

AD SPECIALS 2025

DIE WELT | WELT AM SONNTAG

Supplement to price list WELT No. 103 valid from 01.01.2025

impassioned by

media **impact**—

IF INNOVATION, THEN WITH US

Do you want something different from the standard? We are the first point of contact and innovator for ad specials in the entire industry. With WELT AM SONNTAG and DIE WELT, we offer our customers climate-neutral advertising environments without additional investment.



DIE WELT WELT AM SONNTAG

Ad specials

COVER BRANDING XXL

Your large-scale message on the front page

For the special brand appearance on the cover of DIE WELT and WELT AM SONNTAG.

Formats:

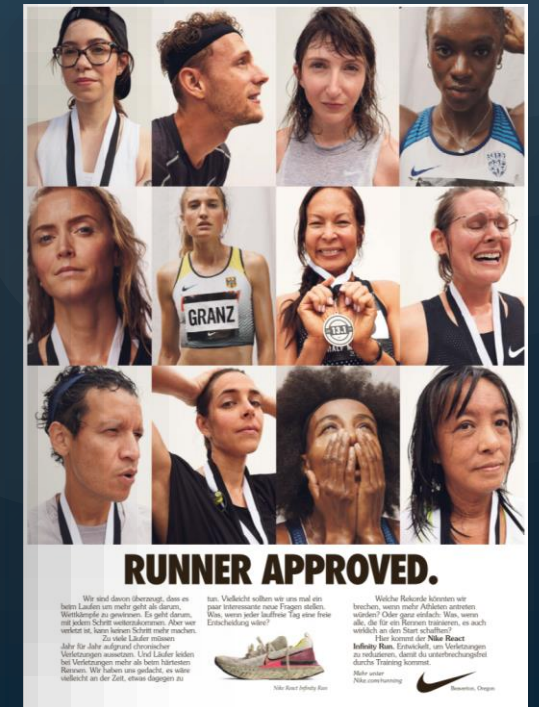
Front page: W 374.5 mm x H 459 mm

Page 2: W 374.5 x mm x H 528 mm

Prices: DI

DIE WELT: 192,270.00 €

WELT AM SONNTAG: 338,640.00 €



regular title on page 3

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. A barcode must be included on the title page. Lead time: 4 weeks.

COVER BRANDING

Your Message on the front page

Awareness meets large-scale content - visibility of your ad, embedded on the front page of DIE WELT or WELT AM SONNTAG.

Formats:

Front page: W 374.5 mm x H 250 mm

Page 2: W 374.5 mm x H 528 mm

Prices:

DIE WELT: 157,230.00 €

WELT AM SONNTAG: 278,460.00 €



regular title on page 3

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 4 weeks.

COVER BRANDING RESSORT

Advertising on the resort front page

Your message on the resort title of your choice, for example Sport, Finance & Real Estate or Style & Travel.

Formats:

Front page Ressort: W 374.5 mm x H 250 mm

Page 2: W 374.5 mm x H 528 mm

Prices:

DIE WELT: 113,560.00 €

WELT AM SONNTAG: 201,110.00 €



Front page Ressort

Page 2

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 4 weeks.

GLOSSY COVER

Your message in magazine quality

With the glossy cover, we offer you a high-quality staging option as the cover of the entire newspaper.

WELT AM SONNTAG*

Prices

2-sided glossy cover	399,500.00 €
4-sided glossy cover	699,150.00 €
6-sided glossy cover	999,500.00 €

DIE WELT

Preise

2-sided glossy cover	235,390.00 €
4-sided glossy cover	405,460.00 €
6-sided glossy cover	601,150.00 €

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. The glossy cover covers the entire newspaper and encases the folded newspaper. *Realization without WELT AM SONNTAG Kompakt

Example of a 4-sided glossy cover



4-page glossy cover is the cover of the entire newspaper and encases the folded newspaper

GLOSSY COVER – SPECS

FORMATE

DIE WELT

WELT AM SONNTAG

2-sided glossy cover

- Titel: W 374,5 mm x H 459 mm
- U2: W 374,5 mm x H 528 mm

- Titel: W 374,5 mm x H 454 mm
- U2: W 374,5 mm x H 528 mm

4-sided glossy cover

- Titel: W 374,5 mm x H 459 mm
- U2: W 374,5 mm x H 528 mm
- U3: W 374,5 mm x H 528 mm
- U4: W 374,5 mm x H 528 mm
- (U2+U3 are possible as a panorama ad: W 777 mm x 528 mm)

- Titel: W 374,5 mm x H 454 mm
- U2: W 374,5 mm x H 528 mm
- U3: W 374,5 mm x H 528 mm
- U4: W 374,5 mm x H 528 mm
- (U2+U3 are possible as a panorama ad: W 777 mm x 528 mm)

6-sided glossy cover

- Titel: W 374,5 mm X H 459 mm
- U2: W 374,5 mm x H 528 mm
- U3: W 374,5 mm x H 528 mm
- U4: W 374,5 mm x H 528 mm
- U5: W 374,5 mm x H 528 mm
- U6: W 374,5 mm x H 528 mm

- Titel: W 374,5 mm X H 454 mm
- U2: W 374,5 mm x H 528 mm
- U3: W 374,5 mm x H 528 mm
- U4: W 374,5 mm x H 528 mm
- U5: W 374,5 mm x H 528 mm
- U6: W 374,5 mm x H 528 mm

TECHNICAL SPECIFICATIONS

DIE WELT & WELT AM SONNTAG

Closing date

- 10 weeks before date of publication

Motive input till

- 3 weeks before date of publication

Barcode

- Must be included on the front page

ICC-Profil

- Profil PSO Coated v3 (Fogra 51)

File format

- PDF/X-4:2008

Date transmission

- via Internet: <https://transfer.axelspringer.de>
- by E-Mail (only in exceptional cases): apdtp-berlin@axelspringer.de

Address

- Axel Springer Deutschland GmbH
Herstellung / Planungs- und Anzeigenmanagement
Zimmerstraße 50
10888 Berlin

SUPERPANORAMA

Make your WELT bigger

Do you have a lot to tell? We'll create the space for you! Use the largest possible wide format for your advertising message with 8 pages.

Formats:

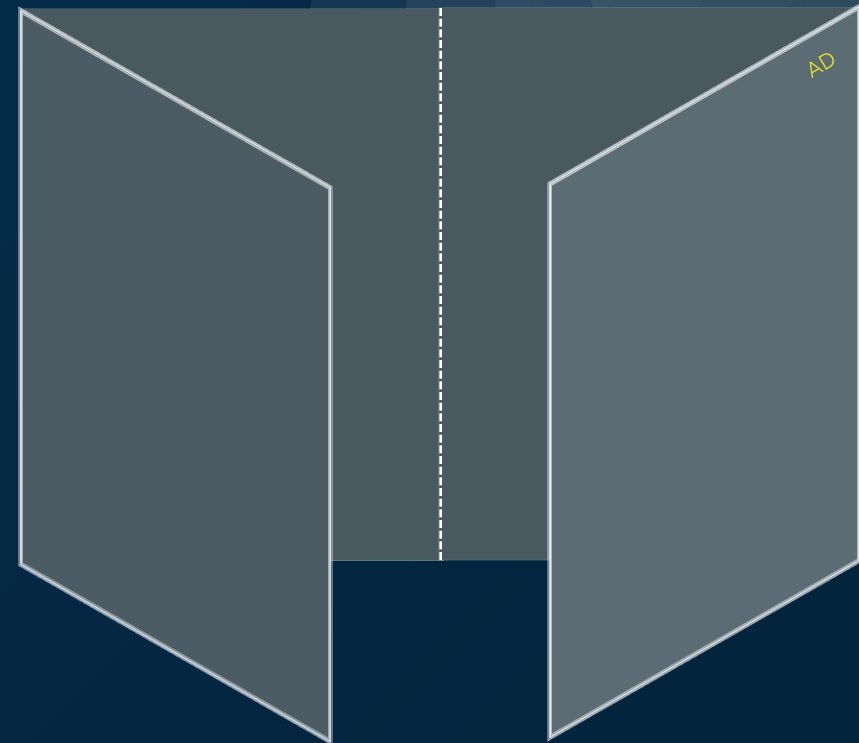
Outside: 4x 1/1 page, each W 374,5 mm x H 528 mm

Inside: W 1,557 mm x H 528 mm

Prices:

DIE WELT: 506,090.00 €

WELT AM SONNTAG*: 890,590.00 €



Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 8 weeks, placement following the departments. *Realization without WELT AM SONNTAG Kompakt

FLEXFORM-AD

A space for unusual formats

With a flex form ad, you can break through standardized advertising formats in DIE WELT and WELT AM SONNTAG.

Format: individual

Prices: on request



Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 2 weeks.

TIP-ON-CARD

A small format with great impact

Get in direct contact with your target group with the Tip-On-Card and use this ideal response element.

Format: W 148 mm x H 105 mm, 200 g/m²

Prices and distribution: on request



FRAGRANCE-SACHET

A newspaper for the senses

Tempting our readers with your fragrance sample on our front page.

Format:

W 76 mm x H 76 mm (Carrier medium: Memostick)

Glueing position: above fold

Prices and distribution: on request



Case: Versace

The scented sachet is produced by the customer and delivered to the individual printing locations. Further processing - saving onto the Memostick carrier medium and affixing to the cover page - takes place at the respective printing locations. Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. WELT AM SONNTAG = Sat + Sun incl. compact edition, for production reasons the printing location Mörfelden is not taken into account. Lead time: 8 weeks.

PRESENTING FOND PAGE

Well invested

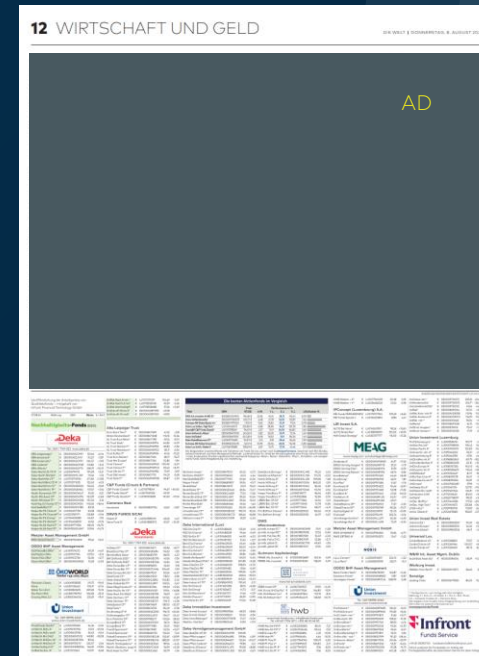
Present the fund page in DIE WELT (Tue.- Fri.) or in WELT AM SONNTAG (Sat./Sun.). We are also happy to offer you the weekly package at a preferential price.

Format: W 374.5 mm x H 264 mm

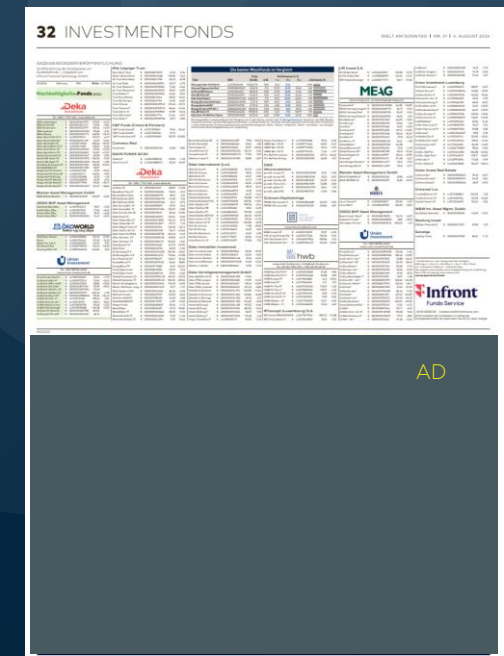
Prices:

DIE WELT:	30,800.00 €
WELT AM SONNTAG:	55,100.00 €
WELT PRINT Total:	73,000.00 €

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. Lead time: 2 weeks.



Visual example DIE WELT



Visual example WELT AM SONNTAG

DIE WELT

Ad specials

COVER WRAP

Big eye-catcher

With a four-sided wrapping on newsprint, we give you a first-class appearance. The cover is wrapped around the 1st book of DIE WELT.

Formats:

Front page: W 374.5 mm x H 459 mm

U2, U3, U4 each: W 374.5 mm x H 528 mm

Price:

DIE WELT: 339,300.00 €



U1 Front page

FLYING PAGE

Opening a new chapter

The Flying Page covers DIE WELT with four half-pages.

Formats:

Title page: W 173 mm x H 459 mm

IFC, IBC, OBC, each: W 173 mm x H 528 mm

Price:

DIE WELT: 180,960.00 €



TITLE ASSIGNMENT TIMES TWO

Optimal presence on page 1

With the combination of the title header strip* and the title strip at the bottom, you will attract full attention. No one is guaranteed to miss your advertising!

Formats:

Title header strip: W 374.5 mm x H 50 mm +
Bottom title strip: W 374.5 mm x H 132 mm

Prices:

- Title header strip: 37,900.00 €
- Bottom title strip: 45,770.00 €
- Combination: 83,670.00 €

*Title header strips can only be booked in combination with an advertisement in the inside section in the format of your choice (min. 1,000 format). Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motifs must be approved by the publisher before publication. Lead time: 2 weeks.

Bookable individually



EUROPAS TELESKOP IM ALL LIEFERT ERSTE BILDER SEITE 6

DIE WELT WARUM DIE GRÜNEN DIENSTLEISTUNGS NICHT SCHAFFEN KÖNNEN SEITEN 10

KUNDENSERVICE 0 800 793 83 37 Mittwoch, 8. November 2023 1 2.50 EURO 11. Nr. 27

AD

Israel rückt in Gaza-Stadt vor

Humanitäre Lage spitzt sich zu, Premier Netanyahu lehnt längere Feuerpause vorerst ab

Israel will nach Rück des Kriegs... (The text continues with details about the conflict in Gaza, mentioning Prime Minister Netanyahu's stance on a ceasefire.)



Der Tag des Königs... (Caption describing the royal event.)

Scholz: „Historischer Moment“

Deutschland soll für Migranten unattraktiv werden, Union kritisiert Maßnahmen von Bund und Ländern

Die Union hat die Maßnahmen... (The text discusses Chancellor Scholz's statement regarding migration and the political stance of the opposition.)

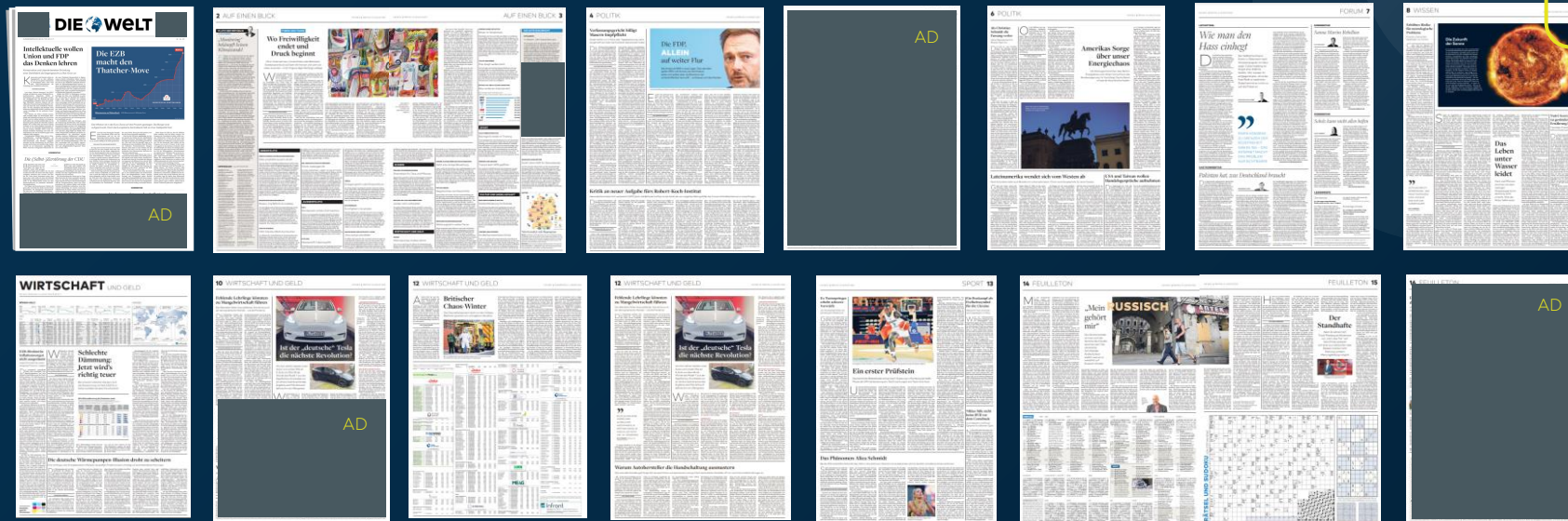
AD

EXCLUSIVE BOOKING

Unrivalled happiness

Be exclusively visible with your advertising message in WELT on a publication day.

Coloring possible on request. Formats, placements, color and price on request.



Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motifs must be approved by the publisher before publication. Exclusive booking means that no other large-format advertisers (except for presenting ads or possibly classified ads) will be represented on this day. Implementation from Mon.-Fri. possible. Lead time: 4 weeks, in color 8 weeks.

EVOLUTION AD

Storytelling in three episodes

Make a lasting impression on your recipients with the dramaturgical three-part structure of your message.

Formats:

Title page (1/4 strip ad):	W 374.5 mm x H 132 mm
Page 5 or 7 (1/2 page):	W 374.5 mm x H 264 mm
OBC 1.Book (1/1 page):	W 374.5 mm x H 528 mm

Prices:

Evolution Ad „Mini“ ¹	144,490.00 €
Evolution Ad „Maxi“ ²	177,672.00 €



¹ Mini = ¼ page title strip, ½ page on page 5 and 1/1 page on page 8

² Maxi = ¼ page title strip, 1/3 strip ad on page 5, ½ page on page 7 and 1/1 page on page 8

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request.

The Evolution Ad is placed exclusively in the 1st book. The advertising motifs must be approved by the publisher before publication.

Implementation in WELT AM SONNTAG possible in departments on request. Lead time: 4 weeks.

EDGE AD BRANDING

Give the content a frame!

Exclusively flank the editorial content in the first book of WELT.

Formats:

Page 1: 2 x W 52,5 mm x H 459 mm,

Page 4-5: each W 121,7 mm x H 528 mm,

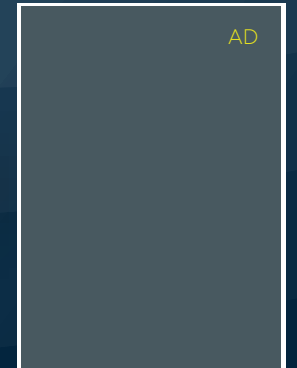
OBC 1. Book: W 374,5 mm x H 528 mm



p. 1



p. 4 + 5



p. 8

Price:

DIE WELT: 216,240.00 €

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 4 weeks.

AT A GLANCE

Right in the heart of it

On pages 2 und 3, our readers find out what moves the world. Place your message here with a text section ad.

Format: W 58,5 mm x H 150 mm

Price:
DIE WELT: 15,160.00 €

Lead time: 2 weeks.



WELT AM SONNTAG

Ad specials

PRESENTING STORY COVER

TOPIC presented by...

Every Sunday, a topic is highlighted in its own four-page book. They present the topic exclusively on the cover and OBC.

Formats:

Page 1: W 374.5 mm x H 30 mm

Page 4: W 374.5 mm x H 264 mm

Price:

WELT AM SONNTAG: 73,920.00 €



WEATHER PRESENTING

Sunny prospects

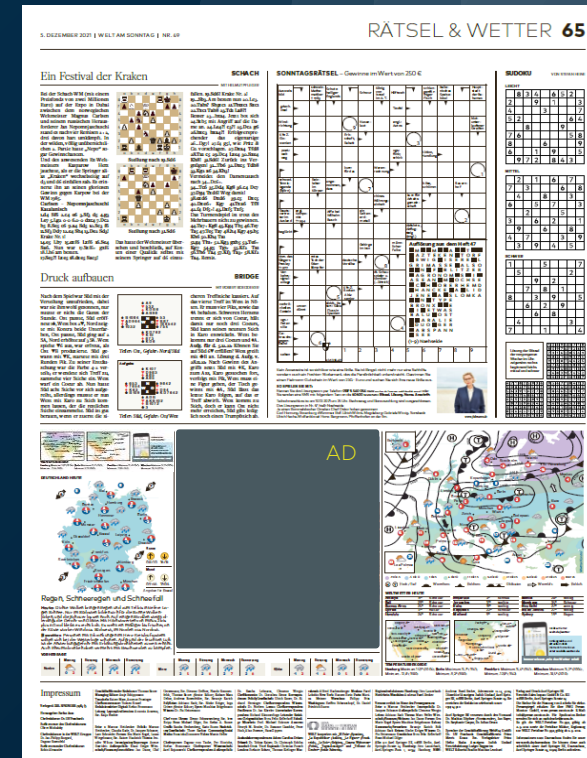
You are ideally placed here.
Present the weather in WELT AM SONNTAG on a weekly or monthly basis.

Formats: W 138 mm x H 150 mm

Price:

WELT AM SONNTAG: 16,630.00 €

Lead time: 2 weeks.



Exemplary illustration

FURTHER PRICES & FORMATS

	Format	Price	Medium
Opening Spread (1)	W 777 mm x H 528 mm	132,852.50 € 233,227.50 €	DIE WELT WELT AM SONNTAG
Center Page (2)	W 397.8 mm x H 528 mm	80,290.00 € 140,540.00 €	DIE WELT WELT AM SONNTAG
Half page top (3)	W 374.5 mm x H 264 mm	40,040.00 € 71,630.00 €	DIE WELT WELT AM SONNTAG
Tunnel display (4)	W 397.8 mm x H 264 mm	46,170.00 € 81,510.00 €	DIE WELT WELT AM SONNTAG
H-display (5)	2 x W 121.7 mm x H 528 mm + 1 x W 533.6 mm x H 80 mm	111,630.00 € 173,170.00 €	DIE WELT WELT AM SONNTAG
U-display on title (6)	2 x W 52.5 mm x H 130 mm + W 374.5 mm x H 120 mm	84,830.00 €	DIE WELT
Bridge Ad (7)	W 374.5 mm x H 120 mm + 2 x W 58.5 mm x H 144 mm	38,110.00 € 74,500.00 €	DIE WELT WELT AM SONNTAG



FURTHER PRICES & FORMATS

	Format	Price	Medium
L-display (8)	W 252.8 mm x H 120 mm + W 121.7 mm x H 528 mm	42,580.00 € 83,250.00 €	DIE WELT WELT AM SONNTAG
Four wins (9)	4 x W 121.7 mm x H 139 mm	83,160.00 € 162,580.00 €	DIE WELT WELT AM SONNTAG
Inner Circle (10)	Diameter max. 200 mm, colored	55,580.00 € 93,600.00 €	DIE WELT WELT AM SONNTAG
Edge Ad (11)	2 x W 52.5 mm x H 459 mm	87,660.00 €	DIE WELT
Stripes above (12)	W 374.5 mm x H 132 mm	25,870.00 € 50,570.00 €	DIE WELT WELT AM SONNTAG
Sandwich (12)	W 374.5 mm x H 132 mm	29,850.00 € 58,350.00 €	DIE WELT WELT AM SONNTAG
Duo Ad (12)	2 x W 374.5 mm x H 132 mm	51,740.00 € 101,140.00 €	DIE WELT WELT AM SONNTAG
TV program (13)	W 374.5 mm x H 30 mm	13,310.00 €	WELT AM SONNTAG



Supplement to price list WELT No. 103, valid from 01.01.2025. All prices are discountable minus VAT. Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. Assignment DIE WELT = Mon-Fri and WELT AM SONNTAG = Sat. + Sun, incl. compact edition. Lead time: 4 weeks

**WE LOOK FORWARD
TO TALKING TO YOU!**

YOU CAN FIND YOUR SALES CONTACT [HERE](#).



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www.mediaimpact.de