

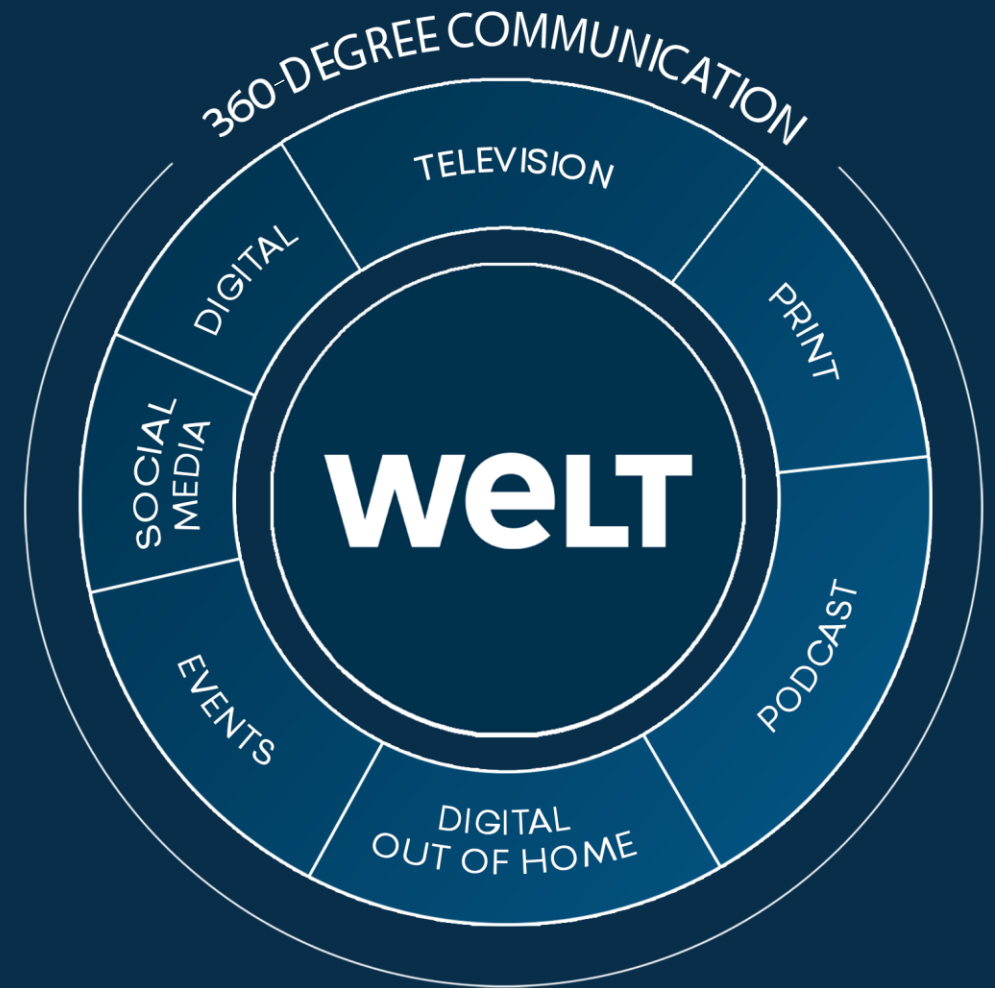
A person in a dark hoodie is sitting on the edge of a skyscraper, looking out over a city at dusk. The sky is dark with some light clouds. The city below is filled with buildings, and the overall tone is blue and moody. There are several dashed lines in yellow, orange, and pink that curve across the image.

THE WORLD BELONGS TO THOSE WHO THINK NEW

THIS IS WELT.

media **impact**—

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



WELT REACHES 41.59M PEOPLE

Source: b4p 2024 I, per month (Base: total population, German-speaking residential population aged 14 and older (70.48 million)
WELT: Digital + Print + TV

WELT PIONEERS NEW STANDARDS IN REPORTING ON *THE ECONOMY, FINANCE AND POLITICS*



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Editor-in-Chief WELT
Group & bestselling
author



ULF POSCHARDT
Publisher WELT, POLITICO
& Business Insider



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

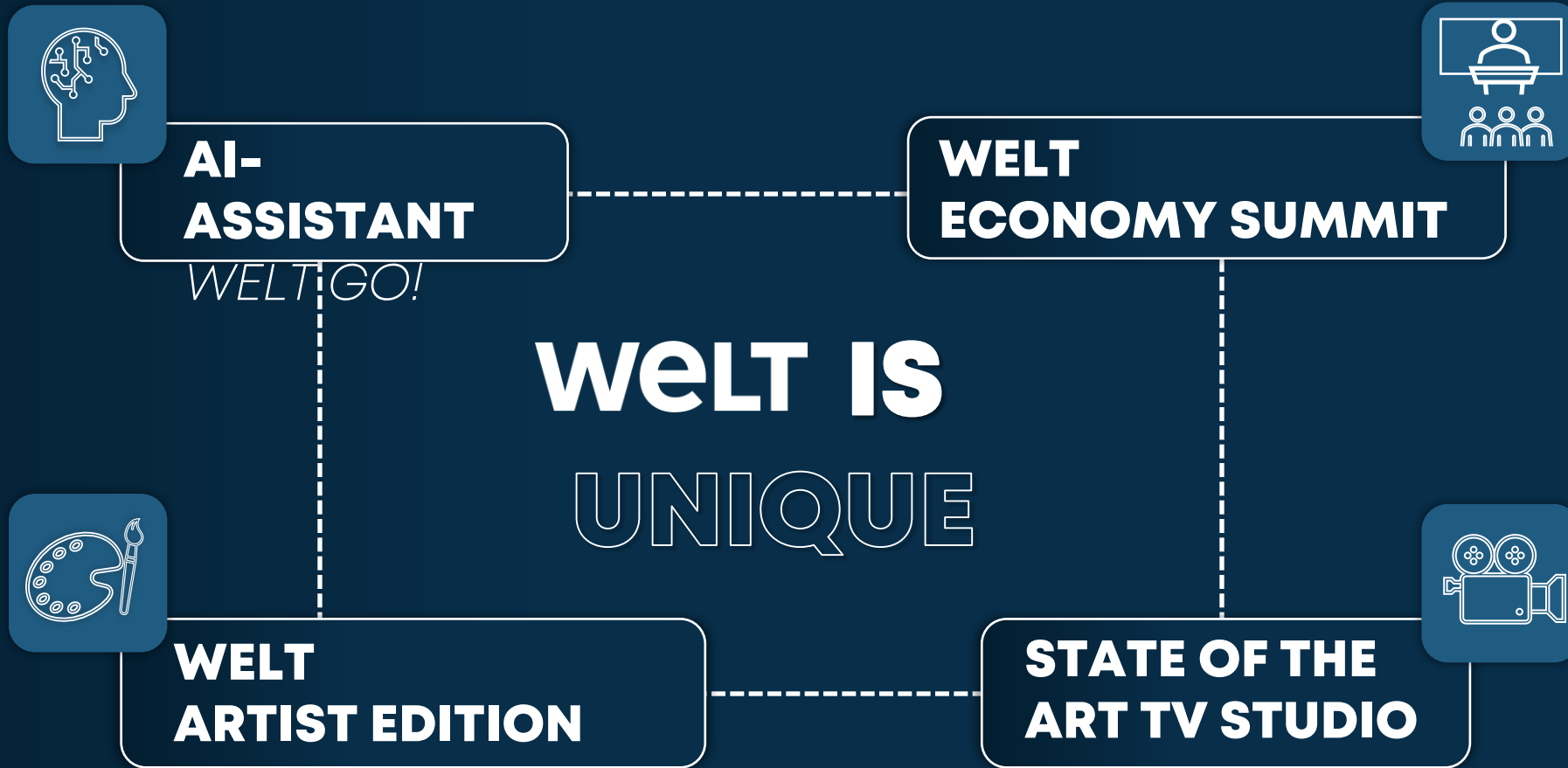


ROBIN ALEXANDER
Deputy Editor-in-Chief
& bestselling author



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S CLIMATE NEUTRAL W

We make our impact transparent - more information [here](#).



THE TYPICAL WELT USER

Manuela



THE DYNAMIC FEMALE LEADER

Age: 44 years
Place of residence: Frankfurt
Profession: Finance manager
HHNI: € 5,000 per month
+ Married, 2 children (4 and 2 years)

Target group share: 27%

Florian



THE YOUNG PERFORMER

Age: 36 years
Place of residence: Berlin
Professional status: Founder
HHNI: € 3,000 – 3,500 per month

Target group share: 20%

Kaspar



THE VISIONARY

Age: 59 years
Place of residence: Munich
Professional status: self-employed, consultant
HHNI: € 8,000 per month
+ Married, 1 child (21 years)

Target group share: 35%

silvia

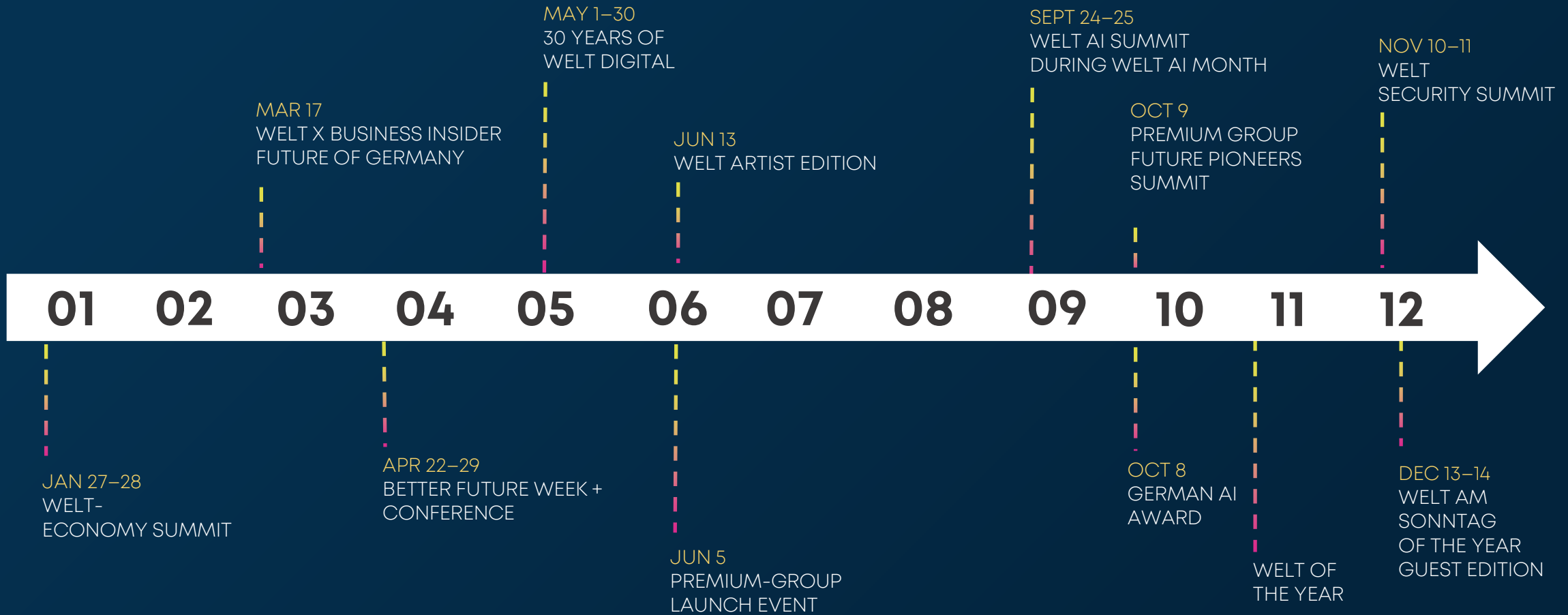


STYLE

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

Target group share: 18%

WELT 2025 EVENTS CALENDAR





WELT CROSS-MEDIA

PRINT & DIGITAL

HIGHEST CROSS-MEDIA NET REACH



➔ **WELT has a wider reach than *Frankfurter Allgemeine Zeitung* + *Die Zeit* combined**

b4p 2024 I; Base: German-speaking population aged 14+ (70.48 million), readers per issue, users per month (online, mobile usage via smartphone/ MEW, for WELT also the app;
WELT = DIE WELT + WELT AM SONNTAG + WELT AM SONNTAG Kompakt + WELT Online + DIE WELT Edition; cross-media = Print, Digital = Homepage + App (if available), excluding TV

WELT'S CROSS-MEDIA AUDIENCE

We rank #1 versus competitors for management-level users in the company*

3.78 M

Most readers with > € 5,000 HHNI per month

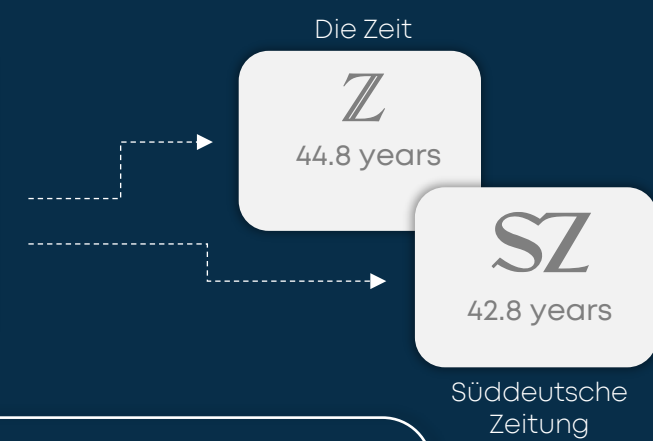
12.67 M



44.6
Average reader age

We rank #1 for readers holding a high-school diploma or university degree

11.46 M



b4p 2024 I; Base: German-speaking population aged 14+ (70.48 million), brand per month (Print, Digital, excluding TV)
*competitors included in this ranking include Süddeutsche Zeitung, Die Zeit, Frankfurter Allgemeine, Handelsblatt

DECISION MAKERS CHOOSE WELT

WELT CROSS-MEDIA
1.245M

DECISION MAKERS¹

REACH DECISION MAKERS, WHICHEVER PLATFORM THEY ARE CONSUMING WELT ON.

Whether with WELT Digital, WELT AM SONNTAG, DIE WELT or a live event – WELT has the right medium for every message.

WELT DIGITAL
817K **DECISION-MAKERS²**

WELT PRINT
359K **DECISION-MAKERS³**

1) LAE 2024; user/reader per month
2) LAE 2024; user per month
3) LAE 2024 reader per issue

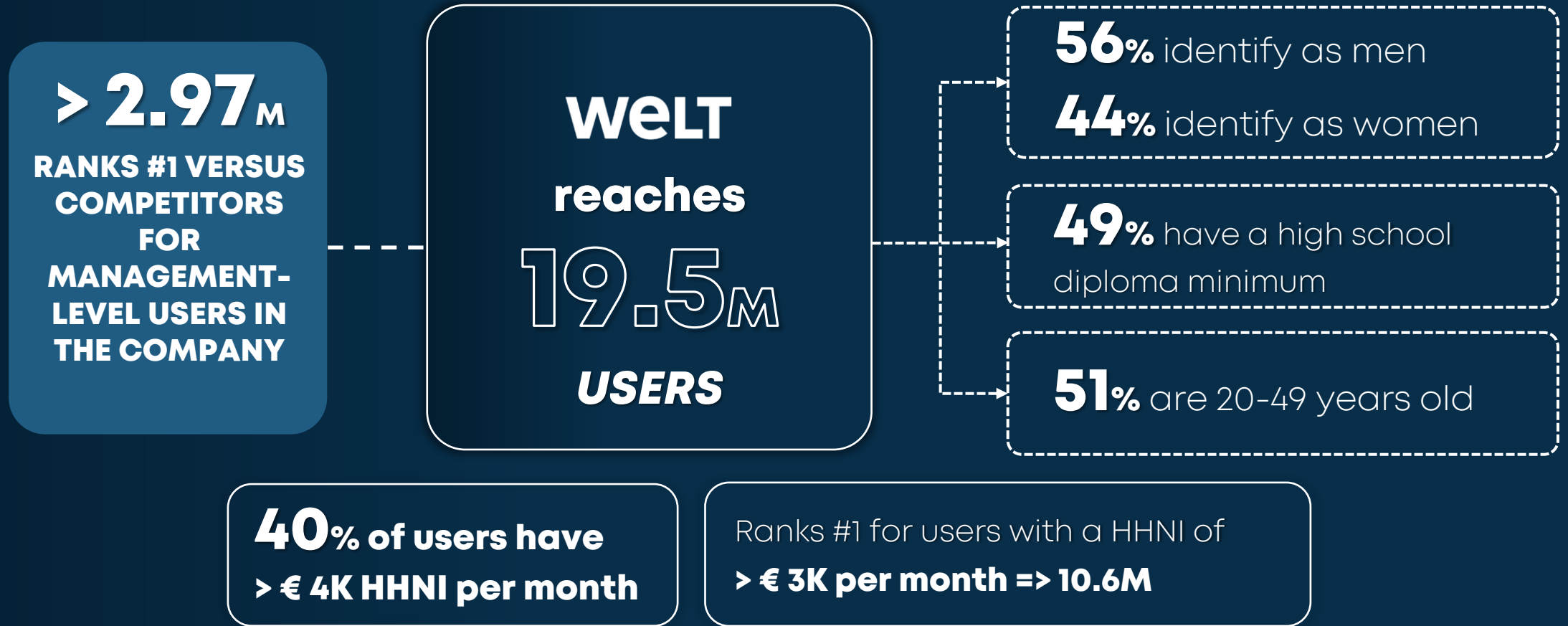


WELT DIGITAL

WITH **19.49M** USERS,

WELT DIGITAL IS ONE
OF THE MOST VISITED DIGITAL
OFFERINGS IN GERMANY

THE WELT DIGITAL AUDIENCE



WELT PRINT

DEEP JOURNALISTIC EXPERTISE

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

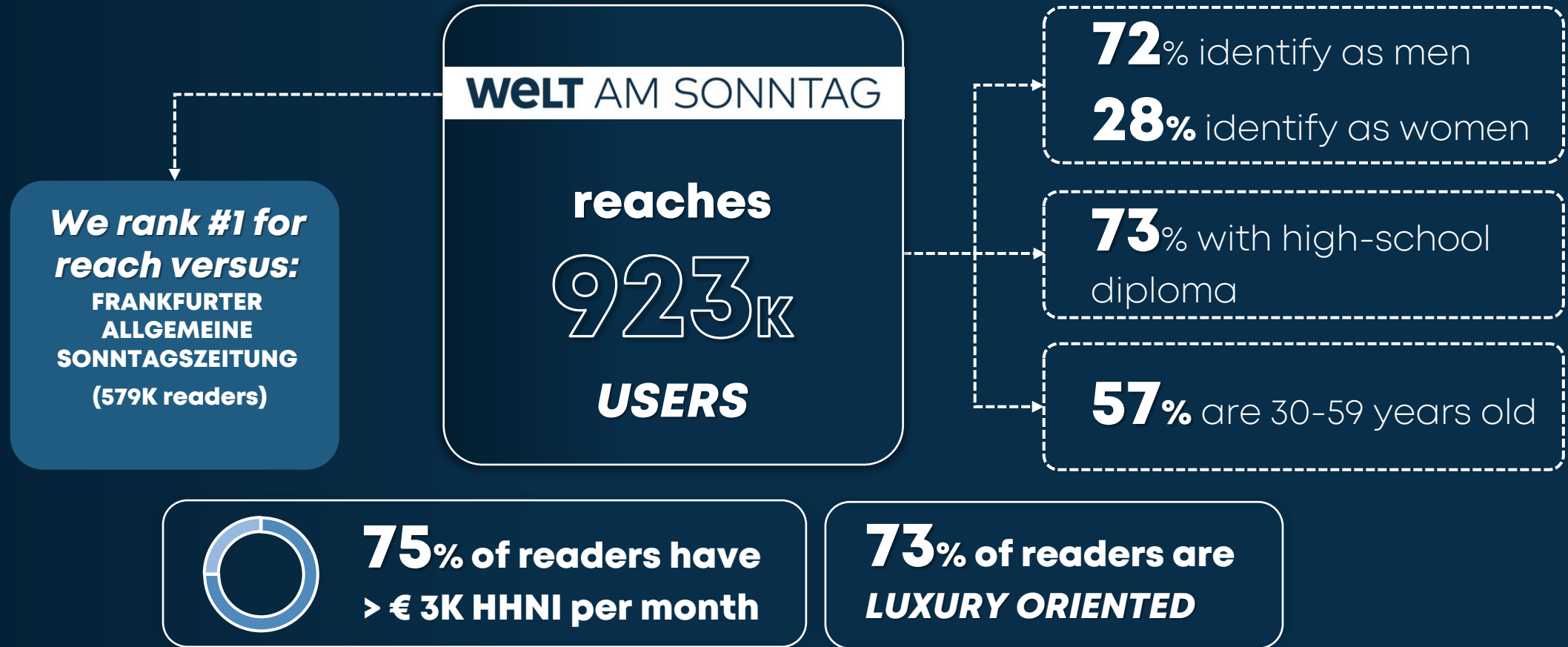
DIE WELT concisely summarises the news and debates of the day from Monday to Friday, providing unapologetic critique and in-depth analysis.



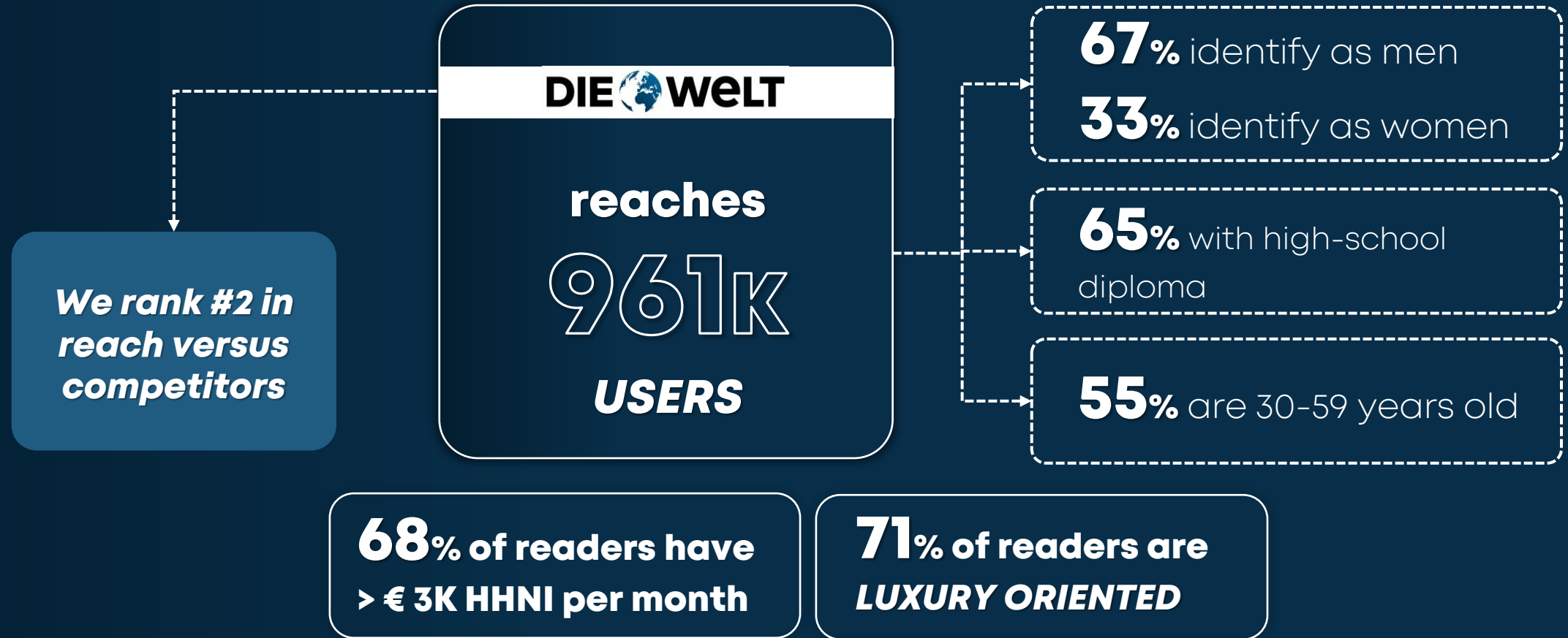
DIE WELT is published daily from Monday to Friday.

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

THE WELT AM SONNTAG AUDIENCE



THE READERS OF DIE WELT



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