

MONDAY TO FRIDAY

DIE WELT

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

On the front page, two top issues are presented, including a commentary. On pages 2 and 3, a "newspaper within the newspaper" offers the most important news from all over the world and all resorts at a glance and sets a clear focus with the "topic of the day".

DIE WELT is aimed at the target group of 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 pathway through the flood of information for its readers.

DIE WELT (Mon. - Fri.) is the same name for its booking unit.

WELT Print Total comprises the booking unit WELT AM SONNTAG plus the booking unit DIE WELT. Advertisements in the booking unit WELT Print Total are published within 14 days (Sat./Sun. and Mon.- Fri.).



KEY DATA

- Publication Mon. – Fri.
- Copyprice 2,70 €
- Reach 989,000 reader¹
- Decision makers 200,000 reader²
- Sold circulation 88.956 copies³

READERSHIP

Readership ¹ DIE WELT		Structure in %	Index
Gender	Men	67	135
	Women	33	66
Age	30-59 years	54	115
Education	University	67	196
Net household income	> 3.000 €	69	130
Consumers	Luxusorientiert	56	150

RATES & FORMAT DIE WELT

FORMATS	Rates Mon. – Fri.
1/1 page, 4c	54,900.00 €
1/2 page, 4c	29,900.00 €
1/4 page, 4c	19,350.00 €

RATES & FORMAT WELT PRINT TOTAL

FORMATS	Rates Mon. – Fri. + Sat. + Sun.
1/1 page, 4c	128,800.00 €
1/2 page, 4c	70,900.00 €
1/4 page, 4c	48,500.00 €

DIE WELT Rate Card No. 102 is valid as of January 1, 2024. All rates plus VAT.

Status: April 2024. Subject to changes and errors. DIE WELT (Mo. – Fr.)
Source: IVW II 2024, ma 2024 Presse II, Index Total Population = 100, LAE 2023