

TRAVEL INSPIRES

SECTIONS ON ALL CHANNELS

2024

impassioned by

media **impact**—

WEEKEND READING FOR DEMANDING READERS

WELT AM SONNTAG is the most important. It stands for outstanding journalistic expertise and regularly offers strong investigative stories from business and politics.

WELT AM SONNTAG is published with one issue on Saturday and one on Sunday. This gives readers more flexibility to start their reading pleasure with **WELT AM SONNTAG** as early as Saturday. It is aimed at the target group of decision-makers in their private lives who want to spend the weekend in a relaxed reading atmosphere, catching up on business and politics and devoting themselves to their personal reading interests, e.g. culture, style or travel.



CONCENTRATING ON THE ESSENTIALS

From Monday to Friday, **DIE WELT** concisely presents the news and debates of the day. In a slim paper, it relies on pointed texts and a stringent structure that bundles content on a single topic. It is weighty without being heavy.

DIE WELT is aimed at decision-makers who want to be optimally informed in a limited time frame during the week. It offers concentration on the essentials and is a cutting edge for its readers in the flood of information.



THE TRAVEL MARKET

Check in to the travel market of **WELT AM SONNTAG** and every fortnight in **DIE WELT**

Sophisticated design, captivating stories about the most beautiful places in the world and a readership that loves travelling: our travel market in **WELT AM SONNTAG** offers you excellent premium environments: in the Style & Travel section, the weekly column as well as in the special publications and special editorial topics.

New: Every fortnight on Friday also in **DIE WELT**.

Present your offers in the ideal environment! We have put together a selection of possible formats for you below.



TRAVEL



Classic appearance

Customise your advertisement and place it in the travel market of **DIE WELT*** and **WELT AM SONNTAG***.

Benefit from the heavily discounted prices.

Formats: adverts with stand-alone position or advertising section

Placement: Travel

Advertising deadline Sat./Sun.:

Wednesday of the previous week, 3 p.m.
(adverts with sole placement)

Tuesday, 5 p.m. (adverts)

Advertising deadline Fri.:

Monday, 12 noon

ads with solus position ¹ Travel placement	WELT AM SONNTAG (Sat./Sun.) ³	DIE WELT (Fri.)	WELT Print Total ⁴
1/1 page	76,045.00	41,815.00	98,200.00
1/2 page	38,570.00	20,275.00	50,000.00
1/4 page	19,800.00	10,140.00	25,500.00
1.000er corner	18,750.00	9,600.00	24,100.00
corner ad XS (B 184,9 mm x 150 mm)	10,470.00	5,400.00	13,490.00
mm-Prices ^{1,2} Travel placement			
ads with solus position	18.75	9.60	24.10
text passage ads (max. 2 Sp. / 100 mm)	27.30	22.10	41.99
ads without solus position	17.45	-	-
special publication	19.54	-	-

*DIE WELT limited availability, on request, every fortnight Friday Travel Section. Premium placements are subject to a surcharge of 10 % on the gross price. Premium placements are in WELT AM SONNTAG, including the travel section. There is no placement guarantee for WELT AM SONNTAG Kompakt.

* Travel customers are: Hotels, guesthouses, providers of holiday homes/apartments, restaurants, leisure and adventure parks, trade fairs and congresses, travel agencies, tourist offices, tourist offices, spa administrations and sanatoriums // All prices in euros, discountable and formative, less 15% agency fee, plus VAT. Based on current price list no. 102, valid from 1 January 2024 and its amendments. ¹ Prices apply to placement in the travel market. ² b/w prices on request ³ WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt. Advertisements in the advertising section and special publications are not included in WELT AM SONNTAG Kompakt ⁴ WELT Print Gesamt = WELT AM SONNTAG + DIE WELT. After consultation with the advertiser, the publisher reserves the right to postpone DIE WELT for a maximum of 5 working days if technical reasons make this necessary

TOURISM



TOURISM*

Classic appearance

Customise your advertisement and place it in the travel market of **DIE WELT*** and **WELT AM SONNTAG***. Benefit from the heavily discounted prices.

Formats: Adverts with stand-alone position or advertising section

Placement: Travel

Advertising deadline Sat./Sun.:

Monday, 12 noon
(adverts with stand-alone placement)

Tuesday, 5 p.m. (advert section)

Advertising deadline Fri.:

Monday, 12 noon

ads with solus position ¹ Travel placement	WELT AM SONNTAG (Sat./Sun.) ¹	DIE WELT (Fri.)	WELT Print Total ²
1/1 page	96.700,00	54.900,00	128.800,00
1/2 page	53.500,00	29.900,00	70.900,00
1/3 page	50.400,00	25.800,00	64.700,00
1/4 page	37.800,00	19.350,00	48.500,00
1.000er corner	35.850,00	18.350,00	46.000,00
mm-Prices			
ads with solus position	35.85	18.35	46.00
text passage ads (max. 2 Sp. / 100 mm)	101.00	81.75	155.00
ads without solus position	22.90	13.00	30.50

*DIE WELT limited availability, on request, every fortnight Friday Travel Section. Premium placements are subject to a surcharge of 10 % on the gross price. Premium placements are in WELT AM SONNTAG, including the travel section. There is no placement guarantee for WELT AM SONNTAG Kompakt.

* Tourism customers are: Aviation, shipping, tour operators, car hire companies // All prices in euros, discountable and formative, less 15% agency fee, plus VAT. Based on current price list no. 102, valid from 1 January 2024 and its amendments. 1 WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt. 2 WELT Print Total = WELT AM SONNTAG + DIE WELT. Adverts in the booking unit WELT Print Gesamt appear within 14 days. After consultation with the advertiser, the publisher reserves the right to postpone DIE WELT for a maximum of 5 working days if technical reasons make this necessary

TRAVEL TIP

TRAVEL/TOURISM

Advertising in the surrounding area

The Reisetipp (Travel Tip) enables you to present your service in a prominent decorative frame, which makes your ad eye-catching. The Reisetipp guarantees a prestigious presentation.

Formats: Total W 139 mm x H 150 mm with advert W 118 mm x H 120 mm

Placement: in ad section

Title: WELT AM SONNTAG Sat./Sun.

Ad deadline: Tuesday, 2 pm

Price: € 2,215.00



TRAVEL-HIGHLIGHT

**Journey*
Price advantage**

Avertising in the surrounding area

The freely designable format Reise Highlight (Travel Highlight) enables you to advertise your service optimally and economically.

- Format: 2 columns (92 mm) / 100 mm
- Placement: in ad section
- Title: WELT AM SONNTAG Sat./Sun.
- Ad deadline: Tuesday, 2 p.m.
- Price: 1,490.00 €



* All rates in this Rate Card apply exclusively for travel clients unless otherwise indicated. Travel clients are: hotels, board ing houses, providers of holiday homes/apartments, restaurants, recreational and adventure parks, trade fairs and congresses, travel agencies, tourist offices, tourist associations, spa administrations and sanatoriums.. // All prices in euros, discountable and formative, less 15% agency fee, plus VAT. Based on current price list no. 102, valid from 1 January 2024 and its amendments.

TRAVEL-EXCLUSIVE



Advertising in the surrounding area

Advertise your special travel service in the compact Reise Exklusiv (Travel Exclusive) PR format. That's the way to present it remarkably well.

- Formats: Total ¼ page (186 x 264 mm) incl. ad W 92 mm x H 132 mm or W 185 x H 70 mm
- Placement: in ad section
- Title: WELT AM SONNTAG Sat./Sun.
- Ad deadline: 2 weeks before publication
- Price: € 5,900.00



* All rates in this Rate Card apply exclusively for travel clients unless otherwise indicated. Travel clients are: hotels, boarding houses, providers of holiday homes/apartments, restaurants, recreational and adventure parks, trade fairs and congresses, travel agencies, tourist offices, tourist associations, spa administrations and sanatoriums.. // All prices in euros, discountable and formative, less 15% agency fee, plus VAT VAT plus € 600.00 creation costs. Based on current price list no. 102, valid from 1 January 2024 and its amendments.

TRAVEL RECOMMENDATION



Advertising in the surrounding area

For the maximum presentation, Reiseempfehlung (Travel Recommendation) is the full-page PR format in an editorial look. Create awareness for your business or your region and awaken our readers' travel dreams.

Formats: W 374 mm x H 528 mm incl. ¼ page ad
W 186 mm x H 264 mm or W 374.5 x 132 mm

Placement: Travel

Ad deadline: 3 weeks before publication

Rates: € 17,250.00 / WELT AM SONNTAG¹
€ 10,140.00 / DIE WELT²
€ 23,300.00 € / WELT Print Total³



Limited availability, * All rates in this Rate Card apply exclusively for travel clients unless otherwise indicated. Travel clients are: hotels, boarding houses, providers of holiday homes/apartments, restaurants, recreational and adventure parks, trade fairs and congresses, travel agencies, tourist offices, tourist associations, spa administrations and sanatoriums. // All prices discountable - and formative, less 15% agency fee, plus VAT plus € 600.00 creation costs. Based on current price list no. 102, valid from 1 January 2024 and its amendments. 1 WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt.

² DIE WELT Fr., every fortnight. ³ WELT Print Total = WELT AM SONNTAG + DIE WELT. Advertises in the booking unit WELT Print Gesamt appear within 14 days. After consultation with the advertiser, the publisher reserves the right to postpone DIE WELT for a maximum of 5 working days if technical reasons make this necessary

TRAVEL RECOMMENDATION



Advertising in the surrounding area

For the maximum presentation, Reiseempfehlung (Travel Recommendation) is the full-page PR format in an editorial look. Create awareness for your business or your region and awaken our readers' travel dreams.

Formats: W 374 mm x H 528 mm incl. ¼ page ad
W 186 mm x H 264 mm or W 374.5 x 132 mm

Placement: Travel

Ad deadline: 3 weeks before publication

Prices: € 37,800.00 / WELT AM SONNTAG¹
€ 19,350.00 / DIE WELT²
€ 48,600.00 / WELT Print Total³



Limited availability * Tourism customers are: Aviation, shipping, tour operators, car hire companies // All prices discountable and formative, less 15% agency fee, plus VAT plus € 600.00 creation costs. Based on current price list no. 102, valid from 1 January 2024 and its amendments. ¹WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt. ² DIE WELT Fr., every fortnight. ³ WELT Print Total = WELT AM SONNTAG + DIE WELT. Adverts in the booking unit WELT Print Gesamt appear within 14 days. After consultation with the advertiser, the publisher reserves the right to postpone DIE WELT for a maximum of 5 working days if technical reasons make this necessary

CURRENT TRAVEL CATALOGUE

TRAVEL/TOURISM

Advertising in the surrounding area

The catalogue advertisement format in the special publications "Current Travel Catalogues" is the ideal form of advertising to draw our readers' attention to your travel portfolio.

- Total format: 92 mm/50 mm high
- Ad format: Catalogue W 35 mm x H 50 mm Text: max. 6 lines
- Dates: 03/04/02, 24/25/02, 26/27/10, 30/11/01/12
- Title: WELT AM SONNTAG Sat./Sun.
- Ad deadline: Tuesday, 2 pm
- Price: 818.00 €



This format is also available for tourism customers. This special advert publication does not appear on WELT.de. You will receive the addresses by e-mail. The costs for the service are borne by the publisher, you are responsible for sending the catalogue // All prices are discountable - and formative, less 15% agency fee, plus VAT. Based on current price list no. 102, valid from 1 January 2024 and its supplements. Advertising medium WELT AM SONNTAG Sat./Sun. (without compact).

TRAVEL TOPICS

TRAVEL/
TOURISM

Editorial focus

Several times a year, the travel editorial team focuses on one topic. Use this perfect environment to inspire our readers!

- Baltic Sea: 09/10/03/2024
- North Sea: 30/31/03/2024
- Nordic countries: 20/21/04/2024
- Cruise: 01/02/06/2024
- Winter: 23/24/11/2024

Deadline: 3 weeks before the date



**WE LOOK FORWARD TO
THE DISCUSSIONS WITH YOU!**

OUR CONTACT PERSONS
CAN BE FOUND [HERE](#).



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