

WELT DIGITAL MEDIADATA

2025

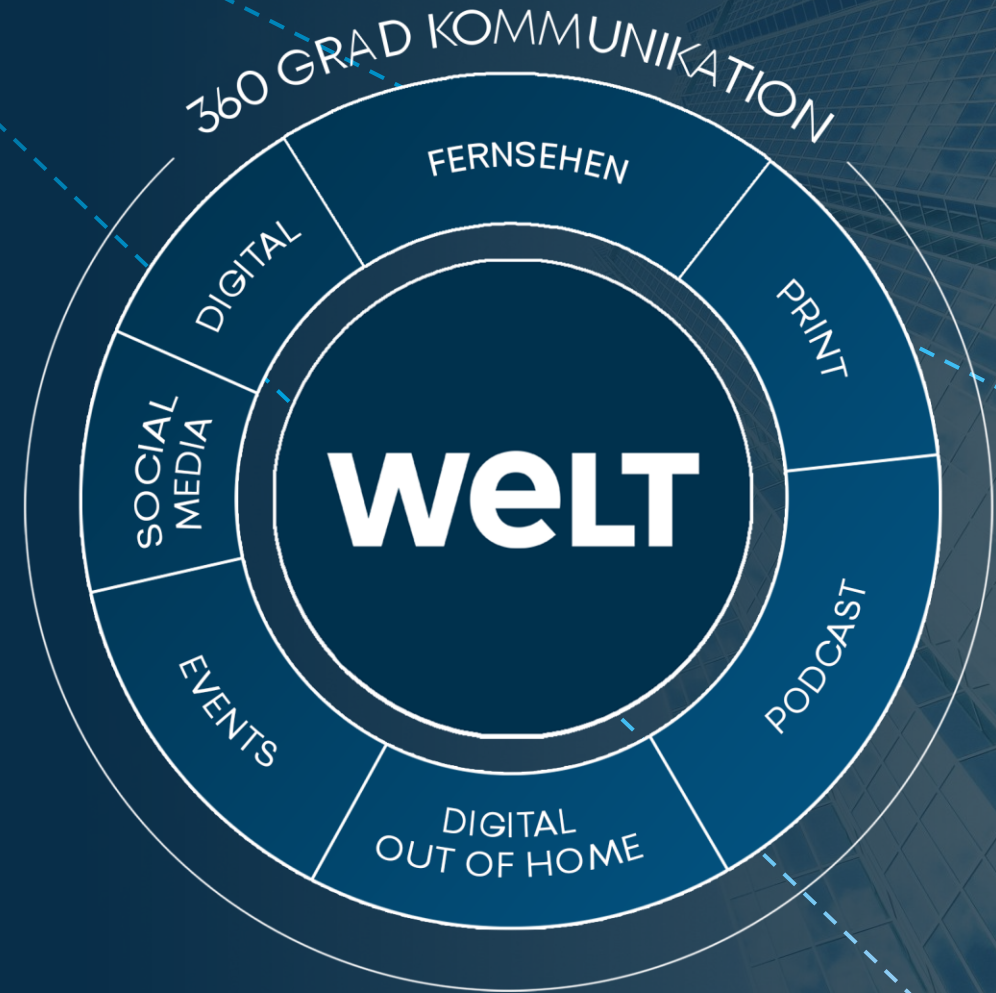
impassioned by

media **impact**—

THE RADIANCE OF WELT

WELT is a **360-degree media brand** that offers information in print, digital and TV.

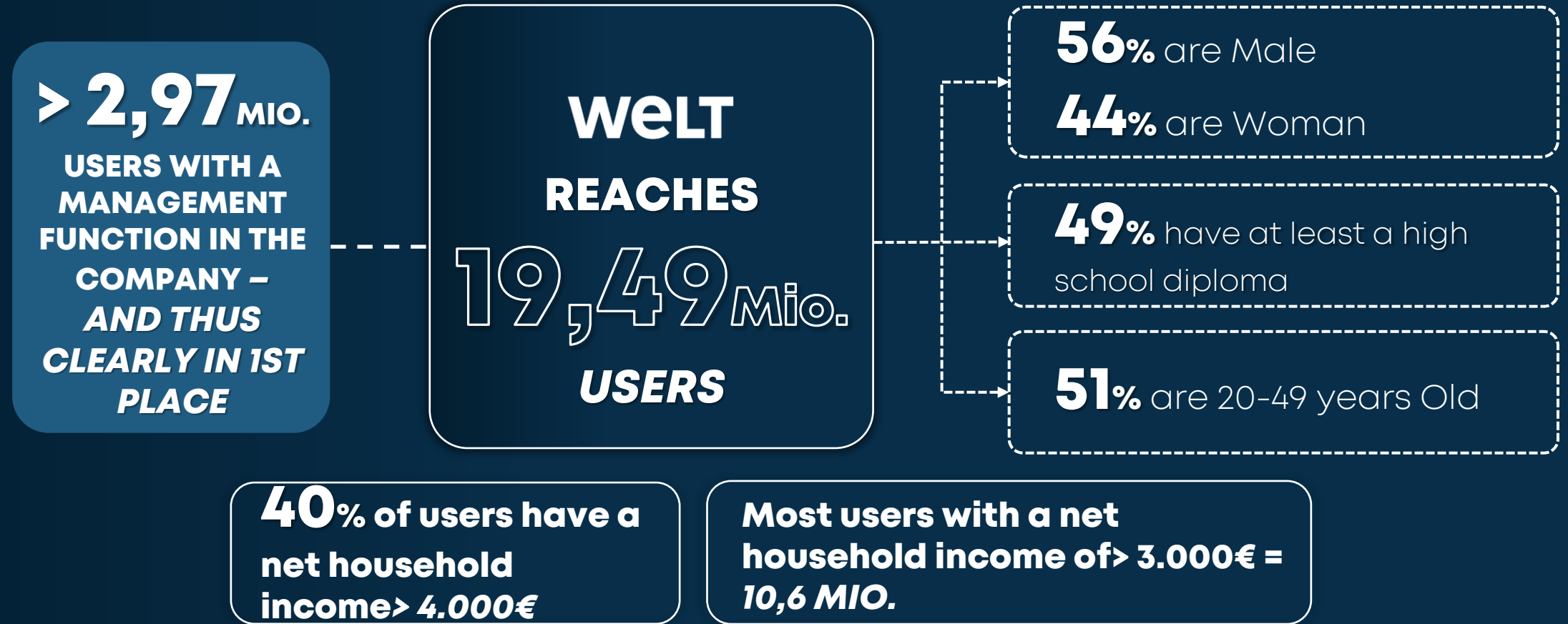
It stands for intelligent quality journalism for every usage situation.



WELT DIGITAL BELONGS WITH 19.49 MILLION USERS...

... TO ONE OF THE MOST VISITED DIGITAL OFFERINGS IN GERMANY

THE USERS OF WELT DIGITAL



WORLD SETS STANDARDS IN REPORTING ON ECONOMY, FINANCE AND POLITICS



JAN PHILIPP BURGARD
Editor-in-Chief WELT
Group & Bestselling
Author



ULF POSCHARDT
Publisher WELT,
POLITICO, Business
Insider



STEFFEN SCHWARZKOPF
Editor-in-Chief & Winner of
Deutscher Fernsehpreis
2024



ROBIN ALEXANDER
Dept. Editor-in-Chief &
Bestselling Author

[LEARN MORE](#)

ICON ON WELT DIGITAL, DEFINES ITSELF AS A SOURCE OF INSPIRATION FOR A LUXURY-ORIENTED TARGET GROUP

WITH A FOCUS ON FASHION, DESIGN, JEWELLERY
AND WATCHES

HIGH QUALITY NEWS WELT DIGITAL

WELT Digital stands for the core topics of politics, business and debate and is one of the leading news sites in Germany. 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.

19 MILLION NET REACH¹

2.44 MILLION DAILY USERS²

109.34 MILLION VISITS³

321.21 MILLION PAGE IMPRESSIONS³

GENDER	56% MALE ¹
AGE	51% ARE 20 TO 49 Y. ¹
EDUCATION	49% AT LEAST A-LEVELS ¹
HHNE	40% AT LEAST 4.000 € ¹

¹Source: b4p 2024 I -- Structural analysis

²Source: b4p 2024 II - Structural analysis

³IWV February 2025

WELT DIGITAL AT A GLANCE

 **WELT Digital has been
climate neutral since 2023⁷**

817K
DECISION MAKER¹

55%
Millennials²
37%
**Innovatoren &
Early Adopter²**




225K
DIGITAL SUBSCRIBERS³
25% of which heavy users⁴
170 Article / month⁴

19.49M
Net reach⁵


2.44M
DAILY USERS⁶

109.34M
VISITS⁸
321.21M
PAGE IMPRESSIONS⁸

Distribution⁴

		
Desktop	MEW	App
20%	45%	35%

HOME (30%)
ARTICLE (52%)
OTHER (18%)⁴


16M
**MEDIA STARTS / DIGITAL
MOVING IMAGE CONTENT**
per month (livestreams
(55%) and video clips (45%))⁴

1) LAE 2024, decision-makers: 3.08 million, digital: NpM
2) Statista Consumer Insights Global as of August 2023
3) IVW 09/2024
4) Adobe Analytics, as of 2024

5) b4p 2024 I User/Month
6) b4p 2024 II -- Structural analysis
7) More at: <https://www.welt.de/verantwortung/>
8) IVW February 2025

WELT DIGITAL SOCIAL MEDIA



WELT INSTAGRAM

886K followers¹

Do you want to be on the trend platform par excellence? Join us in reaching users with expressive images and videos.

INSTAGRAM



WELT FACEBOOK

over 1.2M followers²

The classic among our social offers. With joint sendership, you benefit from the credibility and reach as well as the high engagement rate on social networks!

FACEBOOK



WELT X

over 2.5M followers³

WELT is a real heavyweight on X with an enormously wide-reaching account. Utilise the power of our brand with joint sponsored tweets and reach decision-makers effectively with your advertising message!

WELT - X



LINKEDIN

over 72K followers⁴

LinkedIn offers excellent opportunities to reach very specific target groups in the B2B sector. Utilise the reach of the WELT brand with joint sponsored posts and reach specialists and managers effectively with your advertising message!

LINKEDIN



DIE WELT KÜNSTLERAUSGABE
Mit Anselm Kiefer



HR ERFAHREN



AUSLAND ISRAEL INFORMIERT UN

Bevölkerung soll Norden des Gaza-Streifens

OUR HOME
THE STAGE FOR A
GRAND ENTRANCE

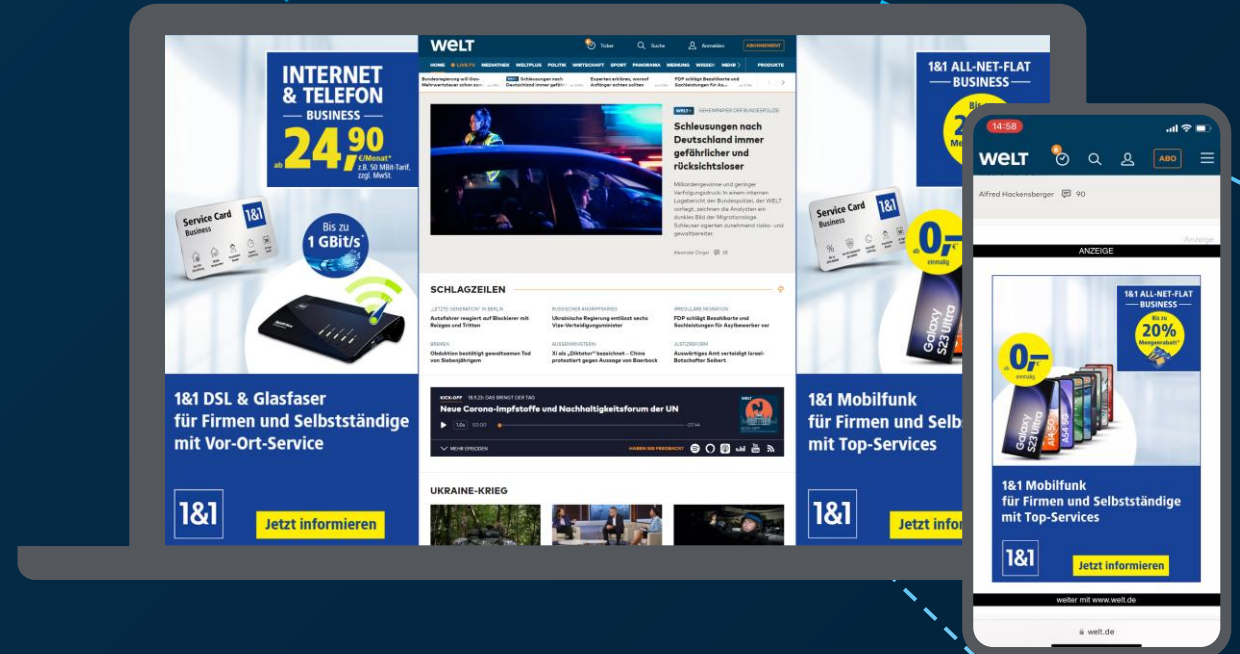
THE WELT HOMERUN THE PERFECT STAGING FOR YOUR BRAND

NEW: MORE RANGE

Get full attention with the 24h fixed placement on the homepage of WELT Digital.

Your brand is permanently placed on all platforms, desktop, MEW and app.

2.25M Guaranteed Als



THE WELT HOMERUN BTF CONCENTRATED POWER ON THE HOME

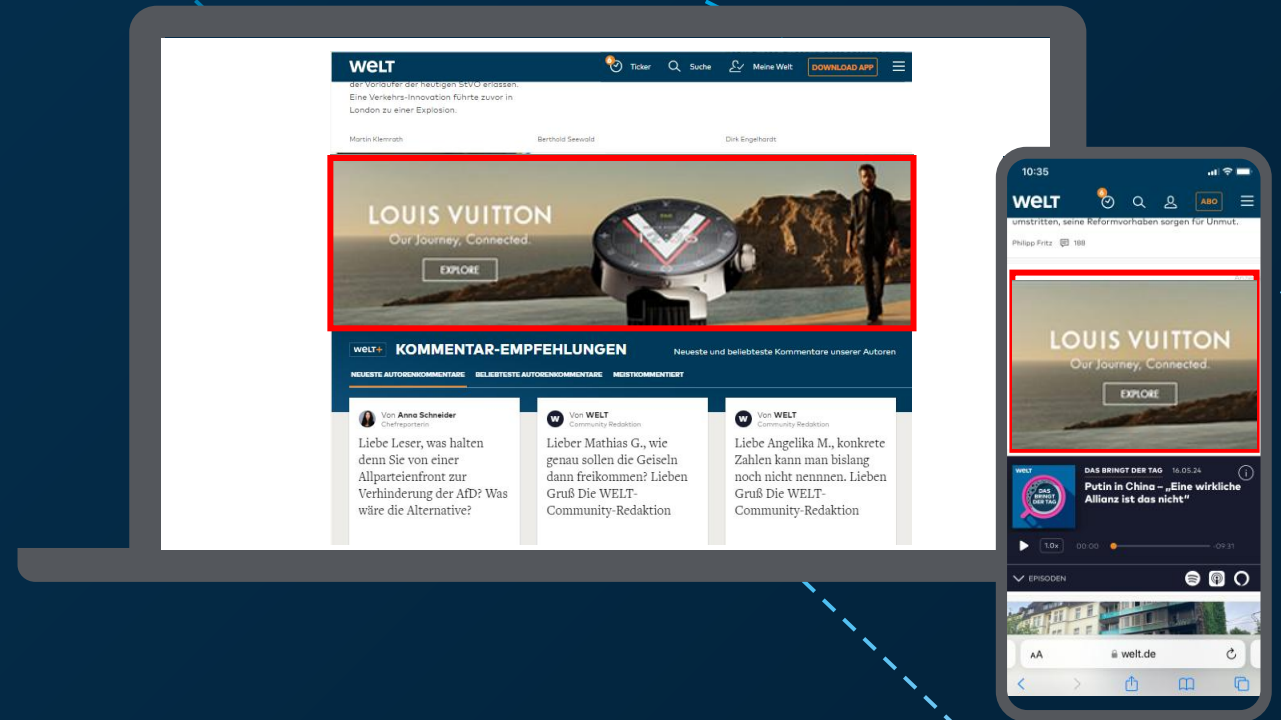
RUNNING TIME: 24 HOURS

The HomeRun BTF gives you a presence on the first Billboard BTF slot on the WELT homepage. Booking options:

- stationary as billboard
- mobile as a medium rectangle

Depending on the news situation, the placement is before the 'comment recommendations' and thus prominently integrated into the homepage.

500K Guaranteed AIs

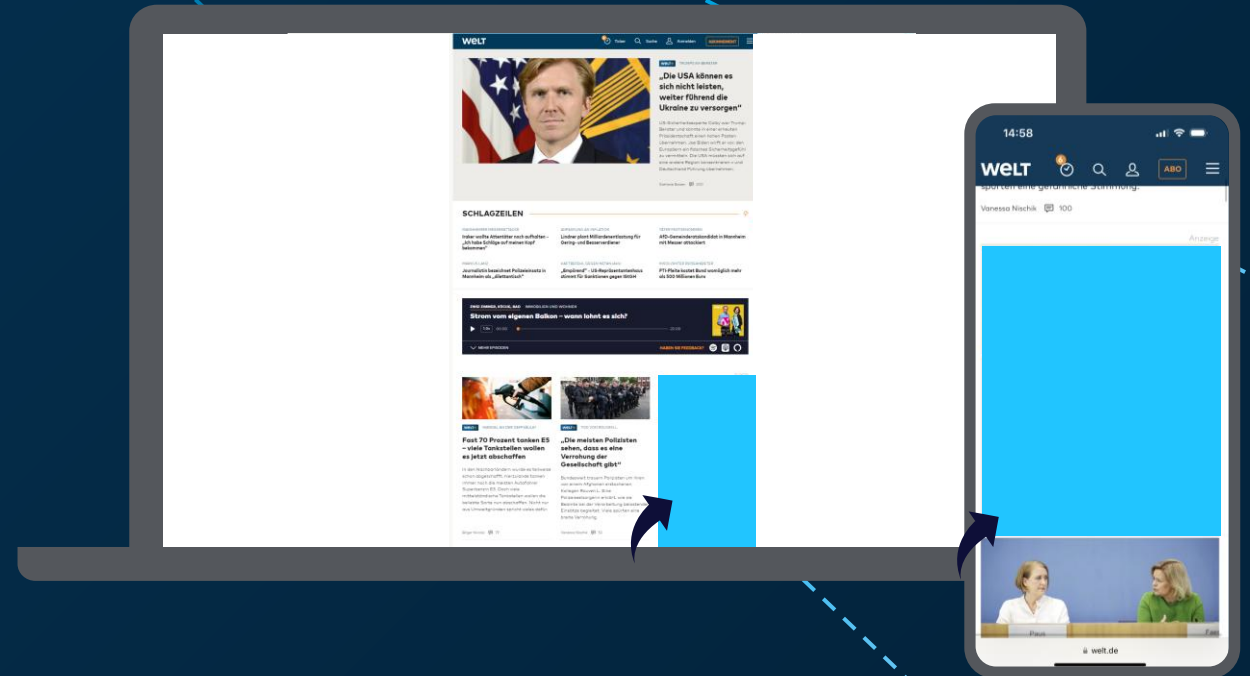


THE A-TEASER THE PREMIUM AREA AT HOME

RUNNING TIME: 24 HOURS

The A teaser is displayed on the WELT Digital homepage. Depending on the news situation, the teaser can already be seen in the first viewport of the screen.

The teaser can be used as a complete screen area*.



800K Guaranteed AIs

The A teaser is only displayed on desktop and mobile. App excluded. Example visualisation. *Only possible as portrait format. Dimensions: 283 x 500px.

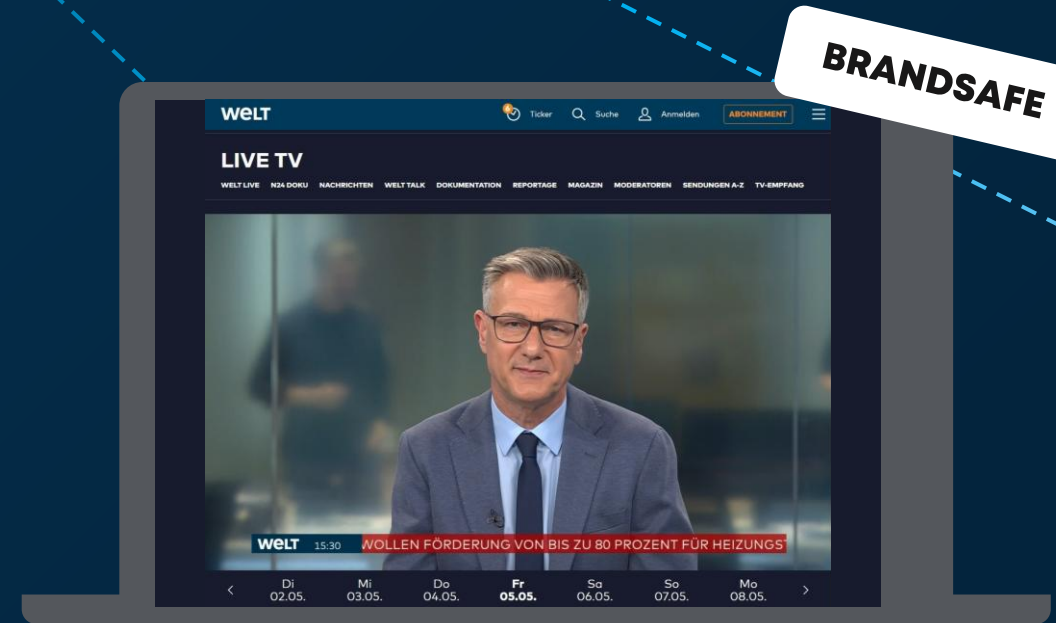
THE LIVESTREAM AD MOVING IMAGES ON THE WELT HOMEPAGE

CAN ALSO BE BOOKED
PROGRAMMATICALLY

The **Livestream Ad** is an ideal opportunity to place your moving image campaign directly on the WELT homepage.

The WELT TV live stream shows news, stock market news and documentaries and is permanently integrated on the WELT homepage. The video ad is played during the (TV) ad breaks of the stream.

BRANDSAFE



1.5M Als a day in the WELT livestream

>95% VTR2 Always request a forecast before booking at the following e-mail address:
vlasmivideomarketing@axelspringer.de

OPULENTS INSECTIONS

Creative freedom for your brand

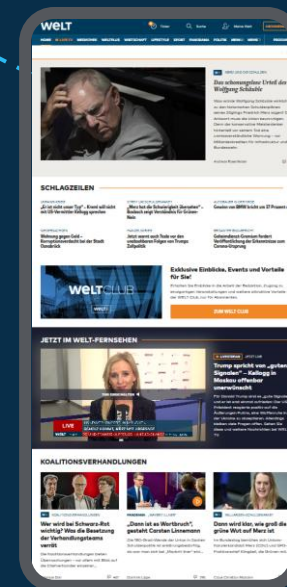
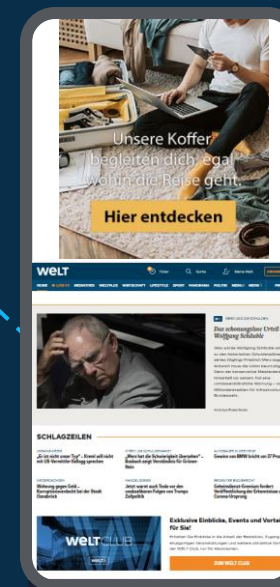
THE NEW i5 MIT AUTOBAHN
UND AKTIVEM S

Stromverbrauch (WLTP) in kWh/100 km: 18,9–15,9 ; Elektrische Reichweite (WLTP) in km: 498–582. Offiziell ermittelt und entsprechen der VO (EU) 715/2007 in der jeweils geltenden Fassung. WLTP-Angaben bei der Registrierung existieren die offiziellen Angaben nur noch nach WLTP. Zudem entfallen laut EU-Verordnung 2022/1478 die Informationen zu den Messverfahren NEFZ und WLTP finden Sie unter www.bmw.de/wltp. Weitere Informationen zu den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch für Elektrofahrzeuge können dem „Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch für Elektrofahrzeuge“ (Leitfaden) des Deutschen Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern und unter <https://www.dat.de> entnommen werden.
Sonderausstattungen.

THE WELCOME AD XXL – THE GREETING BEFORE THE CONTENT

**FIRST MOVER:
THE NEW HOME RUN
MOBILE FORMAT**

The Welcome Ad XL is integrated above the editorial content. The mobile Halfpage Ad (300x600 px) with FC=1 is positioned over the site's navigation and disappears when scrolling. Additionally, a Content Ad 2:1 is placed in the Mrec slot as an extra advertising asset. A Lead Ad 2:1 and a Mobile Interscroller remain as Reminder ¹. Bookable as Home Run Deluxe.



2.25M guaranteed AIs

Not bookable InApp, permitted formats: .png, .jpeg, and .gif; no redirects or html5 files. ¹⁾ The same creative as the Welcome Ad can be used.

Technical specifications: <https://mediaimpact.de/de/digital-formate>

All prices are quoted (unless otherwise stated) as CPM or fixed prices, minus standard discounts and agency commission, plus VAT. | Changes and errors excepted.

HOMERUN SUPREME BIG STAGE

The BIG STAGE as the premium format on WELT Digital delivers an attention-grabbing appearance by starting a large-format video when the page is called up and pushing the content of the page down during this time. After 8 seconds, the content pushes up again and a Double Dynamic Sitebar & a billboard and a mobile content ad remain as reminder.

- mit Prestitial Mobil UND App -

2.25M guaranteed Als

creation via MI: plus of € 4,800 creation costs; lead time of at least 15 working days from delivery of the assets (video, image material, etc.). Technical specifications of the advertising formats and dimensions at <https://mediainput.de/de/digital-formate>, subject to change and errors excepted. FC1/global, not bookable InApp (in App a medium rectangle is used as fallback); 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, bookable in HomeRun Supreme (in combination with First Contact a fallback is played); advertising material is only played on the homepage



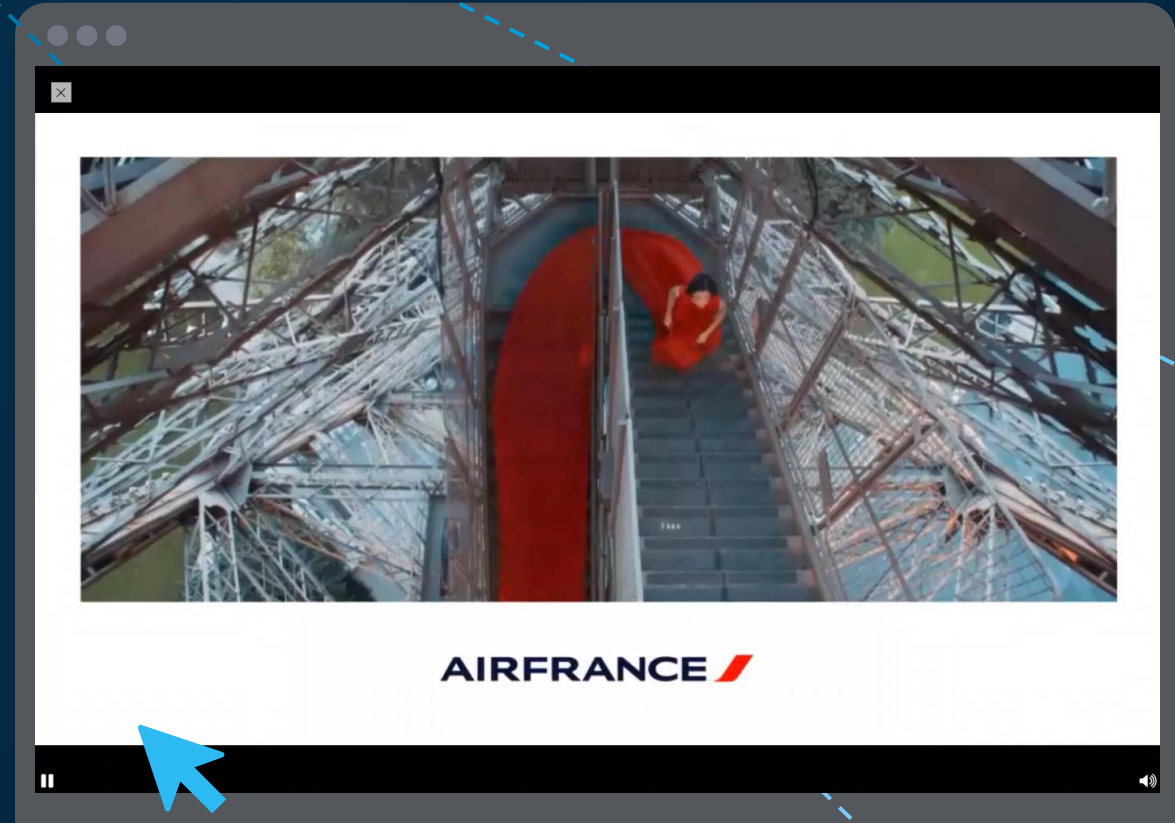
HOMERUN DELUXE VIDEO WALL

Do you have high-quality video content that you want to present to a large audience?

Then the WELT Video Wall is just right for you. The video starts automatically in the background when the homepage loads. With a mouseover over the billboard, your advert is superimposed over the content of WELT.de and closes with a close button.

2.25M guaranteed Als

**ALSO POSSIBLE IN FIRST
CONTACT AND WORLD RUN**



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. FC=1/day, a billboard, fireplace or a DDS can remain as a fallback. Only the fallback advertising medium, e.g. the billboard, is delivered in the tablet browser

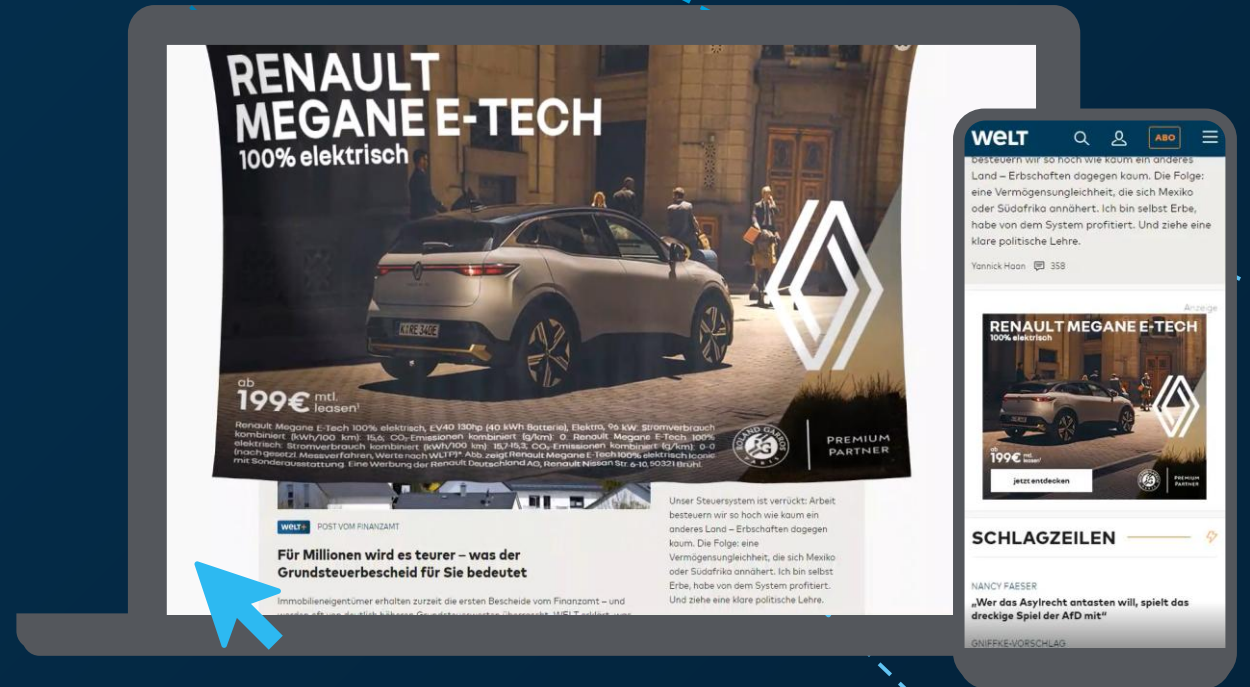
HOMERUN DELUXE CURTAIN DROPPER

Big! Bigger! Curtain dropper!

This advertising innovation is sure to stay in the memory of every user. The curtain falls over the content and remains there for 5 seconds. Due to an FC=1 per day, an additional billboard must be delivered to ensure your visibility for the rest of the day.

2.25M guaranteed Als

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. FC=1/day, a billboard, fireplace or a DDS can remain as a fallback. Only the fallback advertising medium, e.g. the billboard, is delivered in the tablet browser



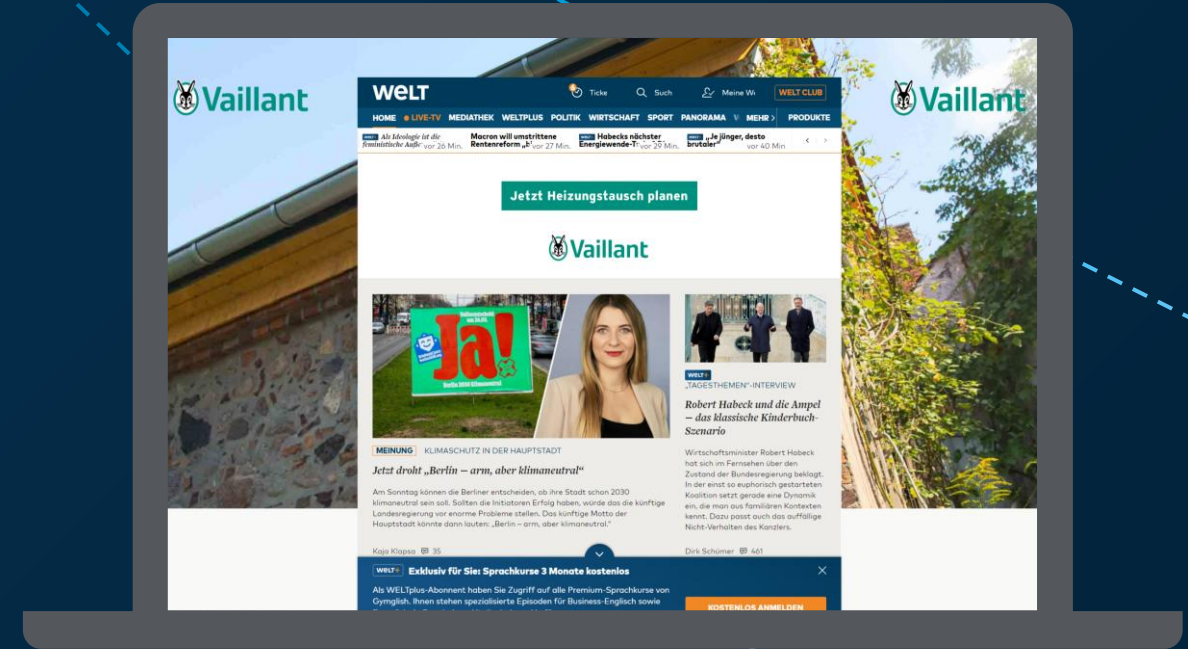
HOMERUN DELUXE BRIDGE AD

With this promotional item you are sure to make a big impression!

Additional advertising can be placed in the user's field of vision on the billboard below the navigation.

The billboard is provided here with an FC=1 per day. After this, the Fireplace stops. When scrolling, the sitebars of the Fireplace run with the content

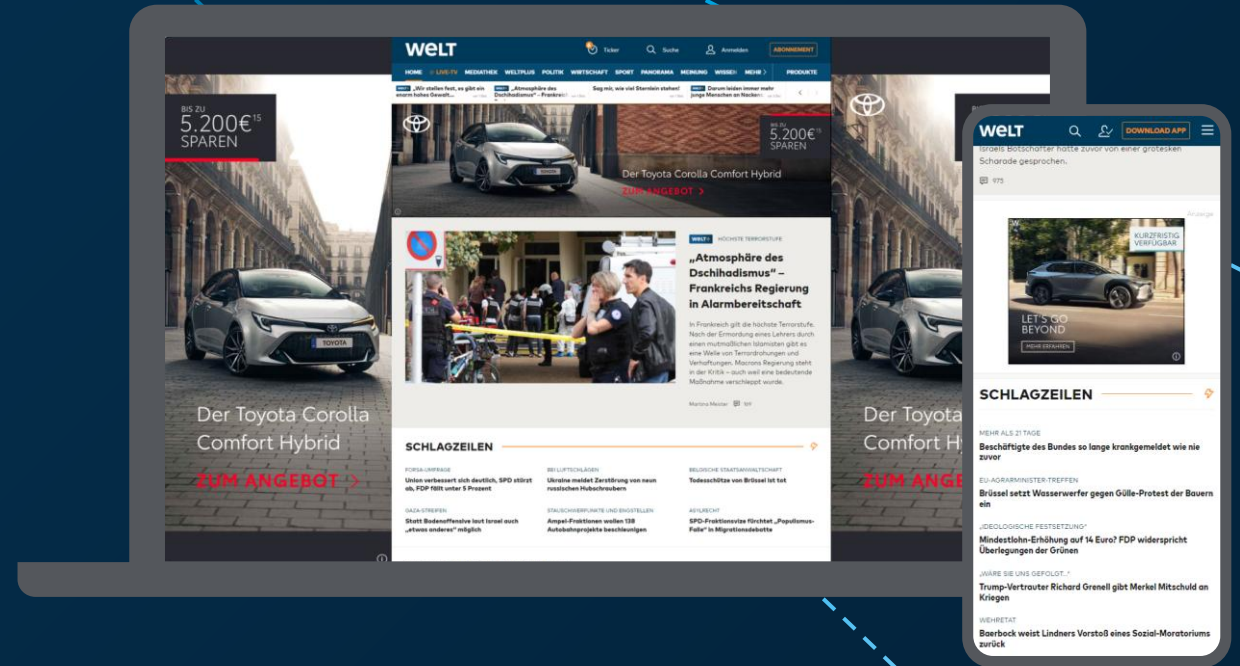
2.25M guaranteed AIs



HOMERUN DELUXE BILLBOARD & DOUBLE DYN. SITEBAR

The billboard is placed prominently below the navigation and catches the user's eye immediately. With its generous layout, the advertiser has plenty of space for design and information.

The double dynamic sitebars are fully visible at all times thanks to the dynamic adjustment to the screen size and are therefore ideal for a wide range of screen sizes.



2.25M guaranteed Als

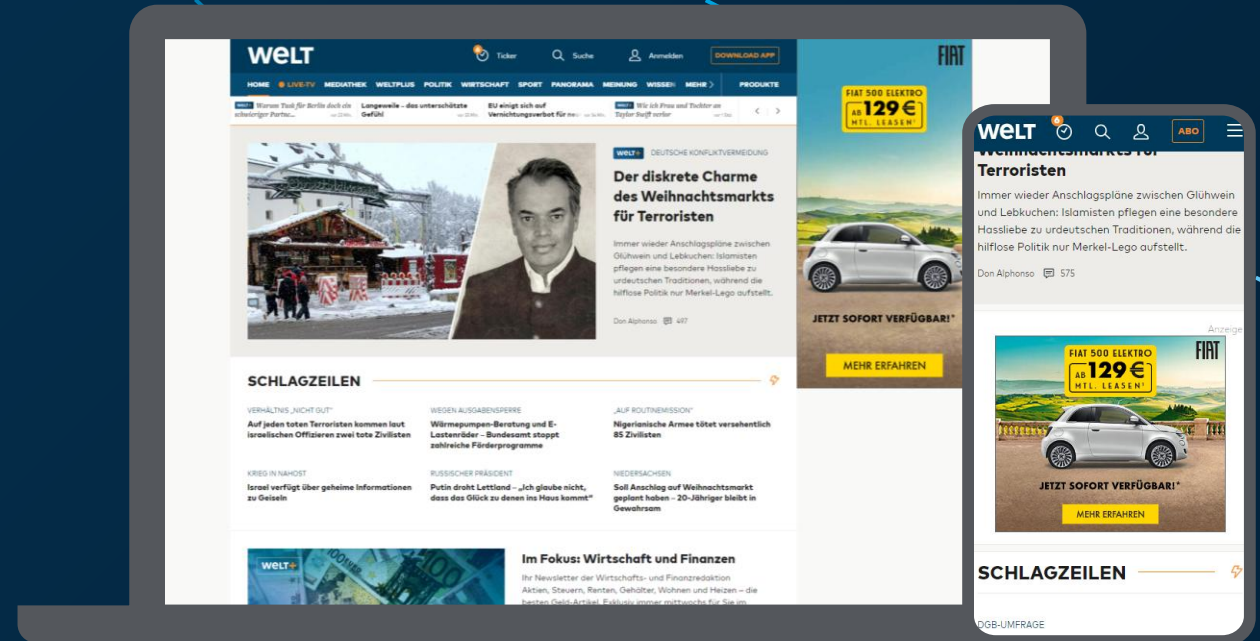
EXKLUSIVE PLACEMENTS

Showcase your brand effectively

EXKLUSIVE PLACEMENTS WELT RUN

The WELT Run bundles the highest-reach channel start and article pages* into a single product. By placing you exclusively where the attention of our WELT users is highest, we guarantee optimum viewability and maximum engagement.

2.5M guaranteed Als



EXKLUSIVE PLACEMENTS ALL IN

Book the full WELT Digital Power!

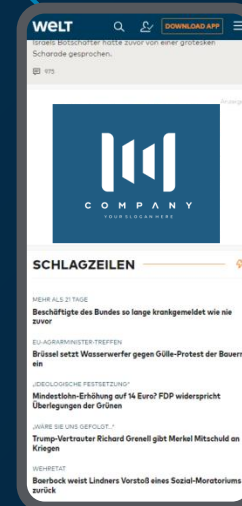
Your ads will be visible for 24 hours on the WELT.de homepage, channel homepages and article pages below. Everywhere and on all devices: desktop, mobile and in the app.

7.75M guaranteed Als

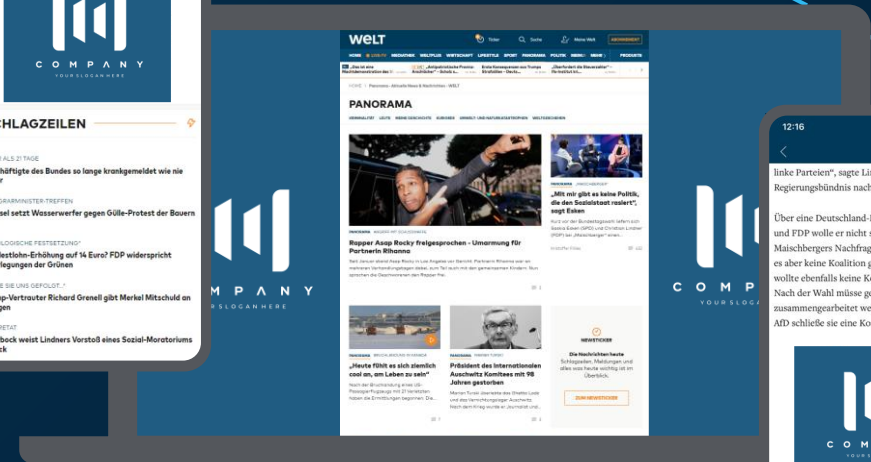
Example visualization.

24h: 10 a.m. – 10 a.m. SR/AR/AE enabled, ad placements in the visible area, excluding the "Alles auf Aktien" channel.

Home Mobile



Channel Homepage Desktop



Article App



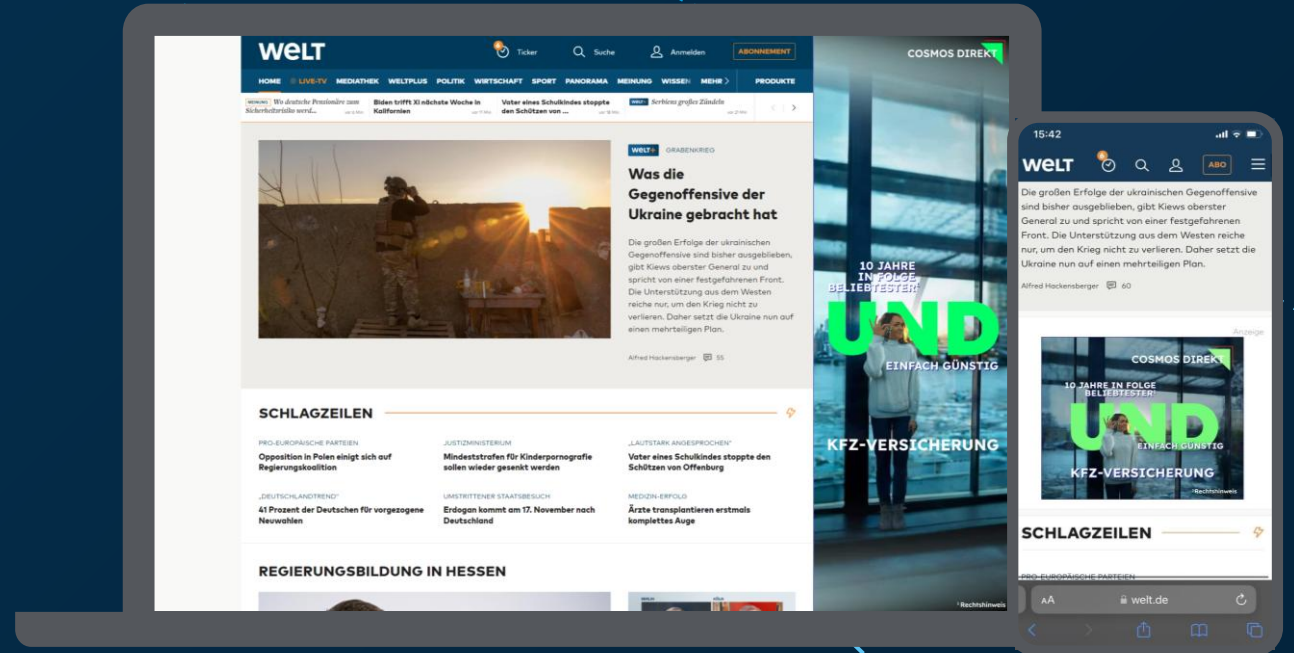
EXKLUSIVE PLACEMENTS FIRST CONTACT

Addresses all users who arrive at WELT Digital via search engines, e.g. Google News.

Each article page acts as a potential entry page and first contact.

With the First Contact, the range of the HomeRun can be extended without overlapping and is therefore an ideal add-on to the HomeRun.

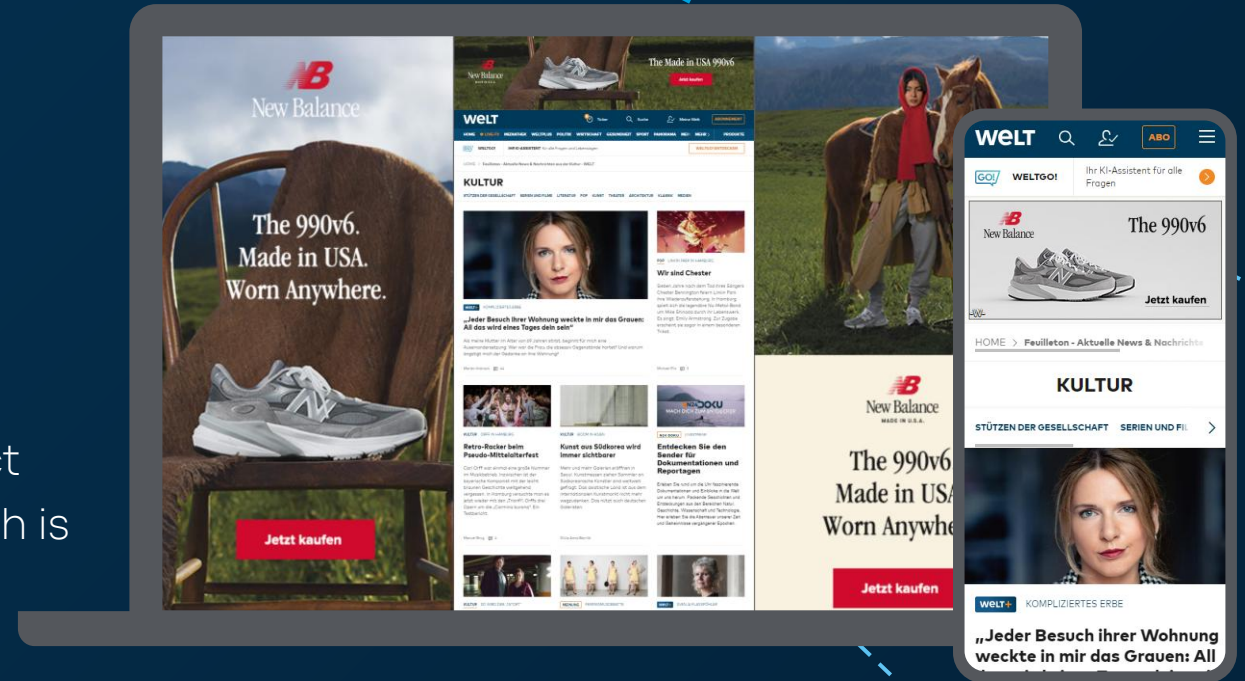
2M guaranteed Als



EXKLUSIVE PLACEMENTS CONTENT PRESENTING

Appear as an exclusive presenter in one of our high-quality channels!

With our Content Presenting you secure an exclusive channel of your choice, which is equipped with a fixed logo integration and exclusive advertising material. You can choose between the Basic, Deluxe and Supreme product variants. Billing is on a CPM basis, while the reach is calculated individually - depending on the selected channel and duration.



OUR DECISION MAKER BRANDS

WELT

18.91M Unique Visitors¹

WELT Digital stands for the core topics: Politics, Economy & Debate and is one of the leading news sites in Germany.

BUSINESS INSIDER

6.51M Unique Users²

BI embodies the high-quality business journalism of a committed generation with the core topics: Business, finance, politics and technology.

¹ Source: AGF X-Reach, beta test, single month July 2024

² AGOF May 2022

OUR DECISION MAKER PRODUCTS

Decision maker HOME BUNDLE

2.45M Als per day

Decision maker HOME BUNDLE ADVANCED

4.45M Als per day

Decision maker ROADBLOCK

11.04M Als per day¹

¹ Projected range, subject to adjustment for 2025

INDIVIDUAL INTEGRATION

Customised to your needs



DIGITAL THEME SPECIAL

In a theme special, editorial articles are summarised on a landing page according to the topic.

In the special, you will appear as the exclusive sponsor of the editorial environment and will be featured there with

- a header and footer
- a sitebar and mobile with a medium rectangle².

Special highlight:

- Navigation entry
- Logo integration on the WELT Home (2-3 days)³

Readers are directed to the special by traffic-generating advertising media⁴.

¹ MEW + app

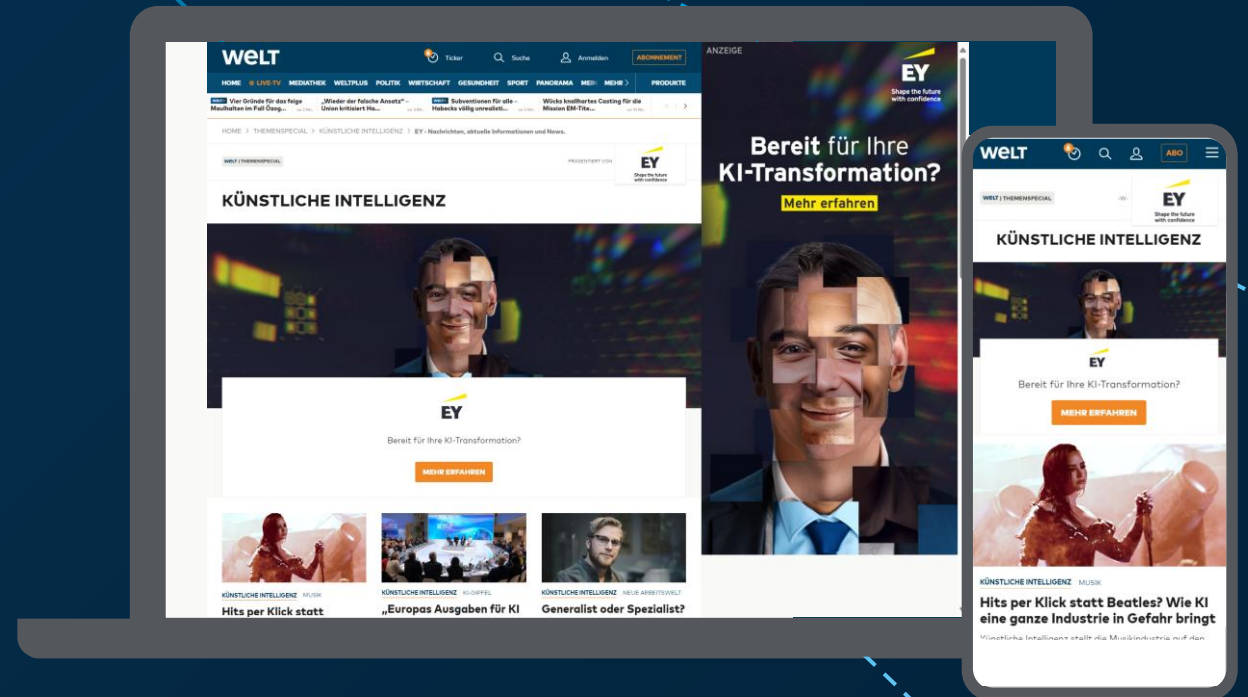
² Other formats on request

³ Logo integration within your own stage. Home stage only possible from theme special M

⁴ Sitebar, medium rectangle

Case: Client: EY. Special topic: Artificial intelligence. Playout 2024. Topics can be taken from the VKU:

https://www.mediaimpact.de/data/uploads/2024/01/welt_themenspecial_2024.pdf. Further topics on request.



INDIVIDUAL INTEGRATION WELT BRAND CONCEPTS

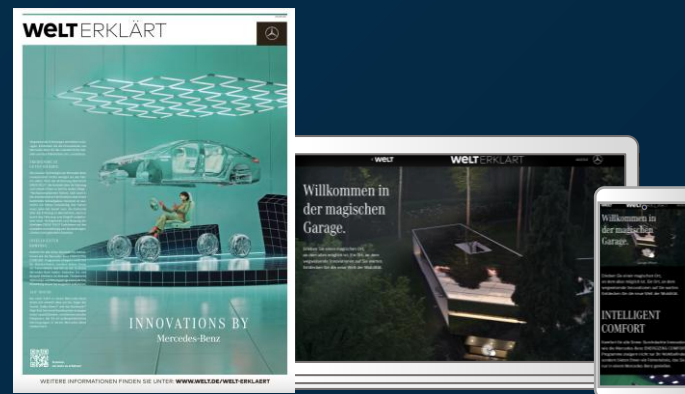
With the WELT brand concepts, you can reach the premium readership of WELT. Use our holistic cross-media communication solutions for an opulent presentation of your products or topics and benefit from WELT's shared readership and full service.

WELT PREMIERE



We stage your product launch in an opulent and visually stunning way in the WELT Group.

WELT ERKLÄRT



We prepare complex topics or products cross-media in the language of our readership.

WELT TIPP



Your product is showcased and ensures a credible product recommendation thanks to a shared sender base.

TARGETING DIGITAL SUBSCRIBERS

MORE DEPTH. MORE BACKGROUND. MORE OF THE WORLD.

WELTplus offers more: both to our digital subscribers and to you as a customer. Because subscribers get access to exclusive content from WELT Digital and you as a customer get exclusive access to our subscribers.

Our subscribers engage intensively and with **particular attention** with the content of WELT Digital. They also have an **above-average HHNE**. This makes them a particularly valuable target group.



MORE SUBSCRIBERS

Over 225,000 WELTplus subscribers¹

MORE HEAVY USERS

25% of subscribers are heavy users²



Read more articles

Heavy users with a subscription read 170 articles/month²

1) IVW 09/2024

2) Adobe Analytics, Stand 2024

DEEP INTEGRATION BRANDING AND PERFORMANCE

Your editorial integration with customised performance components

We ensure visibility in suitable editorial environments and integrate your topics and offers natively in the look and feel of WELT.

The integration takes place entirely according to your individual needs, via an advertorial, a theme stage (stage with partner content, widgets, videos, etc.) and channeliser (integration of the partner website into the WELT environment).

Reach
Runtime
Performance
Visibility
Optimisation
Service

From 3.5 million promotion impressions/month

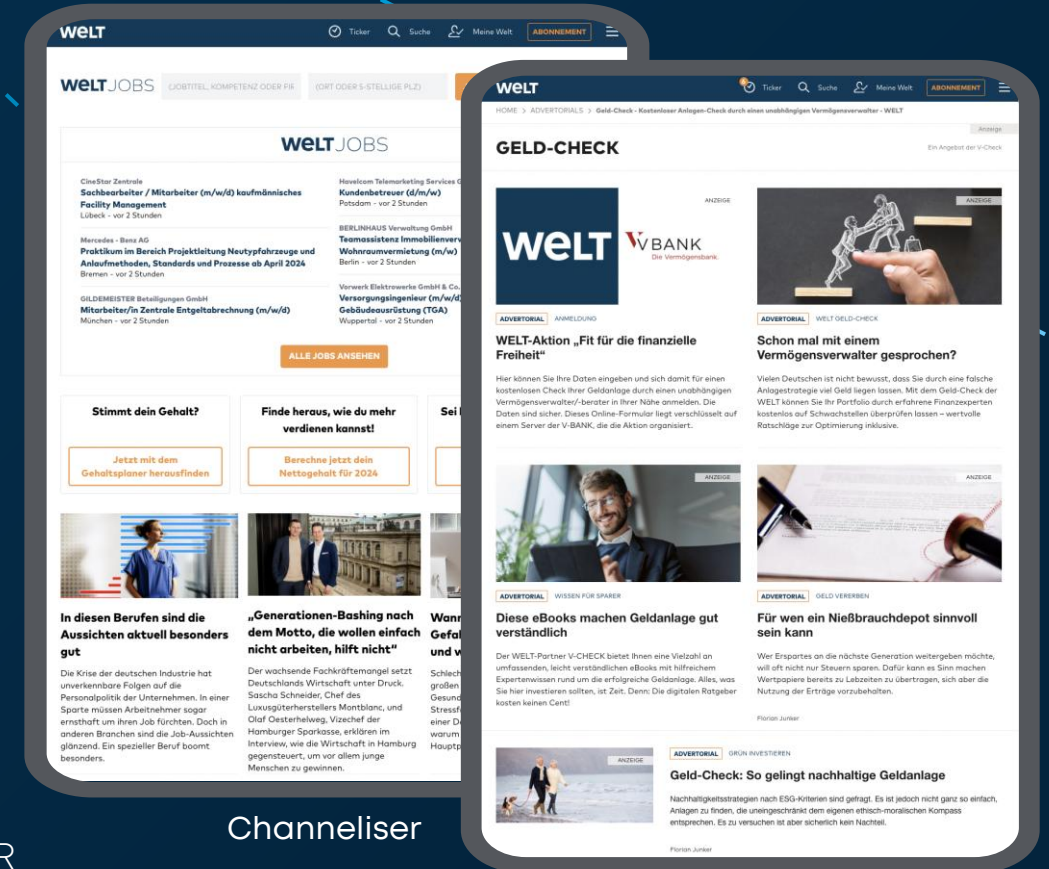
From 3 months

Customised CPX component

Exclusive editorial advertising material

Continuous optimisation according to CTR and CR

Full service/ personal key account



NATIVE PRODUCTS BRAND STUDIOS

We create your success stories

WE LOVE TO CREATE GREAT STORIES FOR YOU

We create your success stories on our strong brands and accompany you throughout the entire campaign!

Our credo: user first - every campaign is customised for your target group.

Our campaign KPIs are guaranteed and constantly optimised. This makes success transparent and measurable.

With us, you receive an all-round service from high quality to extensive feedback loops and detailed final reporting.



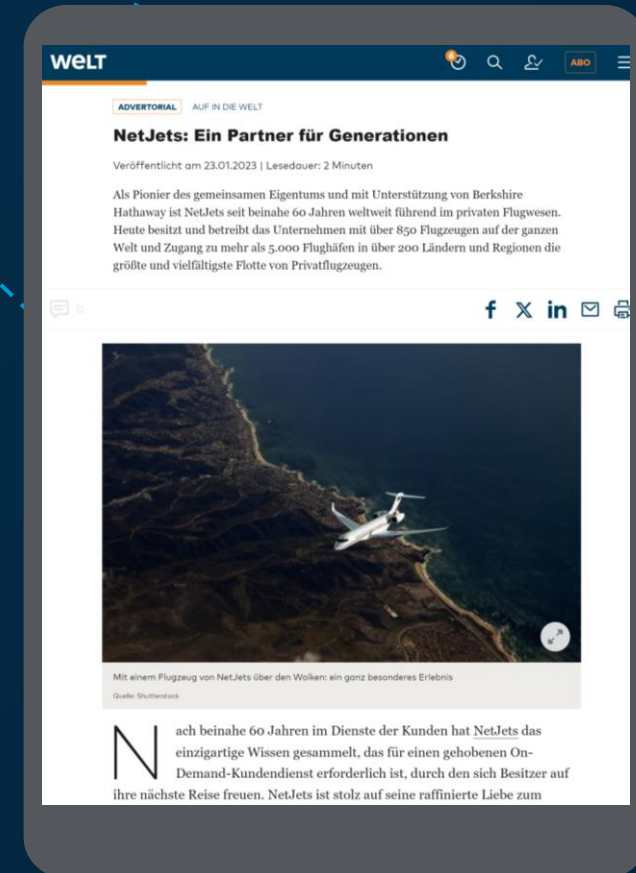
YOUR CONTENT AT WELT ADVERTORIAL

CAN ALSO BE BOOKED
CROSS-MEDIA

YOUR CONTENT WITH THE LOOK & FEEL OF THE WORLD

Your content is integrated into stories about the products & purchase messages.

The advertising materials you provide are presented in the look and feel of WELT and are thus given a trusting brand environment in addition to the traffic.



Advertorial for NetJets

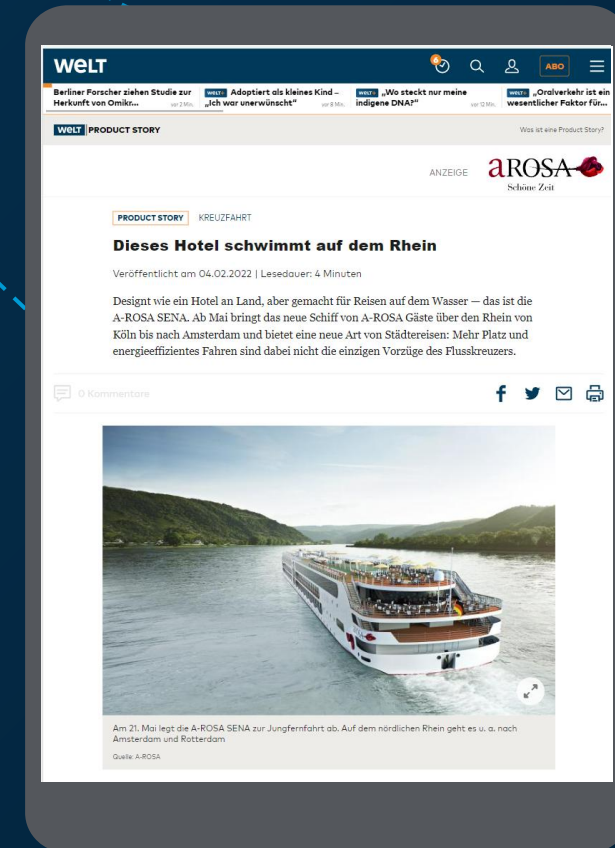
YOUR PRODUCT IN FOCUS PRODUCT STORY

CAN ALSO BE BOOKED
CROSS-MEDIA

YOUR PRODUCT TAKES CENTRE STAGE HERE

Your story about your products in need of explanation, new features or current offers is presented authentically and clearly in the style of WELT.

We create your individual story and the corresponding teaser based on the material you provide. Always in consultation with you, of course!



BRAND NEW

REACH TARGET GROUP THE TARGETING PRODUCT STORY

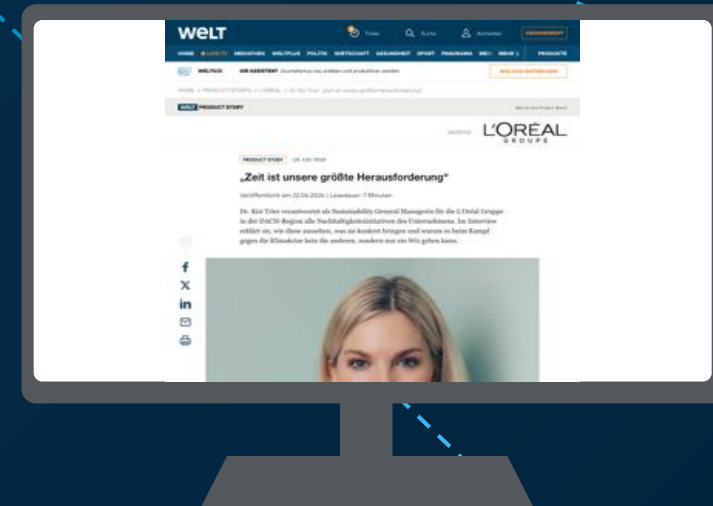
NOW COMBINE THE POWER OF NATIVE ADVERTISING AND DATA EVEN MORE EFFECTIVELY

Particularly suitable for products that require explanation, new features and current offers. Your content is presented authentically.

We create our own teasers and advertising material and provide the RoS advertising material and social media posts with suitable targeting*.

Reach and inspire your selected target group with the Targeting Product Story.

The focus is on the performance and awareness of your product.



Our targeting product story	Guaranteed page views	Guaranteed Ad Impressions
WELT	12,000	4,700,000

*Only selected Interest/Combination TGX + Context-Targetings included in the package! This includes age, gender and interests. **Plus creation costs: €6,000 (not SR- or AE-eligible).

BRAND NEW

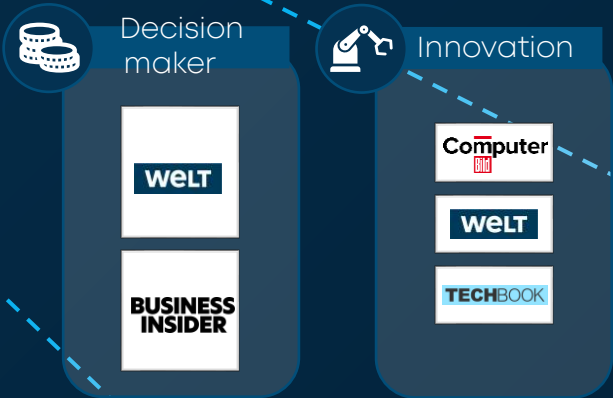
THE STORY KOMBOS: TOLD ON SEVERAL MEDIA

REACH MULTIPLE TARGET GROUP TOUCHPOINTS
ON OUR MEDIA BRANDS WITH JUST ONE STORY?

This is possible with the story combos!

Choose a suitable combination - we create a product story from your content! This will be placed on one of the media pages in the combo and fuelled with high-quality traffic on all the pages listed!*

Advantages: Traffic on several objects with just one package and reduced creation costs compared to booking all objects individually!



Our combo packages	Guaranteed page views	Guaranteed Ad Impressions
Decision maker <i>(Business Insider + WELT)</i>	28,000	13,400,000
Innovation <i>(Computer BILD + Techbook + WELT)</i>	15,000	4,050,000

*Playout takes place via ad server spaces and social media on the pages included in the combo.
**Plus creation costs: €8,000 (not SR- or AE-eligible). Interactive design costs €4,000 extra.

YOUR STORY BRAND STORY

YOUR INDIVIDUAL, EXCITING AND INFORMATIVE STORY ...

... written by our Brand Studios journalists, in the style of Germany's biggest media brands.

We create your unforgettable story, all steps from the idea to the realisation are completely coordinated with you.

Particularly exciting: you get prominent traffic placements that are not available without the brand story!

CAN ALSO BE BOOKED
CROSS-MEDIA



PARTICULARLY INTERAKTIVE STORY

YOUR STORY IN SPECIAL
GLAMOUR

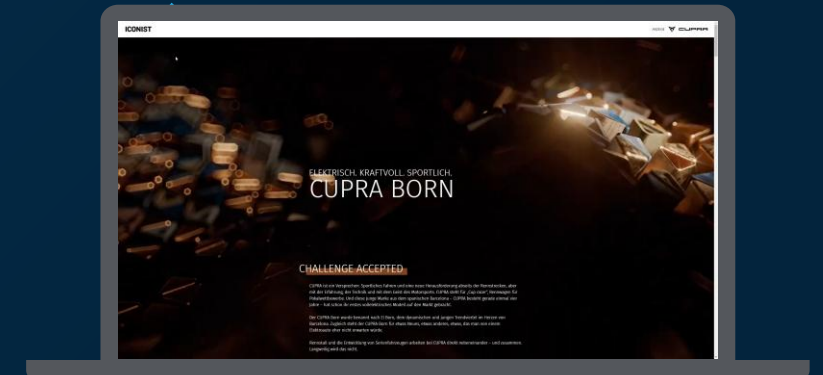
LET YOUR USERS INTERACT

The special thing about the interactive story is the overall picture with many image and video elements that allow the user to actively immerse themselves in the story.

Users love interaction - which is why we integrate many different elements that encourage interaction - from classic videos and image worlds to sliders. High engagement and increased recognition are guaranteed - because users won't forget your interactive story in a hurry!



MCDONALDS INTERACTIVE STORY MIT UNSEREN SWIPE-STORIES LIVE ERLEBEN



CUPRA INTERACTIVE STORY

1) Plus extra creation costs: €4,000 in addition to the classic brand or product story creation costs (not eligible for SR or AE)

INNOVATIV SWIPE STORY

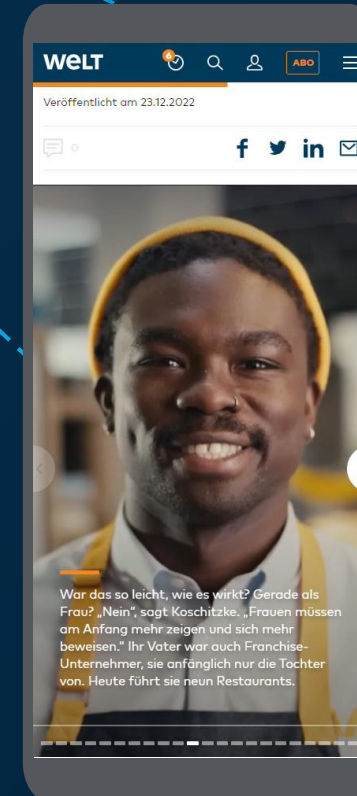
INNOVATIVE AND VISUALLY POWERFUL READING EXPERIENCE

This type of storytelling, which is based on the latest mobile presentation formats, allows you to rethink and convey messages to your potential customers in a new way.

Effective, clearly structured, to the point and quick to read - a form of reading familiar to readers from Instagram and the like - in a high-quality WELT context!

Up to 15 story parts!

**EASY TO READ AND CLEARLY
STRUCTURED!**



Diversity in MCDONALD'S

POINTED & SERIOUS THE STATEMENT STORY

**AN APPEARANCE AT A WORLD
EVENT CAN BE EFFICIENTLY
REINFORCED WITH THIS TYPE OF
STORYTELLING.**

YOUR AGENDA IN A CONTEMPORARY FORMAT

The statement story communicates your position in a powerful, modern, pointed way and in a serious environment. Your voice communicates your agenda directly to decision-makers, multipliers and consumers in the WELT audience. PERFORMANCE DATA*:

- Up to ten slides
- Graphic teaser with 4.7 million AI
- plus two sponsored posts on LinkedIn via WELT (> 72,000 followers)
- Guaranteed 8000 article views

*Including creation, project management, technical set-up, photos, infographics.



OPTIONAL: PRINT ADD-ON

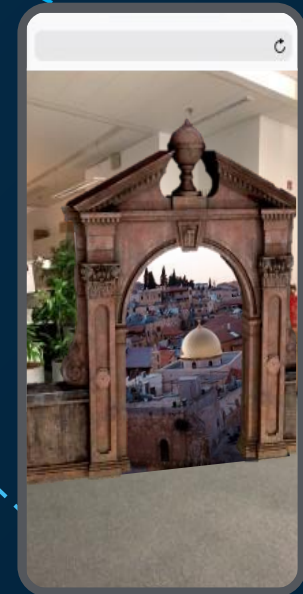
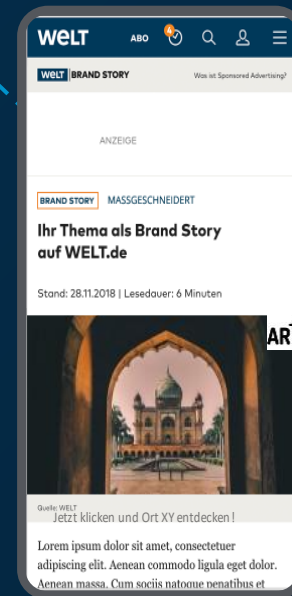
1/4 page advert with photo, statement, short text and QR code/link to the statement story on WELT.de.

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