

# TRAVEL INSPIRES

## SECTIONS ON ALL CHANNELS

2025

*impassioned by*

media **impact**—

# THE TRAVEL MARKET

Check in to the travel market of **WELT AM SONNTAG** and every fortnight in **DIE WELT**

Sophisticated design, captivating stories about the most beautiful places in the world and a readership that loves travelling: Our travel market in **WELT AM SONNTAG** offers you excellent premium environments: in the Style & Travel section, the weekly column as well as in the special publications and special editorial topics.

New: Every fortnight on Friday also in **DIE WELT**.

Present your offers in the ideal environment! We have put together a selection of possible formats for you below.



# TRAVEL



## Classic Appearance

Customise your advertisement and place it in the travel market of **DIE WELT\*** and **WELT AM SONNTAG\***.

Benefit from the heavily discounted prices.

Formats:           advertises with stand-alone position or advertising section

Placement:       Travel

Advertising deadline Sat./Sun.:

Wednesday of the previous week, 3 p. m.  
(advertises with sole placement)

Tuesday, 5 p. m. (advertising section)

Advertising deadline Fri.:

Monday, 12 noon

\* Travel clients include: hotels, guesthouses, providers of holiday homes/apartments, restaurants, leisure and theme parks, fairs and congresses, travel agencies, tourist offices, tourist associations, health resorts, and sanatoriums. // All prices are in euros, discountable and form the basis, minus a 15% agency fee, plus VAT. Based on the current price list No. 103, valid from 1 January 2025 and its supplements.<sup>1</sup> Prices apply for placement in the travel section.<sup>2</sup> Black-and-white prices available upon request.<sup>3</sup> WELT AM SONNTAG = WELT AM SONNTAG on Saturday + WELT AM SONNTAG on Sunday incl. WELT AM SONNTAG Compact. Ads in the ad section and special publications are not included in WELT AM SONNTAG Compact.<sup>4</sup> WELT Print Total = WELT AM SONNTAG + DIE WELT. The publisher reserves the right, after consultation with the advertiser, to postpone DIE WELT for a maximum of 5 working days if technical reasons make this necessary.

ads with solus position <sup>1</sup> Travel placement	WELT AM SONNTAG (Sat./Sun.) <sup>3</sup>	DIE WELT (Fri.)	WELT Print Total <sup>4</sup>
1/1 page	78,320.00	43,070.00	103,180.00
1/2 page corner field or strip	39,720.00	20,885.00	51,515.00
1/4 page corner field or strip	20,390.00	10,445.00	26,210.00
1,000er corner	19,300.00	9,880.00	24,800.00
corner ad XS (B 184.9 mm x 150 mm)	10,780.00	5,560.00	13,890.00
mm-Prices <sup>1,2</sup> Travel placement			
corner field/stripe (with sole placement)	19.30	9.90	24.80
text passage ads (max. 2 Sp. / 100 mm)	28.10	22.75	43.00
advertising section	17.95	-	-

\* DIE WELT limited availability, upon request, every 14 days on Fridays in the travel section. For premium placements, a surcharge of 10% on the gross price will be applied. Premium placement includes, for example, the travel lead page in WELT AM SONNTAG. For WELT AM SONNTAG Kompakt, no placement guarantee is provided.

# TOURISM



TOURISM\*

## Classic Appearance

Design your ad individually and place it in the travel market of **DIE WELT\*** and **WELT AM SONNTAG\***. Take advantage of the greatly reduced prices.

Formats: Ads with exclusivity or part of an ad section

Placement: Travel

Ad Submission Deadline Sat./Sun.:

Monday, 12 p.m. (Ads with exclusivity)

Tuesday, 5 p.m. (Ad section)

Ad Submission Deadline Fri.:

Monday, 12 p.m.

ads with solus position <sup>1</sup> Travel placement	WELT AM SONNTAG (Sat./Sun.) <sup>1</sup>	DIE WELT (Fri.)	WELT Print Total <sup>2</sup>
1/1 page	99,600.00	56,550.00	132,725.00
1/2 page	55,100.00	30,800.00	73,000.00
1/3 page	51,900.00	26,550.00	66,710.00
1/4 page	38,900.00	19,900.00	49,955.00
1,000er corner	36,950.00	18,900.00	47,450.00
mm-Prices			
ads with solus position	36.95	18.90	47.45
text passage ads (max. 2 Sp. / 100 mm)	104.00	84.20	160.00
ads without solus position	23.60	13.40	31.45

\*DIE WELT limited availability, on request, every fortnight Friday Travel Section. Premium placements are subject to a surcharge of 10 % on the gross price. Premium placements are in WELT AM SONNTAG, including the travel section. There is no placement guarantee for WELT AM SONNTAG Kompakt.

\* Tourism customers are: Aviation, shipping, tour operators, car hire companies // All prices in euros, discountable and formative, less 15% agency fee, plus VAT. Based on current price list no. 103, valid from 1 January 2025 and its amendments. <sup>1</sup> WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt. <sup>2</sup> WELT Print Total = WELT AM SONNTAG + DIE WELT. Adverts in the booking unit WELT Print Gesamt appear within 14 days. After consultation with the advertiser, the publisher reserves the right to postpone DIE WELT for a maximum of 5 working days if technical reasons make this necessary



# TRAVEL TIP



## Advertising in the surrounding area

With the fixed format "Reisetipp" in the national travel market of WELT AM SONNTAG, your offer appears prominently in a decorative frame at an attractive price.

- Formats: Total W 139 mm x H 150 mm with  
Ad W 118 mm x H 120 mm
- Placement: Travel market, without exclusivity
- Title: WELT AM SONNTAG Sat./Sun.
- Ad deadline: Tuesday, 2 p.m.
- Price: € 2,280.00



# TRAVEL-HIGHLIGHT

TRAVEL\*  
Price Advantage

## Advertising in the surrounding area

With the flexible “Reise Highlight” (Travel Highlight) format, you can promote your offer optimally and cost-effectively.

- Format: 2 columns (92 mm) / 100 mm
- Placement: Travel market, without exclusivity
- Title: WELT AM SONNTAG Sat./Sun.
- Ad deadline: Tuesday, 2 p.m.
- Price: 1,535.00 €



\* Travel clients include: hotels, guesthouses, providers of holiday homes/apartments, restaurants, leisure and theme parks, fairs and congresses, travel agencies, tourist offices, tourist associations, health resorts, and sanatoriums. // All prices are subject to discounts and inclusive, plus a 15% agency fee, plus VAT. Based on the current price list No. 103, valid from 1 January 2025 and its supplements. Advertising medium WELT AM SONNTAG Sat./Sun. (excluding Compact).

# TRAVEL-EXCLUSIVE



## Advertising in the surrounding area

The small PR format, including the ad. Placement occurs in the weekend travel market.

- Formats: Total ¼ page (186 x 264 mm) incl. ad  
W 92 mm x H 132 mm or W 185 x H 70 mm
- Placement: Travel market, without exclusivity
- Title: WELT AM SONNTAG Sat./Sun.
- Ad deadline: 2 weeks before publication
- Price: € 6,070.00



\* Travel clients include: hotels, guesthouses, providers of holiday homes/apartments, restaurants, leisure and theme parks, fairs and congresses, travel agencies, tourist offices, tourist associations, health resorts, and sanatoriums. // Prices are discountable and form the basis, minus a 15% agency fee, plus VAT. Additionally, €250 creation costs. Creation costs are not discountable or basis-forming. Based on the current price list No. 103, valid from 1 January 2025 and its supplements. Advertising medium WELT AM SONNTAG Sat./Sun. (excluding Compact).



# TRAVEL RECOMMENDATION



## Advertising in the surrounding area

With the "Reiseempfehlung" (Travel Recommendation), you awaken travel dreams in our readers. You provide the content; we take care of the design for you.

Formats: W 374 mm x H 528 mm incl. ¼ page ad  
W 186 mm x H 264 mm or W 374.5 x 132 mm

Placement: Travel

Ad deadline: 3 weeks before publication

Rates: € 17,760.00 / WELT AM SONNTAG<sup>1</sup>  
€ 10,445.00 / DIE WELT<sup>2</sup>  
€ 24,000.00 € / WELT Print Total<sup>3</sup>



Limited availability, \* Travel clients include: hotels, guesthouses, providers of holiday homes/apartments, restaurants, leisure and theme parks, fairs and congresses, travel agencies, tourist offices, tourist associations, health resorts, and sanatoriums. // All prices are discountable and form the basis, minus a 15% agency fee, plus VAT. Additionally, €600.00 creation costs. Based on the current price list No. 103, valid from 1 January 2025 and its supplements.<sup>1</sup> WELT AM SONNTAG = WELT AM SONNTAG on Saturday + WELT AM SONNTAG on Sunday incl. WELT AM SONNTAG Compact.<sup>2</sup> DIE WELT Fri., every 14 days.<sup>3</sup> WELT Print Total = WELT AM SONNTAG + DIE WELT. Ads in the WELT Print Total booking unit appear within 14 days. The publisher reserves the right, after consultation with the advertiser, to postpone for a maximum of 5 working days for DIE WELT if technical reasons make this necessary.



# TRAVEL RECOMMENDATION



## Advertising in the surrounding area

With the "Reiseempfehlung" (Travel Recommendation), you awaken travel dreams in our readers. You provide the content, we take care of the design for you.

Formats: W 374 mm x H 528 mm incl. ¼ page ad  
W 186 mm x H 264 mm or W 374,5 x 132 mm

Placement: Travel

Ad deadline: 3 weeks before publication

Prices: € 38,900.00 / WELT AM SONNTAG<sup>1</sup>  
€ 19,900.00 / DIE WELT<sup>2</sup>  
€ 49,955.00 / WELT Print Total<sup>3</sup>



Limited availability; Tourism clients include: airlines, shipping companies, tour operators, car rental agencies // All prices are discountable and form the basis, minus a 15% agency fee, plus VAT. Additionally, €600.00 creation costs. Based on the current price list No. 103, valid from 1 January 2025 and its supplements.<sup>1</sup> WELT AM SONNTAG = WELT AM SONNTAG on Saturday + WELT AM SONNTAG on Sunday incl. WELT AM SONNTAG Compact.<sup>2</sup> DIE WELT Fri., every 14 days.<sup>3</sup> WELT Print Total = WELT AM SONNTAG + DIE WELT. Ads in the WELT Print Total booking unit appear within 14 days. The publisher reserves the right, after consultation with the advertiser, to postpone for a maximum of 5 working days for DIE WELT if technical reasons make this necessary.

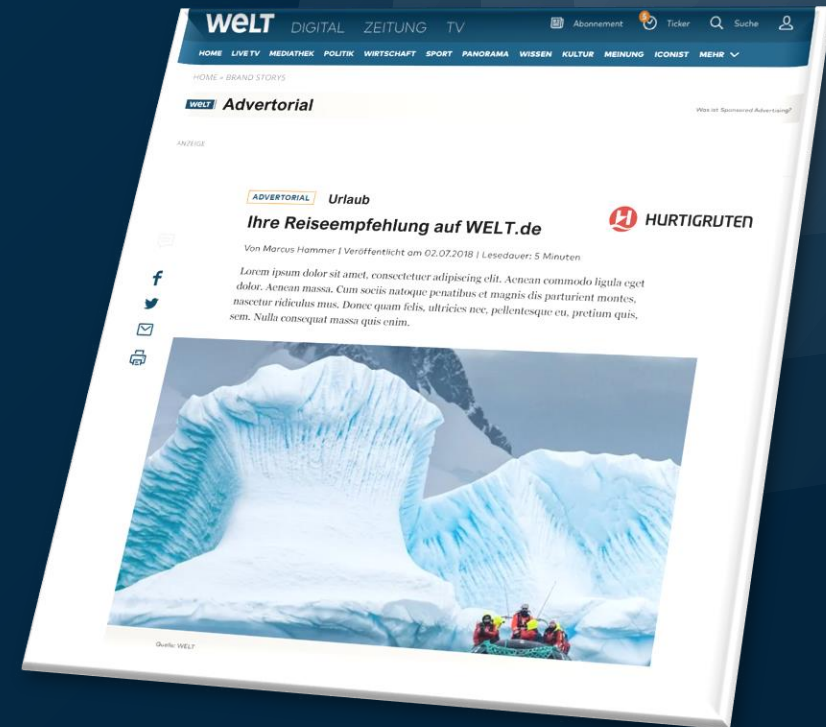
# TRAVEL RECOMMENDATION

DIGITAL

## Cross-media Implementation

The digital travel recommendation will be integrated into the WELT.de travel section. By adapting the print texts, we create a tone in the WELT style, taking our users on a captivating journey with your texts, images, and videos. Numerous links guide WELT.de users to your landing page<sup>1</sup>.

Placement:	WELT Digital.de (6 weeks)
Package:	Multiscreen Medium Rectangle (ROS), Billboard & Content Ad 4:1
Performance:	4,000,000 Ad Impressions
Gross Price:	€25,000.00
Reporting:	Basic



<sup>1</sup> Plus creation costs: WELT €3,500 | ICONIST: €3,000 (Not eligible for SR or AE discounts). Material for the stories must be provided at least 2 weeks before the campaign start for advertorials. All prices are, unless otherwise noted, CPM or fixed prices, plus AE and VAT. | Subject to changes and errors.

# CURRENT TRAVEL CATALOGUE

TRAVEL/TOURISM

## Advertising in the surrounding area

The catalogue advertisement format in the special publications "**Current Travel Catalogues**" is the ideal form of advertising to draw our readers' attention to your travel portfolio.

Total format: 92 mm/50 mm high

Ad format: Catalogue W 35 mm x H 50 mm Text: max. 6 lines

Dates: upon request

Title: WELT AM SONNTAG Sat./Sun.

Ad deadline: Tuesday, 2 p.m.

Price: 840.00 €



This format is also available for tourism clients. This special ad publication does not appear on WELT.de. You will receive the addresses by email. The costs for the service are covered by the publisher; you are responsible for catalog distribution. // All prices are discountable and form the basis, minus a 15% agency fee, plus VAT. Based on the current price list No. 103, valid from 1 January 2025 and its supplements. Advertising medium WELT AM SONNTAG Sat./Sun. (excluding Compact).