

# PRINT DOCUMENTS WELT

## Contact us

Advertising management is available Monday-Friday from 9.00 to 18.00.  
Phone: +49 (0) 151 194 708 19 / Phone: +49 (0) 175 728 493 3

## Data transmission

Electronically: <https://transfer.axelspringer.de>  
E-Mail: [apdtp-berlin@axelspringer.de](mailto:apdtp-berlin@axelspringer.de) (in exceptional cases)

## File format

Recommendation: PDF/X-4:2008 file format. Also valid: PDF/X-1a:2001 and PDF/X-3:2002 file formats. Generally no open formats, data must be created in the original size of the advertisement.

## Address for print documents

Axel Springer Germany GmbH  
Production / Planning and Advertising Management  
Zimmerstrasse 50  
10888 Berlin

## Fonts

Embed fonts used. Positive fonts from 6 point, negative fonts from 8.5 point, semibold, sans serif

## Stroke width

Line width from 0.2 mm (positive)/from 0.3 mm (negative)

## Printing method(

Coldset) web offset, ISO 12647-3:2005)

## TECHNICAL SCREENT

One value range: Printed tone value range from 3 % to 95 %.  
Tone value increase: 50 % tone of the original increases by approx. 26 % in newspaper offset printing. Colors: Euroscale ISO 2846-2 (samples of HKS colors, version 2006 in CMYK composite printing available on request). Register tolerance:  $\leq 0.3$  mm. Image resolution: 250 dpi, with line max. 1,270 dpi. Color preparation: Please use ICC color profile ISOnewspaper26v4.icc. This takes into account the parameters of achromatic composition, max. total color application and the dot gain of newspaper printing.

Download profile:

<https://transfer.axelspringer.de/download/icc/ISOnewspaper26v4.icc>

## Print failure

In the case of deviating data structures, no guarantee can be given for print failure. Color variations within and between printing locations are process-related and do not justify any claims for compensation. No guarantee is given for the correctness of the conversion of 4c advertisements via ICC color profiles. The dimensional stability of the newspaper paper is subject to slight fluctuations due to the process.

# TECHNICAL INFORMATION, CLOSING DATES

Column width	Advertisement section	Text section	WELT AM SONNTAG Kompakt <sup>1</sup>
1-column	45,0 mm	58,5 mm	45,0 mm
2-column	92,0 mm	121,7 mm	95,7 mm
3-column	139,0 mm	184,9 mm	146,4 mm
4-column	186,0 mm	248,1 mm	197,1 mm
5-column	233,0 mm	311,3 mm	247,8 mm
6-column	280,0 mm	374,5 mm	-
7-column	327,0 mm	-	-
8-column	374,0 mm	-	-

WELT AM SONNTAG	
General advertising deadline	Monday before publication, 12.00 noon
General deadline for printing documents	3 days before publication, 10.00 a.m.

DIE WELT	
General advertising deadline	2 days before publication, 2 p.m.
Monday edition	Friday before publication, 2 p.m.
General deadline for printing documents	1 day before publication, 10.00 a.m.

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**WELT AM SONNTAG / DIE WELT** Type area Nordic format: 374.5 mm wide, 528.0 mm high / Number of columns in advertising section 8, text section 6  
WELT AM SONNTAG Compact Tabloid type area: 247.8 mm wide, 370.0 mm high / number of columns 5

**1 Tabloid format** Print documents are automatically converted to the size for the Nordic tabloid format (WELT AM SONNTAG Kompakt). Alternatively, a separate print carpet pad can be supplied. Please contact us for format specifications. For advertisements that are scaled to tabloid format, we recommend the following font sizes and line widths to ensure optimum legibility. Positive fonts from 9 point, negative fonts from 12 point, semi-bold, sans serif, positive strokes min. 0.3 mm, negative strokes min. 0.45 mm

**Deadlines** for special formats and premium placements - please contact us