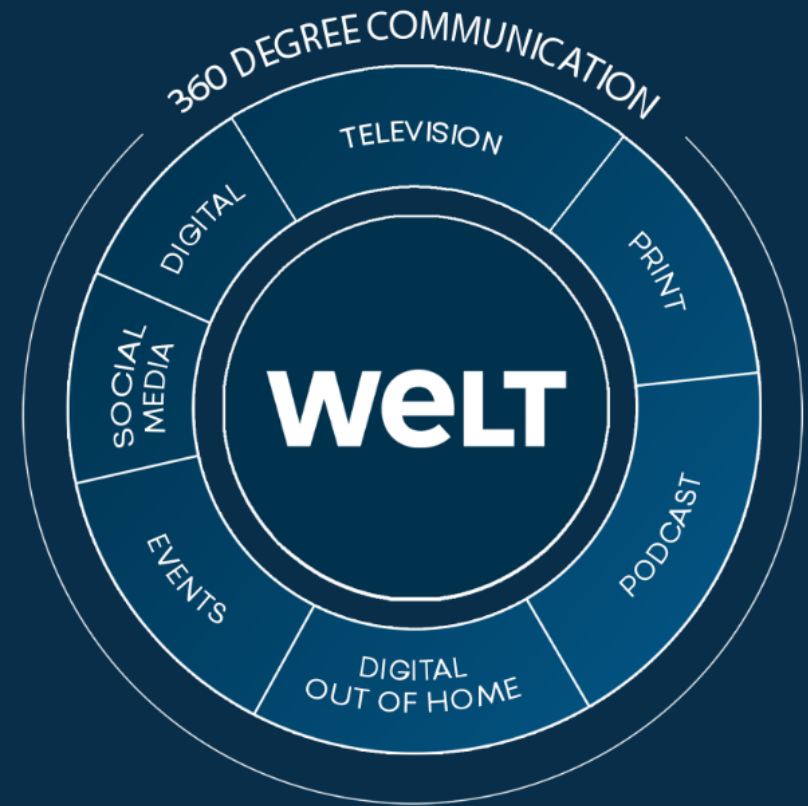


DIE WELT BELONGS TO THOSE,
WHO **RETHINK**

impassioned by

media **impact**—

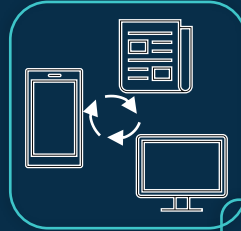
WELT STANDS FOR A BROAD JOURNALISTIC OFFERING



WELT offers news, analysis and commentary on politics, business, finance, culture, sport and lifestyle - and stands for quality journalism, diversity of opinion, debate and independence.

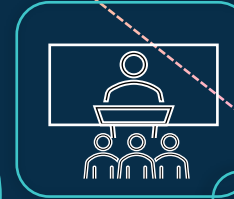


AI-ASSISTANT
WELT GO!



360 DEGREE

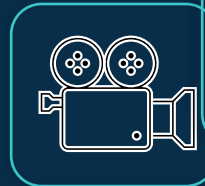
**WE ARE
UNIQUE**



**WELT-
ECONOMIC SUMMIT**



ARTIST'S EDITION



**STATE-OF-THE-ART TV
STUDIO**

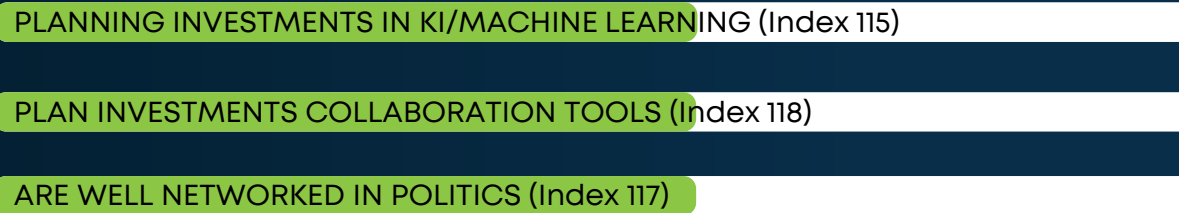
WELT POSITIONING

IN THE QUALITY SEGMENT, WELT IS INCREASINGLY SERVING IMAGES SUCH AS **YOUNG, CREATIVE, EMOTIONAL** OR **SUSTAINABLE**, THEREBY SETTING ITSELF APART FROM THE COMPETITION.

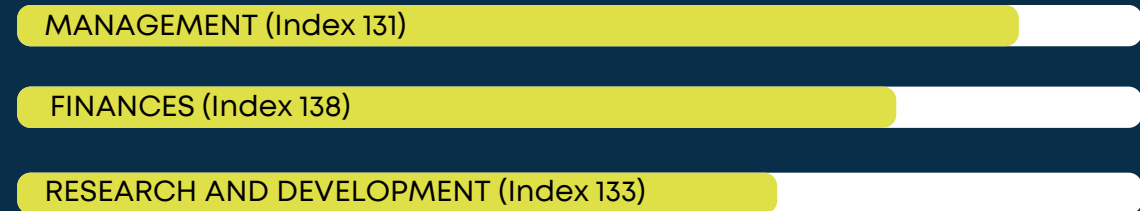
TOP DECISION-MAKERS ESPECIALLY AT WELT

WELT with the highest shares:

TOP DECISION-MAKERS WHO...¹



SOLE DECISION MAKER, IN THE AREA OF...²



AS WELL AS WITH...³



¹LAE 2023, *WELT Marke (ggü. allen abgefragten Medien)

²LAE 2023, **WELT Print ggü. FAZ, SZ (Print)

³b4p2023 III Marke pro Woche – Index im Vergleich zur Bevölkerung

TOTAL RANGE WELT GROUP



Gross total
72 Mio.
Contacts

tlws. technical reach /// based on available overlap information n-tv / ntv. de b4p 2022 I; Basis: Population 14+ years, NpM; SpT (monthly occupancy)
Sources: 1 AGF Videoforschung; Beta test X-Reach; Base period: March / 2024 | 2 Meta Business Suite, March 2024 | 3 YouTube Studio, March 24 /
Unique Visitors | 4 Meta Business Suite, March 2024 / Accounts | 5 b4p 2023 III; Basis: Population 14+ years; LpA (monthly occupancy) | 6 ma Podcast
March 2024; total of reported "valid downloads" - own calculation /// Basis for all except podcast / social media / print: 3 years and older ///
excluding DOOH

NEW FACTS

2.600 own
Articles *prt month*



347 hours
moving image *per month*

400 editors
for digital, print and TV



80 hours
videos *per month on welt.de*

1.450 hours
Podcasts *since 2017*



3.200 hours /year
news reporting

NEW FACTS



5.000 tons less CO²

We have almost 5,000 tons less CO₂ than forecast for our print titles in 2023

55 GOVERNMENT REPRESENTATIVES

At the WELT Economic Summit

Since 2010: 36 representatives from Germany & 19 international representatives



With the most members of the Bundestag as Twitter/X followers¹

WELT journalists in the lead by some distance

Robin Alexander with 312 & Ulf Poschardt with 280 (2022)

3.600

Different customers

In digital, print & TV per year



MOST FREQUENTLY INVITED TALK SHOW GUESTS²

In 2023: *Among the journalists, Robin Alexander took first place (and second place after Kevin Kühnert among all talk guests) and Dagmar Rosenfeld 10th place*

TARGET GROUP WELT CROSSMEDIAL

30 to 59 years 54%

Males 57%

Females 43%

A-levels/studies 50%

HHNE over € 3,000 56%

HHNE over 4.000 € 40%

HHNE over 5.000 € 20%

RANGE IN THE *Decision maker target group*

**WELT
CROSSMEDIA
1,167 Mio.**

CROSS-MEDIA NET REACH



**HIGHEST CROSS-MEDIA
NET REACH**



b4p 2023 III; Basis: German-speaking population 14+ (70.08 million), readers per issue, users per month (online, mobile use via smartphone / MEW, for WELT also the WELT app = DIE WELT + WELT AM SONNTAG + WELT AM SONNTAG Kompakt + WELT Online + DIE WELT Edition Crossmedial = print, digital = homepage + app (if available), without TV

TARGET GROUP WELT PRINT + DIGITAL

WELT BRAND IN A COMPETITIVE ENVIRONMENT:

3,43 Mio.

Users with a management function in the company

- and thus clearly in 1st place

Most readers with a HHNE of > €3,000

12,35 Mio.

Average oldWELT:

44,6 years

Z
44,8 years

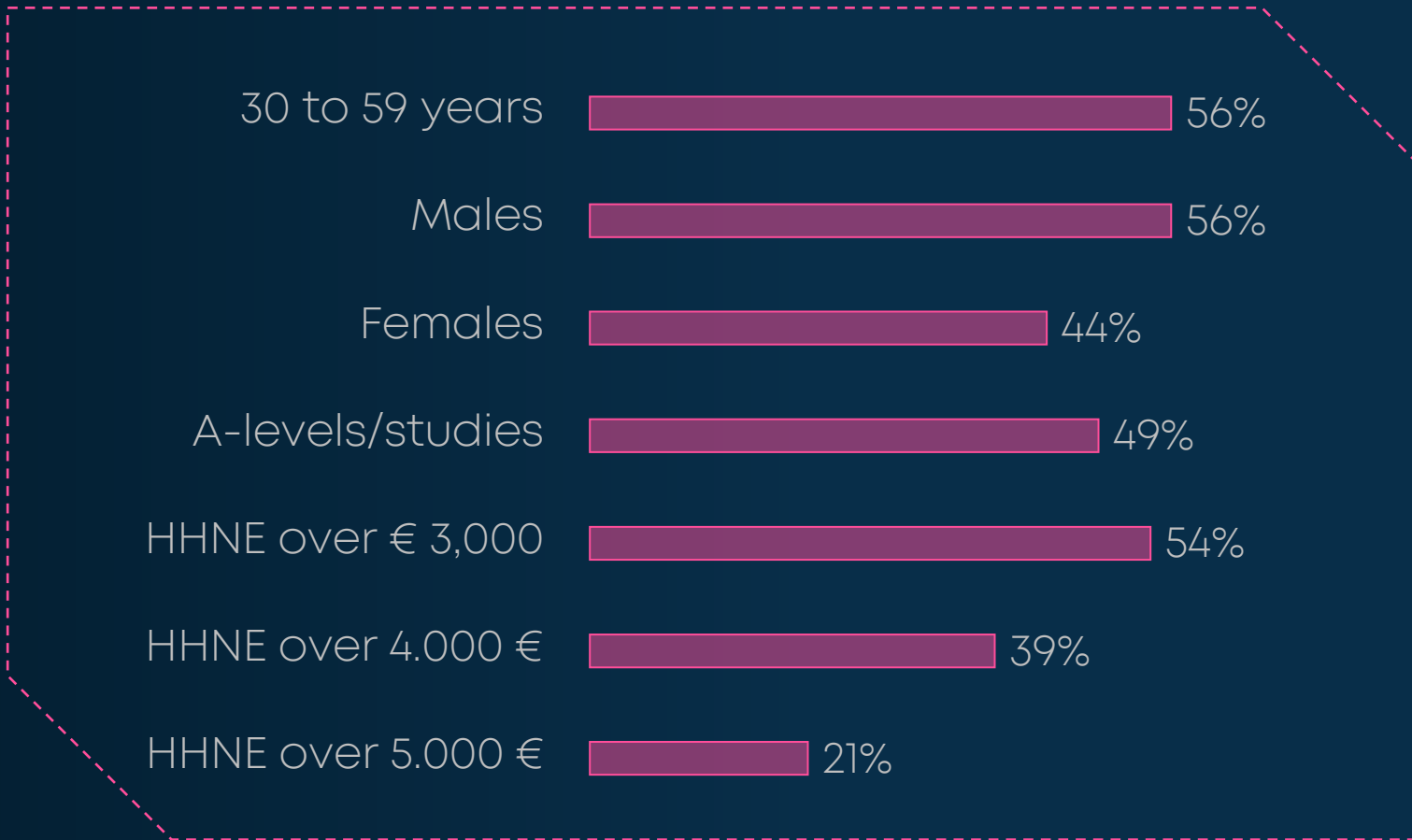
SZ
42,8 years

10,88 Mio.

Leading the competition among readers with a high school diploma or university degree



TARGET GROUP WELT DIGITAL



RANGE IN THE *DECISION MAKER TARGET GROUP*

WELT DIGITAL
816.000
USERS

TARGET GROUP WELT DIGITAL

WELT DIGITAL IN A COMPETITIVE ENVIRONMENT:

> 3,02 Mio.

Users with a management function in the company

- and thus clearly in 1st place

56%

of the users are between 30-59 years old

Most users with a HHNE of > €3,000

10,57 Mio.

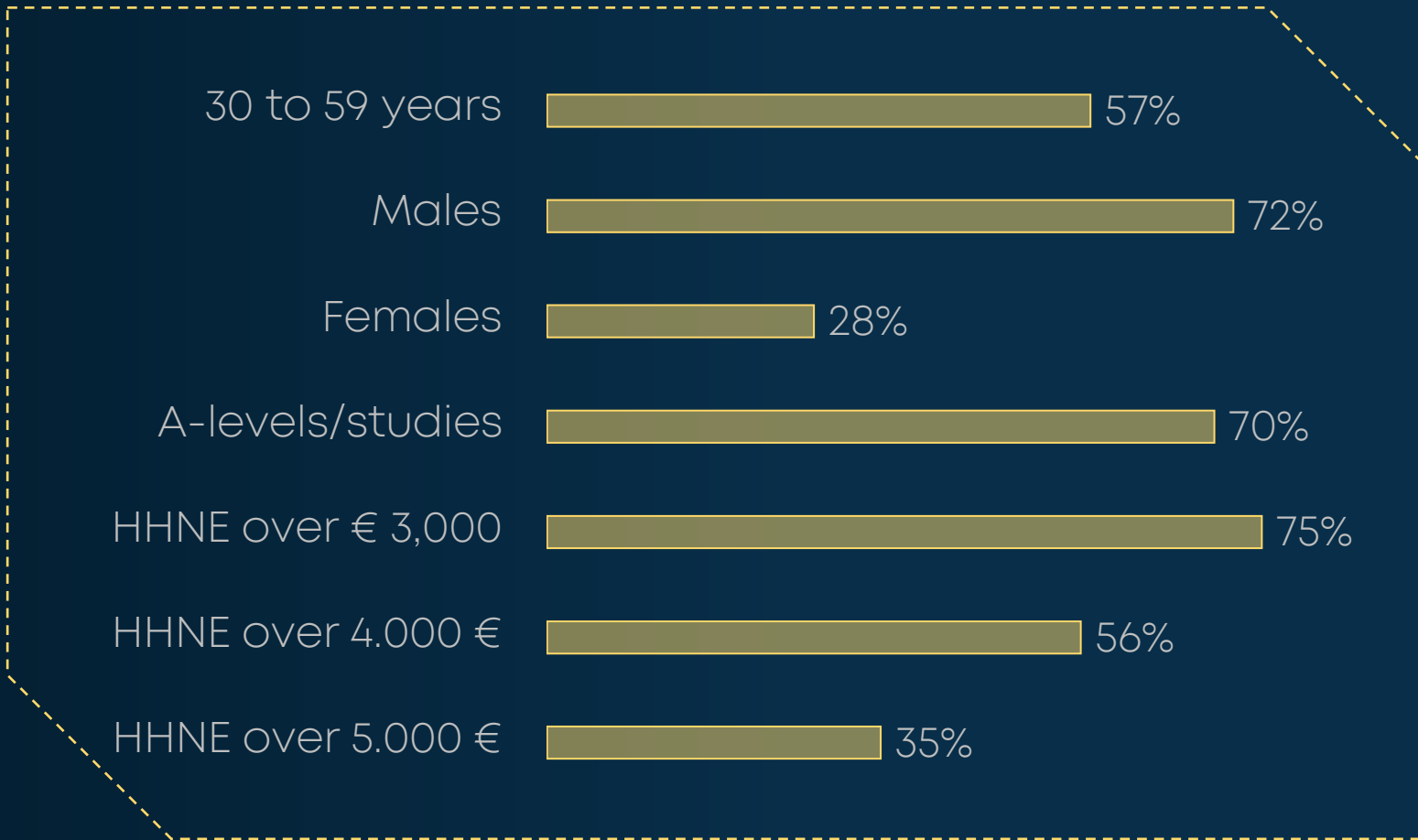
F H
Z

55%
between
30-59 years
old

SZ

54%
between
30-59 years
old

TARGET GROUP WELT AM SONNTAG



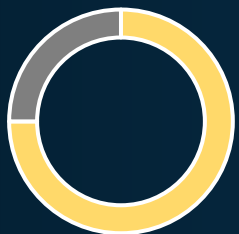
RANGE IN THE DECISION MAKER TARGET GROUP

WELT AM SONNTAG
207.000
READERS

TARGET GROUP WELT AM SONNTAG

**CONSIDERABLY MORE REACH THAN THE
FRANKFURTER ALLGEMEINE SONNTAGSZEITUNG**

923 Tsd.
579 Tsd. vs.
Readers

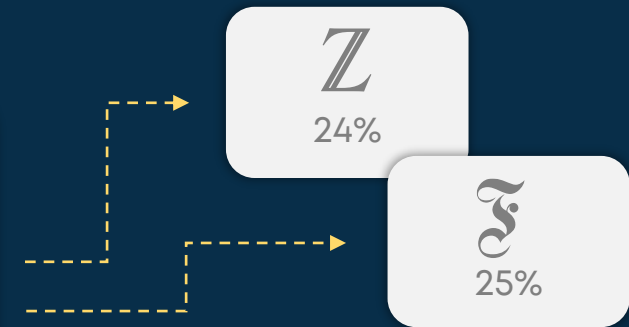


**75% of readers have a
HHNE > €3,000**

→ FAZ 73% and ZEIT 72%

**WELT AM SONNTAG IN A COMPETITIVE
ENVIRONMENT:**

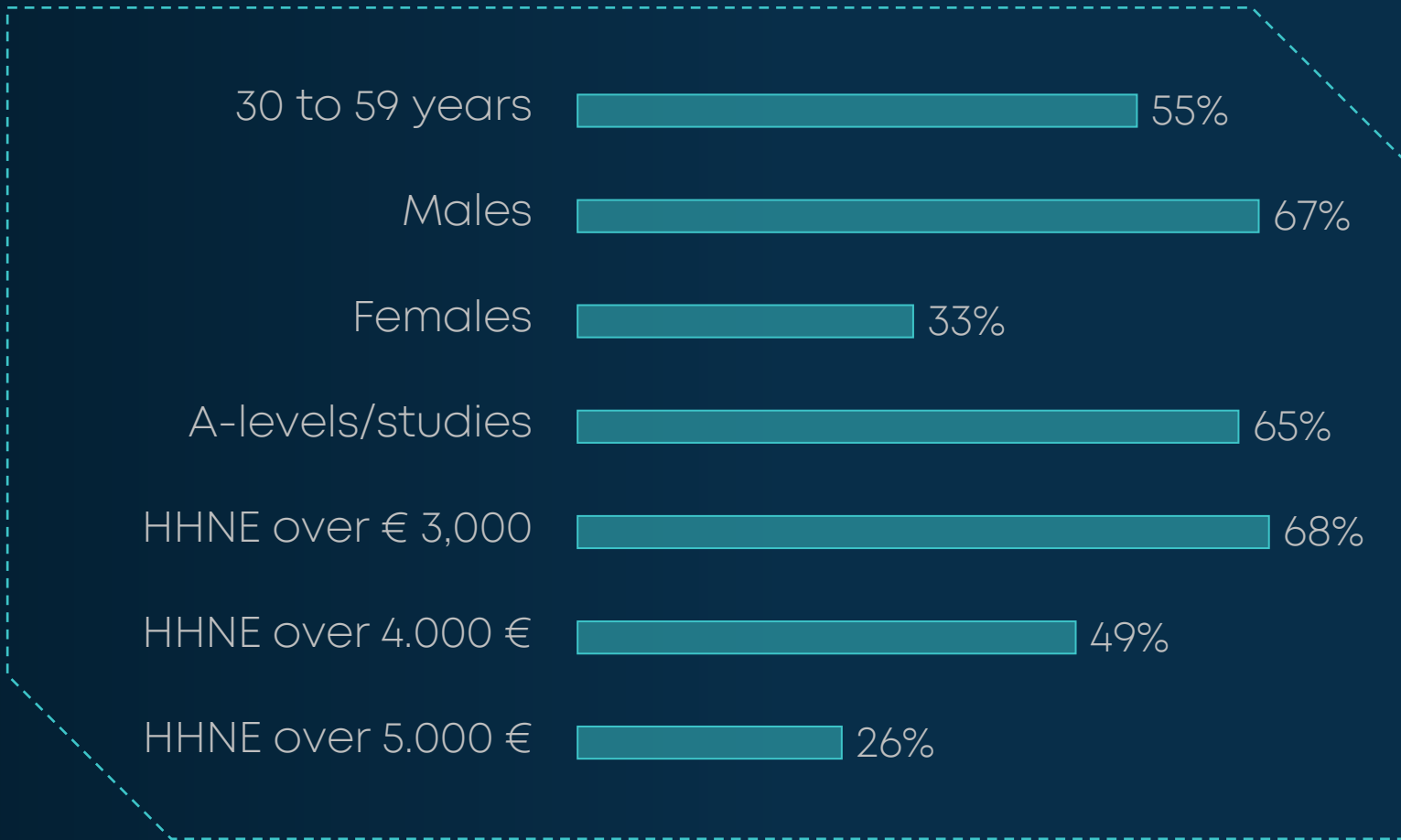
Almost 28%
**Readers with a
management
function in the
company**



**57% of readers are
between 30-59 years old**

→ Zeit 46% between 30-59
years

TARGET GROUP DIE WELT



RANGE IN THE DECISION MAKER TARGET GROUP

DIE WELT
200.000
READERS

TARGET GROUP DIE WELT

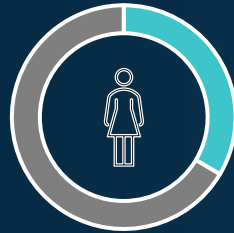
DIE WELT IN A COMPETITIVE ENVIRONMENT::

**Second highest
range with
961.000
Readers**

Among the youngest
WELT
45,6 years

SZ
47,4 years

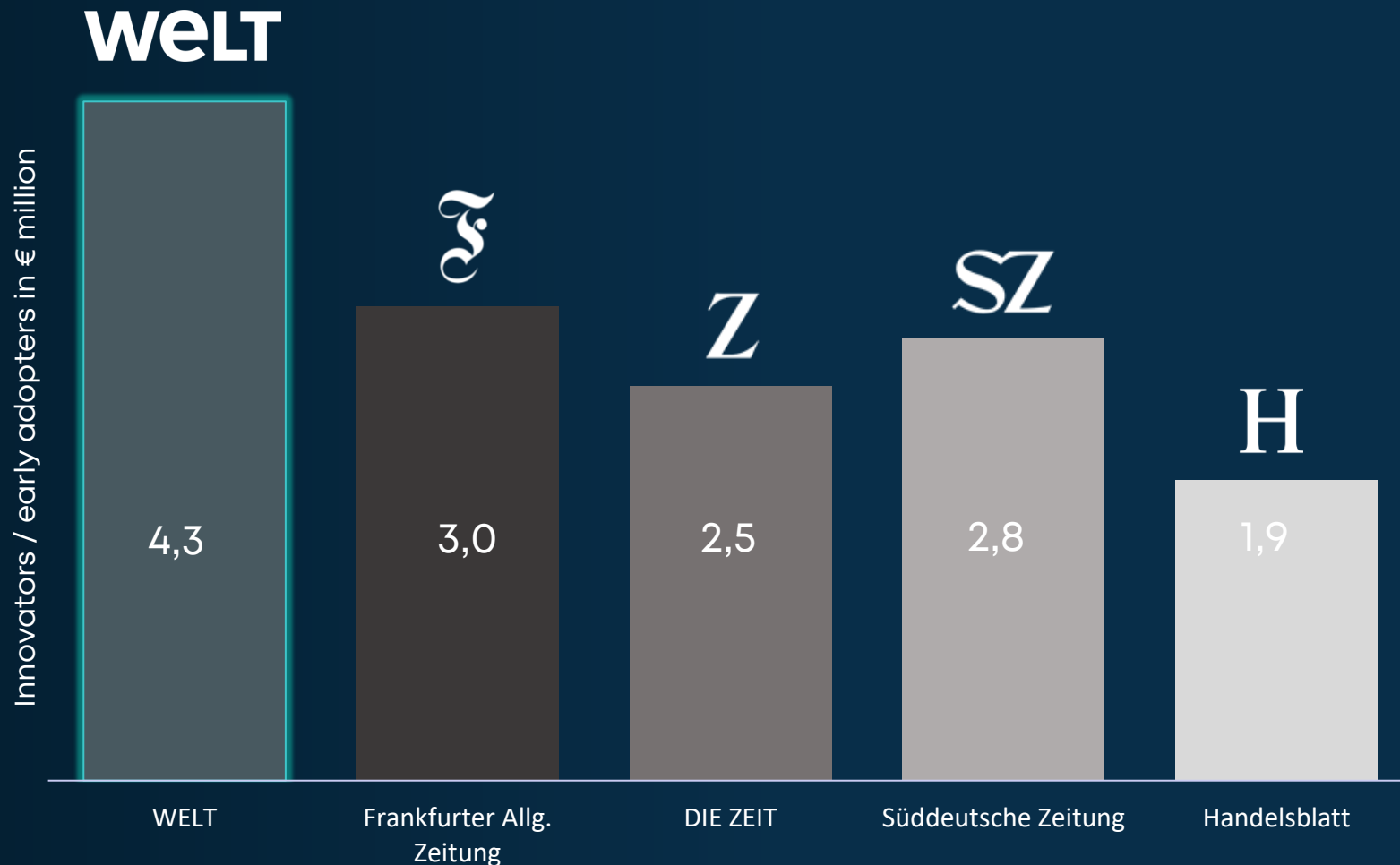
H
45,4 years



**1/3 of the readership is
female**

*The most female readership
in the competition after the
Süddeutsche Zeitung (with
41%)*

MORE *INNOVATIVE SPIRIT*



WELT with high shares of:

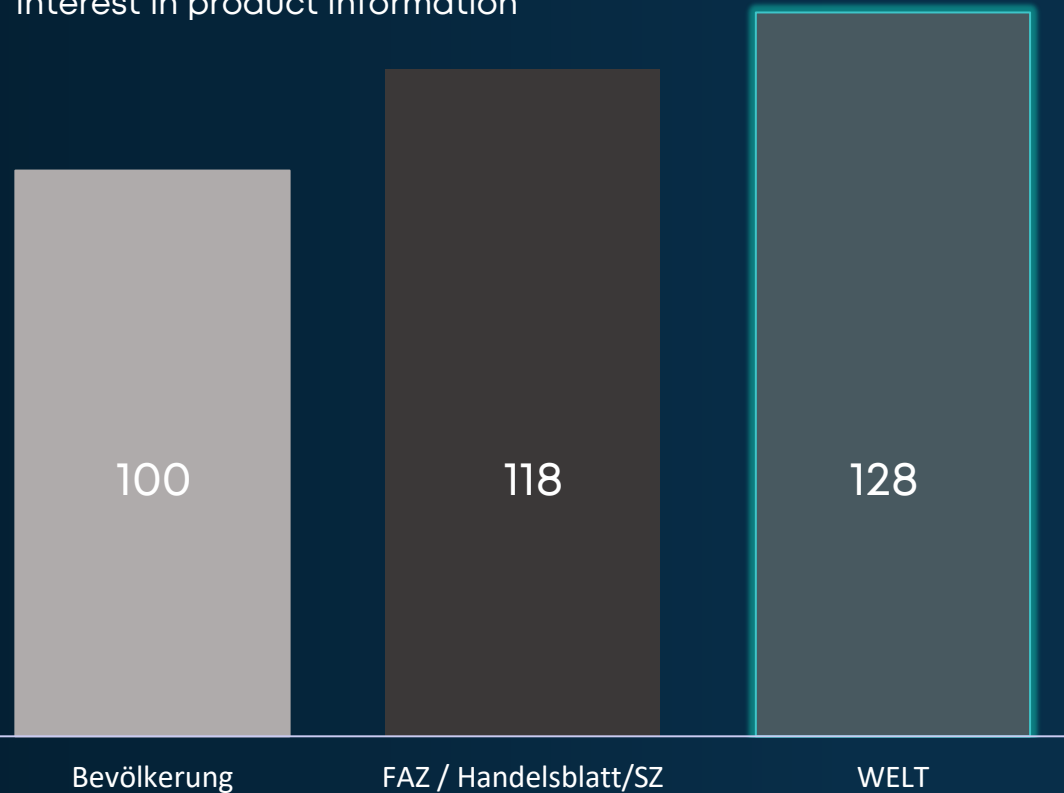
- High-tech affinity of WELT users (*Index 141*)

Top decision makers who plan investments such as:

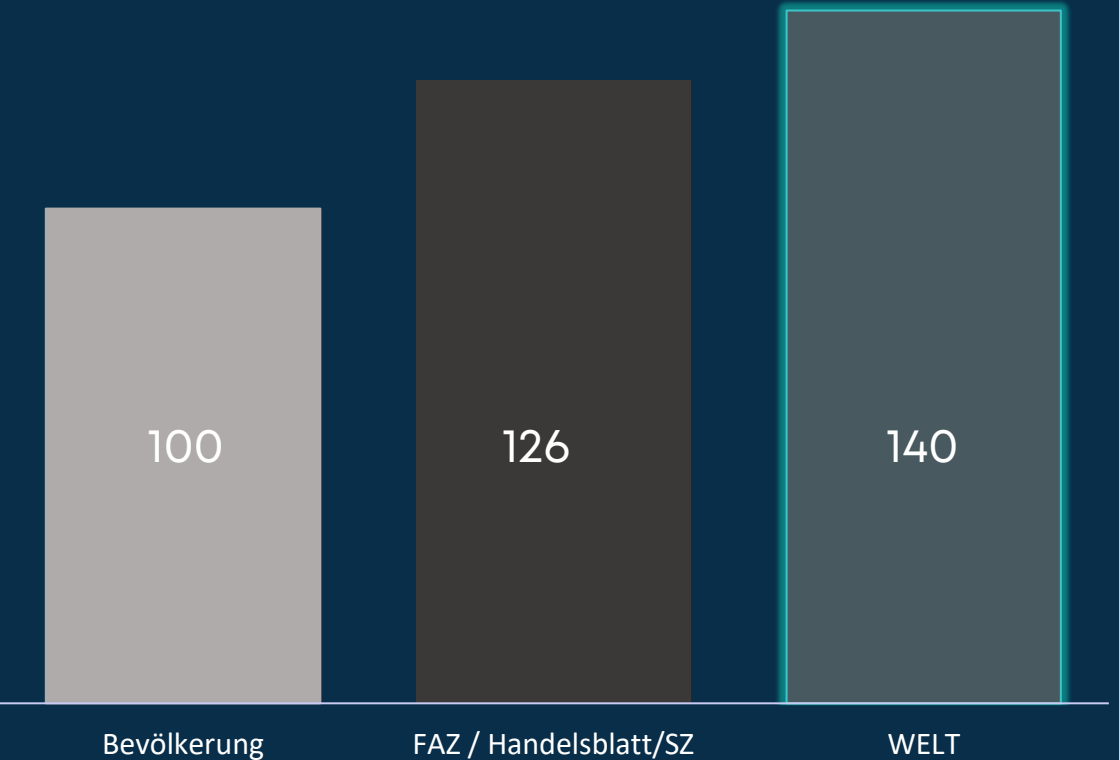
- Artificial intelligence / machine learning (*Index 115*)
- Collaboration tools for new forms of working (*Index 118*)

MORE *AFFINITY FOR CONSUMPTION*

Interest in product information



Brand recognition on purchase



b4p 2023 III, basis: brand per day, index compared to the total population of the brand or combination compared to the total population of selected sectors for product information interest (fashion, fragrances, cars, construction, jewelry) and brand awareness (fashion, fragrances, cars, food, furniture)

MORE **SUSTAINABILITY**

ENVIRONMENTALLY CONSCIOUS READERS

86%

*of respondents
consider sustainability
to be a very important
issue*

ADVERTISING REMINDER

*The advertising recall of the
respondents was*

73%

*above the benchmark,
thanks to relevant content*

COMPARED TO THE POPULATION :

- Disproportionate share of sustainabilities (*Index 129*)
- Very likely intention to purchase an electric car (*Index 147*)
- Planned purchase in upper and luxury class (*Index 174*)