

WELT

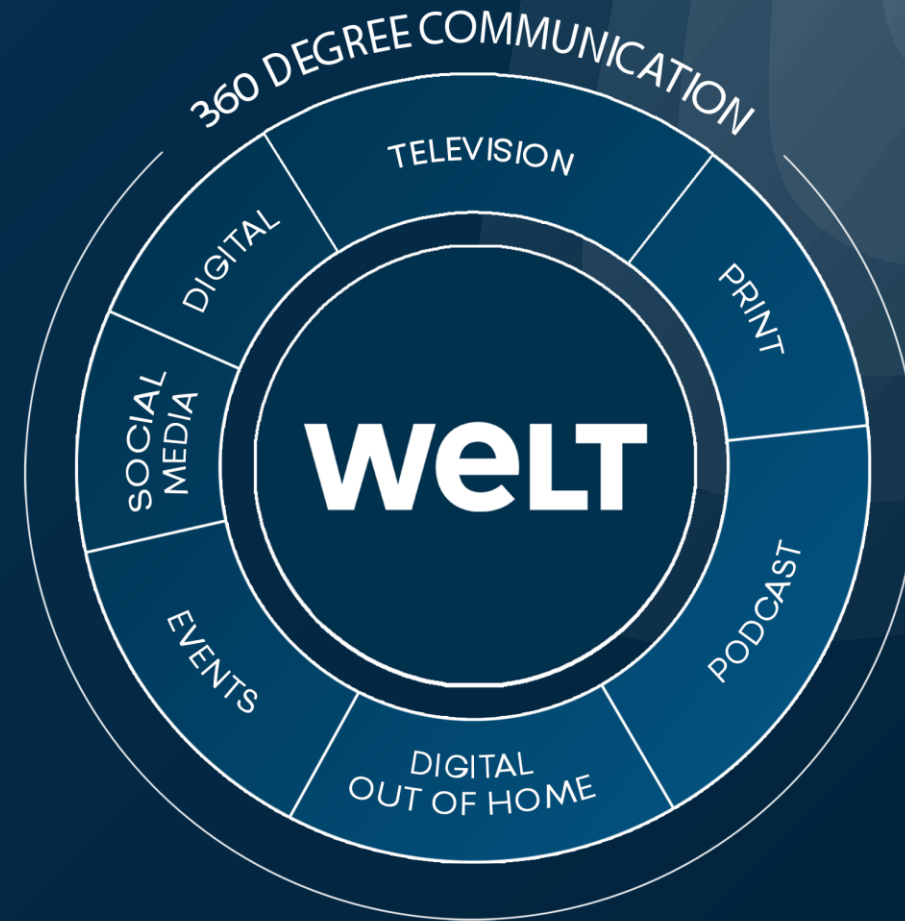
2024

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](#).



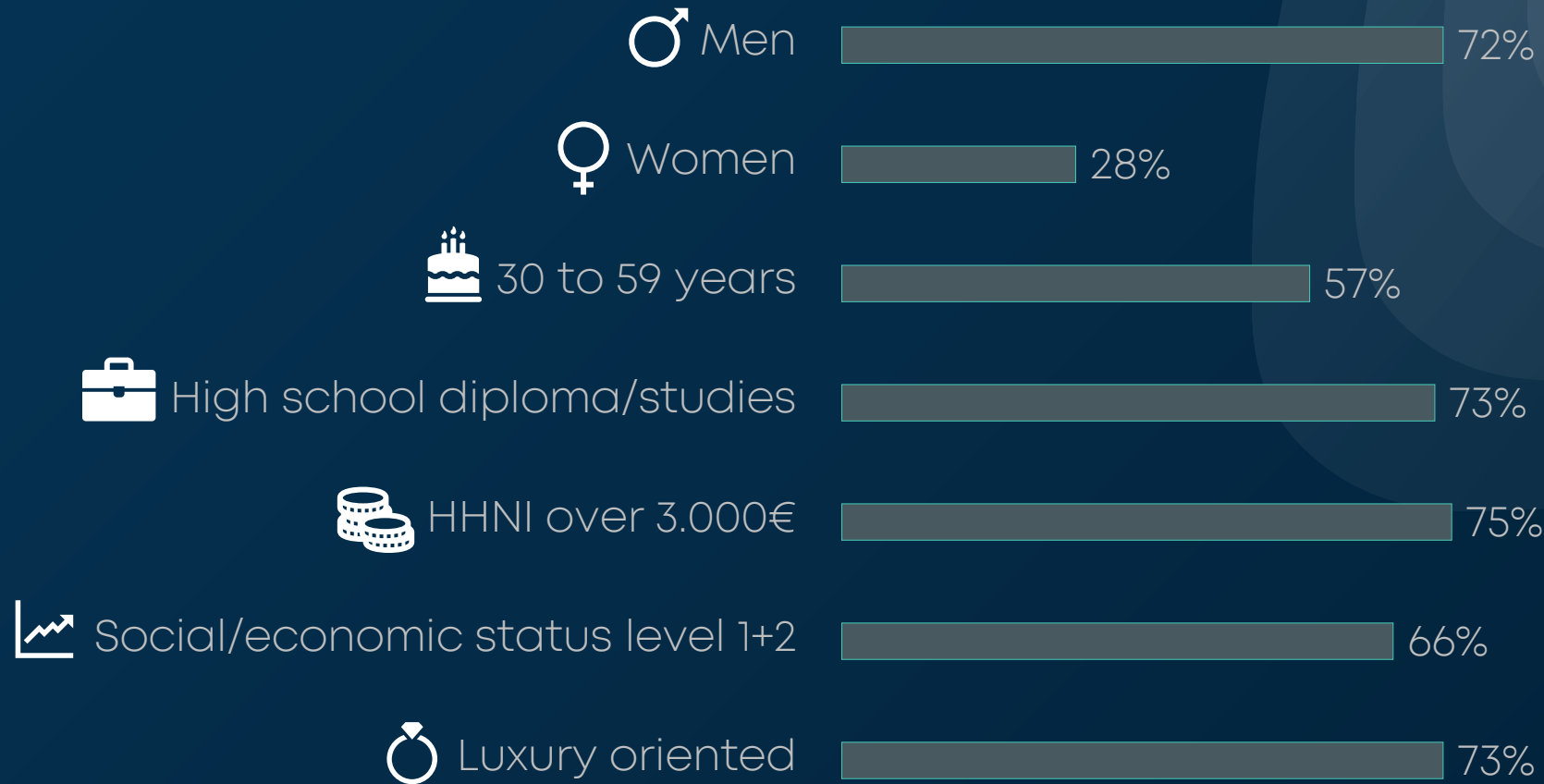
WEEKEND READING FOR DEMANDING READERS

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



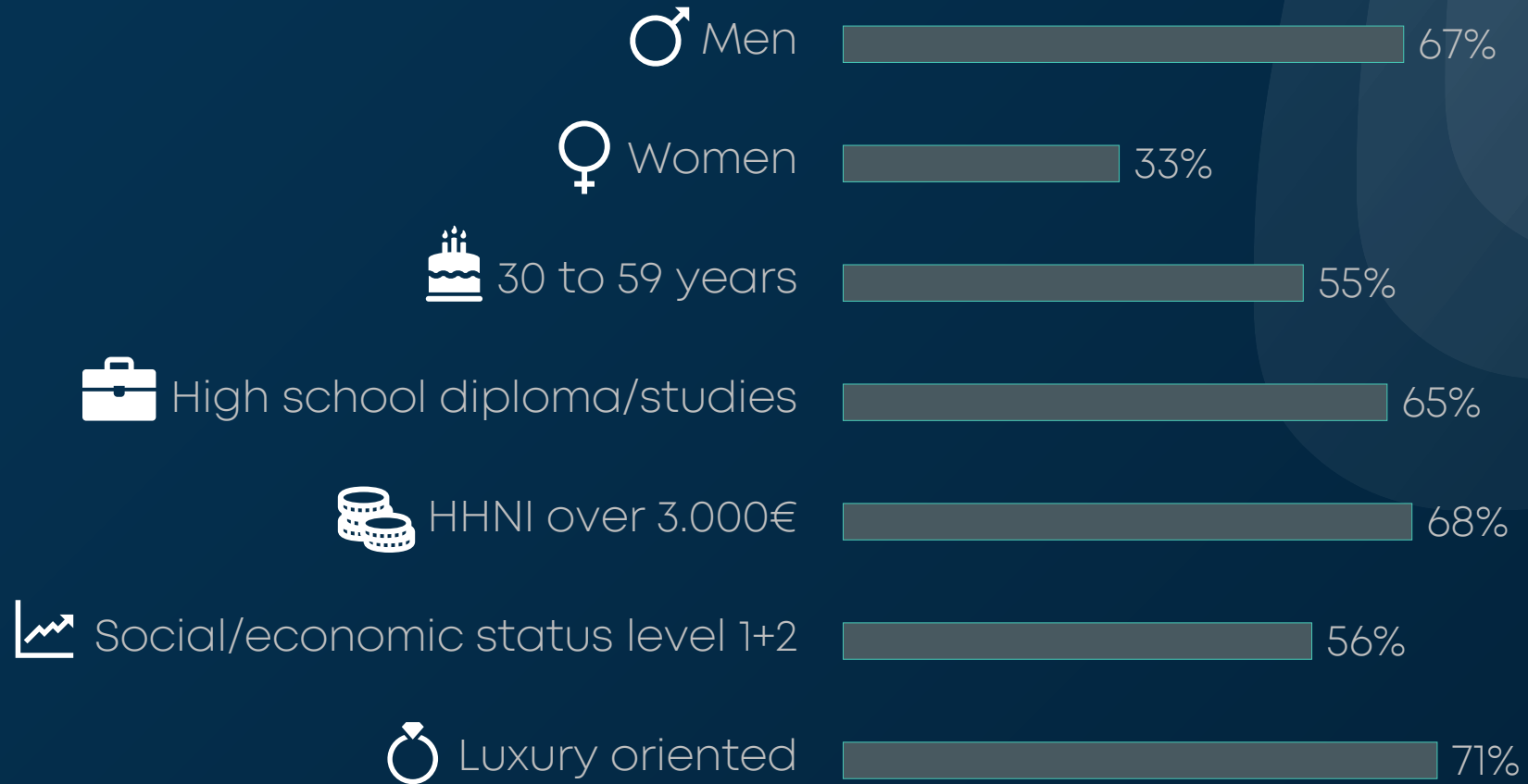
CONCENTRATION ON THE ESSENTIALS

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.

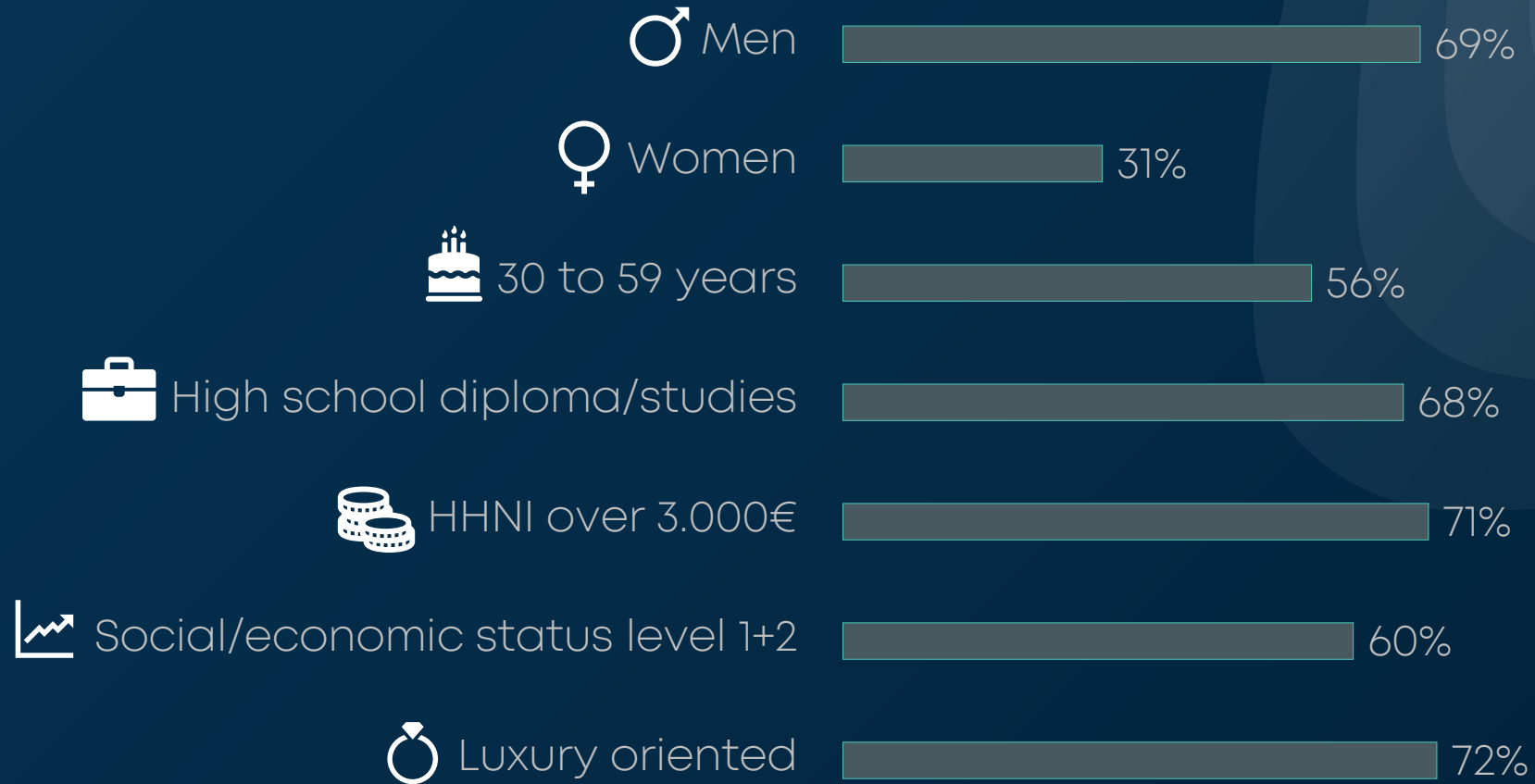
DIE WELT is aimed at decision-makers who want to be optimally informed in a limited time frame during the week. It offers concentration on the essentials and is a cutting edge for its readers in the flood of information.



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

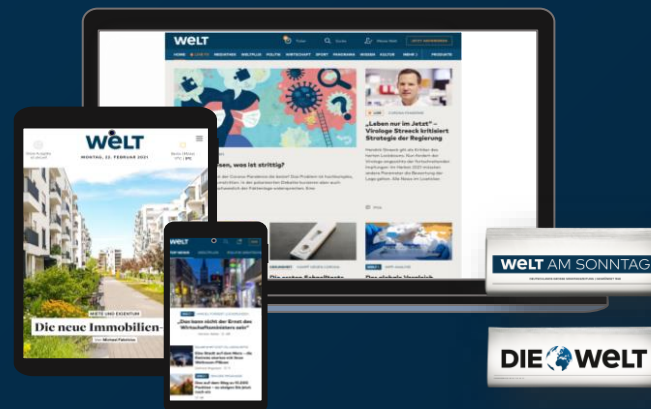
REACHING THE DECISION MAKERS

PRINT



359.000 decision makers¹
374.306 copies²
1,67 million readers³

CROSS-MEDIA



1,245,000 decision makers¹
21.72 million
net cross-media reach⁴

DIGITAL



817,000 decision makers¹
110,41 million visits⁵
295,04 million page impressions⁵
19,53 million unique users⁵

1) LAE 2024
2) Sold circulation WELT Print Total IVW III 2024
3) ma 2024 Press II
4) b4p 2023 III (per month)
5) AGOF AGOF daily digital facts, Base: digital WNK 16+ 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%).

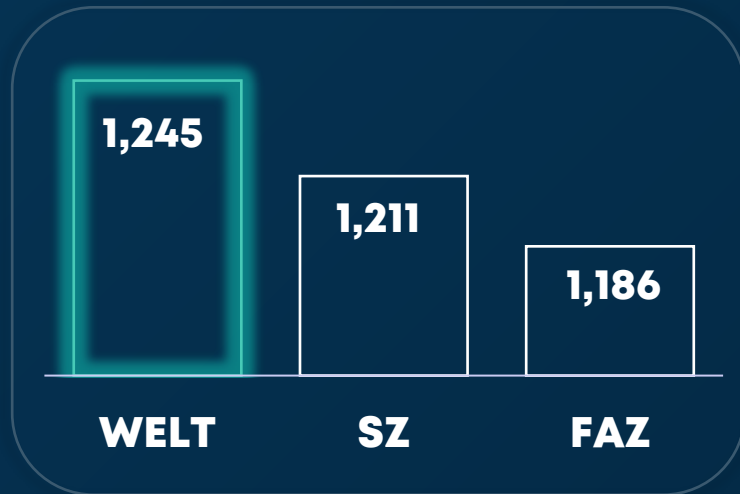
Image
WELT AM SONNTAG has everything that makes a good newspaper of today (91%).

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



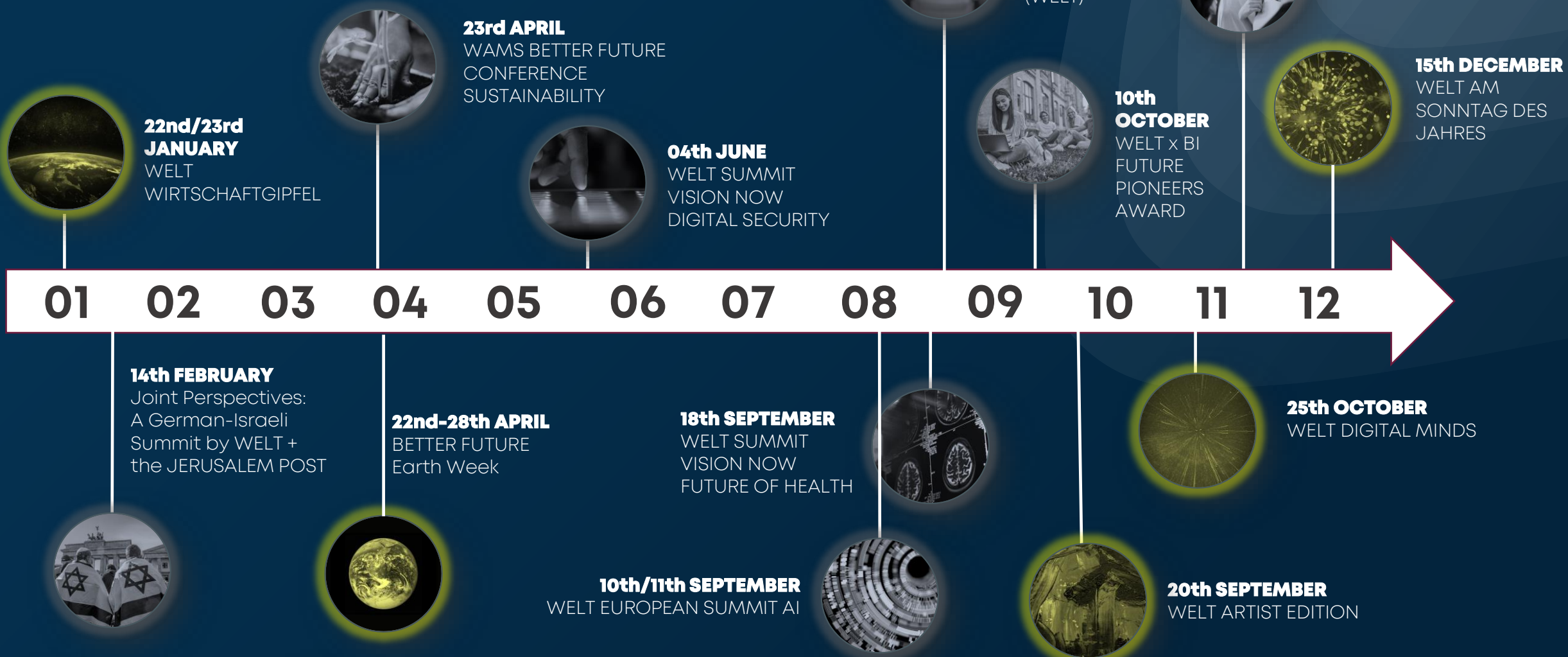
Issue from 29.10.2021

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



FIND YOUR CONTACT PERSON IN SALES HERE

WE LOOK FORWARD TO TALKING WITH YOU



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www.mediaimpact.de