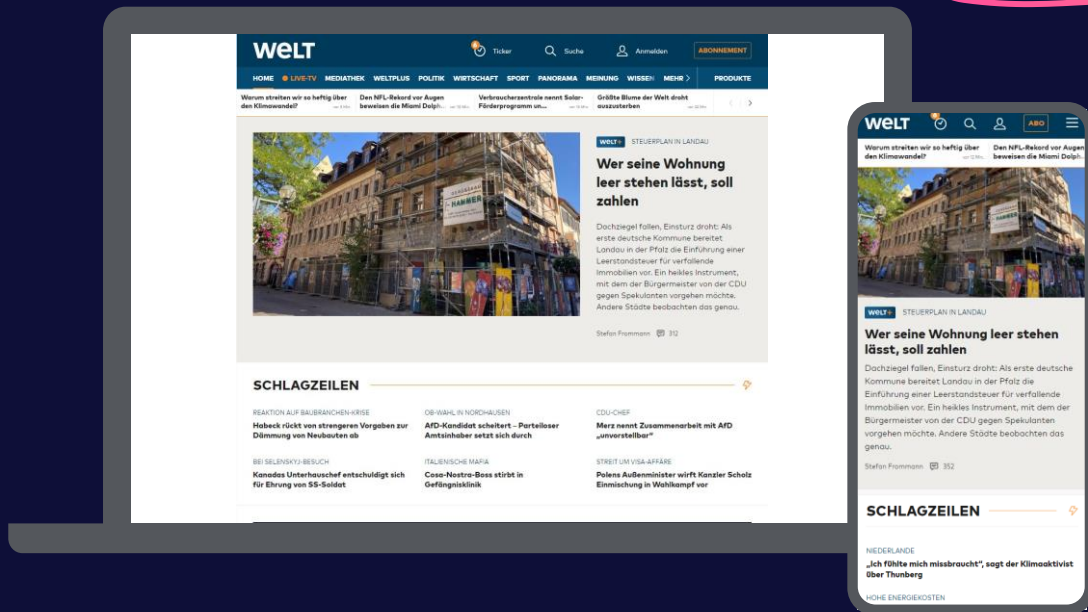


WELT DIGITAL



CONCEPT

WELT Digital stands for the core topics: Politics, Economy & Debate and is one of the leading news sites in Germany with more than 19 million users and more than 2.44 million daily users.¹ With online, mobile and the apps, WELT is an established and strong multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.

Key figures: Desktop, MEW & App

| | |
|-------------------------------|----------------|
| Net-Reach ¹ | 19.49 Million |
| Daily User ² | 2.44 Million |
| Visits ³ | 101.70 Million |
| Page Impressions ³ | 288.61 Million |

Target group: Desktop, MEW & App

| | |
|--|------|
| Male ¹ | 56 % |
| 20-49 years old ¹ | 51 % |
| HHNE 4.000 € and more ¹ | 40 % |
| Education at least Abitur ¹ | 49 % |

1) Source: b4p 2024 I -- Structural analysis
 2) Source: b4p 2024 II - structural analysis
 3) IVW Dezember 2024

WELT DIGITAL

Daily fixed placements

| Product 10 a.m-10 a.m | Ad Impressions | Formats | Price |
|--|-----------------------------------|---|---|
| HomeRun ¹ | 2,250,000 | Basic Deluxe Supreme | 65,250 € 76,500 € 122,000 € |
| HomeRun 100/1 ¹ | 1,600,000 | Double Dynamic Sitebar; MEW: Lead Ad 2:1 Sticky (3 Sek.); APP: Lead Ad (2:1) | 79,000 € |
| WELT Run Politics, Economy, Sports, Panorama, Knowledge, Culture | 2,500,000 | Basic Deluxe Supreme | 62,500 € 75,000 € 125,000 € |
| Without Politics | 1,500,000 | Basic Deluxe Supreme | 37,500 € 45,500 € 75,500 € |
| First Contact | 2,000,000 | Basic Deluxe Supreme | 58,000 € 68,000 € 110,000 € |
| HomeRun ¹ + WELT Run | 4,750,000 | Basic Deluxe Supreme | 93,000 € ² 110,000 € ² 178,000 € ² |
| HomeRun ¹ + First Contact | 4,250,000 | Basic Deluxe Supreme | 90,000 € ² 106,500 € ² 170,000 € ² |
| Homerun Programmatic | | Basic Deluxe Supreme | 33.93 € TKP 39.68 € TKP 63.25 € TKP |
| Content Presenting | Depending on channel ³ | Basic Deluxe Supreme | 35.00 € TKP 40.00 € TKP 65.00 € TKP |
| A-Teaser Home ⁴ | 800,000 | Full graphic teaser, portrait format (283 x 500px.) | 40,000 € |
| HomeRun BTF | 500,000 | Desktop: Billboard Mobile: Medium Rectangle | 13,250 € |

| Product Versions |
|---|
| <p>BASIC Stationär: Wallpaper / Fireplace⁵ / Billboard / (Dynamic) Sitebar MEW: Sticky Lead Ad (6:1/4:1) & Medium Rectangle / Understitial / Cube Ad (MMR) / Gallery Ad (MMR) App: Lead Ad (6:1/4:1) & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)</p> |
| <p>DELUXE Stationär: Billboard (100/1) / Video Wall⁶ / Double Dynamic Sitebar / Dynamic Fireplace⁵ / Bridge Ad⁷ / TwoFace Ad⁸ / Cinematic Ad / Direction Ad / Curtain Dropper² / Catalogue Ad MEW: Sticky Lead Ad (6:1 / 4:1) & Understitial / Interscroller / Medium Rectangle / Cube Ad (MMR) / TwoFace Ad⁸ / Gallery Ad (MMR) / Mobile Click & Swipe / Catalogue Ad APP: Lead Ad (6:1 / 4:1) & Medium Rectangle / Cube Ad (MMR) / TwoFace Ad⁸ / Gallery Ad (MMR)</p> |
| <p>SUPREME Stationär: Big Stage⁹ (Automatic Pre Expanding Video Wall, max. 8 seconds) MEW: Sticky Lead Ad (6:1 / 4:1 / 2:1) & Prestitial¹⁰ & Medium Rectangle / (Video) Interscroller / Content Ad / Understitial / Cube Ad (MMR) / Gallery Ad (MMR) / Mobile Big Stage¹¹ APP: Lead Ad (6:1 / 4:1 / 2:1) & Prestitial¹⁰ & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)</p> |

1) All stationary and mobile formats are relevant to the guarantee and billing. If one of these advertising media is not delivered, the selected main advertising media will be delivered as ROS placements on the booked day, in order to achieve the booked guarantee amount.
2) Gross prices including combined discount
3) COON Digital not available in the app
4) The availability of the A-Teaser slot must be agreed in advance with the WELT Brand Team.
5) Played above the navigation
6) FC=1/day, a billboard, fireplace or a DDS can remain as a fallback. In the tablet browser, only the fallback advertising material, e.g. the billboard, is delivered
7) Combination of Fireplace (display above the navigation) and Billboard (display below the navigation)
8) A billboard is required for tablet | no video | Mobile, the advertising material is displayed in the Interscroller | InApp, the advertising material is displayed in the MRec
9) FC=1/day for the animation; MEW & App: various formats to choose from
10) Autopause after 8 seconds; optional, only in HomeRun and in combination with a Mobile Medium Rectangle or an equivalent alternative, not relevant for guarantee
11) FC=1 global; payout exclusively with booking of a HomeRun; video starts muted (user can mute if required); second advertising medium (MMR) for guarantee fulfillment; cannot be booked in app (in app, a medium rectangle is used as fallback advertising medium); a 2:1 banner, a medium rectangle and a vertical video (incl. poster frame as jpg/png in the same size as fallback) are required; vertical video (9:16) must be delivered as MP4.

WELT DIGITAL

Specials

| WELT Themed Specials ¹ | Ad Impressions | Package Price ² |
|--|----------------|----------------------------|
| Logointegration (Desktop/MEW) ³ , Navigation Entry, Header & Footer, Sitebar ⁴ + Medium Rectangle (Multiscreen) ⁴ | | |
| Themed Special S | 400,000 | 25,000 € |
| Themed Special M Logo integration within the theme stage on the homepage (2 days) | 800,000 | 50,000 € |
| Themed Special L Logo integration within the theme stage on the homepage (3 days) | 1,450,000 | 90,000 € |

| Cross-medial Special topic ⁵ | Ad Impressions ⁶ | Package Price ² |
|--|-----------------------------|----------------------------|
| Presented Content Traffic package Duration 2-4 Weeks Header, Presenting-Footer, Sitebar ⁴ + Medium Rectangle (Multiscreen) ⁴ | | |
| Package S | 250,000 | 20,000 € |
| Package M | 500,000 | 40,000 € |
| Package L | 1,000,000 | 80,000 € |

| Targeting of digital Subscribers | Ad Impressions | CPM mark-up ⁶ |
|---|----------------|--------------------------|
| The approximately 225,000 ⁷ digital subscribers receive access to exclusive content from WELT Digital and you as a customer receive exclusive access to our subscribers. | ab 200,000 | 20 € |

| Newsletter | Ad Impressions | TKP |
|----------------------------|----------------|------|
| Different Bundles possible | from 160,000 | 50 € |

| ICON Collaborate | Ad Impressions | Package Price |
|--|----------------|---------------|
| Duration: 6 weeks, billboard stationary & medium rectangle mobile (home), Instagram sponsored post (sender Icon.magazine) ⁸ | | |
| Package | 3,065,000 | 26,500€ |

1) Special topics here: https://www.mediaimpact.de/data/uploads/2024/01/welt_themenspecial_2024.pdf; individual topics after consultation with the editorial team.

2) Plus creation costs: €4,000 (not eligible for discount and AE)

3) The customer logo must be delivered 3 weeks before the live date.

4) Sitebar and multiscreen medium rectangle = traffic-generating advertising media on WELT.de

5) Only cross-media bookable! Information on the special print topics can be found here: <https://www.mediaimpact.de/de/welt-sonderthemen/>

6) One or more editorial stories or an editorial channel on a specific topic can be presented. Customers take place as presenters of the editorial content

6) Basis: CPM price list, CPM dependent on booked formats; prices are discount & AE-capable, can be combined with other targeting options

7) IVW 09/2024

8) FC1 per day

WELT DIGITAL



Branded Content | Brand Story

| | | | | |
|---|-----------------------------------|--|----------------------------------|--|
| Minimum page views to be booked ³ 30,000 CPV: 3.15€ | +2.62€ CPV per additional view | Brand Story WELT basic package¹ 6 weeks - incl. native teaser | | Maximum page views to be booked ³ 130,000 overall CPV: 2.09€ |
| | | Guaranteed page views | Cost per View (CPV) ² | |
| | | 50,000 Views | 2.62€ | +2.05€ CPV |
| | | | | 100,000 CPV: 2.10€ |

| | | | | |
|--|-----------------------------------|---|----------------------------------|---|
| Minimum page views to be booked ³ 5,000 CPV: 3.50€ | +3.33€ CPV per additional view | Brand Story Lifestyle basic package¹ 6 weeks - incl. native teaser | | Maximum page views to be booked ³ 20,000 overall CPV: 3.13€ |
| | | Guaranteed page views | Cost per View (CPV) ² | |
| | | 15,000 Views | 3.33€ | |

| +Additional add-ons | | Additional costs |
|---------------------------------------|---|---|
| Data & Mafo Add-Ons | Audience Insights Report from 100,000 Views | 750€ on the creation costs |
| | Marktforschung from 100,000 Views | 3,500€ on the creation costs |
| Graphische Add-Ons⁴ | Immersive Story Brand or Product Story | Individual |
| | Interactive Story Brand or Product Story | 4,000 € on the creation costs |
| | Swipe Story Brand or Product Story | No extra charge |
| Social Media | Sponsored Posts Content Posts Vertical Story | See social media factsheet |
| Performance | Just Clicks, Social Performance Add-On o. Interaction Add-On | See social media factsheet |
| Hub | Stage for collecting your brand stories | From booking 3 stories on top |
| Refresh Story | Options: Easy, Update | From 500€ creation costs, depending on the package (see footnote) |
| Insight Add-On⁵ | Integrated surveys / quizzes for exciting insights ⁵ | No extra charge |

1) Campaign duration: WELT, LIFESTYLE: 6 weeks
 2) Plus creation costs (not eligible for discount and AE): | WELT: from 30,000 views €8,000; from 50,000 views €10,000; from 100,000 views €12,000 | LIFESTYLE: from 5,000 views €3,500; from 15,000 views €4,000; 20,000 views €4,500
 3) Scalable page views: from min. 1.54€ gross CPV (SR- and AE-capable), depending on the size of the booking.
 4) Graphical representations not useful for all content, review and decision by Axel Springer Brand Studios
 5) Various survey formats possible. Notes: Consisting of story + traffic drivers that link to story (native teaser), Page views guaranteed. Lead times for brand stories are at least 3-4 weeks from material delivery. All prices (unless otherwise stated) are gross SR prices, less agency fees, plus VAT. | Subject to changes and errors excepted. Status: 01.01.2025



WELT DIGITAL

Branded Content | Product Story

| Basic package ¹ | Ad Impressions | Page Views | Package price ² |
|--|----------------|------------|----------------------------|
| WELT Product Story M | 4,700,000 | 12,000 | 47,000 € |
| WELT Product Story L | 8,400,000 | 23,000 | 70,000 € |
| WELT Statement Story | 4,700,000 | 8,000 | 47,000 € |
| Story combos | | | |
| Decision maker (Business Insider, WELT) | 13,400,000 | 28,000 | 87,500 € |

| +Additional add-ons | Additional costs | |
|--|--|---|
| Additional visibility | Ad Impressions ³ | On a CPM basis (see CPM price list) |
| Data Add-Ons | Targeting on selected advertising media Targeting Product Story available (Guaranteed with Product Story M + Targeting on all advertising media) ⁵ | From €10 CPM (see targeting ratecard): WELT package: €66,000 ⁴ |
| Graphic and content add-ons⁵ | Immersive | Individual |
| | Interactive | 4,000€ on the creation costs |
| | Swipe Story | No extra charge |
| Social Media | Sponsored Posts Content Posts Vertical Story | See social media factsheet |
| Performance | Just Clicks, Social Performance Add-On o. Interaction Add-On | See performance factsheet |
| Hub | Stage for collecting your product stories | From booking 3 stories on top |
| Refresh Story⁶ | Option Refresh Story Easy and Update | From 500€ creation costs, depending on the package (see footnote) |
| Insight Add-On⁷ | Integrated surveys / quizzes for exciting insights | No extra charge |

1) Kampagnenlaufzeit: Product Storys min. 4 Wochen | Story Kombos: 4-6 Wochen |

2) Zzgl. Kreatorkosten (nicht SR- oder AE-fähig): WELT Paket M: 6.000€; Paket L: 8.000€ | Statement Story WELT: 6.000€ | Story Kombos: 8.000€ (bei interaktiver Umsetzung fallen zusätzlich 4.000€ an). Grundsätzliche Prüfung der Inhalte von Finanzdienstleistern; ggf. und vorbehaltlich notwendiger Anpassung der Produktvariante und/oder der garantierten Views.

3) Nur in den Basispaketen enthaltene Werbemittel ohne Aufpreis buchbar.

4) Nur ausgewählte Interest/Kombi TOX + Context-Targetings verfügbar; zzgl. Kreatorkosten i.H.v. 6.000€ (nicht rabatt- oder AE-fähig).

5) Graphische Darstellungen nicht für alle Inhalte sinnvoll. Prüfung und Entscheidung durch Axel Springer Brand Studios.

6) Option Easy: gleiche Story, gleiche Teaser – Preis je nach Product Story Paket + 500€ Kreatorkosten | Option Update: gleiche Story, neue Teaser – Preis je nach

Product Story Paket + 1.500€ Kreatorkosten. Auf allen verfügbaren Objekten buchbar | Kreatorkosten sind nicht SR- oder AE-fähig.

7) Verschiedene Umfrageformate möglich.

Hinweis: Bestehend aus Story + Traffictribern, die auf Story verlinken (Ad Server Werbemittel + Social Media) Ad Impressions + Page Views garantiert!

Die Vorlaufzeiten bei Product Storys liegen bei mindestens 3 Wochen ab Materialanlieferung. Alle Preise verstehen sich (sofern nicht anders vermerkt) als SR-fähige Bruttopreise, abzgl. AE, zzgl. MwSt. | Änderungen und Irrtümer vorbehalten. Stand: 01.01.2025.

WELT DIGITAL

Branded Content | Advertorial

| Basic package | Ad Impressions | Package price ² |
|------------------|----------------|----------------------------|
| WELT | 4,000,000 | 25,000 € |
| LIFESTYLE | 3,600,000 | 20,000 € |

| +Additional add-ons | | Additional costs |
|------------------------------|--|--|
| Additional visibility | Ad Impressions ³ | On a CPM basis (see CPM price list) |
| Data Add-Ons | Targeting on selected advertising media | From 10€TKP (see targeting price list) |
| Social Media | Sponsored Posts Content Post Vertical Story | See social media factsheet |
| Performance | Just Clicks, Social Performance Add-On o. Interaction Add-On | See performance factsheet |
| Hub | Stage for collecting your advertorials | From booking 4 advertorials on top |

1) Kampagnenlaufzeit: WELT & LIFESTYLE: 6 Wochen

2) Zzgl. Kreationskosten (nicht SR- und AE-fähig): WELT 3.500€ | LIFESTYLE: 2.500€.

3) Nur in den Basispaketen enthaltene Werbemittel ohne Kreationskosten aufpreis buchbar.

Hinweis: Bestehend aus Story + Traffictreibern, die auf die Story verlinken (Ad Server Werbemittel), Ad Impressions garantiert!

Die Vorlaufzeiten bei Advertorials liegen bei mindestens 2 Wochen ab Materialanlieferung. Alle Preise verstehen sich (sofern nicht anders vermerkt) als SR-fähige Bruttopreise, abzgl. AE, zzgl. MwSt. | Änderungen und Irrtümer vorbehalten. Stand: 01.01.2025

WELT DIGITAL

Social Media

| Facebook ¹ (4 sponsored Posts) | Fans | Ad Impressions | Price ² |
|---|-----------|----------------|--------------------|
| WELT | 1,100,000 | 1,200,000 | 24,000 € |
| Lifestyle | 99,000 | 400,000 | 8,000 € |

| X ¹ (ehemals Twitter, 4 Tweets) | Fans | Ad Impressions | Price ² |
|--|-----------|----------------|--------------------|
| WELT | 2,000,000 | 500,000 | 17,500 € |

| Instagram ¹ (4 sponsored Posts/Stories) | Fans | Ad Impressions | Price ² |
|--|---------|----------------|--------------------|
| WELT | 781,000 | 200,000 | 10,000 € |
| Lifestyle | 21,400 | 200,000 | 10,000 € |
| Icon.magazin | 18,200 | 200,000 | 10,000 € |

| LinkedIn (4 sponsored Posts) | Fans | Ad Impressions | Price ² |
|------------------------------|--------|----------------|--------------------|
| WELT | 46,000 | 200,000 | 10,000 € |

| Pinterest (4 sponsored Posts) | Fans | Ad Impressions | Price ² |
|-------------------------------|--------|----------------|--------------------|
| WELT | 23,000 | 400,000 | 20,000 € |

| Vertical Story | Ad Impressions | Price ³ |
|--|----------------|--------------------|
| With full-screen vertical videos or animated images, you can reach a young target group with your story on Snapchat and Instagram. Up to 5 story parts including a link to your brand or product story on one of our brands or on your desired landing page. | | |
| Stand Alone 1-2 Week | 30,000 | 80,000 € |
| Story Booster 1-2 Week | 15,000 | 40,000 € |

¹)Material for Instagram, Facebook or Twitter must be delivered at least 5 days in advance, for the canvas ad there are creation costs of €1,890 (not discountable and AE-eligible) (10 working days in advance).

²) Prices plus €800 creation costs. Instagram Stories €1,600 (not SR or AE-eligible).

³) Plus creation costs: Stand Alone: €8,000 | Booster: €5,000 (not SR or AE eligible)

TKP PLACEMENTS



MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)

| | AdBundle, Skyscraper, Superbanner, Medium Rectangle | Wallpaper, Halfpage Ad | Fireplace, Sitebar, Billboard ¹ |
|--|---|------------------------------|--|
| Mobile Content Ad 6:1 + 4:1 | RoS & Custom 50 € | RoS & Custom 60 € | RoS & Custom 70 € |
| "Mobile Content Ad 2:1, Mobile Medium Rectangle" | RoS & Custom 60 € | RoS & Custom 70 € | RoS & Custom 80 € |
| "Mobile Content Ad 1:1, Understitial ² , Interscroller ² , Prestitial (InApp) ³ , Mobile Halfpage Ad ² " | RoS & Custom 72 € | RoS & Custom 82 € | RoS & Custom 92 € |

VIDEO

| | | | |
|--|-------------------|---|-------------------|
| InText Outstream Ad ⁴ on start, bis inkl. 20 Sec. | RoS & Custom 60 € | X-Stream Ad ⁶ bis inkl. 20 Sec. | RoS 55 € |
| (Live)Stream Ad ⁵ bis inkl. 20 Sec. | RoS & Custom 85 € | YouTube ⁷ PreRoll bis inkl. 20 Sec. | RoS & Custom 85 € |
| Muted Instream Ad ⁸ bis inkl. 30 Sec. | ROS 65 € | Vertical Video ⁹ InFeed Vertical Video bis 30 Sec. | RoS & Custom 92 € |

MULTISCREEN - Traffic distribution between stationary and mobile is based on availability.

| | | |
|----------------------|--------------------------------|---|
| Additional options:: | Double Dynamic Sitebar | CPM sitebar plus €5 surcharge in combination with a mobile format |
| | Dynamic Fireplace | CPM Fireplace plus €5 surcharge in combination with a mobile format |
| | Video Wall | Desktop only |
| | Desktop Only | highest price category plus € 10 CPM surcharge |
| | Mobile Only | highest price category |
| | Tandem / Triple Ads on request | |
| | Other video formats on request | |

Notes::

- 1) In RoS (selected pages) also bookable as a cinematic ad (surcharge +€5 in combination with a mobile format).
- 2) The Mobile Halfpage Ad is displayed for individual objects in the Interscroller.
- 3) Exclusively bookable InApp. Playout takes place with FC 1/campaign.
- 4) Excess length (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM // Paid targeting possible with a CPM surcharge.
- 5) Bookable in the WELT TV livestream. Longer spots (21-30 sec.) +10€ CPM // Short spots (up to and including 6 sec.) -10€ CPM. Excess length (31+ sec.) on request, surcharge depending on excess length. There is a surcharge of €30 gross for targeting on CTV. Paid targeting possible for a CPM surcharge.
- 6) Bookable on selected pages. Excess length (21-30 sec.) + 20 € CPM // Short spots (up to and including 6 sec.) -10 € CPM.
- 7) Other formats: Bumper (up to incl. 6 sec.) - RoS & Custom 65 €, Sponsorship (up to incl. 20 sec.) - RoS & Custom 100 €, Targeting possible (Regio+Sozio); + € 11 CPM surcharge per targeting criterion. RoP: programmatically available.
- 8) Short spots (up to and including 6 seconds) - 10€ CPM.
- 9) Vertical Videos werden im Interscroller ausgespielt, muted mit Click to Play.

