

# WELT

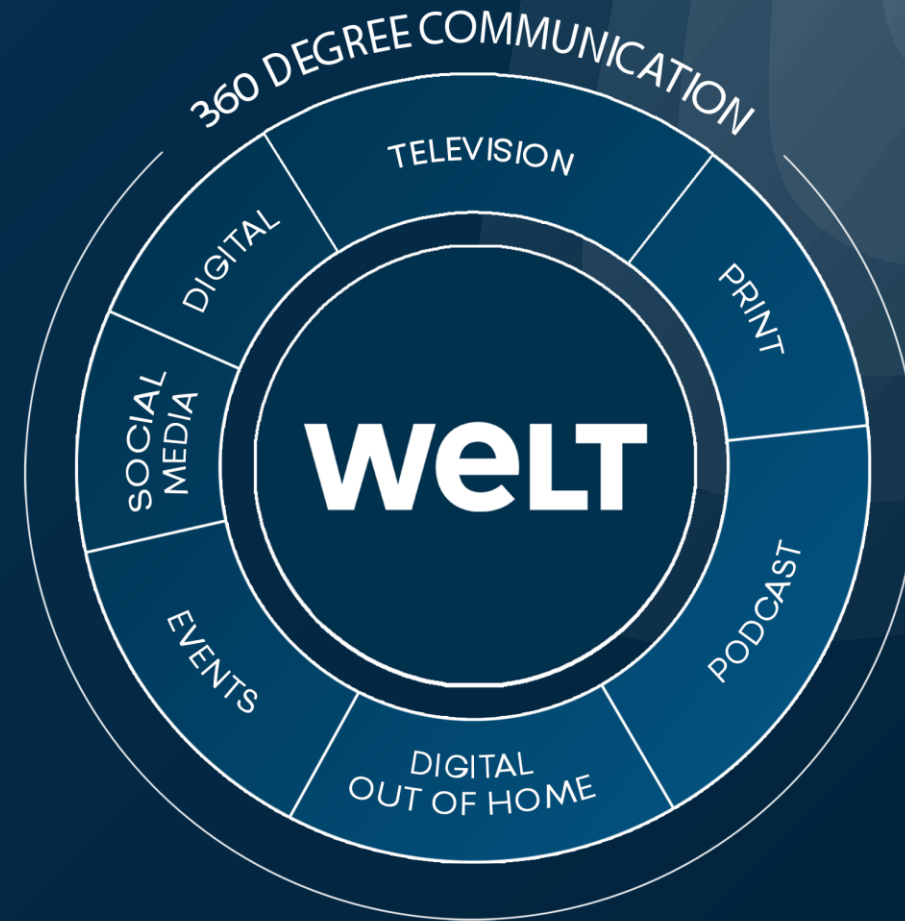
2024

*impassioned by*

media **impact**—

# THE POWER OF WELT

WELT is a **360-degree media brand** offering print-, digital- and TV information. It stands for intelligent quality journalism for every usage situation.



# WELT IS CLIMATE NEUTRAL

**So is your ad – without any additional investment.**

Since March 1, 2023, WELT AM SONNTAG and DIE WELT have carried a seal from TÜV-Nord as “climate-neutral products”. This certifies both the calculated carbon footprint and the ways of offsetting it. WELT.de and WELT events, as well as all related advertising materials, have also been climate-neutral since spring 2023.

New from 2024: The climate neutrality of WELT Digital will also be TÜV- certified for the first time, and the emissions of the WELT TV station will be also fully offset.

WELT is committed to fully transparency when it comes to climate neutrality. Read all information on climate neutrality at WELT [here](#).



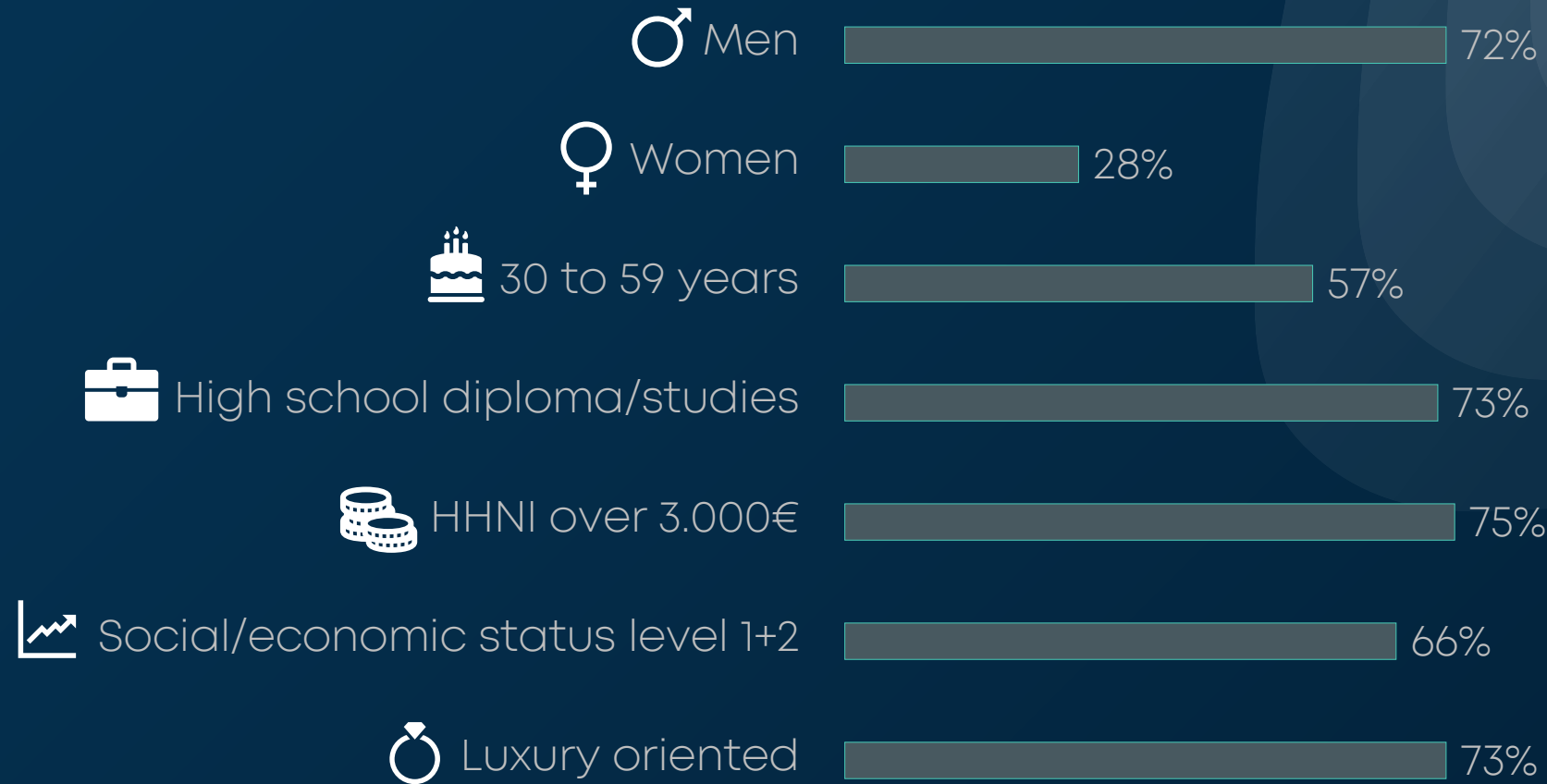
# WEEKEND READING FOR DEMANDING READERS

**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.



# WELT AM SONNTAG – THESE ARE OUR READERS





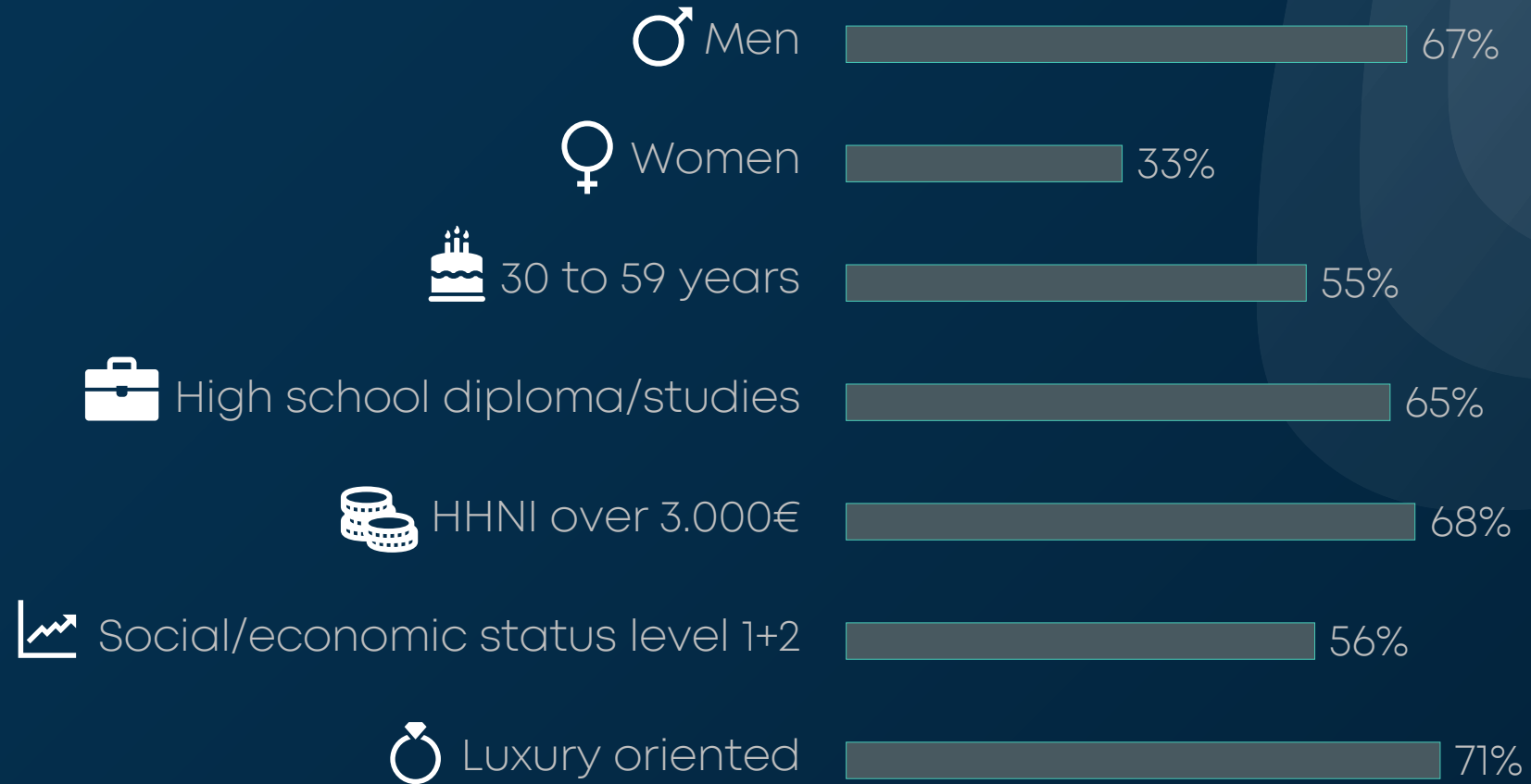
# CONCENTRATION ON THE ESSENTIALS

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.

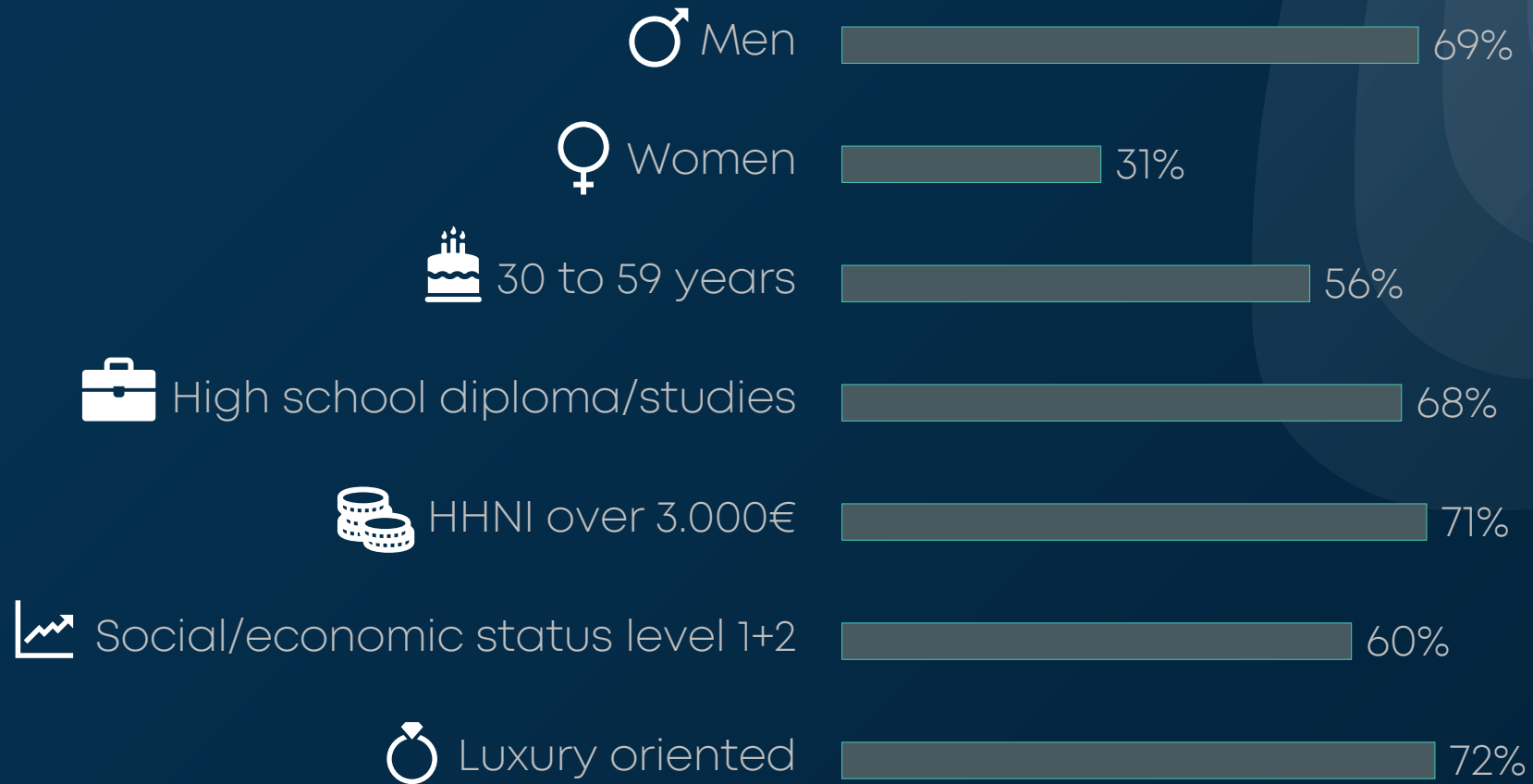
**DIE WELT** is aimed at decision-makers who want to be optimally informed in a limited time frame during the week. It offers concentration on the essentials and is a cutting edge for its readers in the flood of information.



# DIE WELT – THESE ARE OUR READERS



# WELT PRINT TOTAL – THESE ARE OUR READERS

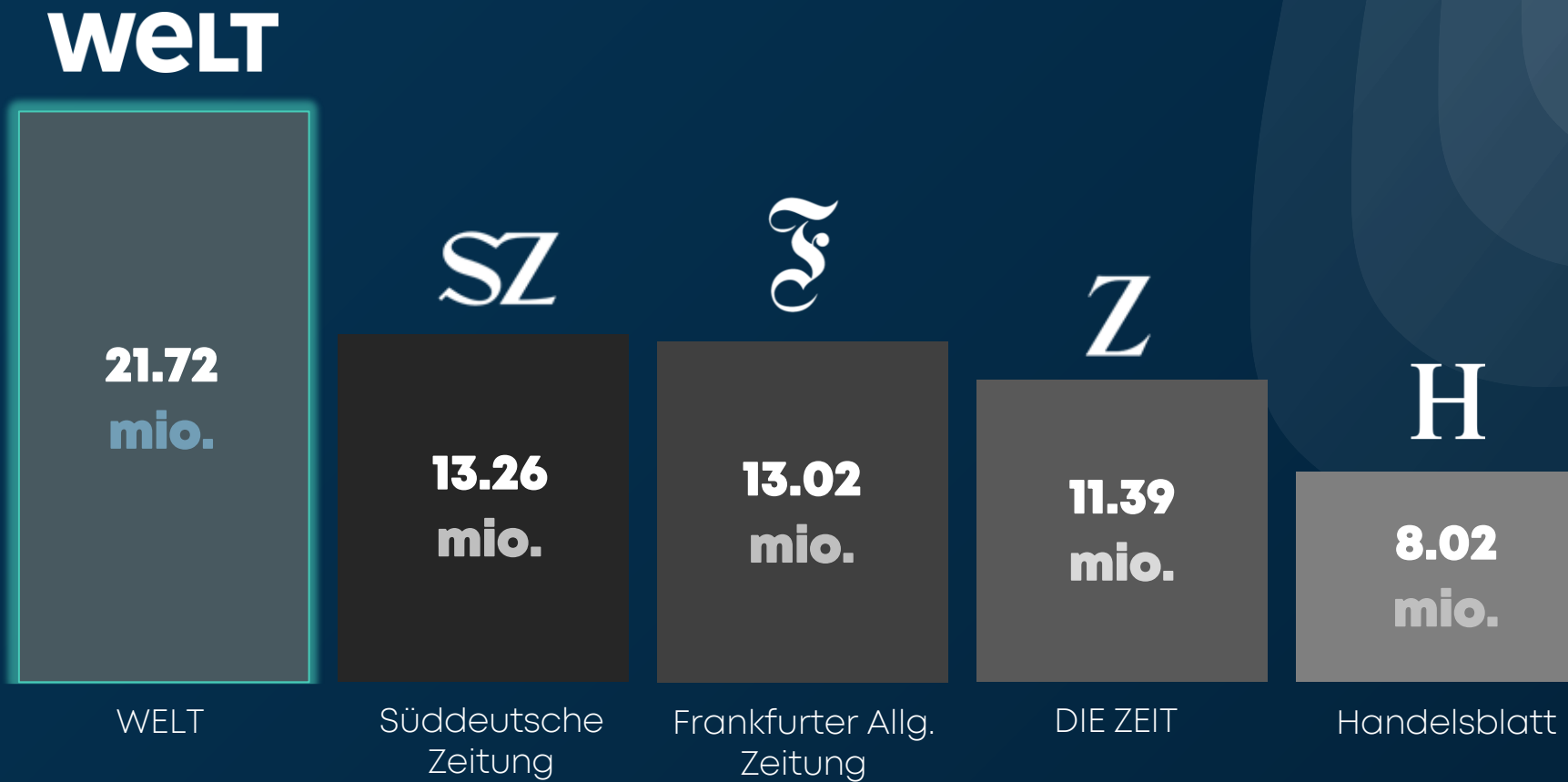


Source: b4p 2023 III; \* Luxury makes life more beautiful (at least one)

WELT Print Total = WELT AM SONNTAG (Sat./Sun.) + DIE WELT (Mo.n-Fri.)



# BEST CROSSMEDIA REACH



Source: b4p 2023 III; Basis: readers per issue, users per month (online, mobile use via smartphone / MEW, for the WELT also the app)  
WELT = DIE WELT + WELT AM SONNTAG + WELT AM SONNTAG Kompakt + WELT Online + DIE WELT Edition  
Crossmedia = Print, Digital = Homepage + App (if available), without TV

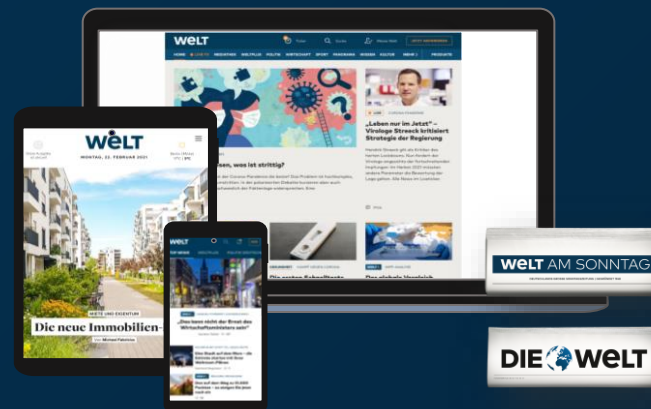
# REACHING THE DECISION MAKERS

## PRINT



359.000 decision makers<sup>1</sup>  
380.009 copies<sup>2</sup>  
1,67 million readers<sup>3</sup>

## CROSS-MEDIA



1,245,000 decision makers<sup>1</sup>  
21.72 million  
net cross-media reach<sup>4</sup>

## DIGITAL



817,000 decision makers<sup>1</sup>  
110,41 million visits<sup>5</sup>  
295,04 million page impressions<sup>5</sup>  
19,53 million unique users<sup>5</sup>

1) LAE 2024

2) Sold circulation WELT Print Total IVW II 2024

3) ma 2024 Press II

4) b4p 2023 III (per month)

5) AGOF AGOF daily digital facts, Base: digital WNK16+ years (61.63 million); Single month Dezember 2022

# GREAT APPRECIATION OF THE READERSHIP

**Long-term loyalty**  
Ø readership: 7 years

**Great attention**  
Ø reading time: 52 minutes

**Intensive use**  
Ø frequency of use: 4.2 times



**Positive perception**  
I simply like WELT AM SONNTAG (97%).

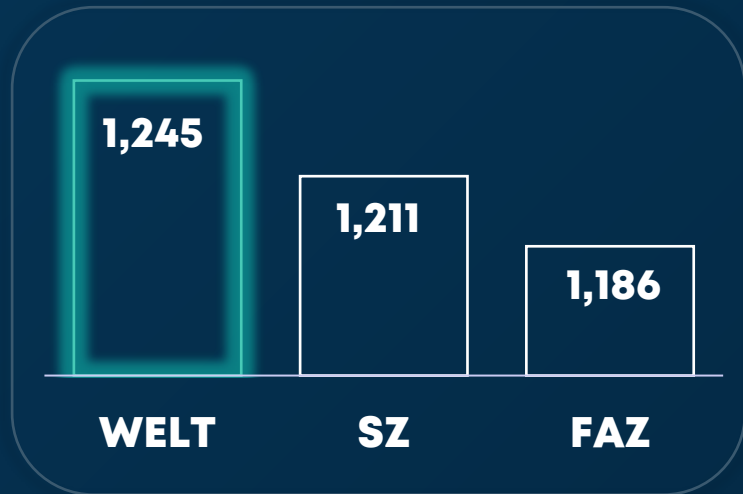
**Image**  
WELT AM SONNTAG has everything that makes a good newspaper of today (91%).

**Advertising perception**  
Advertising in WELT AM SONNTAG is credible (82%).

Issue from 11./12.03.2023

# WHEN QUALITY IS ALSO REFLECTED IN FIGURES

## CROSSMEDIAL WELT TAKES 1ST PLACE



WELT reaches the most decision-makers in the newly determined cross-media reach among German quality newspapers.

### DIGITAL

**WELT is the only provider to maintain its reach with 817.000 users.**

- SZ, FAZ, HB lose reach
- WELT at #2 in the ranking behind SZ

### PRINT

- **WELT Print overall** with 359,000 readers **ahead of Kluge Köpfe Kombi** again for the first time
- **WELT AM SONNTAG** extends its **RW lead** over FAS (170,000 readers) with 224,000 readers

Source: LAE 2024, basis: decision-makers 3.084 million readers/users per issue. Cross-media reach = print + digital + app / month in million readers/users; WELT = WELT print total + welt.de + app(s)DigPrint: Readers per issue; WELT Print Total = DIE WELT + WELT AM SONNTAG + WELT AM SONNTAG Kompakt; Kluge Köpfe Kombi = FAZ+FASital offers: Online NpM + (if available) App NpM; WELT = welt.de + App(s) (NpM)



# FOCUSED, PRECISE AND EXCLUSIVE

DIE WELT has never been rated so well: Grade 1.9

Ø reading time: 59 minutes

Ø frequency of use: 3.3 times



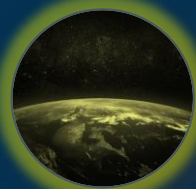
Issue from 29.10.2021

The new editorial concept is an added value for the reader (94%).

95% of readers perceive the changes positively.

DIE WELT has everything that makes a newspaper of today (93%).

# HIGHLIGHTS 2024



**22nd/23rd JANUARY**

WELT  
WIRTSCHAFTGIPFEL



**23rd APRIL**

WAMS BETTER FUTURE  
CONFERENCE  
SUSTAINABILITY



**04th JUNE**

WELT SUMMIT  
VISION NOW  
DIGITAL SECURITY



**26th SEPTEMBER**

GERMAN  
AI-AWARD  
(WELT)



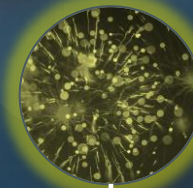
**10th OCTOBER**

WELT x BI  
FUTURE  
PIONEERS  
AWARD



**14th NOVEMBER**

WAMS  
BETTER FUTURE  
CONFERENCE  
FEMALE LEADERSHIP



**15th DECEMBER**

WELT AM  
SONNTAG DES  
JAHRES

01 02 03 04 05 06 07 08 09 10 11 12

**14th FEBRUARY**

Joint Perspectives:  
A German-Israeli  
Summit by WELT +  
the JERUSALEM POST

**22nd-28th APRIL**

WELT Earth  
Week

**10/11th SEPTEMBER**

WELT  
EUROPEAN  
SUMMIT AI

**18th SEPTEMBER**

WELT SUMMIT  
VISION NOW  
FUTURE OF HEALTH

**25th OCTOBER**

DIE WELT DES  
JAHRES

**Q4**

WELT  
KÜNSTLERAUSGABE



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