

A person in a dark hoodie is sitting on the edge of a skyscraper, looking out over a city skyline at dusk. The scene is dark with a blue and orange color palette. Dashed lines in yellow, orange, and pink are overlaid on the image, creating a sense of movement and depth.

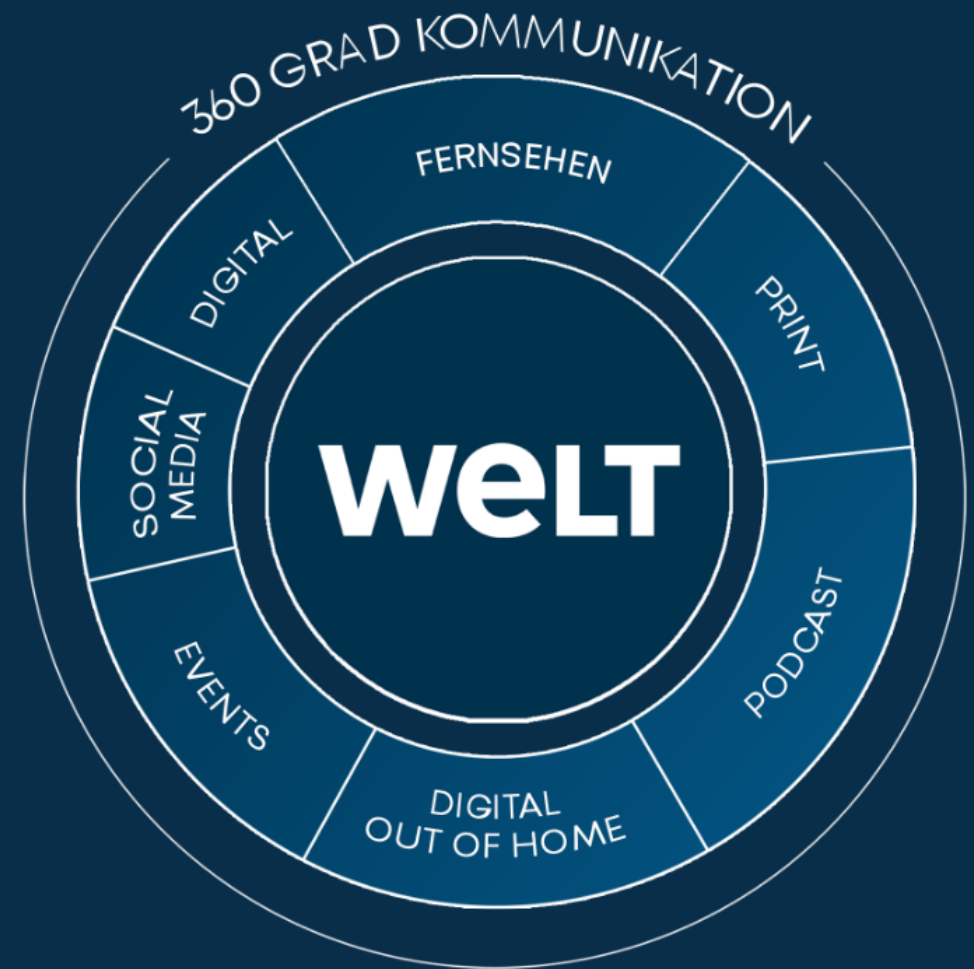
# THE WORLD BELONGS TO THOSE WHO RETHINK

THIS IS WORLD.

*impassioned by*

media **impact**—

**WELT**  
IS A **360-DEGREE**  
**MEDIA BRAND** AND  
STANDS FOR INTELLIGENT  
**QUALITY**  
**JOURNALISM.**



# WORLD ACHIEVED 41.59 MIO. PEOPLE

Source: b4p 2024 I, per month (basis: population, German-speaking resident population, 14 years and older (70.48 million); characteristics for structural features: fully/quite/very/particularly important/important/very strong/strong)  
WELT: Digital + print + TV



# WELT SETS STANDARDS IN REPORTING ON THE *ECONOMY, FINANCE AND POLITICS*



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Editor-in-Chief WELT  
Group & bestselling  
author



**ULF POSCHARDT**  
Published by WELT,  
POLITICO, Business  
Insider



**STEFFEN SCHWARZKOPF**  
Chief reporter & winner of  
the German Television  
Award 2024

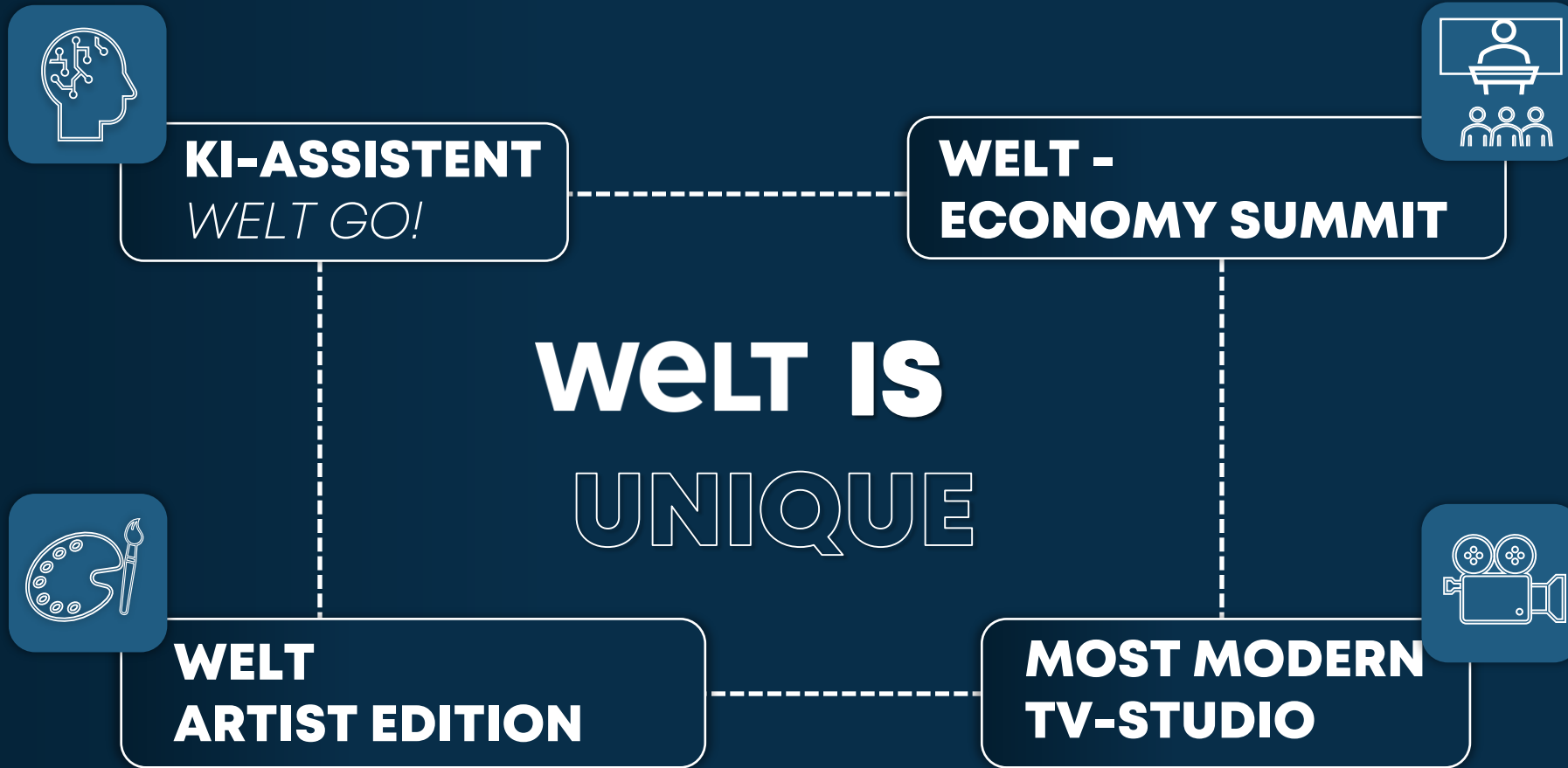


**ROBIN ALEXANDER**  
Deputy Editor-in-Chief  
& Bestselling Author



CLIMATE NEUTRAL WELT IS CLIMATE NEUTRAL  
CLIMATE NEUTRAL WELT IS CLIMATE NEUTRAL  
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We make our actions transparent - more information [here](#).





# TYPICAL WELT

Manuela



## SMART DYNAMIC FEMALE LEADERSHIP

Age: 44 years  
Place of residence: Frankfurt  
Profession: Finance manager  
HHNE: 5.000 € +Married, 2 children (4 and 2)

Target group share: 27%

Florian



## YOUNG PERFORMER

Age: 36 years  
Place of residence: Berlin  
Professional status: Founder  
HHNE: 3.000–3.500 €

Target group share: 20%

Kaspar



## DECISIONS & VISIONS

Age: 59 years  
Place of residence: Munich  
Professional status: self-employed, consultant  
HHNE: 8.000 € +Married, 1 child (21 years)

Target group share: 35%

silvia

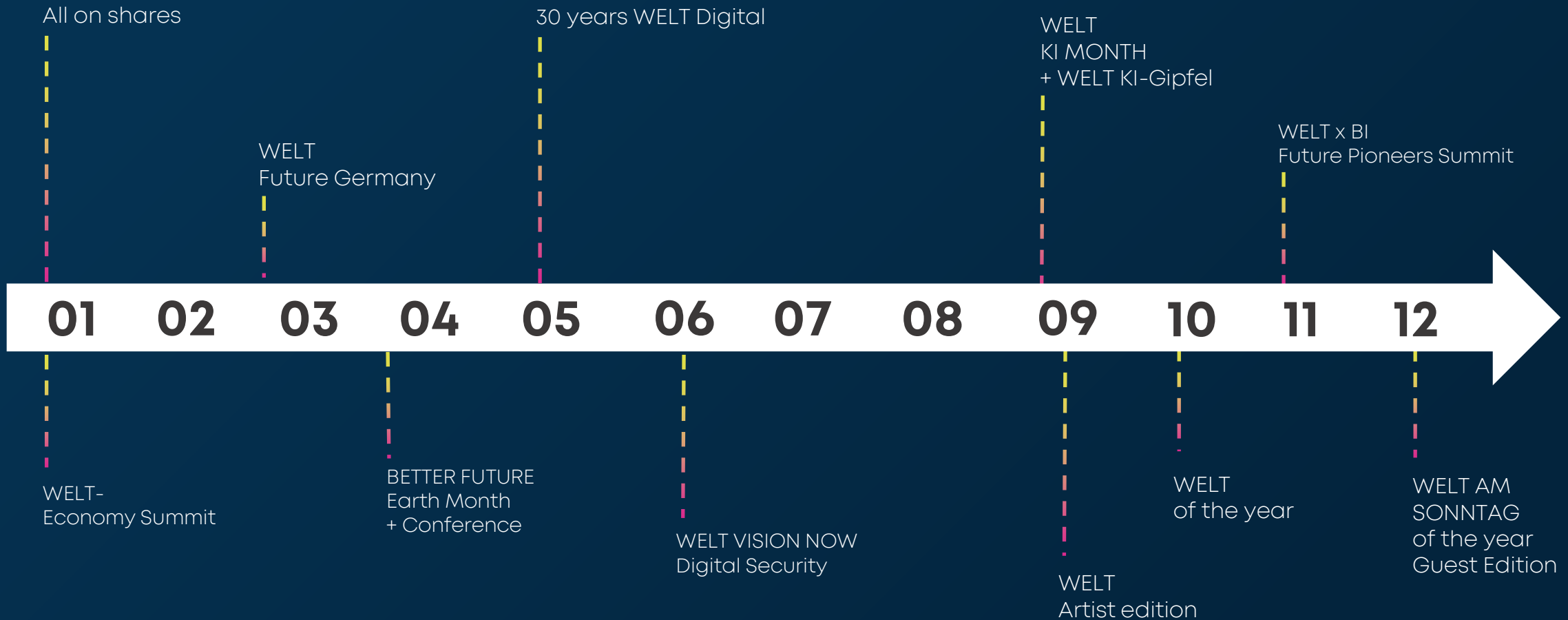


## STIL

Age: 61 years  
Place of residence: Hamburg  
Occupation: Designer/Photo artist  
1 child

Target group share: 18%

# HIGHLIGHTS 2025



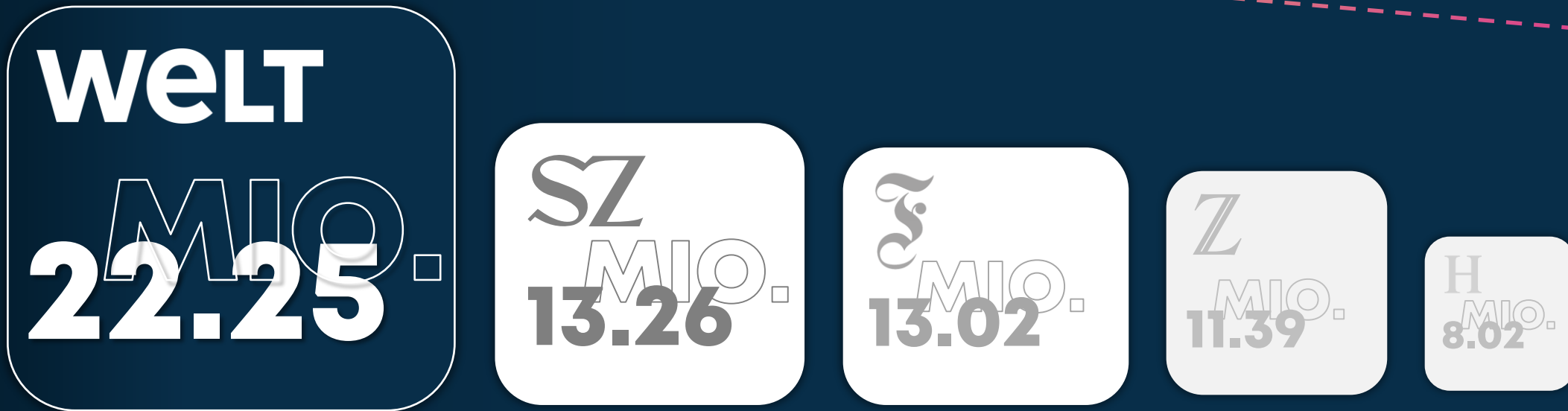




# WELT CROSSMEDIAL

PRINT & DIGITAL

# HIGHEST CROSS-MEDIA NET REACH



➔ **WELT has a wider reach than FAZ + SZ combined**

b4p 2024 I; Basis: German-speaking population 14+ (70.48 million), readers per issue, users per month (online, mobile use via smartphone / MEW, for WELT also the WELT app = DIE WELT + WELT AM SONNTAG + WELT AM SONNTAG Kompakt + WELT Online + DIE WELT Edition Crossmedial = print, digital = homepage + app (if available), without TV).

# THESE ARE OUR CROSSMEDIAL USERS

**3.78 Mio.**

**Users with a management function in the company  
- and thus clearly in 1st place**



**Most readers with a HHNE of > 3,000 €**

**12.67 Mio.**

**Average old WELT:**

**44,6 Jahre**

**Z**  
44,8 Jahre

**SZ**  
42,8 Jahre

**11.46 Mio.**

**Leading the competition among readers with a high school diploma or university degree**





# DECISION-MAKERS CHOOSE WELT

WELT CROSSMEDIAL  
**1,245 MIO.**  
DECISION-MAKER

**WITH WELT YOU NOT ONLY REACH THE DECISION-MAKERS -  
AT WELT THEY COME TOGETHER!**

Whether with WELT Digital, WELT AM SONNTAG, DIE WELT or exciting event and roundtable formats - WELT has the right medium for every message.

WELT DIGITAL  
**817.000** DECISION-MAKER

WELT PRINT  
**359.000** DECISION-MAKER

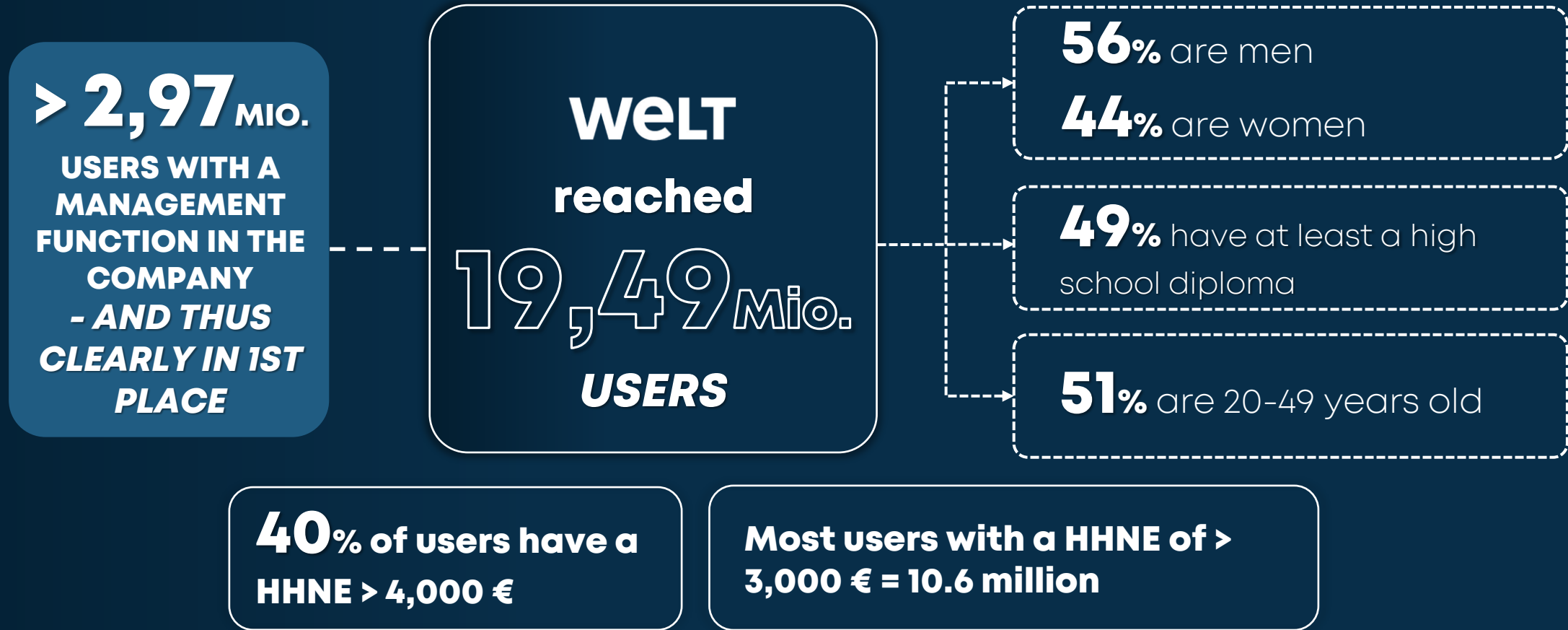
A woman with long dark hair, wearing a light blue button-down shirt, is sitting on a grey sofa in a dimly lit room. She is looking down at a laptop computer resting on her lap. The room appears to be a living area with bookshelves in the background. The image has a dark blue overlay and is decorated with several dashed lines in yellow, pink, and teal. The text 'WELT DIGITAL' is overlaid on the left side of the image.

# WELT DIGITAL

WITH **19.49 MIO.** USERS,  
**WELT DIGITAL** IS ONE  
OF THE MOST VISITED DIGITAL  
OFFERINGS IN GERMANY



# THE USERS OF WELT DIGITAL



# WELT PRINT

# STRONG JOURNALISTIC EXPERTISE

**WELT AM SONNTAG** is the most important weekend read for discerning readers. In addition to strong investigative stories on business and politics, it regularly focuses on topics such as AI, new mobility and SMEs as well as finance, culture, style and travel.

**DIE WELT** concisely summarises the news and debates of the day from Monday to Friday. In a slim paper, it focuses on pointed texts and a stringent structure that bundles content into one topic.

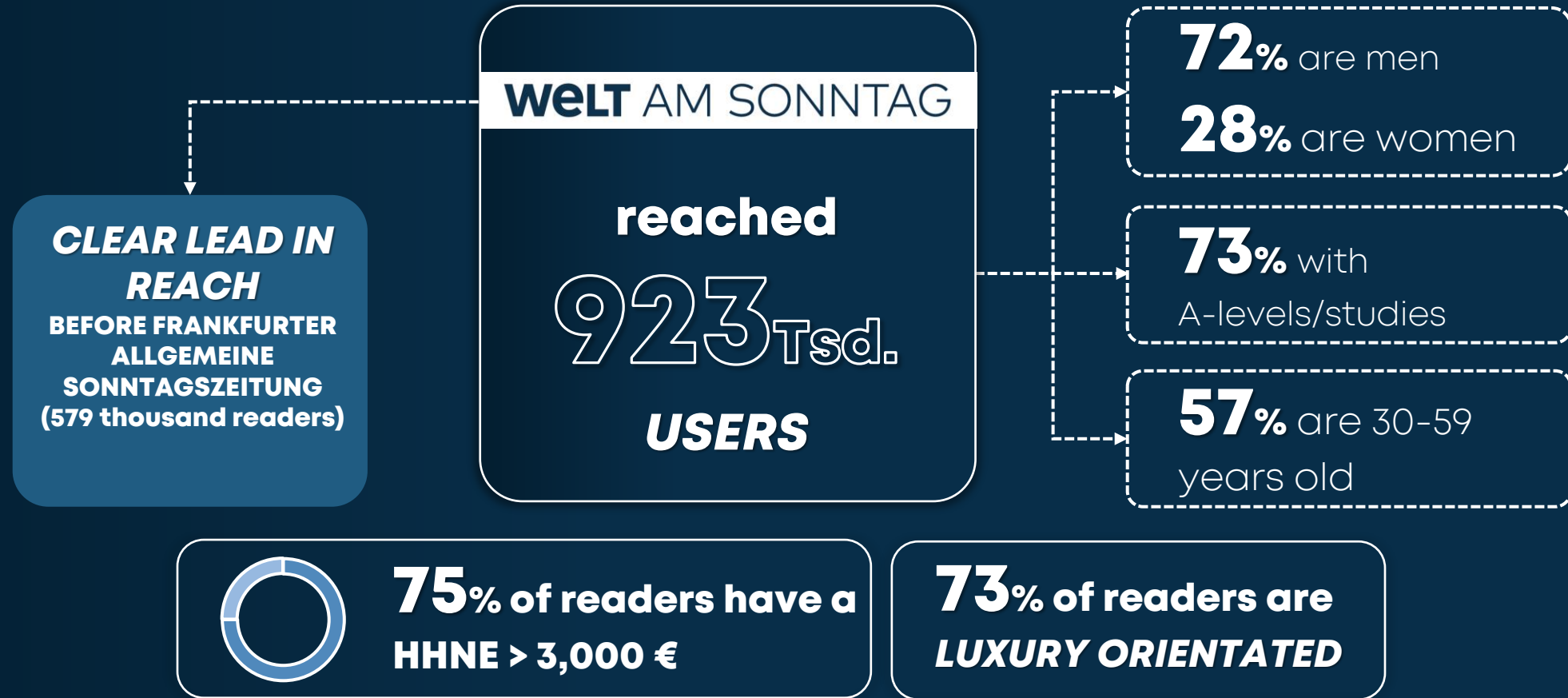


DIE WELT is published daily from Monday to Friday.

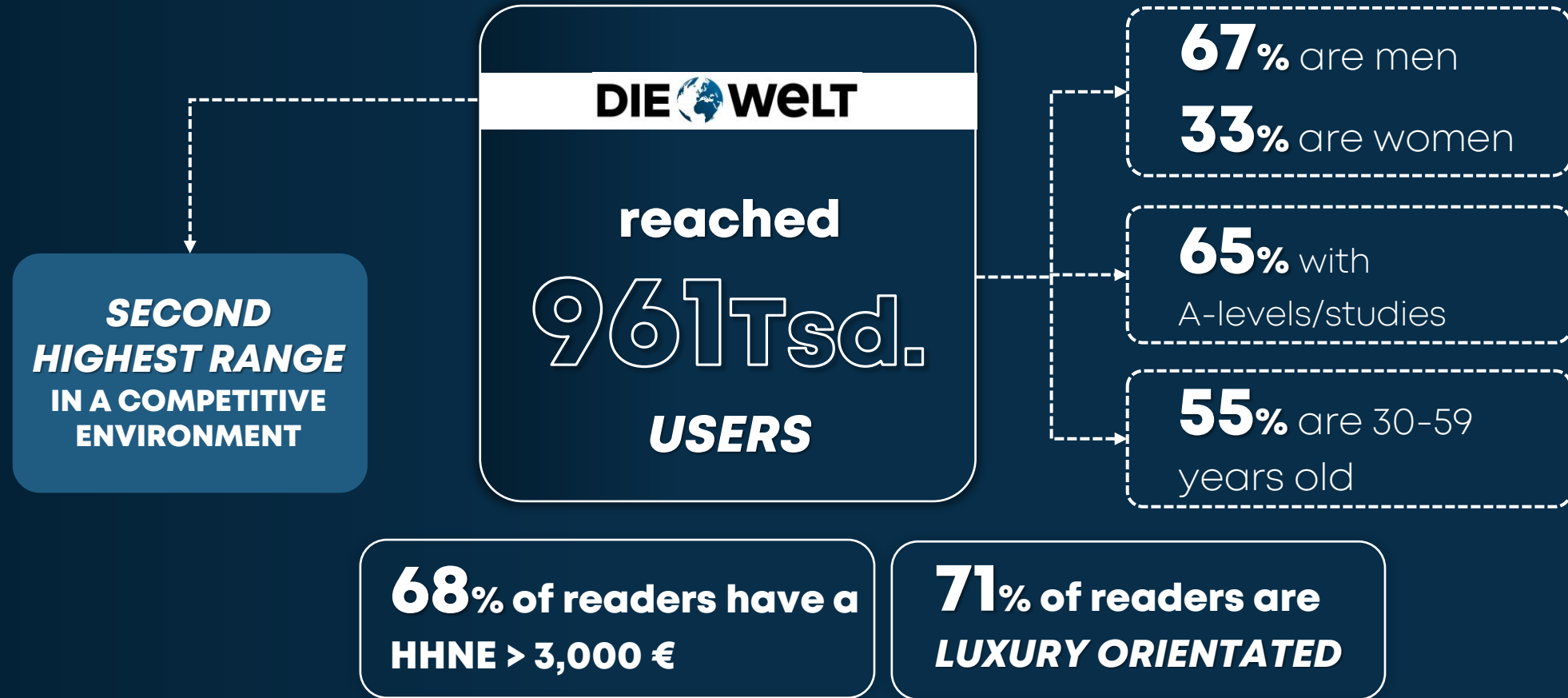
WELT AM SONNTAG is published with one issue on Saturday and one on Sunday.



# THE READERS OF WELT AM SONNTAG



# THE READERS OF THE WELT



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