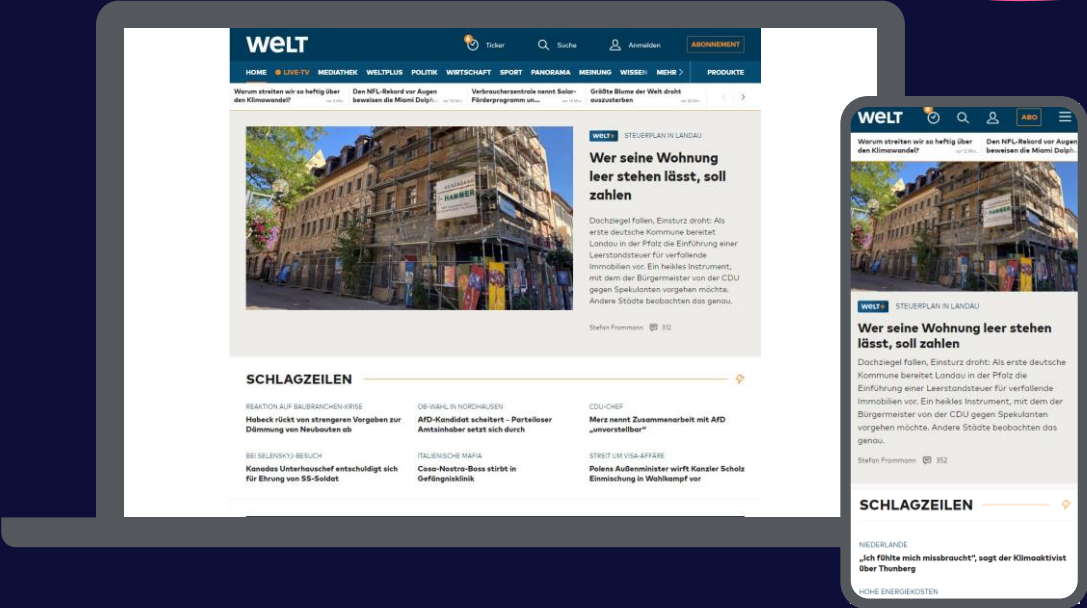


WELT DIGITAL



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		Target group: Desktop, MEW & App	
Net-Reach ¹	19.49 Million	Male ¹	56 %
Daily User ²	2.44 Million	20-49 years old ¹	51 %
Visits ³	109.34 Million	HHNE 4.000 € and more ¹	40 %
Page Impressions ³	321,21 Million	Education at least Abitur ¹	49 %

1) Source: b4p 2024 I -- Structural analysis
2) Source: b4p 2024 II - structural analysis
3) IVW February 2025

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
All In (HomeRun & Portal)	7.750.000	Basic Deluxe	202.750 € 241.500 €
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
BASIC Stationary: Wallpaper / Fireplace ⁵ / 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 Stationary: Billboard (100/1) / Video Wall ⁶ / Double Dynamic Sitebar / Dynamic Fireplace ⁵ / Bridge Ad ⁷ / TwoFace Ad ⁸ / Cinematic Ad / Direction Ad / Catalogue Ad / Curtain Dropper ^{6/12} MEW: Sticky Lead Ad (6:1 / 4:1 / 2:1 (not sticky)) & Interscroller / Medium Rectangle / Cube Ad (MMR) / TwoFace Ad ⁸ / Gallery Ad (MMR) / Mobile Click & Swipe / Cataloouge Ad / Welcome Ad XXL / Halfpage Ad APP: Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Cube Ad (MMR) / TwoFace Ad ⁸ / Gallery Ad (MMR)
SUPREME Stationary: Big Stage ⁹ (Automatic Pre Expanding Video Wall, max. 8 seconds) MEW: Sticky Lead Ad (6:1 / 4:1 / 2:1) & Prestitial ¹⁰ & Medium Rectangle / (Video) Interscroller / Content Ad / Understitial / Cube Ad (MMR) / Gallery Ad (MMR) / Mobile Big Stage ¹¹ / Mobile Curtain Dropper ^{11/12} APP: Lead Ad (6:1 / 4:1 / 2:1) & Prestitial ¹⁰ & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)

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⁾ ICON 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⁾ Autoclose 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/ global; playback exclusively with booking of a HomeRun; second advertising medium (MMR) for guarantee fulfillment; not bookable in app (in app, a medium rectangle is used as fallback advertising medium); a 2:1 banner,

a medium rectangle is required as fallback.

¹²⁾ In the case of a multiscreen booking, the gross price is due in the Supreme format.

WELT DIGITAL

Daily Fixed Placements

Product 10 AM – 10 AM	Ad Impressions	Formats	Price
Content Presenting	Depending on channel ³	Basic Deluxe Supreme	35.00 € TKP 40.00 € TKP 65.00 € TKP
Decision-Maker Homepage Bundle ¹	2,450.000	Basic Deluxe Supreme	66,000 € 77,000 € 124,000 €
Decision-Maker Home Bundle Advanced	4,450.000	Basic Deluxe Supreme	93,000 € 109,000 € 176,000 €
Decision-Maker Roadblock ²	10,090.000		295,100 €

Product Variants
BASIC Stationary: Wallpaper / Fireplace ³ / 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 Stationary: Billboard (100/1) / Video Wall ⁴ / Double Dynamic Sitebar / Dynamic Fireplace ³ / Bridge Ad ⁵ / TwoFace Ad ⁶ / Cinematic Ad / Direction Ad / Catalogue Ad / Curtain Dropper ^{4 10} MEW: Sticky Lead Ad (6:1 / 4:1) & Understitial / Interscroller / Medium Rectangle / Cube Ad (MMR) / TwoFace Ad ⁶ / Gallery Ad (MMR) / Mobile Click & Swipe / Catalogoouge Ad APP: Lead Ad (6:1 / 4:1) & Medium Rectangle / Cube Ad (MMR) / TwoFace Ad ⁶ / Gallery Ad (MMR)
SUPREME Stationary: Big Stage ⁷ (Automatic Pre-Expanding Video Wall, max. 8 seconds) MEW: Sticky Lead Ad (6:1 / 4:1 / 2:1) & Prestitial ⁸ & Medium Rectangle / (Video) Interscroller / Content Ad / Understitial / Cube Ad (MMR) / Gallery Ad (MMR) / Mobile Big Stage ⁹ / Mobile Curtain Dropper ^{9 10} APP: Lead Ad (6:1 / 4:1 / 2:1) & Prestitial ¹¹ & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)

1) The following homepages will be occupied for one day: WELT.de, Business Insider – Cumulative Volume. The relevant billing criterion is achieving the total AI of the package – not all positions within the package need to contribute to fulfilling the total AI.
2) Estimated reach, subject to adjustment for 2025. The following homepages will be occupied for one day: Business Insider, WELT, Stern, NTV, Capital. Media Impact acts as a service provider for Ad Alliance. In case of a booking, the relevant Ad Alliance terms and conditions apply. The booking for the Ad Alliance portion is handled by Ad Alliance. 3) Displayed above the navigation
3) Displayed above the navigation
4) FC=1/day, as a fallback, a Billboard, Fireplace, or DDS may remain. In tablet browsers, only the fallback ad format, e.g., the Billboard, will be delivered.
5) Combination of Fireplace (displayed above the navigation) and Billboard (displayed below the navigation)
6) For tablets, a Billboard is required | no video | On mobile, the ad format is displayed within the Interscroller | In-app, the ad format is displayed in the Mrec.
7) FC = 1/day for the animation; MEW & App: various formats available.
8) Auto-close after 8 seconds; optional, only in HomeRun and in combination with a Mobile Medium Rectangle or an equivalent alternative, not guarantee-relevant.
9) C/I: global; playback exclusively with booking of a HomeRun; second advertising medium (MMR) for guarantee fulfillment; not bookable in app (in app, a medium rectangle is used as fallback advertising medium); a 2:1 banner, a medium rectangle is required as fallback.
10) In the case of a multiscreen booking, the gross price is due in the Supreme format.

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 = subscribers	TKP
Different Bundles possible	from 160,000	50 €

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/>

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

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

+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-Ons ⁴	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-On ⁵	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)	8,900,000	28,000	90,000 €
Innovation (Computer BILD + Techbook + WELT)	4,050,000	15,000	57,250 €

+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-ons ⁵	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 Story ⁶	Option Refresh Story Easy and Update	From 500€ creation costs, depending on the package (see footnote)
Insight Add-On ⁷	Integrated surveys / quizzes for exciting insights	No extra charge

1) Campaign Duration: Product Stories minimum 4 weeks | Story Combos: 4–6 weeks
2) Additional Creation Costs (not SR- or AE-eligible): WELT Package M: €6,000 | Package L: €8,000 | Statement Story WELT: €6,000 | Story Combos: €8,000 (an additional €4,000 applies for interactive implementations). Content from financial service providers is subject to review and may require adjustments to the product type and/or guaranteed views.
3) Only advertising formats included in the basic packages can be booked without additional charges.
4) Only selected Interest/Combo TGX + context targeting options available; additional creation costs of €6,000 apply (not discount- or AE-eligible).
5) Graphical representations are not suitable for all content; subject to review and approval by Axel Springer Brand Studios.
6) Option Easy: same story, same teasers – price based on Product Story package + €500 creative costs | Option Update: same story, new teasers – price based on Product Story package + €1,500 creative costs. Bookable across all available platforms | Creation costs are not SR- or AE-eligible.
7) Various survey formats possible. Note: Includes story + traffic drivers linking to the story (ad server formats + social media). Ad impressions + page views guaranteed! Lead time for Product Stories is at least 3 weeks from material delivery. All prices are gross and SR-eligible (unless otherwise stated), minus AE, plus VAT. | Subject to change and errors. As of: 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

Performance

Basic package	Ad Impressions	Page Views	Package price ⁴
WELT MAXCLICK: A-Teaser ⁵ (duration: 3 days) + social media channels ⁶	5,000,000	17,000	130,000 €

1) Campaign Duration: WELT & LIFESTYLE: 6 weeks
2) Additional Creation Costs (not eligible for SR and AE): WELT €3,500 | LIFESTYLE: €2,500
3) Only ad formats included in the basic packages can be booked without additional creative costs. Note: Includes story + traffic drivers linking to the story (ad server formats), ad impressions guaranteed!
Lead time for advertorials is at least 2 weeks from material delivery. All prices are gross and eligible for SR (unless stated otherwise), minus AE, plus VAT. | Subject to change and errors. As of: 01.01.2025
4) Package price gross (eligible for discount and AE). Creatives can be provided by the client but must be approved by us. If created by us, creative costs of at least €3,300 will apply (not eligible for discount or AE).
5) Full-screen teaser, portrait format (283 x 500 px).
6) Social ads are always published under the client's sender identity. Below are the required details for social ad integration. Social platforms (depending on format): Static: Meta, Snap, Reddit, Google Demand Gen, LinkedIn, Pinterest, X; Video: Meta, Snap, Reddit, YouTube, LinkedIn, Pinterest, TikTok, XRetargeting of WELT users who visited the homepage of WELT.de within the past 7 days.

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, Billboard¹	
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, Understitial², Interscroller², Prestitial (InApp)³, Mobile Halfpage Ad²"		RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €
VIDEO							
InText Outstream Ad⁴	on start, bis inkl. 20 Sec.	RoS & Custom	60 €	X-Stream Ad⁶	bis inkl. 20 Sec.	RoS	55 €
(Live)Stream Ad⁵	bis inkl. 20 Sec.	RoS & Custom	85 €	YouTube⁷	PreRoll bis inkl. 20 Sec.	RoS & Custom	85 €
Muted Instream Ad⁸	bis inkl. 30 Sec.	ROS	65 €	Vertical Video⁹	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. 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.							