

**welt**  
**BETTER FUTURE**  
**WEEK**

**22 April – 29 April 2025**



# AT A GLANCE

## #REASONWHY

### FOCUS ON SUSTAINABILITY

- 1 With the BETTER FUTURE WEEK, WELT is putting the topic at the centre of its reporting: a week full of highlights.

### 360 DEGREES CLIMATE NEUTRAL

- 2 Your communication is sustainable, because WELT is climate neutral\* at the event, online, in print and on TV.

### THEME PARTNERSHIPS

- 3 Your exclusive stage to present your vision, products and sustainable measures.

### KEY FACTS

#### TIME SPACE:

22 April - 29 April 2025

#### CHANNELS:

Event, Digital, Print, TV

#### OFFER: HERE

\* Print and digital are TÜV-certified, TV is not, but is based on our own calculation models with Scope 1-3, climate protection contribution to offset event emissions

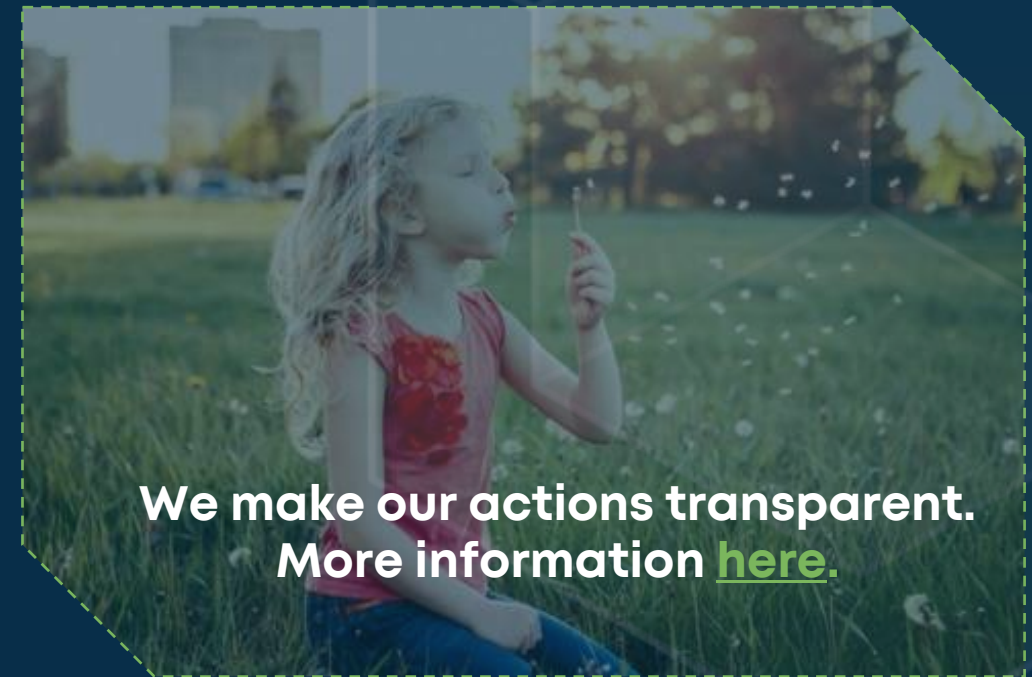
# CHANGING THE WORLD FOR THE BETTER

*INFORM, INSPIRE AND MOTIVATE*

Sustainability has been an important, official corporate value for WELT since 2019.

Our aim is to create awareness and to act responsibly and sustainably. We have already achieved a lot: **WELT Print, Digital, TV and all events are climate neutral\***.

We want to further reduce our emissions across all channels by 90% by 2045.



**We make our actions transparent.**  
More information [here](#).

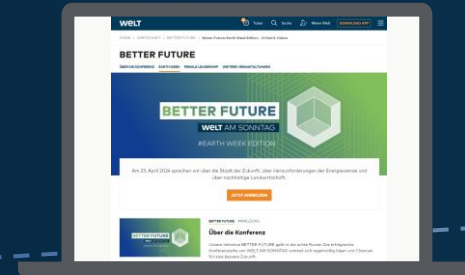
\* Print and digital are TÜV-certified, events are not: climate protection contribution to offset event emissions, TV climate-neutral based on own calculation models with Scope1-3.

# A WHOLE WEEK

## FOR YOUR SUSTAINABLE COMMUNICATION



**BETTER FUTURE  
CONFERENCE**  
Sustainability



**WELT DIGITAL**  
Theme stage  
Theme specials



**WELT AM SONNTAG  
DIE WELT**  
Theme environments



**WELT FERNSEHEN**  
Special programmes

**One week - 360 degrees - climate neutral**

To mark WELT Earth Day on 22 April 2025, WELT is increasing its focus on the topic of sustainability.

BETTER FUTURE Week on the occasion of Earth Day on 22 April 2025. The global Earth Day is celebrated annually on 22 April with a specific focus and motto in over 175 countries and is intended to strengthen appreciation for the natural environment, but also to encourage people to rethink their consumer behavior. Print and digital are TÜV-certified, TV is not, but is based on our own calculation models with Scope 1-3, climate protection contribution to offset event emissions.

# YOUR EXCLUSIVE BENEFITS

## AS A THEMATIC PARTNER

### YOUR EXCLUSIVE BENEFITS AS A THEMATIC PARTNER

- ✓ Limited to 5 thematic partnerships
- ✓ Sector exclusivity at the event
- ✓ Logo integration on the WELT homepage in the Better Future section<sup>1</sup>
- ✓ Logo integration in the in-house advertisements for the event

**YOUR INVESTMENT:  
STARTING FROM 148K€<sup>2</sup> NET**



Present your products and sustainable initiatives with **customized content and clear messages.**

<sup>1</sup>) Individual agreement required

<sup>2</sup>) 148 k€ with 69 k€ net investment for the event and 79 k€ for media (digital and print)

# EXEMPLARY MEDIA PACKAGE

FOR YOUR EXCLUSIVE THEMATIC PARTNERSHIP <sup>1</sup>

## CONFERENCE SPONSORING

Agenda setting, tickets, logo integration in communication materials, usage rights for the BETTER FUTURE logos

**212,500 €**  
gross investment

**148,090 €**  
net investment <sup>4</sup>

## WELT DIGITAL<sup>2</sup> AND WELT PRINT STATEMENT STORY

Efficient amplification of your event presence: Your topic as a visually impactful and concise story in Digital<sup>2</sup> for 4 weeks, including 3x sponsored posts on LinkedIn, in DIE WELT on the event day, and in WELT AM SONNTAG<sup>3</sup>

## WELT TV OPTIONAL

[more information](#) 

## DIGITAL + PRINT OPTIONS

[more information](#) 

- 1) Thematic Partnership: Exemplary media package, individual offers available
- 2) Plus creation costs (not SR or AE eligible): 6,000 €
- 3) 1/2 Page WELT Print Total
- 4) Conference Sponsoring 69,000 € net non-discountable, digital and print statement story 143,500 € gross discount and AE eligible, plus VAT, billing for commitment customers according to agreed conditions

# WHICH TOPIC DO YOU WANT TO FOCUS ON?

*IN PARTNERSHIP WITH WELT*



## Climate protection & green energy concepts

Green electricity, renewable energies, wind and solar systems, sustainable materials



## Mobility and logistics of the future

E-mobility, AI, ecological footprint, sustainable supply chains, CO2-free logistics solutions



## Sustainable financing

Sustainability Scores, Green investments



## Smart home & sustainable living

Building for the future, plastic-free living, sustainable entertainment



## Sustainable production & consumption

Packaging and supply chains, regionality, sustainable lifestyle & culture, AI



# MEDIA ONLY OPTIONS

## PRINT & DIGITAL MODULES

PRINT	Gross investment WELT AM SONNTAG	Gross investment DIE WELT	Gross investment WELT PRINT TOTAL
Title branding	278,460.00 €	157,230.00 €	370,310.00 €
Opening spread	233,227.00 €	132,852.50 €	311,620.00 €
2/1 page	212,025.00 €	120,775.00 €	282,875.00 €
1/1 page	99,600.00 €	56,550.00 €	132,725.00 €
1/2 page	55,100.00 €	30,800.00 €	73,000.00 €
1/4 page	38,900.00 €	19,900.00 €	49,955.00 €

DIGITAL	Gross investment WELT Digital
Thematic Special L: (1,450,000 AIs) 4 weeks, logo integration within the thematic stage in the Earth Week Channel, in the special, and on the homepage (1 day).	90,000.00 € <sup>1</sup>
HomeRun Deluxe (2,250,000 AIs) HomeRun Supreme (2,250,000 AIs)	76,500.00 € 122,000.00 €
Advertorial (4,000,000 AIs)	25,000.00 € <sup>1</sup>
Livestream Ad <sup>2</sup> (up to 20 sec.)	85 € CPM
Statement Story (graphic teasers with 7.05 Mio. AIs, 3 sponsored posts on LinkedIn, 12,000 article views guaranteed)	70,500 € <sup>1</sup>

WELT price list Nr. 103, valid from 01.01.2025. The gross prices are discount-forming and discount-taking, plus VAT 15%. Agency commission is granted when booking via an advertising agency recognized by us. Premium placements surcharge 10%.

1) Plus creation costs for theme special €4,000 | advertorial: €3,500 | Statement Story x 1.5: € 6,000 € (not SR or AE capable)

2) Bookable in WELT TV Livestream integrated on the WELT homepage; Longer spots (21-30 sec.) + 10€ CPM // Short spots (up to incl. 6 sec.) – 10€ CPM. Excess length (31+sec.) on request, surcharge depending on excess length.





# YOU CAN FIND YOUR MEDIA IMPACT SALES CONTACT HERE.

WE LOOK FORWARD TO TALKING TO YOU!

*impassioned by*

media **impact** 



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



[www.mediaimpact.de](http://www.mediaimpact.de)

# BACKUP

# BETTER FUTURE CONFERENCE

## SUSTAINABILITY

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The **BETTER FUTURE CONFERENCE** organised by WELT AM SONNTAG brings together 100 participants from the fields of politics, business, science, society and culture.

**Keynotes, interviews, live podcasts and inspiring panel discussions:** Join us and experience > 25 speakers, an interdisciplinary transfer of knowledge and an open exchange\*.

All **highlights of the conference** will be communicated in an eye-catching way on WELT Digital, and there will be a live stream during the conference.

The exclusive report will be published on 10/11 May in the subsequent **BETTER FUTURE CONFERENCE print special in WELT AM SONNTAG.**

### TIMING

29 April 2025

### LOCATION

Axel Springer HQ, Berlin

### GROUP OF PARTICIPANTS

100 people from politics, business, science, society and culture, over 1000 viewers live via WELT Digital\*

### SPONSORING

Agenda setting, tickets, logo integration in communication media, possibility of using the BETTER FUTURE logo

+ PRINT 

+ TV 

+ SOCIAL 

+ DIGITAL 

# PARTNER-BENEFITS

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## SPONSORING & PR EFFEKTE

- Your **logo presence** as part of the overall communication of the BETTER FUTURE Conference (approx. 200k gross media value)
- **Native productions** as a partner on site
- Use of photos and videos for own **PR purposes**
- **Tickets** for the conference in Berlin

## AGENDASETTING

- Positioning of a **speaker** at the BETTER FUTURE Conference
- **Industry exclusivity**
- **Livestream** on WELT.de and teaser for the event application
- Integration in the **BETTER FUTURE Channel** on WELT.de

## CROSS-MEDIA CAMPAIGN

- **Utilisation of the WELT environments** for your own advertising and image campaign via native, print, digital, moving image, social media or WELT television
- High level of **awareness** among the **right target group** in the areas of sustainability and climate protection

## AGENDASETTING

- On request: networking throughout the **Axel Springer ecosystem** and beyond with top-level representatives from business, politics and society
- Getting to know the WELT editorial team

# YOUR AGENDA IN A TIMELY FORMAT

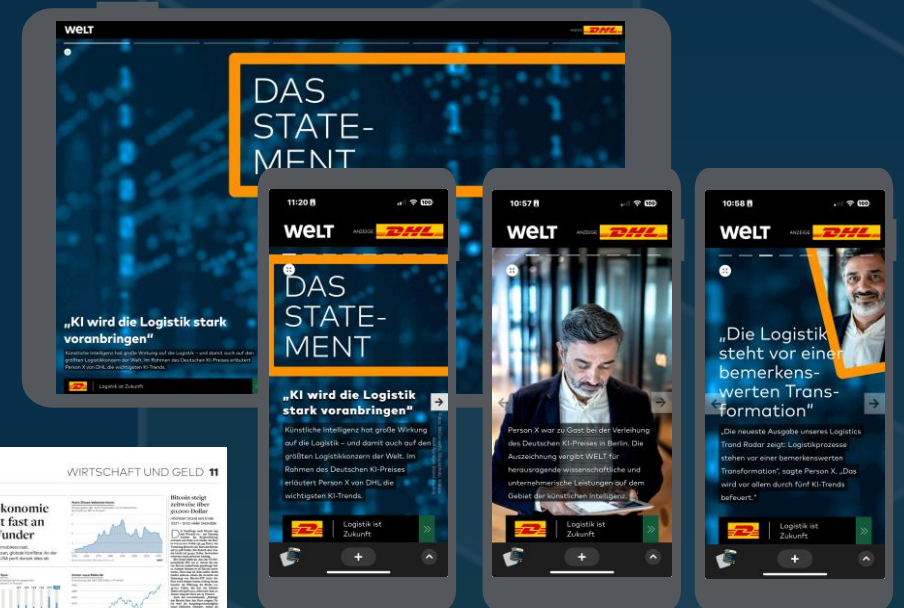
## AS STATEMENT STORY

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The statement story communicates your position in a powerful, modern, pointed way and in a serious environment. Your representative communicates your agenda directly to decision-makers, multipliers and consumers in the WELT audience. The story has its permanent home in the Better Future Channel.

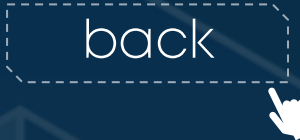
An appearance at the Better Future Conference can be efficiently reinforced with this type of storytelling.

**PERFORMANCE DATA:** Up to ten slides, graphic teasers with 4.7 million AI, 100% WELT.de, plus two sponsored posts on **LinkedIn** via WELT (> 62,000 followers), guaranteed 8,000 article views, including creation, project management, technical setup, photos, infographics.  
**As part of the exemplary media package for Better Future Week:** statement story package x 1.5 times the volume = product story as swipe story



**PRINTOPTION:** Additional ¼ or 1/2 page advert with photo, statement, accompanying short text and QR code / link to the statement story on WELT.de incl. creation.

# WELT DIGITAL GOES GREEN



## A dedicated channel for BETTER FUTURE Week

This is where the editorial team reports on topics such as climate protection and green energy\*.

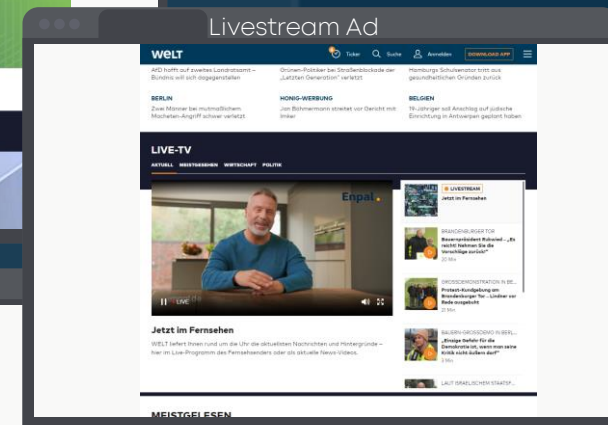
## BETTER FUTURE theme special for Earth Week

Become an ambassador for a themed special. You will appear as the exclusive sponsor of the editorial environment in the selected special. The individual themed specials are bundled in the BETTER FUTURE Week channel. You will also be integrated here with your logo.

## Livestream Ad during the BETTER FUTURE Week

Place your video advert in the WELT TV livestream. The livestream is integrated on the WELT homepage and reaches **1 million ad impressions** during Earth Week.

Expand your campaign with a **WELT HomeRun** and receive an additional guaranteed reach of **2.25 million ad impressions** per day.



Exemplary presentation, \*content subject to editorial approval  
Current impressions at <https://www.welt.de/wirtschaft/better-future/earth-week/>

# WELT PRINT

## YOUR GREEN ENVIRONMENT

Reach up to  
**1,670,000**  
readers\*

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Place your campaign in a sustainable environment and secure the best placements now.

### WELT AM SONNTAG

The highlight edition on **26/27 April** will highlight exciting topics on sustainable development across all departments.

### DIE WELT

A wide range of key topics in the issues **from 22 to 29 April.**



#### WELT AM SONNTAG

ET: 26./27.04.2025  
AS: 17.04.2025  
DU: 23.04.2025

#### DIE WELT

ET: 22.-29.04.2025  
AS: 2 days before ET  
DU: 1 days before ET

\*Quelle: WELT Print Gesamt, ma 2024 Presse II

# WELT TELEVISION

## SUSTAINABLE MOVEMENT

During BETTER FUTURE Week, **WELT Fernsehen** will be reporting on various aspects of sustainability and showing **documentaries and reports** on renewable energies, environmental protection and nature around the globe.

All programmes are also available in the WELT media library and on the WELT TV app after broadcast.

Become a part of BETTER FUTURE Week on TV with a programme and trailer sponsorship or attention-grabbing cut-ins.



**4.378 Mio.** Seer 14+  
**0.398 Mio.** Decision maker 14+\*

\*Based on own calculation models with Scope 1-3.

Source: AGF in cooperation with GfK / videoSCOPE 1.4/ Market standard: TV / Visoon Video Impact; WELT (incl. N24 Doku), Mon-Sun, 6am-1pm, 1 January-31 December 2023



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# TELEVISION

## YOUR INVESTMENT

TELEVISION	Brutto-Invest WELT TELEVISION
Programme sponsorship BETTER FUTURE Earth Week (Presentation of documentaries and reports on BETTER FUTURE Earth Week by means of individually designed 10-second sponsor elements before and after the programme, as well as between the commercial breaks (opener, closer, reminder. 84 integrations of 10 seconds each, Mon-Fri, 08:00 pm - 10:00 pm, Sat-Sun, 03:00 pm - 05:00 pm)	87,300.00 €*
Trailer sponsorship** (Presentation of the programme information trailers by means of an individually designed 10-second sponsorship element. 60 trailer sponsorships of 10 seconds each in April, Mon-Sun, 06:00 am - 01:00 am, placement in the trailer block)	44,825.00 €*
CutIn Insertion of individually produced 10-second visuals during the running programme. The cut-in is integrated horizontally in the lower third of the picture (static or animated possible). 14 cut-ins of 10 seconds each, Mon-Fri, 8:00 pm - 10:30 pm, Sat-Sun, 3:00 pm - 5:30 pm)	23,220.00 €*

\*Subject to price and programme changes. Prices are subject to discount and AE. Production costs may apply.

\*\*Can only be booked in combination with programme sponsorship.

# THE RIGHT PLACE

## FOR YOUR ADVERTISING MESSAGE

86 %

### Environmentally conscious readers

86% of those surveyed sustainability is a very important concern.

80 %

### Sustainable positioning

80% see the WELT media brand as a role model for other brands when it comes to sustainability.

+73 %

### High advertising recall

The respondents' advertising recall was 73% higher than the benchmark, thanks to relevant content.

Source 2022:

1: ZMG MM Rapid, basis: all respondents, n = 200 per medium. WELT brand = mean value across the users of the three WELT offerings

2: ZMG MM Rapid, basis: all respondents, n = 200 DIE WELT readers. \* Internal benchmark cross-media cases between 2016 and 2020, adverts without reference to sustainability. Brand advertising recall: 21%

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