per view) (SR- and AE-capable), depending on the size of the booking and the object

³ Plus creation costs (not SR- or AE-capable) : Package M 6.000€ | Package L: 8.000€

⁴ Plus creation costs: WELT 3.500€ | ICON/Lifestyle: 2.500€

Material for the stories must be available at least 2 weeks before the start of the campaign for advertorials and 2-3 weeks for product stories. For brand stories, the lead time for material delivery must be requested. All prices are (unless otherwise stated) CPM or fixed prices, less agency fees, plus VAT. | Errors and omissions excepted.



WELT DIGITAL

Social Media

Facebook ¹ (4 sponsored Posts)	Fans	Ad Impressions	Price ²
WELT	1,100,000	1,200,000	24,000 €
Lifestyle	99,000	400,000	8,000 €

X ¹ (former Twitter, 4 Tweets)	Fans	Ad Impressions	Price ²
WELT	2,000,000	500,000	17,500 €

Instagram ¹ (4 sponsored Posts/Stories)	Fans	Ad Impressions	Price ²
WELT	781,000	200,000	10,000 €
Lifestyle	21,400	200,000	10,000 €
Icon.magazin	18,200	200,000	10,000 €

LinkedIn (4 sponsored Posts)	Fans	Ad Impressions	Price ²
WELT	46,000	200,000	10,000 €

Pinterest (4 sponsored Posts)	Fans	Ad Impressions	Price ²
WELT	23,000	400,000	20,000 €

Vertical Story	Ad Impressions	Package Price ³
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With full-screen vertical videos or animated images, you can reach a young target group with your story on Snapchat and Instagram. Up to 5 story parts including a link to your brand or product story on one of our brands or on your desired landing page.

Stand Alone 1-2 Weeks	30,000	80,000 €
Story Booster 1-2 Weeks	15,000	40,000 €

1) Material for Instagram, Facebook or Twitter must be delivered at least 5 days in advance, for the canvas ad there are creation costs of €1,890 (not discountable and AE-eligible) (10 working days in advance).

2) Prices plus €800 creation costs. Instagram Stories €1,600 (not SR or AE-eligible).

3) Plus creation costs: Stand Alone: €8,000 | Booster: €5,000 (not SR or AE eligible)

CPM PLACEMENTS

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)			
	AdBundle, Skyscraper, Superbanner, Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Billboard ¹
Mobile Content Ad 6:1 + 4:1	RoS & Custom 50 €	RoS & Custom 60 €	RoS & Custom 70 €
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoS & Custom 60 €	RoS & Custom 70 €	RoS & Custom 80 €
Mobile Content Ad 1:1, Understitial ² , Interscroller ²	RoS & Custom 72 €	RoS & Custom 82 €	RoS & Custom 92 €
VIDEO			
InText Outstream Ads ⁵	on start, up to incl. 20 sec. RoS & Custom 60 €	X-Stream Ad ⁷ Up to incl. 20 sec.	RoS 65 €
Livestream Ad ⁶	up to incl. 20 sec. RoS & Custom 85 €	YouTube ⁸ PreRoll up to incl. 20 sec.	RoS & Custom 85 €
MULTISCREEN - Traffic distribution between stationary and mobile is based on availability			
Additional options:	Double Dynamic Sitebar Dynamic Fireplace Video Wall Desktop Only Mobile Only Tandem- / Triple Ads on request More Video-Formats on request	CPM sitebar plus €5 surcharge in combination with a mobile format CPM Fireplace plus €5 surcharge in combination with a mobile format Desktop only ⁹ Highest price category plus 10 € CPM surcharge Highest price category	
Remarks:			
<ol style="list-style-type: none"> 1) Can also be booked as a cinematic ad (surcharge +€5 in combination with a mobile format). 2) Not bookable InApp, Mobile Halfpage Ad bookable in Interscroller. 3) Exclusively bookable InApp. Payout takes place with FC 1/campaign. 4) Not bookable InApp. 5) Excess length (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM; billing on CPCV basis (not bookable on BILD): RoS & Custom 19 cents, excess length (21 to incl. 30 sec.) +8 cents surcharge, shorter spot (up to incl. 15 sec.) -3 cents discount. Paid targeting possible against CPM surcharge. 6) Bookable in the WELT TV livestream. Longer spots (21-30 sec.) +10€ CPM // Short spots (up to incl. 6 sec.) -10€ CPM. Excess length (31+ sec.) on request, surcharge depending on excess length. 7) Excess length (21-30 sec.) + 20 € CPM // Short spots (up to and including 6 sec.) -10 € CPM. 8) Other formats: Bumper Ad (up to incl. 6 sec.) - RoS & Custom 65 €, Sponsorship (up to incl. 20 sec.) - RoS & Custom 100 €. Targeting possible (Regio+Sozio): + 11 € CPM surcharge per targeting criterion. 9) Exclusively bookable as fixed placement, FC 1/24h, no autoplay, subject to editorial approval, limited to one-time looping. 			

Standard advertising material must be available 3 days before going live, special advertising material at least 5 days. In the event of under-delivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (stationary and/or mobile) as subsequent delivery. All prices are (unless otherwise stated) CPM or fixed prices, less AE, plus VAT. | Subject to alterations and errors excepted | Specifications at: www.mediaimpact.de/de/digital-formate