

WELT AM SONNTAG

WELT AM SONNTAG is the most important weekend read for discerning readers. It stands for outstanding journalistic competence and inspiration. It is very close to people and their everyday lives and always offers strong investigative stories from business and politics.

Surprising backgrounds, up-to-date analyses, exclusive interview partners and entertaining topics at a high level determine the editorial bandwidth. The editorial diversity includes analyses and forecasts from the world of finance, exciting sports reports as well as exclusive articles on style and culture, real estate, travel and motoring.

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. The content of WELT AM SONNTAG will be restaged in tabloid format in **WELT AM SONNTAG Kompakt** for a young, well-educated and urban target group.

The **WELT AM SONNTAG** booking unit comprises WELT AM SONNTAG on Sat. and WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt.

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



KEY DATA

- Publication

WELT AM SONNTAG: Sat
 WELT AM SONNTAG: Sun
 WELT AM SONNTAG Kompakt: Sun

- Copyprice

WELT AM SONNTAG: 5,50 €
 WELT AM SONNTAG Kompakt: 3,50 €

- Reach: 855,000 reader¹
- Decision makers: 227,000 reader²
- Sold circulation: 291.053 copies³

READERSHIP

| Readership ¹ WELT AM SONNTAG | Structure in % | Index |
|---|-----------------|-------|
| Gender | Men | 72 |
| | Women | 28 |
| Age | 30-59 years | 58 |
| Education | University | 71 |
| Net household income | > 3.000 € | 76 |
| Consumers | Luxury oriented | 67 |

RATES AND FORMATS WELT AM SONNTAG

| FORMATS | Rates Sat./Sun. |
|--------------|-----------------|
| 1/1 page, 4c | 96,700.00 € |
| 1/2 page, 4c | 53,500.00 € |
| 1/4 page, 4c | 37,800.00 € |

RATES AND FORMATS WELT PRINT TOTAL

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

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