

WELT DIGITAL MEDIA DATA

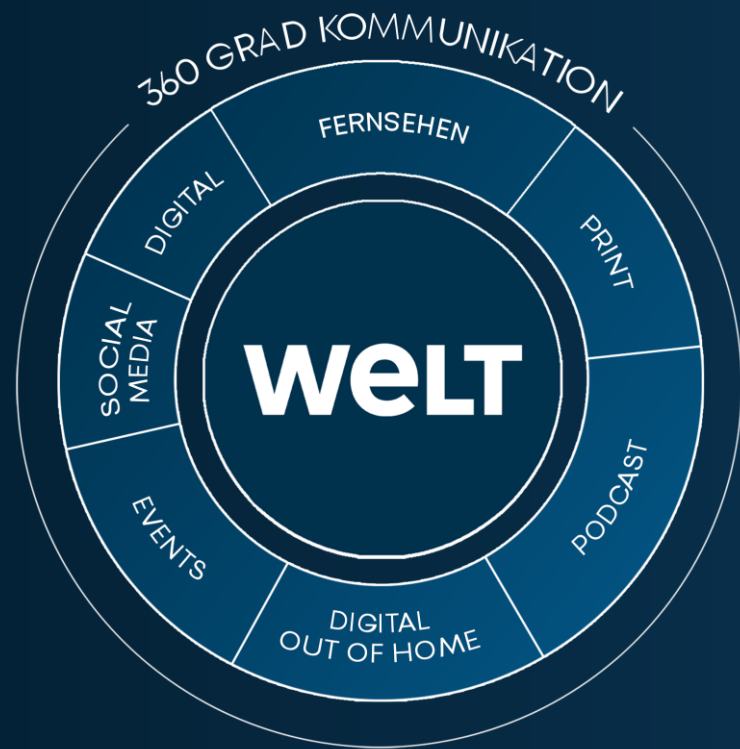
2024

impassioned by

media **impact**—

THE RADIANCE OF WELT

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



A woman with long dark hair, wearing a light blue button-down shirt, is sitting on a grey sofa in a living room. She is looking down at a laptop computer that is open on her lap. The background shows a wooden bookshelf with various items on it, including a white vase and some books. The overall lighting is warm and indoor.

WITH MORE THAN 19 MILLION UU PER MONTH, WELT DIGITAL...

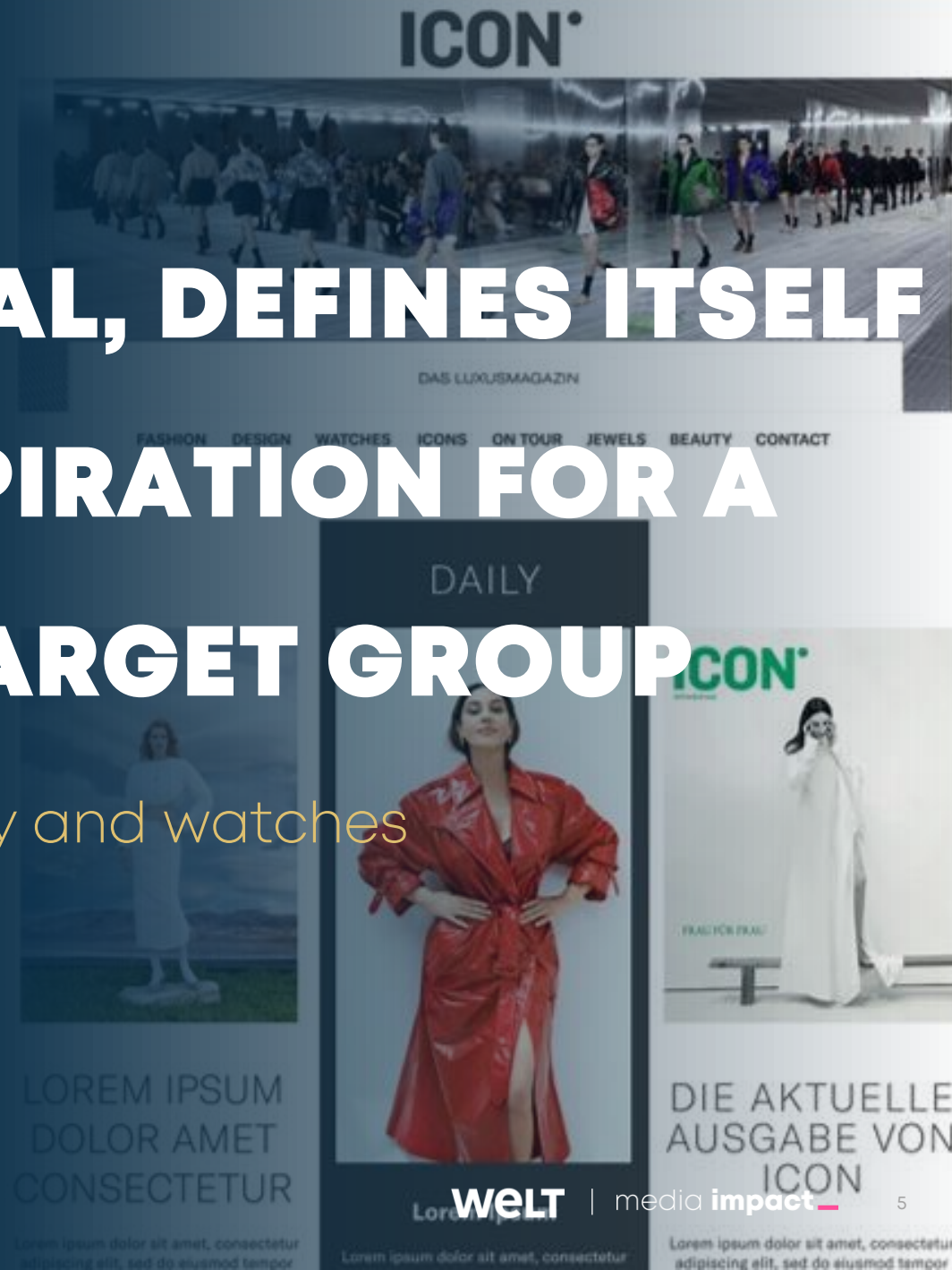
... is one of the most visited digital offerings in Germany

WELT SETS STANDARDS IN REPORTING ON BUSINESS, FINANCE AND POLITICS

That's why the WELT journalists Robin Alexander and Ulf Poschardt are the most followed journalists by members of the Bundestag on X (formerly Twitter).

ICON ON WELT DIGITAL, DEFINES ITSELF AS A SOURCE OF INSPIRATION FOR A LUXURY-ORIENTED TARGET GROUP

with a focus on fashion, design, jewelry and watches



WELT DIGITAL

WELT Digital stands for the core topics of politics, business and debate and is one of the leading news sites in Germany. 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.

19.53 MILLION UNIQUE USER¹

2.35 MILLION DAILY UNIQUE USER^{1,2}

279,32 MILLION PAGE IMPRESSIONS³

GENDER 56% MALE

AGE 51% ARE 20 TO 49 Y.o.

EDUCATION 48% MIN. HIGH SCHOOL DIPLOMA

HHNI 34% MIN. 4,000 €


EMPLOYED 67% ARE EMPLOYED

SOURCE: 1

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

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

3) IVW March 2024

WELT Digital has been
climate-neutral since
2023⁸ 

AT ONE GLANCE

816.000
DECISION
MAKERS¹

55%
Millennials²


37%
Innovators &
Early Adopter²

222.000
DIGITAL
SUBSCRIBERS³

40% of them heavy
users⁴

210 Articles / Month⁴

WELT
reaches



27,6%
Of the entire german
population aged 14 and
older⁵

TOP 5 most-read
News-Portals⁶
in Germany




Top 8 AGOF Digitalangebote in Dtl.⁶

19,5 MIO. UU / MONAT

2,35 MIO. DAILY UU

4,5 MIO. DAILY VISITS

Distribution⁷

| | | |
|---|---|---|
|  |  |  |
| Desktop | MEW | App |
| 40% | 47% | 13% |

HOME (39%)
ARTICLES (61%)⁴



16 MIO.
MEDIA STARTS / DIGITAL
MOVING IMAGE CONTENT
Per month (Livestreams
and Videoclips)⁷

1) LAE 2023, decision-makers: 3.08 million, digital: NpM
2) Statista Consumer Insights Global as of August 2023
3) IVW 12/2023
4) Adobe Analytics, as of 2023

5) b4p 2022 III with Sinus-Milieus - structural analysis
6) AGOF Digital Facts
7) Adobe Analytics, as of December 2023
8) More at: <https://www.welt.de/verantwortung/>

SOCIAL MEDIA AT WELT



WELT INSTAGRAM

781,000 Subscribers¹

Do you want to be on the trend platform par excellence? Join us in reaching users with expressive images and videos.



WELT FACEBOOK

More than 1.1 Million Subscribers²

The classic among our social offers. With joint sendership, you benefit from the credibility and reach as well as the high engagement rate on social networks!



WELT X

More than 2 Million Subscribers³

WELT is a real heavyweight on X with an enormously wide-reaching account. Use the power of our brand with joint sponsored tweets and reach decision-makers effectively with your advertising message!



LinkedIn

More than 46,000 Fans⁴

LinkedIn offers excellent opportunities to reach very specific target groups in the B2B sector. Use the reach of the WELT brand with joint sponsored posts and reach specialists and managers effectively with your advertising message!

1) Instagram 12/2023 2) Facebook 12/2023 3) Twitter 12/2023 4) LinkedIn 11/2023



Ticker



Suche



Anmelden

ABONNEMENT

WELTPLUS POLITIK WIRTSCHAFT SPORT PANORAMA MEINUNG WISSEN MEHR >

PRODUKTE

Streffen zwischen Baerbock
... von Shani Lo... vor 15 Min.

Zahl der Firmenpleiten in
Deutschland steigt vor 27 Min.

WELT+ „Sie sind Deutscher. Sie
wissen, was die Alliiert... vor 28 Min.



OUR HOME

The stage for a great performance

DIE WELT KÜNSTLERAUSGABE Mit Anselm Kiefer



MEHR ERFAHREN



AUSLAND ISRAEL INFORMIERT UN

Bevölkerung soll Norden des Gaza-Streifens

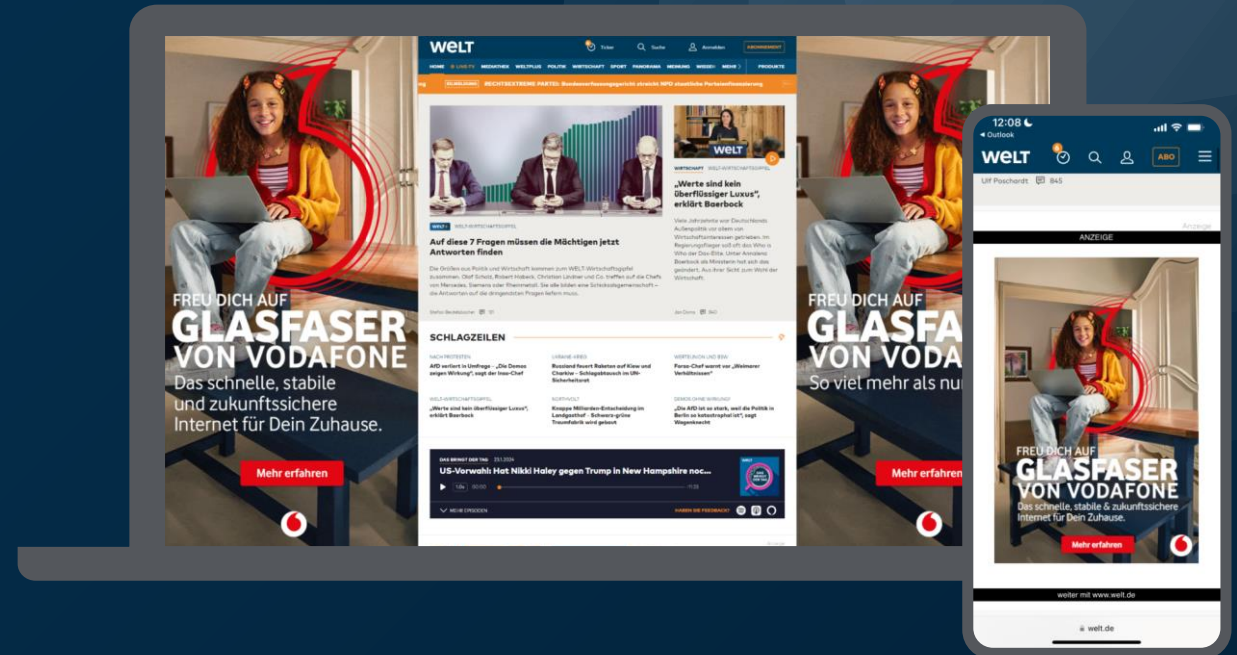
THE WELT HOMERUN THE PERFECT STAGING FOR YOUR BRAND

NEW: more range

Get full attention with the 24h fixed placement on the homepage of WELT Digital.

Your brand is permanently placed on all platforms, desktop, MEW and app.

2 million guaranteed Als



THE NEW **i5** MIT AUTOBAHN
UND AKTIVEM S

ORPULENT STAGINGS

Creative freedom for your brand

... Stromverbrauch (WLTP) in kWh/100 km: 18,9–15,9 ; Elektrische Reichweite (WLTP) in km: 498–582. Offiziell
ermittelt und entsprechen der VO (EU) 715/2007 in der jeweils geltenden Fassung. WLTP-Angaben be
fahrzeuge existieren die offiziellen Angaben nur noch nach WLTP. Zudem entfallen laut EU-Verordnung 2022/...
Weitere Informationen zu den Messverfahren NEFZ und WLTP finden Sie unter www.bmw.de/wltp. Weitere I
Personenkraftwagen können dem „Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Strom
Deutschen Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern und unter <https://www>
...liche Sonderausstattungen.

BIG STAGE

The BIG STAGE as the premium format on WELT Digital delivers a maximum attention-grabbing appearance by starting a large-format video when the page is called up and pushing the content of the page down during this time.

After 8 seconds, the content pushes up again and a Double Dynamic Sitebar and a billboard remain as reminders.

- with prestitial MEW and App -

2.0 million

 guaranteed AIs

Plus creation costs of € 4,800 for creation by MI, lead time of at least 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; price is eligible for discount and AE

Also available for First Contact and WELT Run

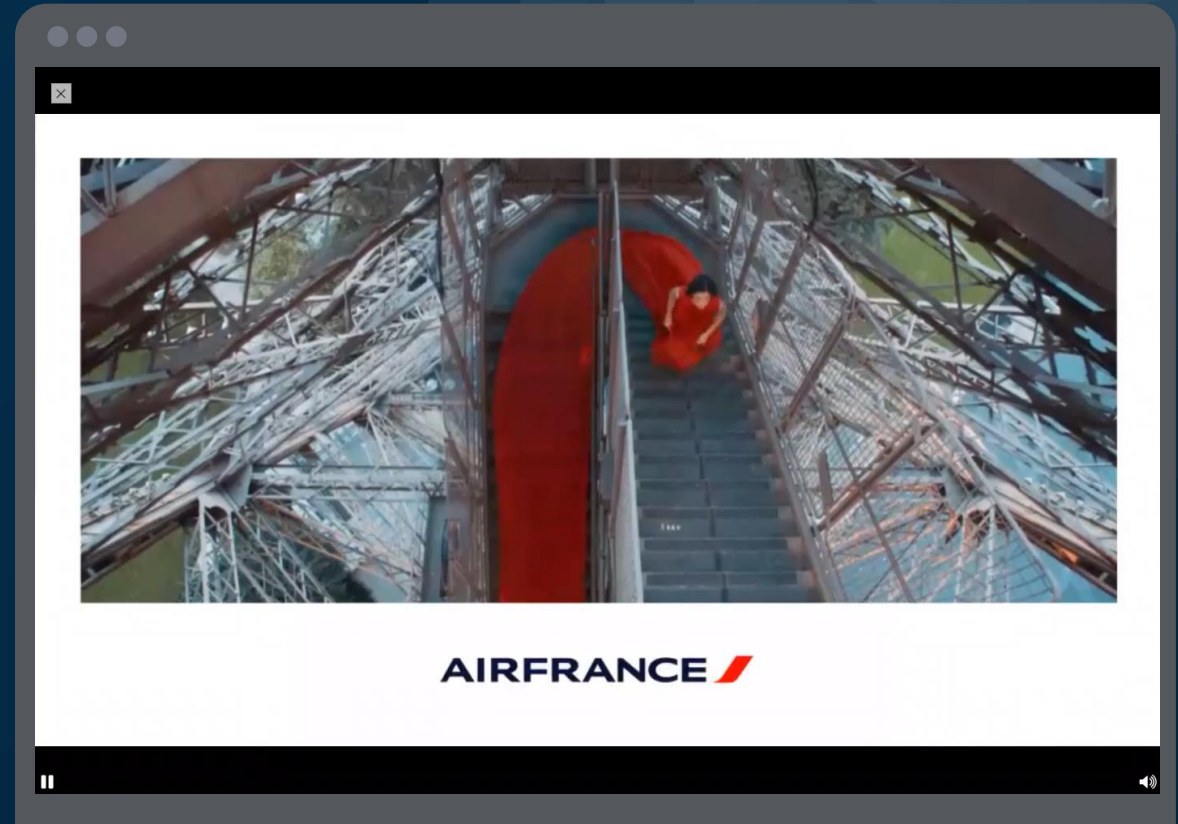


VIDEO WALL

Do you have high-quality video content that you want to present to a large audience? Then the WELT Video Wall is just right for you. By clicking on the transparent billboard or mouse-over for three seconds, the video opens fullscreen and starts playing with sound from the beginning. The user can pause the video at any time and close it via a close button.

2.0 million guaranteed AIs

(video, image material, etc.); FC 1/day for the animation; MEW & app: various formats to choose from; price is eligible for discount and AE plus creation costs of € 4,800 for creation by MI, lead time of at least 15 working days from delivery of the assets



CURTAIN DROPPER

Big! Bigger! Curtain Dropper!

This advertising innovation is sure to stay in the memory of every user. The curtain drops over the content and remains there for 5 seconds. Due to a FC=1 per day, an additional billboard must be delivered to ensure your visibility for the rest of the day.

2.0 million guaranteed AIs

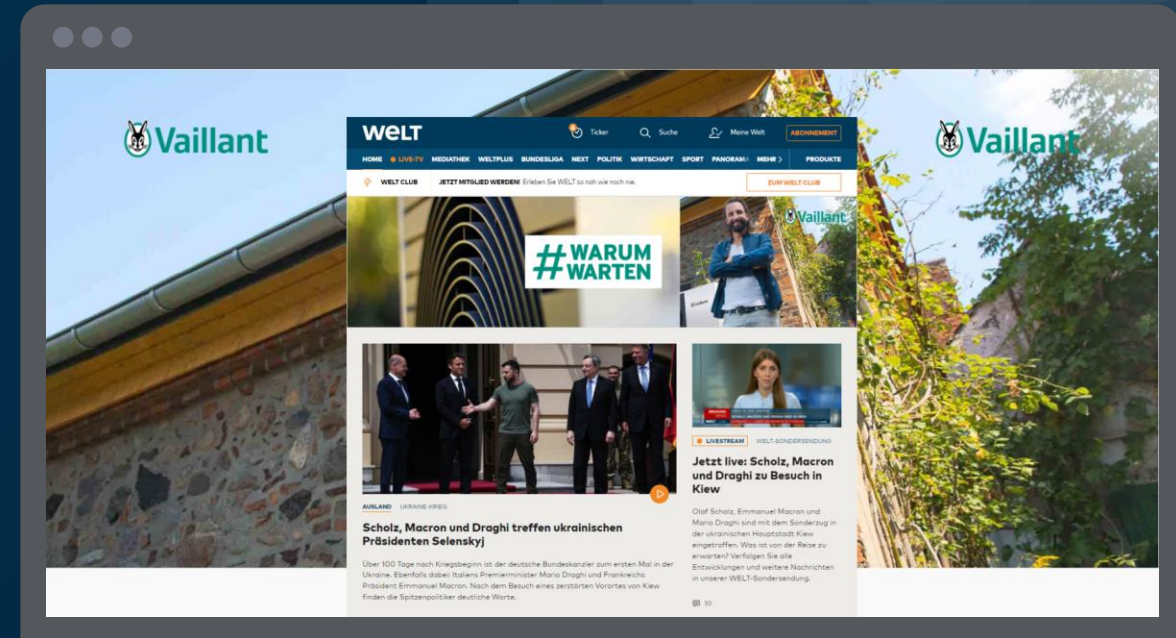


BRIDGE AD

With this advertising medium, you are sure to make a big impression!

Additional advertising impact can be placed in the user's field of vision on the billboard below the navigation.

The billboard is provided with an FC=1 per day. When scrolling, the sitebars of the fireplace run with the content.

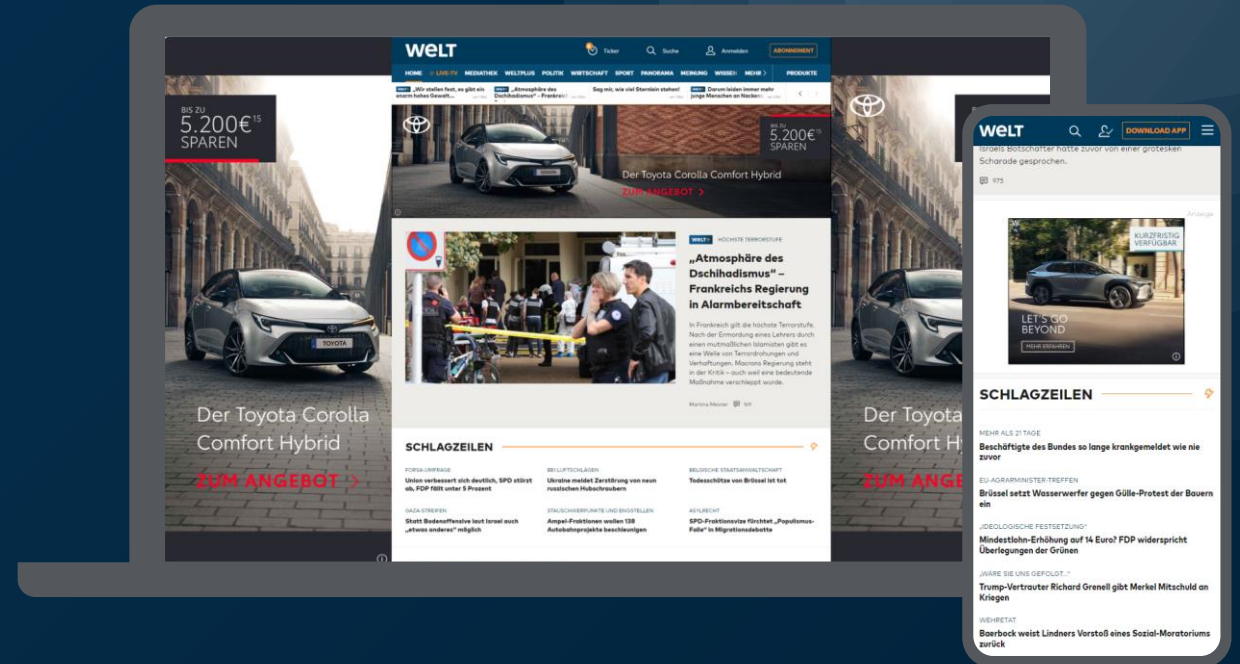


2.0 million guaranteed AIs

BILLBOARD & DOUBLE DYNAMIC SITEBAR

The billboard is placed prominently below the navigation and catches the user's eye immediately. With its generous layout, the advertiser has plenty of space for design and information.

Thanks to dynamic adjustment to the screen size, the sitebars are fully visible at all times and are therefore ideal for a wide range of screen sizes.



2.0 million guaranteed AIs

A blurred background image showing two men in a meeting. One man is in the foreground, looking towards the camera, while another man is behind him, looking down. The overall tone is professional and collaborative.

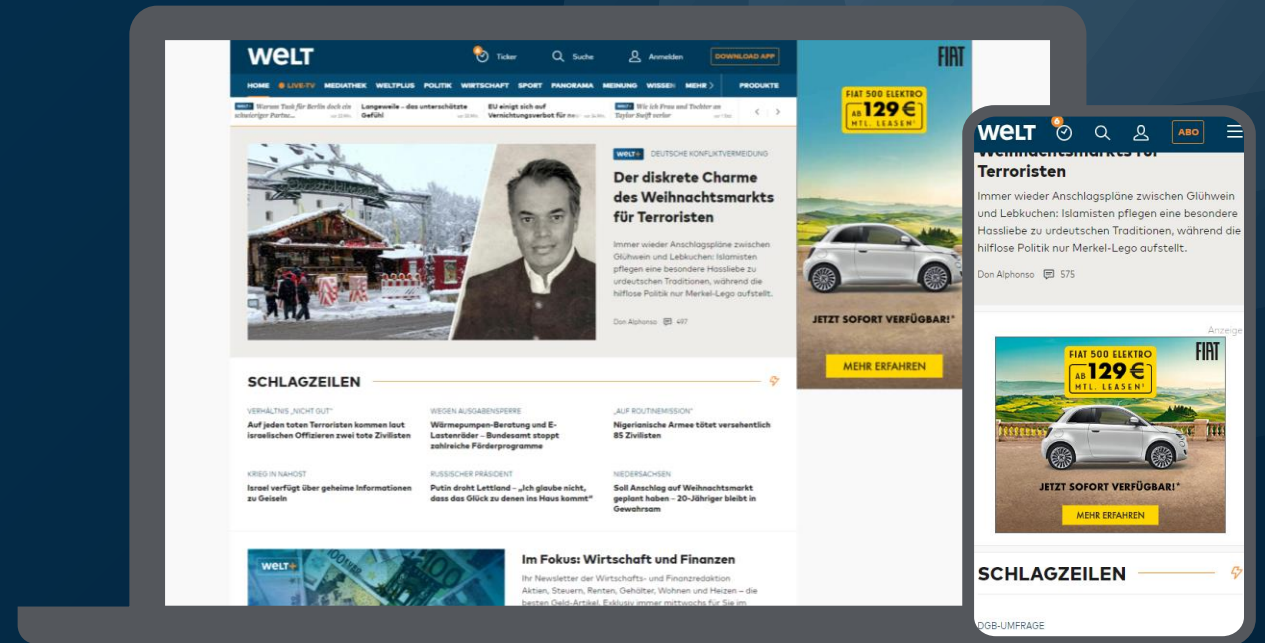
EXCLUSIVE PLACEMENTS

Effectively showcase your brand

WELT RUN

The WELT Run bundles the channel start and article pages with the highest reach into a single product. By placing you exclusively where the attention of our WELT users is highest, we guarantee optimal viewability and maximum engagement.

2.5 million guaranteed Als

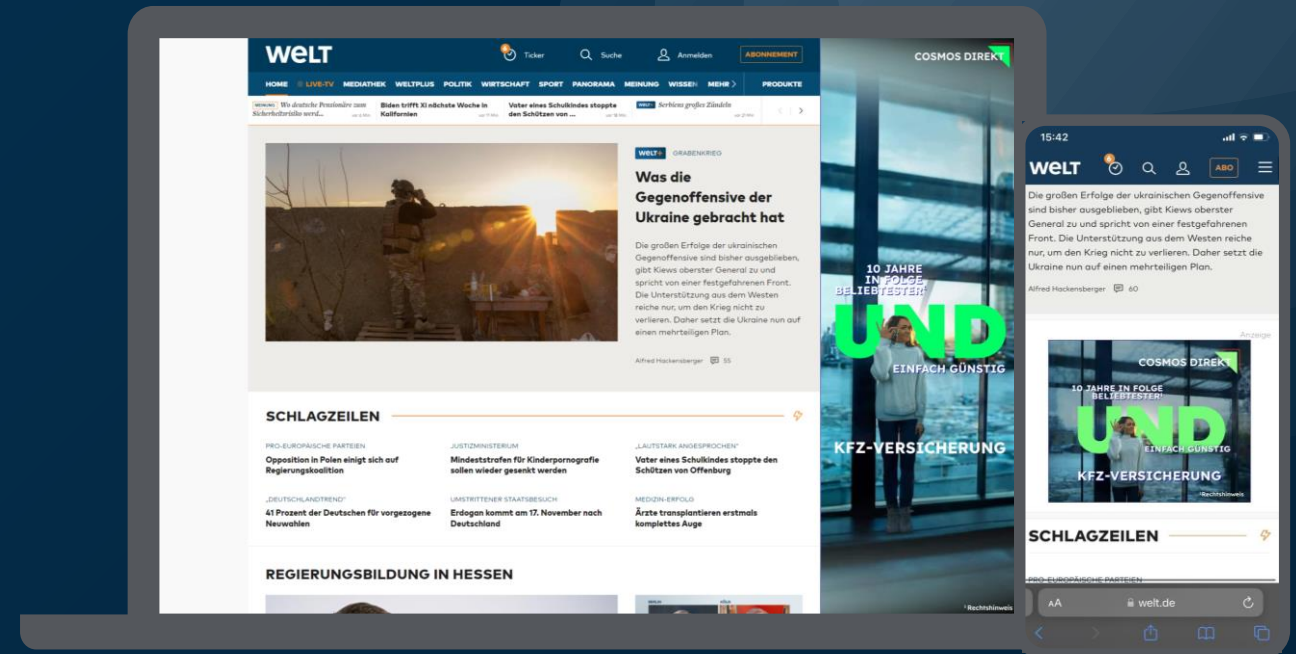


FIRST CONTACT

Addresses all cross-entry users on their first contact with Welt Digital. Each article page acts as a potential entry page.

First Contact can also be booked as an ideal supplement to the HomeRun.

2 million guaranteed AIs

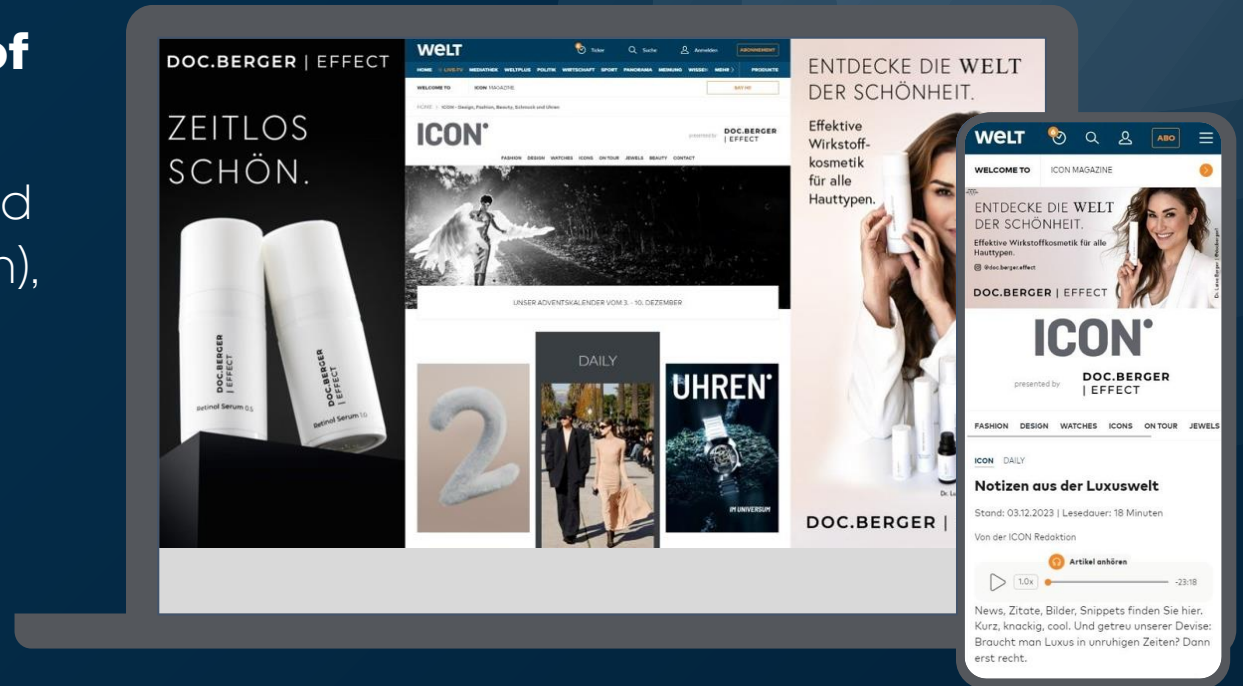


CONTENT PRESENTING

Appear as an exclusive presenter in one of our high-quality channels!

Presenting package multiscreen: A billboard (stationary), medium rectangle (multiscreen), mobile lead ad and your brand logo (multiscreen) are permanently integrated above each page of the channel¹.

Each content presentation is calculated individually depending on the reach of the respective channel.



¹ Other formats on request

Example Case: Channel ICON | Client Dog Berger | Term December 2023

OUR DECISION MAKER BRANDS

WELT

19.53 Million UU's¹

WELT Digital stands for the core topics: Politics, Economy & Debate and is one of the leading news sites in Germany.

BUSINESS INSIDER

5.20 Million UU's¹

BI stands for high-quality business journalism and is Germany's largest digital media brand for young professionals.

finanzen.net

4.23 Million UU's¹

Finanzen.net offers a great depth of information and price data and is the financial portal with the widest reach in Germany.

OUR DECISION MAKER PRODUCTS

DECISION MAKER HOMEPAGE BUNDLE

3.45 Million AI/ Day

- ✓ **Top reach in our decision-maker target group**
- ✓ **all Media Impact decision-maker homepages with one booking**

DECISION MAKER RUN

5.30 Million AI/ Day

Bundle of
✓ **channel start and article pages with the highest reach in a single product.**

You occupy exclusive placements in the visible area for an entire day¹

DECISION MAKER MAX

8.76 Million AI/Day

- ✓ **all Homepage-Startpages** and the
- ✓ **Channel start and article pages with the highest reach** are occupied exclusively on one day¹

We guarantee optimal viewability³ and maximum engagement.

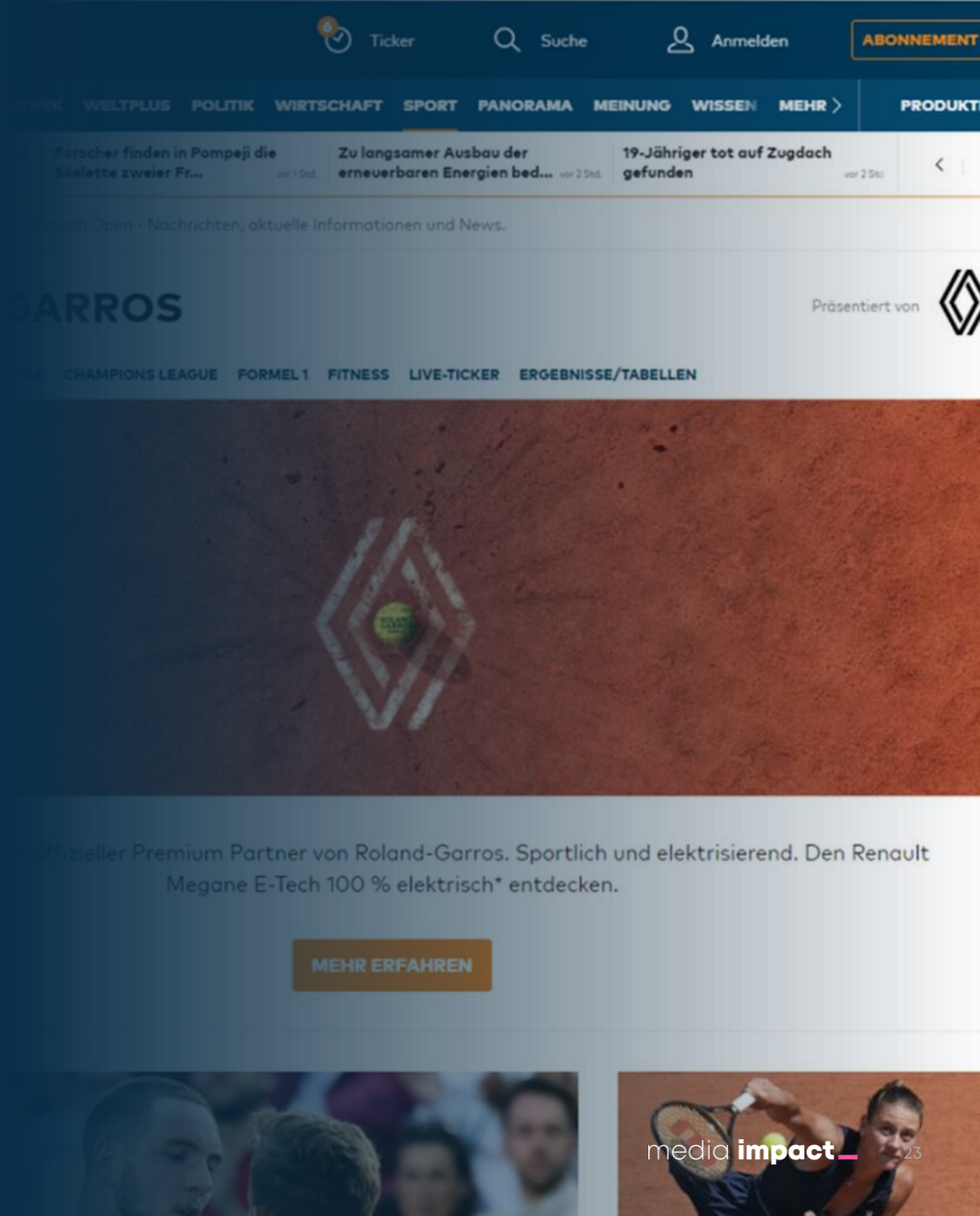
1) Only bookable Mon. - Fri., duration Business Insider and WELT from 10 - 10 a.m., Finanzen.net from 0 - 11:59 p.m.

2) Package can also be booked without Finanzen.net: 2.7 million AI per day, €54,000;

3) Desktop advertising media: Wallpaper or halfpage ad, mobile advertising media: content ad or medium rectangle AND lead ad (4:1/6:1) mandatory, other advertising media on request

INDIVIDUAL INTEGRATION

Tailored to your needs



DIGITAL THEMED SPECIAL

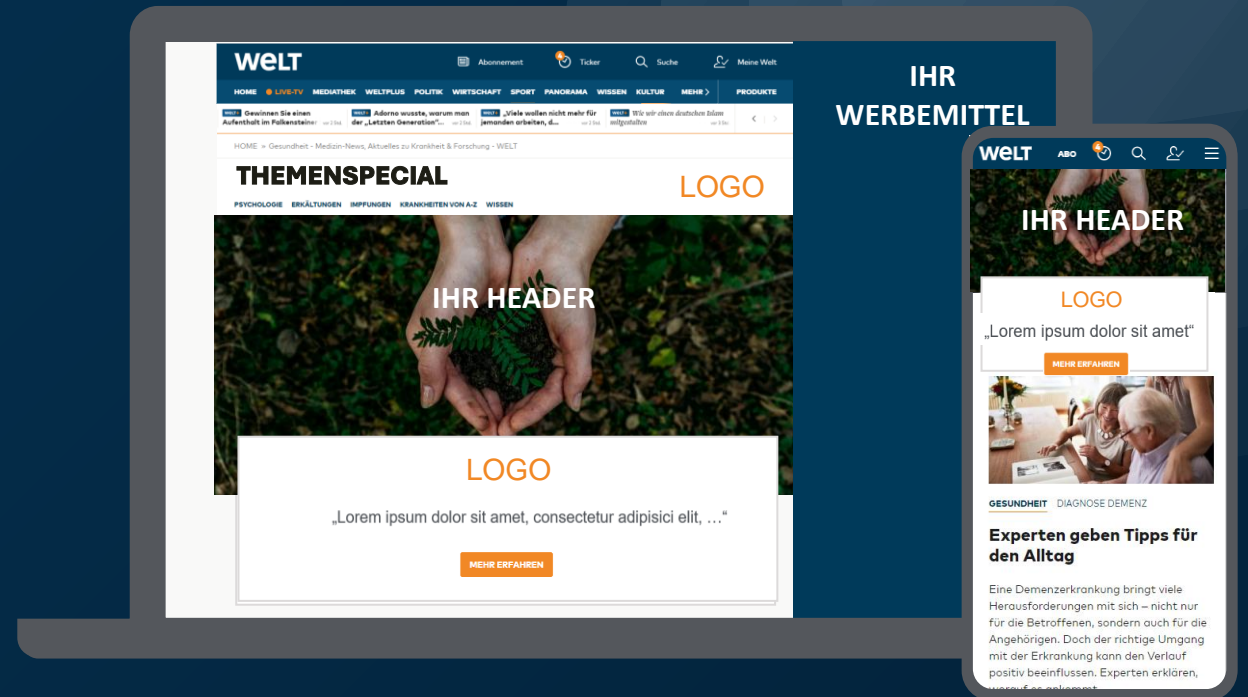
The topic special summarizes suitable editorial articles relating to the topic on a landing page. In the Special you appear as the exclusive sponsor of the editorial environment and are presented there with

- a header and footer
- a sidebar und multiscreen with a medium rectangle²

Special Highlight:

- navigation entry
- logo integration on the WELT Home (2-3 days)³

Readers are directed to the special by traffic-generating advertising media⁴



1 MEW + app

2 Other formats on request

3 Logo integration within your own stage. Home stage only possible from theme special M

4 Sitebar, medium rectangle
Exemplary visualization

THEMED SPECIAL

THEMATIC RESEARCH POINTS FOR THE YEAR 2024

- ✓ Travel & Vacation Special
- ✓ Food Special
- ✓ Diversity
- ✓ Smart Living
- ✓ Health Special
- ✓ Sustainability
- ✓ Lifestyle & Fashion

- ✓ Profession and career
- ✓ Middle class
- ✓ Family, Education
- ✓ New Mobility
- ✓ Knowledge & Education
- ✓ Real Estate
- ✓ Insurance & Finance



WELT BRAND CONCEPTS

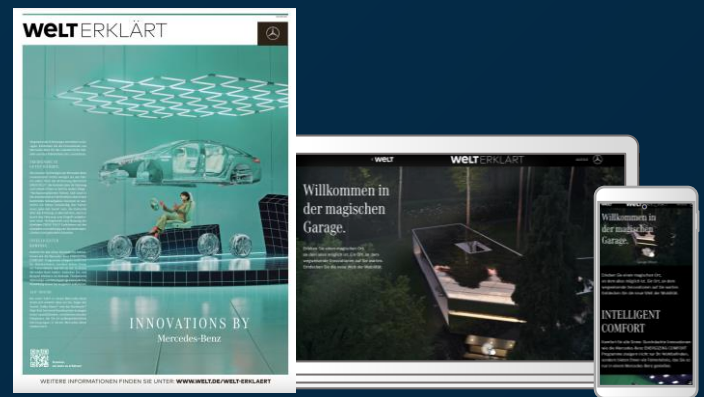
With the WELT brand concepts, you can reach the premium readership of WELT. Use our holistic cross-media communication solutions for an opulent presentation of your products or topics and benefit from WELT's shared readership and full service.

WELT PREMIERE



At a WELT premiere, we stage your product launch in the WELT Group in an opulent and visually stunning way.

WELT ERKLÄRT



At WELT Erklärt, we use a cross-media approach to present complex topics or products in the language of our readership.

WELT TIPP



The brand concept WELT-TIPP puts your product in the limelight and provides a credible product recommendation through a joint dispatchment with WELT!

TARGETING OF DIGITAL SUBSCRIBERS

More depth. More background. More from WELT.

WELTplus offers more: both to our digital subscribers and to you as a customer. Because subscribers get access to exclusive content from WELT Digital and you as a customer get exclusive access to our subscribers. Our subscribers engage intensively and with special attention with the content of WELT Digital. They also have an above-average HHNE. This makes them a particularly valuable target group.



More subscribers

More than 222,000 WELTplus Subscribers¹



More Heavy User

65% of the subscribers are Heavy User²



More read Articles

Heavy User with subscription read 120 Articles/month

1) IWW Paid Content 12/23
2) own survey

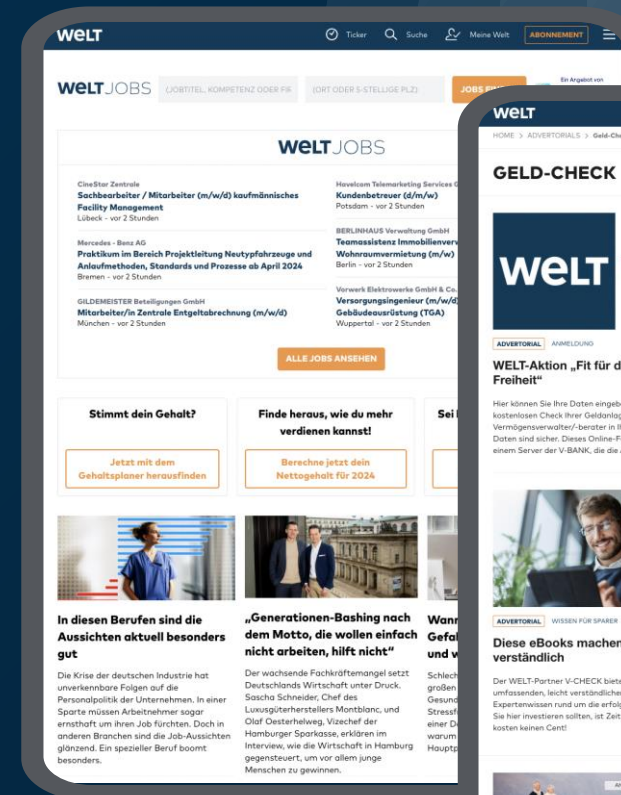
WELT DEPTH INTEGRATION

Your editorial integration with individual performance components

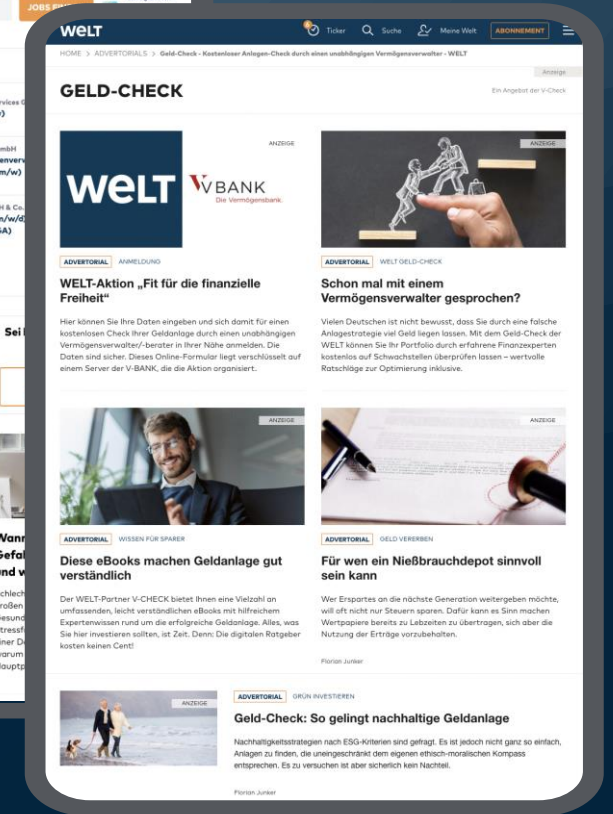
We ensure visibility in suitable editorial environments and integrate your topics and offers natively in the look and feel of WELT.

The integration takes place according to your individual needs, via an advertorial, a theme stage (stage with partner content, widgets, videos, etc.) and channelizer (integration of the partner website into the WELT environment).

- Reach** from 3.5 Million Promotion Impressions/ Month
- Duration** from 3 months
- Performance** Individual CPX component
- Viewability** Exclusive editorial advertising media
- Optimization** Continuous optimization according to CTR and CR
- Service** Full-Service/ personal key account



Channelizer



Themed stage

BRAND STUDIOS

We create your success stories



Weni weil

Wenn Plastik in die
dauern, bis es abge
auch die Außer-Ha
Plastikverpackunge
und unkomplizierte
Essensboxen – doc
McDonald's in Deut

Der Marktführer unt
kann. Mit der Nachf
Schritt besser werd
Aktuelles Beispiel: d
Kaltgetränke.

WE LOVE TO CREATE GREAT STORIES FOR YOU

We create your success stories on our strong brands and accompany you throughout the entire campaign!

Our credo: user first - every campaign is tailored to your target group.

Our campaign KPIs are set up and optimized individually for you. This makes success transparent and measurable.

With us, you receive an all-round service from high journalistic quality to extensive feedback loops and detailed final reporting.



THE ADVERTORIAL

YOUR CONTENT IN THE LOOK & FEEL OF OUR BRANDS

Your content will be integrated in stories about your products & messages.

The advertising materials you provide will be presented in the look and feel of the respective media brand. Therefore, they get both the traffic and the trustful environment of our media.

#LINKOUTS



Also available crossmedial



THE PRODUCT STORY

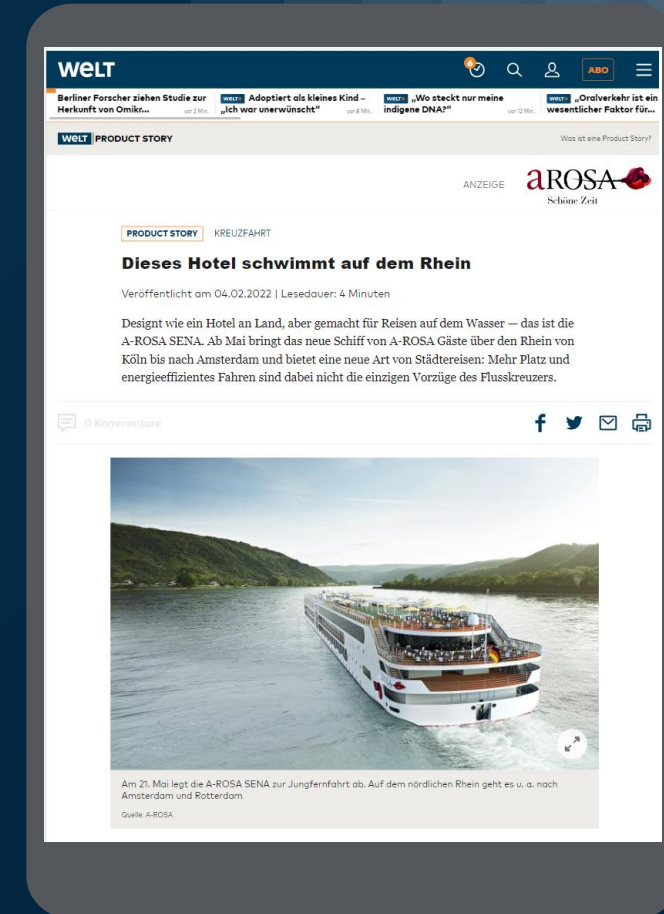
YOUR PRODUCT TAKES CENTER STAGE HERE

Your product story, whether requiring explanations, showcasing new features, or promoting current offers, will be presented in the authentic and on-point style of our respective media brand.

We craft your individual narrative and teaser package for traffic based on the advertising material you provide, ensuring close coordination with you throughout the entire process.

Also available for cross-media bookings!

#AWARENESS



BRAND STORY



#BRANDING

Your individual, exciting and informative

story – written by our Brand Studios journalists, in the style of Germany's biggest media brands!

We create your unforgettable story, all steps from the idea to the realization are completely coordinated with you.

Especially exciting: You get prominent traffic placements that cannot be booked without the brand story!



OUR SPECIAL GRAPHIC HIGHLIGHTS - LET YOUR USERS INTERACT!

Deliver an exceptionally captivating presentation that elevates awareness of your message!

The uniqueness of the interactive story lies in the overall impression created by numerous picture and video elements, allowing users to immerse themselves in the narrative! Why? Because users crave interactions. That's why we seamlessly integrate various elements into the story, ranging from classic videos to a visual journey through images and slideshows.

This ensures high engagement and heightened recognition, ensuring that your interactive story remains unforgettable for users!



1) Zzgl. extra Kreationskosten: 4.000€ zu den klassischen Brand- oder Product Story Kreationskosten (nicht SR- oder AE-fähig)

SWIPE-STORY OFFERS READERS AN INNOVATIVE AND VISUALLY STRONG READING EXPERIENCE

This type of storytelling, which is based on the latest mobile presentation formats, allows you to rethink and **convey messages to your potential customers in a new way.**

Effective, clearly structured, to the point and quick to read - a form of reading which readers know from Instagram and co. in the high-quality environment of WELT!

Up to 15 story parts!

Exclusively @WELT



Easy to read and clearly structured!

VIELFALT BEI MCDONALD'S

YOU CAN FIND YOUR SALES CONTACT HERE



Media Impact GmbH & Co. KG | Zimmerstraße 50 | 10888 Berlin



www.mediaimpact.de

impassioned by

media **impact** 