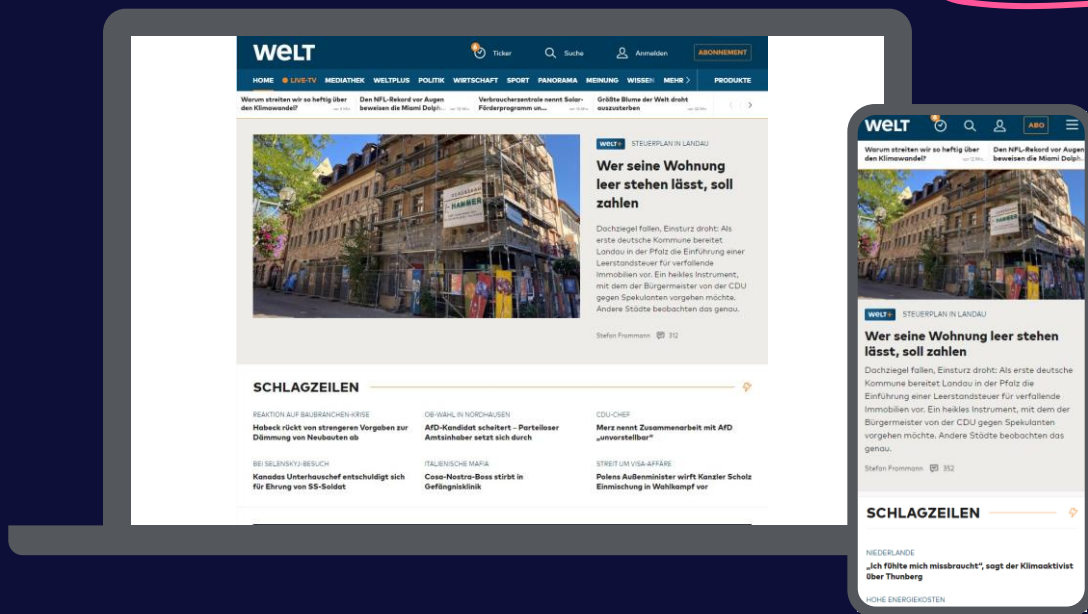


# WELT DIGITAL



## 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.<sup>1</sup> 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 <sup>1</sup>	19.49 Million
Daily User <sup>2</sup>	2.44 Million
Visits <sup>3</sup>	101.70 Million
Page Impressions <sup>3</sup>	288.61 Million

### Target group: Desktop, MEW & App

Male <sup>1</sup>	56 %
20-49 years old <sup>1</sup>	51 %
HHNE 4.000 € and more <sup>1</sup>	40 %
Education at least Abitur <sup>1</sup>	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 <sup>1</sup>	2,250,000	Basic Deluxe Supreme	65,250 € 76,500 € 122,000 €
HomeRun 100/1 <sup>1</sup>	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 <sup>1</sup> + WELT Run	4,750,000	Basic Deluxe Supreme	93,000 € <sup>2</sup> 110,000 € <sup>2</sup> 178,000 € <sup>2</sup>
HomeRun <sup>1</sup> + First Contact	4,250,000	Basic Deluxe Supreme	90,000 € <sup>2</sup> 106,500 € <sup>2</sup> 170,000 € <sup>2</sup>
Homerun Programmatic		Basic Deluxe Supreme	33.93 € TKP 39.68 € TKP 63.25 € TKP
Content Presenting	Depending on channel <sup>3</sup>	Basic Deluxe Supreme	35.00 € TKP 40.00 € TKP 65.00 € TKP
A-Teaser Home <sup>4</sup>	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

### BASIC

**Stationär:** Wallpaper / Fireplace<sup>5</sup> / 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)

### DELUXE

**Stationär:** Billboard (100/1) / Video Wall<sup>6</sup> / Double Dynamic Sitebar / Dynamic Fireplace<sup>5</sup> / Bridge Ad<sup>7</sup> / TwoFace Ad<sup>8</sup> / Cinematic Ad / Direction Ad / Curtain Dropper<sup>6</sup> / Catalogue Ad

**MEW:** Sticky Lead Ad (6:1 / 4:1 / 2:1 (not sticky)) & Understitial / Interscroller / Medium Rectangle / Cube Ad (MMR) / TwoFace Ad<sup>8</sup> / Gallery Ad (MMR) / Mobile Click & Swipe / Catalogue Ad

**APP:** Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Cube Ad (MMR) / TwoFace Ad<sup>8</sup> / Gallery Ad (MMR)

### SUPREME

**Stationär:** Big Stage<sup>9</sup> (Automatic Pre Expanding Video Wall, max. 8 seconds)

**MEW:** Sticky Lead Ad (6:1 / 4:1 / 2:1) & Prestitial<sup>10</sup> & Medium Rectangle / (Video) Interscroller / Content Ad / Understitial / Cube Ad (MMR) / Gallery Ad (MMR) / Mobile Big Stage<sup>11</sup>

**APP:** Lead Ad (6:1 / 4:1 / 2:1) & Prestitial<sup>10</sup> & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)

<sup>1</sup>) 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.

<sup>2</sup>) Gross prices including combined discount

<sup>3</sup>) ICON Digital not available in the app

<sup>4</sup>) The availability of the A-Teaser slot must be agreed in advance with the WELT Brand Team.

<sup>5</sup>) Played above the navigation

<sup>6</sup>) FC=1/day, a billboard, fireplace or a DDB can remain as a fallback. In the tablet browser, only the fallback advertising material, e.g. the billboard, is delivered

<sup>7</sup>) Combination of Fireplace (display above the navigation) and Billboard (display below the navigation)

<sup>8</sup>) A billboard is required for tablet | no video | Mobile, the advertising material is displayed in the interscroller | In App, the advertising material is displayed in the Mrec

<sup>9</sup>) FC=1/day for the animation; MEW & App: various formats to choose from

<sup>10</sup>) Autoclose after 8 seconds; optional, only in HomeRun and in combination with a Mobile Medium Rectangle or an equivalent alternative, not relevant for guarantee

<sup>11</sup>) FC=1 global; playback 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 <sup>1</sup>	Ad Impressions	Package Price <sup>2</sup>
Logointegration (Desktop/MEW) <sup>3</sup> , Navigation Entry, Header & Footer, Sitebar <sup>4</sup> + Medium Rectangle (Multiscreen) <sup>4</sup>		
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 <sup>5</sup>	Ad Impressions <sup>6</sup>	Package Price <sup>2</sup>
Presented Content Traffic package   Duration 2-4 Weeks   Header, Presenting-Footer, Sitebar <sup>4</sup> + Medium Rectangle (Multiscreen) <sup>4</sup>		
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 <sup>6</sup>
The approximately 225,000 <sup>7</sup> 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 €

1) Special topics here: [https://www.mediaimpact.de/data/uploads/2024/01/welt\\_themenspecial\\_2024.pdf](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/>

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) IWW 09/2024

# WELT DIGITAL

## Branded Content | Brand Story

		Brand Story WELT basic package <sup>1</sup> 6 weeks - incl. native teaser				Brand Story Lifestyle basic package <sup>1</sup> 6 weeks - incl. native teaser	
Minimum page views to be booked <sup>3</sup>		Guaranteed page views	Cost per View (CPV) <sup>2</sup>		Maximum page views to be booked <sup>3</sup>		
30,000	+2.62€ CPV	50,000 Views	2.62€	+2.10€ CPV	100,000	+2.05€ CPV	130,000
CPV: 3.15€	per additional view				CPV: 2.10€		overall CPV: 2.09€
5,000	+3.33€ CPV	15,000 Views	3.33€	+3.13€ CPV	20,000		overall CPV: 3.13€
CPV: 3.50€	per additional view						

+Additional add-ons		Additional costs
<b>Data &amp; Mafo Add-Ons</b>	Audience Insights Report   from 100,000 Views	750€ on the creation costs
	Marktforschung   from 100,000 Views	3,500€ on the creation costs
<b>Graphische Add-Ons<sup>4</sup></b>	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
<b>Social Media</b>	Sponsored Posts   Content Posts   Vertical Story	See social media factsheet
<b>Performance</b>	Just Clicks, Social Performance Add-On o. Interaction Add-On	See social media factsheet
<b>Hub</b>	Stage for collecting your brand stories	From booking 3 stories on top
<b>Refresh Story</b>	Options: Easy, Update	From 500€ creation costs, depending on the package (see footnote)
<b>Insight Add-On<sup>5</sup></b>	Integrated surveys / quizzes for exciting insights <sup>5</sup>	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 <sup>1</sup>	Ad Impressions	Page Views	Package price <sup>2</sup>
<b>WELT Product Story M</b>	4,700,000	12,000	47,000 €
<b>WELT Product Story L</b>	8,400,000	23,000	70,000 €
<b>WELT Statement Story</b>	4,700,000	8,000	47,000 €
Story combos			
<b>Decision maker</b> (Business Insider, WELT)	13,400,000	28,000	87,500 €

+Additional add-ons	Additional costs	
<b>Additional visibility</b>	Ad Impressions <sup>3</sup>	On a CPM basis (see CPM price list)
<b>Data Add-Ons</b>	Targeting   on selected advertising media   <b>Targeting Product Story</b> available (Guaranteed with Product Story M + Targeting on all advertising media) <sup>5</sup>	From €10 CPM (see targeting ratecard): WELT package: €66,000 <sup>4</sup>
<b>Graphic and content add-ons<sup>5</sup></b>	Immersive	Individual
	Interactive	4,000€ on the creation costs
	Swipe Story	No extra charge
<b>Social Media</b>	Sponsored Posts   Content Posts   Vertical Story	See social media factsheet
<b>Performance</b>	Just Clicks, Social Performance Add-On o. Interaction Add-On	See performance factsheet
<b>Hub</b>	Stage for collecting your product stories	From booking 3 stories on top
<b>Refresh Story<sup>6</sup></b>	Option Refresh Story Easy and Update	From 500€ creation costs, depending on the package (see footnote)
<b>Insight Add-On<sup>7</sup></b>	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 TGX + 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 + Traffictreibern, 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 <sup>2</sup>
<b>WELT</b>	4,000,000	25,000 €
<b>LIFESTYLE</b>	3,600,000	20,000 €

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

1) Kampagnenlaufzeit: WELT & LIFESTYLE: 6 Wochen

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

3) Nur in den Basispaketen enthaltene Werbemittel ohne Kreativekosten 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 <sup>1</sup> (4 sponsored Posts)	Fans	Ad Impressions	Price <sup>2</sup>
<b>WELT</b>	1,100,000	1,200,000	24,000 €
<b>Lifestyle</b>	99,000	400,000	8,000 €

X <sup>1</sup> (ehemals Twitter, 4 Tweets)	Fans	Ad Impressions	Price <sup>2</sup>
<b>WELT</b>	2,000,000	500,000	17,500 €

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

LinkedIn (4 sponsored Posts)	Fans	Ad Impressions	Price <sup>2</sup>
<b>WELT</b>	46,000	200,000	10,000 €

Pinterest (4 sponsored Posts)	Fans	Ad Impressions	Price <sup>2</sup>
<b>WELT</b>	23,000	400,000	20,000 €

Vertical Story	Ad Impressions	Price <sup>3</sup>
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 €

<sup>1</sup>)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).

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

<sup>3</sup>) 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 <sup>1</sup>	
Mobile Content Ad 6:1 + 4:1		RoS & Custom	50 €	RoS & Custom	60 €	<b>RoS &amp; Custom</b>	<b>70 €</b>
"Mobile Content Ad 2:1, Mobile Medium Rectangle"		RoS & Custom	60 €	RoS & Custom	70 €	<b>RoS &amp; Custom</b>	<b>80 €</b>
"Mobile Content Ad 1:1, Understitial <sup>2</sup> , Interscroller <sup>2</sup> , Prestitial (InApp) <sup>3</sup> , Mobile Halfpage Ad <sup>2</sup> "		<b>RoS &amp; Custom</b>	<b>72 €</b>	<b>RoS &amp; Custom</b>	<b>82 €</b>	<b>RoS &amp; Custom</b>	<b>92 €</b>

VIDEO						
InText Outstream Ad <sup>4</sup> on start, bis inkl. 20 Sec.		RoS & Custom	60 €	X-Stream Ad <sup>6</sup> bis inkl. 20 Sec.	RoS	55 €
(Live)Stream Ad <sup>5</sup> bis inkl. 20 Sec.		RoS & Custom	85 €	YouTube <sup>7</sup> PreRoll bis inkl. 20 Sec.	RoS & Custom	85 €
Muted Instream Ad <sup>8</sup> bis inkl. 30 Sec.		ROS	65 €	Vertical Video <sup>9</sup> 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 Mobile Only	highest price category plus € 10 CPM surcharge 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. Payout 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.