

WELT SPECIAL TOPICS

2024

impassioned by

media **impact**—

PERFECT SURROUNDINGS

Your ad in the right environment - without any additional investment.

With the editorial special topics in DIE WELT and WELT AM SONNTAG, we offer exciting topics from a wide range of areas.

The special topics are published either integrated in the magazine or as a separate book to take out.

The editorial team of the Editorial Studio is responsible for the content and reports freely and independently in order to create a particularly credible environment.



SPECIAL SERIES FOR A LASTING PRESENCE

The **WELT Editorial Studio** creates a multi-part editorial series in **WELT AM SONNTAG** or **DIE WELT** on an overarching topic such as fleet management, mobility or finance.

The editorial team picks up on a wide range of topics - always up-to-date and close to developments in the industry. They report independently and freely.

The minimum frequency per series is 3 dates, participation per special page is possible with an advertisement from a minimum format of 1,000 mm corner space. The size of a theme special depends on the size of the advertisement.



SPECIAL TOPIC ON ALL CHANNELS

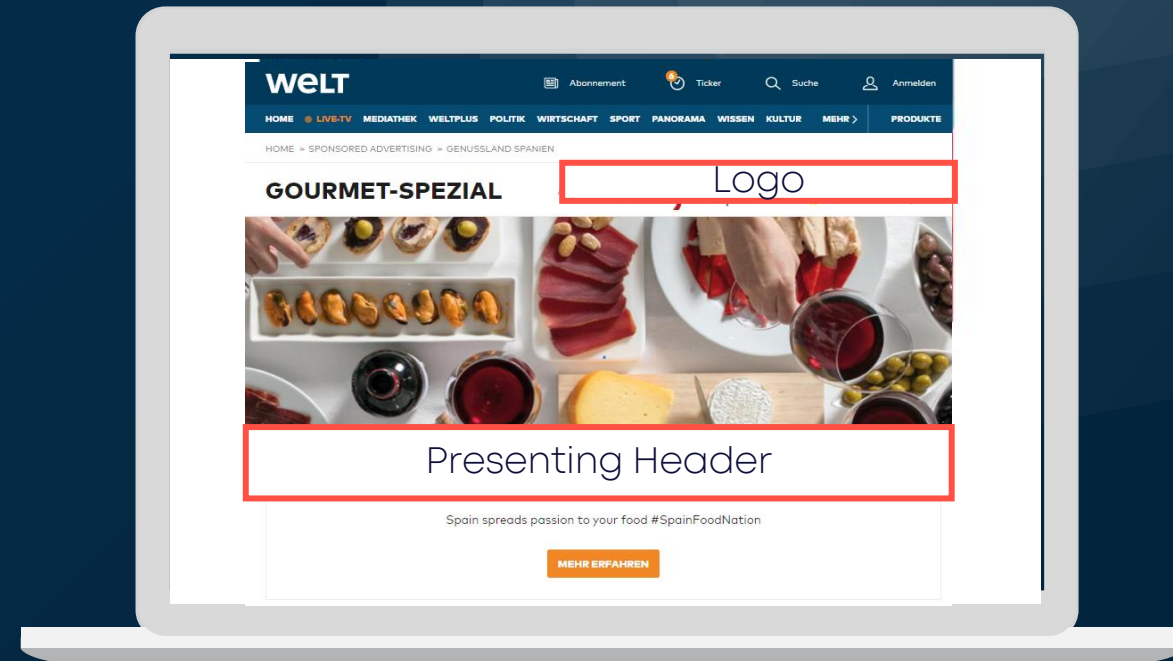
Present the exclusive special topic Digital!

The special is presented in detail and in high quality on WELT.de. With a header and presenting footer, you appear as the sponsor of the special on WELT.de in an eye-catching way. Awareness and performance are the focus through individual traffic-generating advertising media on WELT.de.

Special topic I Presented Content Traffic package

Duration 2 - 4 weeks | Header, Presenting-Footer, Sitebar, Medium Rectangle, (Multiscreen):

Package S:	20.000 € / 250.000 AIs
Package M:	40.000 € / 500.000 AIs
Package L:	80.000 € / 1.000.000 AIs



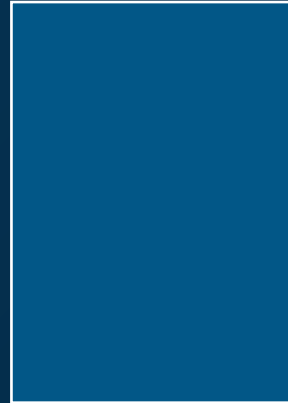
STANDARD FORMATS



1

2/1 Page

Format: 777 x 528 mm
Total millimeters : 8.976



2

1/1 Page

Format: 374,5 x 528 mm
Total millimeters : 4.224



3

1/2 Page

Format: 374,5 x 264 mm
Total millimeters : 2.112



4

1/2 Page corner field

Format: 248,1 x 396 mm
Total millimeters : 2.112



5

1/3 Page corner field

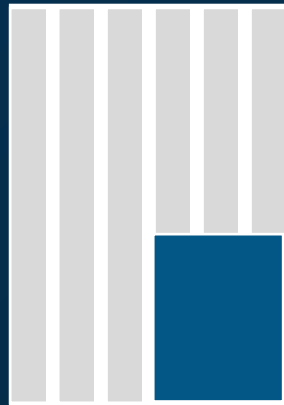
Format: 184,9 x 352 mm
Total millimeters : 1.408



6

1/4 Page corner field

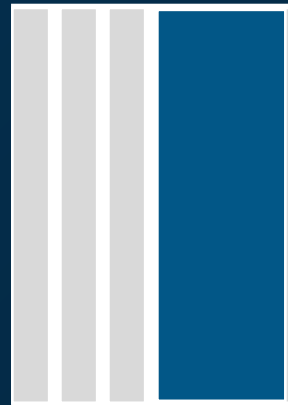
Format: 184,9 x 264 mm
Total millimeters : 1.056



7

1.000er-corner field

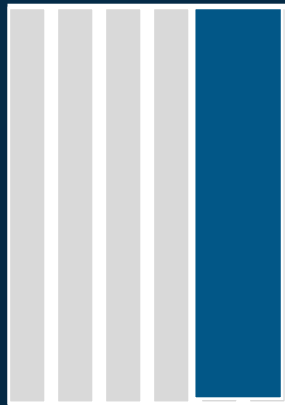
Format: 184,9 x 250 mm
Total millimeters : 1.000



8

1/2 Page high

Format: 184,9 x 528 mm
Total millimeters : 2.112



9

1/3 Page high

Format: 121,7 x 528 mm
Total millimeters : 1.408



10

1/3 Page transverse

Format: 374,5 x 176 mm
Total millimeters : 1.408



11

1/4 Page transverse

Format: 374,5 x 132 mm
Total millimeters : 1.056

FORMATS & PRICES

PRINT

Format	WELT AM SONNTAG (sa./su.) ^{1, 4}	DIE WELT (mo.-fr.) ^{2, 4}	WELT Print Total (sa./su. + mo.-fr.) ^{3, 4}
1/1 page	96.700,00	54.900,00	128.800,00
1/2 Page corner field or horizontal	53.500,00	29.900,00	70.900,00
1/4 Page corner field or strip	37.800,00	19.350,00	48.500,00
1.000er format	35.850,00	18.350,00	46.000,00
Title header ⁵ (2 x 46 x 32 mm)	-	8.070,00	-

DIGITAL

WELT.de	Cross-media special topic		Gross price
Package S	Runtime 2 - 4 weeks Header, Presenting-Footer, Sitebar, Medium Rectangle, (Multiscreen)	250.000 AIs	20.000,00
Package M		500.000 AIs	40.000,00
Package L		1.000.000 AIs	80.000,00

Price list no. 102 applies, valid from 01.01.2024. A surcharge of 10 % on the gross price will be levied for the additional pages of stand-alone specials. Digital plus creation costs of € 4,000. Can only be booked cross-media! 1 WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt. 2 DIE WELT = DIE WELT, Mon.-Fri. 3 WELT Print Total = WELT AM SONNTAG + DIE WELT. 4 Fixed price / ads in the booking unit WELT Print Gesamt appear within 14 days. 5 For specials placement on page 1 Special. All prices in euros plus VAT.

YOU WILL FIND YOUR CONTACT PERSONS IN SALES HERE

WE LOOK FORWARD TO TALKING TO YOU



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www.mediaimpact.de