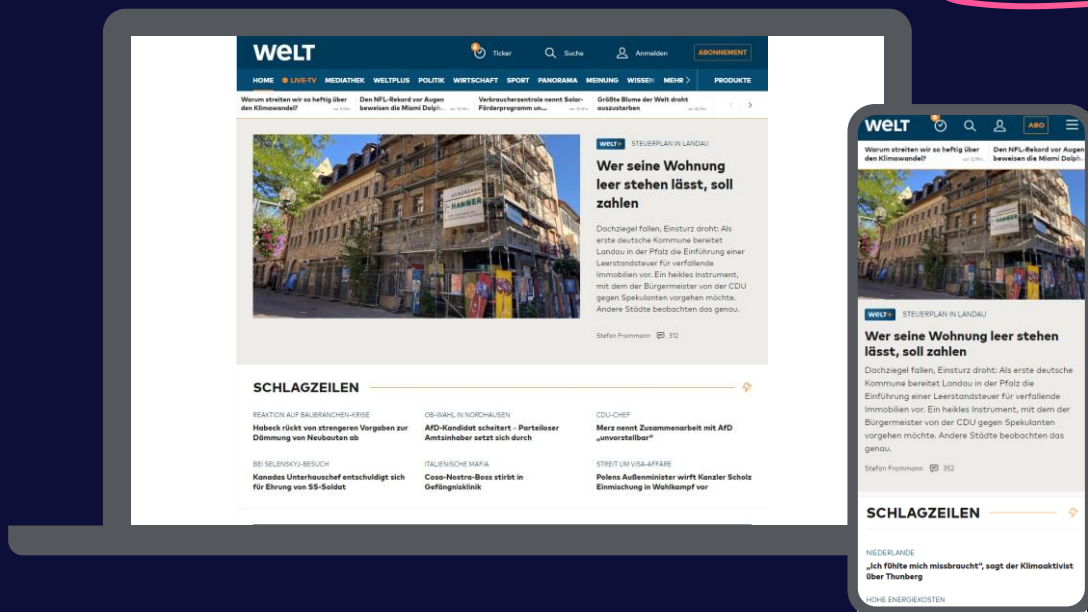


# WELT DIGITAL



## 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.<sup>1</sup> 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 <sup>1</sup>	19.53 Million
Daily Unique User <sup>1,2</sup>	2.35 Million
Visits <sup>3</sup>	110,47 Million
Page Impressions <sup>3</sup>	303,12 Million

### Target group: Desktop, MEW & App

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

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

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

<sup>3</sup>) IVW Juni 2024

# WELT DIGITAL

Daily fixed placements

Product   10 a.m-10 a.m	Ad Impressions	Formats	Price
HomeRun <sup>1,2</sup>	2,000,000	Basic Deluxe Supreme	59,000 € 69,000 € 110,000 €
HomeRun 100/1 <sup>1</sup>	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	Basic Deluxe Supreme	35,00 € CPM 40,00 € CPM 65,00 € CPM
Decision Maker Homepage Bundle <sup>4</sup>	3,450,000	Basic Deluxe Supreme	86,000 € 99,000 € 163,000 €
Decision Maker Run <sup>5</sup>	5,500,000	Basic Deluxe Supreme	110,000 € 150,000 € 250,000 €
Decision Maker Max <sup>5</sup>	8,760,000	Basic Deluxe Supreme	172,000 € 221,000 € 365,000 €
A-Teaser Home	800.000	Full graphic teaser, portrait format (283 x 500px.)	40.000 €

## Product Versions

### BASIC

**Desktop:** Wallpaper / Fireplace<sup>6</sup> / 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 Wall<sup>7</sup> / Double Dynamic Sitebar / Dynamic Fireplace<sup>6</sup> / Bridge Ad<sup>8</sup> / TwoFace Ad<sup>9</sup> / Cinematic Ad / Direction Ad / Curtain Dropper<sup>7</sup> / Catalogue Ad

**MEW:** Sticky Lead Ad (6:1 / 4:1) & Understitial / Interscroller / Medium Rectangle / Cube Ad (MMR) / TwoFace Ad<sup>9</sup> / Gallery Ad (MMR) / Mobile Click & Swipe

**APP:** Lead Ad (6:1 / 4:1) & Medium Rectangle / Cube Ad (MMR) / TwoFace Ad<sup>9</sup> / Gallery Ad (MMR)

### SUPREME

**Desktop:** Big Stage<sup>10</sup> (Automatic Pre Expanding Video Wall, max. 8 Sekunden)

**MEW:** Sticky Lead Ad (6:1 / 4:1 / 2:1) & Prestitial<sup>11</sup> & Medium Rectangle / (Video) Interscroller / Content Ad / Understitial / Cube Ad (MMR) / Gallery Ad (MMR)

**APP:** Lead Ad (6:1 / 4:1 / 2:1) & Prestitial<sup>11</sup> & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)

<sup>1)</sup> 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. <sup>2)</sup> 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. <sup>3)</sup> Further formats on request. <sup>4)</sup> 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. <sup>5)</sup> Only bookable Mon. - Fri., duration Business Insider and WELT from 10 am - 10 am, Finanzen.net from 0 am - 11:59 pm.

<sup>6)</sup> Is displayed above the navigation <sup>7)</sup> 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 <sup>8)</sup> Combination of Fireplace (playout above the navigation) and billboard <sup>9)</sup> 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 Mrec <sup>10)</sup> 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 <sup>11)</sup> 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 <sup>1</sup>	Ad Impressions	Package Price <sup>2</sup>
Logointegration (Desktop/MEW) <sup>3</sup> , Navigation Entry, Header & Footer, Sitebar <sup>4</sup> + Medium Rectangle (Multiscreen) <sup>4</sup>		
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 <sup>5</sup>	Ad Impressions <sup>6</sup>	Package Price <sup>2</sup>
Presented Content Traffic package   Duration 2-4 Weeks   Header, Presenting-Footer, Sitebar <sup>4</sup> + Medium Rectangle (Multiscreen) <sup>4</sup>		
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 <sup>6</sup>	CPM Mark-up <sup>7</sup>
The approximately 222.000 <sup>8</sup> 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](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 <sup>2</sup>	Brand Story WELT Basic Package <sup>1</sup> 6 Weeks – incl. Native teaser	Guarantee / Price	Minimum Page Views to be booked <sup>2</sup>
30.000	Guaranteed Page Views	Basic Price	130.000
	50,000 Views	131,000 €	
5.000	Brand Story Lifestyle Basic package <sup>1</sup> 6 Weeks – incl. Native teaser	Guarantee / Price	20.000
	Guaranteed Page Views	Basic Price	
	15,000 Views	50,000 €	

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

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

Advertorial   6 Weeks	Zusätzliche Kosten
<b>Data</b>	Targeting   on selected advertising media From 10 € CPM
<b>Graphic Add-Ons</b>	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
<b>Performance</b>	Just Clicks, Activation or Lead Add-On   Brand Story, Product Story, Advertorial See performance
<b>Social Media</b>	Sponsored Posts See social media products
<b>Hub</b>	Stage for the collection of your Stories   Brand Story, Product Story, Advertorial From booking 3 or 4 stories (for advertorials) on top if required
<b>Additional Visibility</b>	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 <sup>1</sup> (4 sponsored Posts)	Fans	Ad Impressions	Price <sup>2</sup>
<b>WELT</b>	1,100,000	1,200,000	24,000 €
<b>Lifestyle</b>	99,000	400,000	8,000 €

X <sup>1</sup> (former Twitter, 4 Tweets)	Fans	Ad Impressions	Price <sup>2</sup>
<b>WELT</b>	2,000,000	500,000	17,500 €

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

LinkedIn (4 sponsored Posts)	Fans	Ad Impressions	Price <sup>2</sup>
<b>WELT</b>	46,000	200,000	10,000 €

Pinterest (4 sponsored Posts)	Fans	Ad Impressions	Price <sup>2</sup>
<b>WELT</b>	23,000	400,000	20,000 €

Vertical Story	Ad Impressions	Package Price <sup>3</sup>
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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 <sup>1</sup>
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 <sup>2</sup> , Interscroller <sup>2</sup>	RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom 92 €
VIDEO					
InText Outstream Ads <sup>5</sup> on start, up to incl. 20 sec.	RoS & Custom	60 €	X-Stream Ad <sup>7</sup> Up to incl. 20 sec.	RoS	65 €
Livestream Ad <sup>6</sup> up to incl. 20 sec.	RoS & Custom	85 €	YouTube <sup>8</sup> 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	CPM sitebar plus €5 surcharge in combination with a mobile format			
	Dynamic Fireplace	CPM Fireplace plus €5 surcharge in combination with a mobile format			
	Video Wall Desktop Only	Desktop only <sup>9</sup>			
	Mobile Only	Highest price category plus 10 € CPM surcharge			
	Tandem- / Triple Ads on request	Highest price category			
	More Video-Formats on request				
Remarks:					
<ol style="list-style-type: none"> <li>Can also be booked as a cinematic ad (surcharge +€5 in combination with a mobile format).</li> <li>Not bookable InApp, Mobile Halfpage Ad bookable in Interscroller.</li> <li>Exclusively bookable InApp. Payout takes place with FC 1/campaign.</li> <li>Not bookable InApp.</li> <li>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 &amp; 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.</li> <li>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.</li> <li>Excess length (21-30 sec.) + 20 € CPM // Short spots (up to and including 6 sec.) -10 € CPM.</li> <li>Other formats: Bumper Ad (up to incl. 6 sec.) - RoS &amp; Custom 65 €, Sponsorship (up to incl. 20 sec.) - RoS &amp; Custom 100 €. RoS &amp; Custom 100 €. Targeting possible (Regio+Sozio): + 11 € CPM surcharge per targeting criterion.</li> <li>Exclusively bookable as fixed placement, FC 1/24h, no autoplay, subject to editorial approval, limited to one-time looping.</li> </ol>					

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](http://www.mediaimpact.de/de/digital-formate)