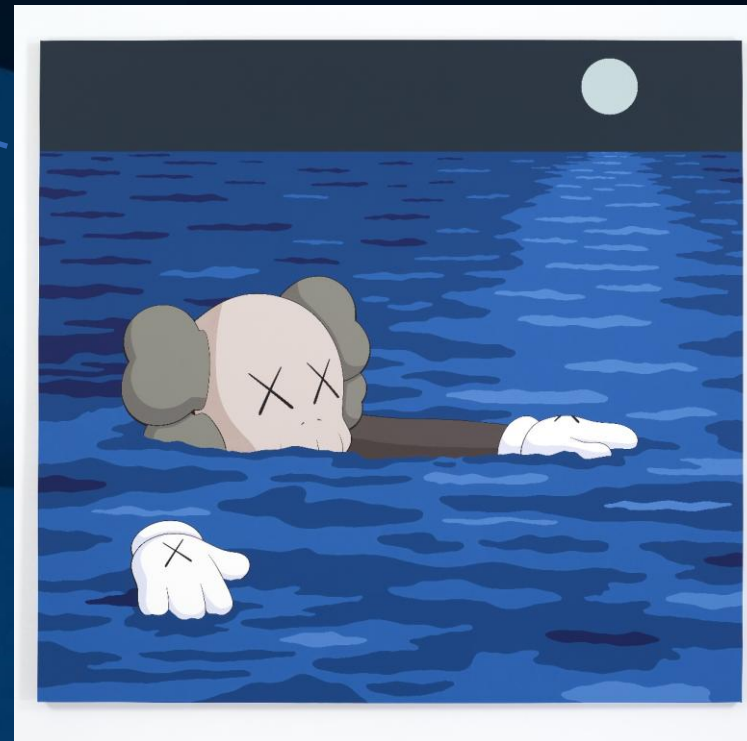


DIE WELT ARTIST EDITION

2025

impassioned by

media **impact**—



Caption for TIDE: KAWS, TIDE, 2020, Acrylic on canvas, 98 x 104 inches
Please note: Articles featured have been auto translated where possible for ease of understanding.

AT A GLANCE

REASON WHY

MORE ATTENTION

1

- Exclusive art edition with collector's value
- Unique digital staging
- High-quality printing
- Your advertisement in an exclusive environment

MORE REACH

2

- Expanded sales activities and additional points of sale
- Strong media presence in art, luxury and business magazines
- Multimedia advertising campaign via radio, posters and screens at the point of sale

KEY FACTS

ARTIST:

Brian Donnelly
Artist Name: **KAWS**

PUBLICATION DATE:

13 June 2025

CHANNELS:
Print & Digital

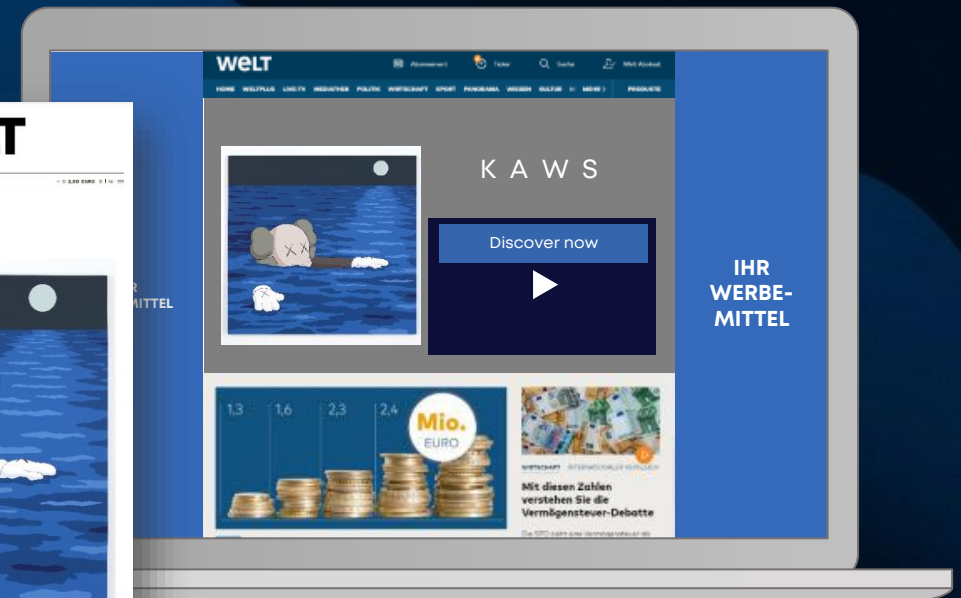
DIE WELT ARTIST EDITION

PRINT & DIGITAL

Since 2010, the most renowned contemporary artists have been designing DIE WELT as a unique art object - impressively staged both in print and digitally.

This year's artist **KAWS** combines his iconic art with high-quality journalism in the 16th WELT artist edition, making this edition a coveted collector's item.

Become part of this work of art!



THE ARTIST

KAWS

“We are proud to have KAWS, an absolute superstar, for the upcoming artist edition of the world. His “Companion” figures have conquered the living rooms of his fans as designer toys, while his paintings have fetched prices of up to 14.8 million dollars at auction. No wonder he is now by far the most popular visual artist on Instagram with 4.4 million followers. His artist edition will be released on June 13, 2025.

What exactly KAWS is planning remains his secret for now. The only thing that is certain is that he will design every page - and that the newspaper will become an international collector's item.”

Cornelius Tittel

Creative Director WELT and Editor-in-Chief Blau



PRE-DINNER EVENT

On 12 June, we are inviting around 200-250 high-caliber guests from the art scene and customers to a special evening.

SCHEDULE

- Short interview with Cornelius Tittel and KAWS
- Signing session of the limited artist edition
- Exclusive flying dinner & DJ session

Take advantage of this unique opportunity to present your brand in an exclusive environment.

SPONSORING-PACKAGE

- Logo integration on save the date, postal invitation, logo wall and menu cards
- Opening speech to the guests
- 30 tickets for the evening
- Elevator branding, exhibition space, goodie bag or individual staging



YOUR OFFER

PRICING

DIE WELT



Premium placements

4. Cover Page	62,205.00€
Opening Spread	132,852.50€

Formats

2/1 Page	120,775.00€
1/1 Page	56,550.00€
1/2 Page	30,800.00€
1/3 Page	26,550.00€
1/4 Page	19,900.00€

EVENT



Pre-Dinner Event

Sponsoring Package	65,000.00€
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WELT DIGITAL



HomeRun Deluxe*

2,250,000 imps / day	76,500.00€
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HomeRun Supreme*

2,250,000 imps / day	122,000.00€
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TakeOver**

Thema Special Artist Edition 12,600,000 imps / 8 weeks	96,000.00 €
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Content Presenting*

Deluxe Channel: Kultur 1.9 m. imps / week	76,000.00€
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*For advertising material variants, see factsheet: https://www.mediaimpact.de/data/uploads/2025/02/welt-digital_factsheet-2025.pdf Price list no. 103 applies, valid from 01.01.2025. The advertisements in the artist edition are discountable, plus VAT. When booking via a media agency recognized by us, a 15% agency commission is granted. Premium placements on request. AS: 04.06.2025. DU: 10.06.2025 HomeRun can be booked on the days: June 13 / 14 / 15, 2025.

** plus creation costs: 12,000 € (not SR- or AE- eligible). Interactive channel created for the customer and contains suitable editorial articles.

DIE WELT ARTIST EDITION

CHRONICLE



KAWS
2025



TRACEY EMIN
2024



ANSELM KIEFER
2023



DANIEL RICHTER
2022



DAVID HOCKNEY
2021



KATHARINA GROSSE
2020



TAKASHI MURAKAMI
2019



CHRISTOPHER WOOL
2018



JEFF KOONS
2017



ISA GENZKEN
2016



JULIAN SCHNABEL
2015



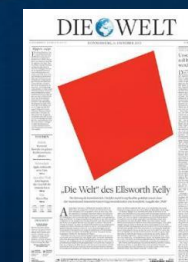
CINDY SHERMAN
2014



NEO RAUCH
2013



GERHARD RICHTER
2012



ELLSWORTH KELLY
2011



GEORG BASELITZ
2010

The background features a dark blue gradient with several lighter blue, wavy, organic shapes that resemble hills or clouds. Two dashed lines, one yellow and one light blue, cross the frame diagonally. The word "BACKUP" is centered in a bold, sans-serif font, with a color gradient from light blue to white.

BACKUP

EXCLUSIVE PLACEMENT

HOMERUN

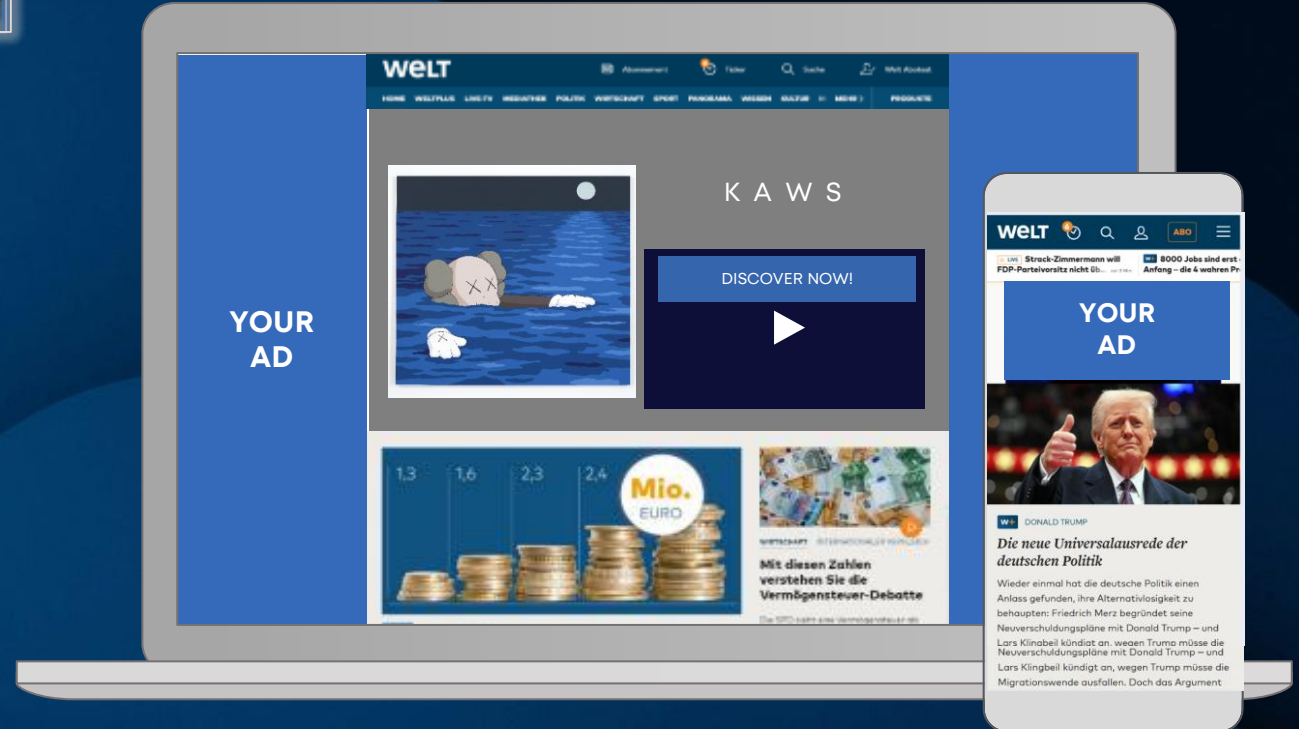
The artist's edition is impressively staged with the artwork on the WELT homepage in the first viewport - accompanied by a video¹ by the artist KAWS. Your advertising material is permanently placed on the home page for 24 hours.

Choose between **Deluxe** or **Supreme** formats.

We guarantee **2.25 MILLION IMPS / 10 AM – 10 AM**

Fixed placement, any overdelivery is free of charge.

Maximum visibility for your brand - take advantage of this unique opportunity!



CONTENT PRESENTING

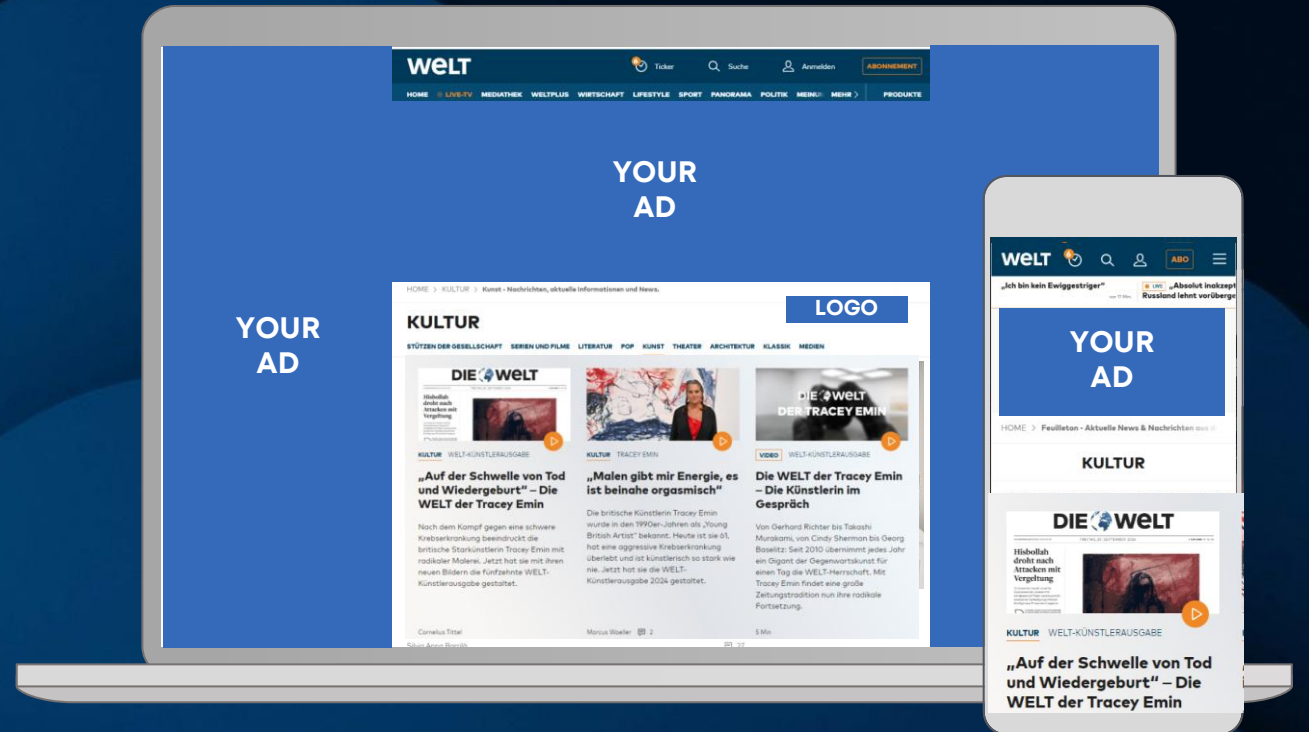
KULTUR

Your brand presence in the Culture channel of the WELT artist edition

As an exclusive presenter of the Culture channel on WELT Digital, you present your advertising material prominently and benefit from an attention-grabbing placement in the environment of the special artist edition.

Secure an exclusive presence and reach a culturally interested and discerning target group.

Guaranteed: **1.9 M. IMPS / WEEK**



CONTACT US NOW!

YOUR CONTACT PERSON
[HERE.](#)