

# AD SPECIALS 2025

DIE WELT | WELT AM SONNTAG

Supplement to price list WELT No. 103 valid from 01.01.2025

*impassioned by*

media **impact**—

# IF INNOVATION, THEN WITH US

Do you want something different from the standard? We are the first point of contact and innovator for ad specials in the entire industry. With WELT AM SONNTAG and DIE WELT, we offer our customers climate-neutral advertising environments without additional investment.



# **DIE WELT WELT AM SONNTAG**

Ad specials

# COVER BRANDING XXL

## Your large-scale message on the front page

For the special brand appearance on the cover of DIE WELT and WELT AM SONNTAG.

Formats:

Front page: W 374.5 mm x H 459 mm

Page 2: W 374.5 x mm x H 528 mm

Prices: DI  
DIE WELT: 192,270.00 €  
WELT AM SONNTAG: 338,640.00 €



regular title on page 3

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. A barcode must be included on the title page. Lead time: 4 weeks.

# COVER BRANDING

## Your Message on the front page

Awareness meets large-scale content - visibility of your ad, embedded on the front page of DIE WELT or WELT AM SONNTAG.

Formats:

Front page: W 374.5 mm x H 250 mm

Page 2: W 374.5 mm x H 528 mm

Prices:

DIE WELT: 157,230.00 €

WELT AM SONNTAG: 278,460.00 €

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 4 weeks.



regular title on page 3



# COVER BRANDING RESSORT

## Advertising on the resort front page

Your message on the resort title of your choice, for example Sport, Finance & Real Estate or Style & Travel.

Formats:

Front page Ressort: W 374.5 mm x H 250 mm

Page 2: W 374.5 mm x H 528 mm

Prices:

DIE WELT: 113,560.00 €

WELT AM SONNTAG: 201,110.00 €



Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 4 weeks.

# GLOSSY COVER

## Your message in magazine quality

With the glossy cover, we offer you a high-quality staging option as the cover of the entire newspaper.

### WELT AM SONNTAG\*

### Prices

2-sided glossy cover	399,500.00 €
4-sided glossy cover	699,150.00 €
6-sided glossy cover	999,500.00 €

### DIE WELT

### Preise

2-sided glossy cover	235,390.00 €
4-sided glossy cover	405,460.00 €
6-sided glossy cover	601,150.00 €

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. The glossy cover covers the entire newspaper and encases the folded newspaper. \*Realization without WELT AM SONNTAG Kompakt

Example of a 4-sided glossy cover



4-page glossy cover is the cover of the entire newspaper and encases the folded newspaper

# GLOSSY COVER – SPECS

## FORMATE

## DIE WELT

## WELT AM SONNTAG

## TECHNICAL SPECIFICATIONS

## DIE WELT & WELT AM SONNTAG

2-sided glossy cover

- Titel: W 374,5 mm x H 459 mm
- U2: W 374,5 mm x H 528 mm

- Titel: W 374,5 mm x H 454 mm
- U2: W 374,5 mm x H 528 mm

4-sided glossy cover

- Titel: W 374,5 mm x H 459 mm
- U2: W 374,5 mm x H 528 mm
- U3: W 374,5 mm x H 528 mm
- U4: W 374,5 mm x H 528 mm
- (U2+U3 are possible as a panorama ad: W 777 mm x 528 mm)

- Titel: W 374,5 mm x H 454 mm
- U2: W 374,5 mm x H 528 mm
- U3: W 374,5 mm x H 528 mm
- U4: W 374,5 mm x H 528 mm
- (U2+U3 are possible as a panorama ad: W 777 mm x 528 mm)

6-sided glossy cover

- Titel: W 374,5 mm X H 459 mm
- U2: W 374,5 mm x H 528 mm
- U3: W 374,5 mm x H 528 mm
- U4: W 374,5 mm x H 528 mm
- U5: W 374,5 mm x H 528 mm
- U6: W 374,5 mm x H 528 mm

- Titel: W 374,5 mm X H 454 mm
- U2: W 374,5 mm x H 528 mm
- U3: W 374,5 mm x H 528 mm
- U4: W 374,5 mm x H 528 mm
- U5: W 374,5 mm x H 528 mm
- U6: W 374,5 mm x H 528 mm

Closing date

Motive input till

Barcode

ICC-Profil

File format

Date transmission

Address

- 10 weeks before date of publication
- 3 weeks before date of publication
- Must be included on the front page
- Profil PSO Coated v3 (Fogra 51)
- PDF/X-4:2008
- via Internet:  
<https://transfer.axelspringer.de>
- by E-Mail (only in exceptional cases):  
[apdtp-berlin@axelspringer.de](mailto:apdtp-berlin@axelspringer.de)
- Axel Springer Deutschland GmbH  
Herstellung / Planungs- und  
Anzeigenmanagement  
Zimmerstraße 50  
10888 Berlin



# FLEXFORM-AD

## A space for unusual formats

With a flex form ad, you can break through standardized advertising formats in DIE WELT and WELT AM SONNTAG.

Format: individual

Prices: on request



Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 2 weeks.

# TIP-ON-CARD

## A small format with great impact

Get in direct contact with your target group with the Tip-On-Card and use this ideal response element.

Format: W 148 mm x H 105 mm, 200 g/m<sup>2</sup>

Prices and distribution: on request



# FRAGRANCE-SACHET

## A newspaper for the senses

Tempting our readers with your fragrance sample on our front page.

Format:

W 76 mm x H 76 mm (Carrier medium: Memostick)

Glueing position: above fold

Prices and distribution: on request



Case: Versace

The scented sachet is produced by the customer and delivered to the individual printing locations. Further processing - saving onto the Memostick carrier medium and affixing to the cover page - takes place at the respective printing locations. Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. WELT AM SONNTAG = Sat + Sun incl. compact edition, for production reasons the printing location Mörfelden is not taken into account. Lead time: 8 weeks.



# PRESENTING FUND PAGE

## Well invested

Present the fund page in DIE WELT (Tue.- Fri.) or in WELT AM SONNTAG (Sat./Sun.). We are also happy to offer you the weekly package at a preferential price.

Format: W 374.5 mm x H 264 mm

### Prices:

DIE WELT:	30,800.00 €
WELT AM SONNTAG:	55,100.00 €
WELT PRINT Total:	73,000.00 €

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. Lead time: 2 weeks.

Visual example DIE WELT

Visual example WELT AM SONNTAG

# DIE WELT

Ad specials



# COVER WRAP

## Big eye-catcher

With a four-sided wrapping on newsprint, we give you a first-class appearance. The cover is wrapped around the 1st book of DIE WELT.

Formats:

Front page: W 374.5 mm x H 459 mm

U2, U3, U4 each: W 374.5 mm x H 528 mm

Price:

DIE WELT: 339,300.00 €



U1 Front page

# FLYING PAGE

## Opening a new chapter

The Flying Page covers DIE WELT with four half-pages.

Formats:

Title page: W 173 mm x H 459 mm

IFC, IBC, OBC, each: W 173 mm x H 528 mm

Price:

DIE WELT: 180,960.00 €



# TITLE ASSIGNMENT TIMES TWO

## Optimal presence on page 1

With the combination of the title header strip\* and the title strip at the bottom, you will attract full attention. No one is guaranteed to miss your advertising!

Formats:

Title header strip: W 374.5 mm x H 50 mm +

Bottom title strip: W 374.5 mm x H 132 mm

Prices:

Title header strip: 37,900.00 €

Bottom title strip: 45,770.00 €

Combination: 83,670.00 €

\*Title header strips can only be booked in combination with an advertisement in the inside section in the format of your choice (min. 1,000 format). Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motifs must be approved by the publisher before publication. Lead time: 2 weeks.

Bookable  
individually

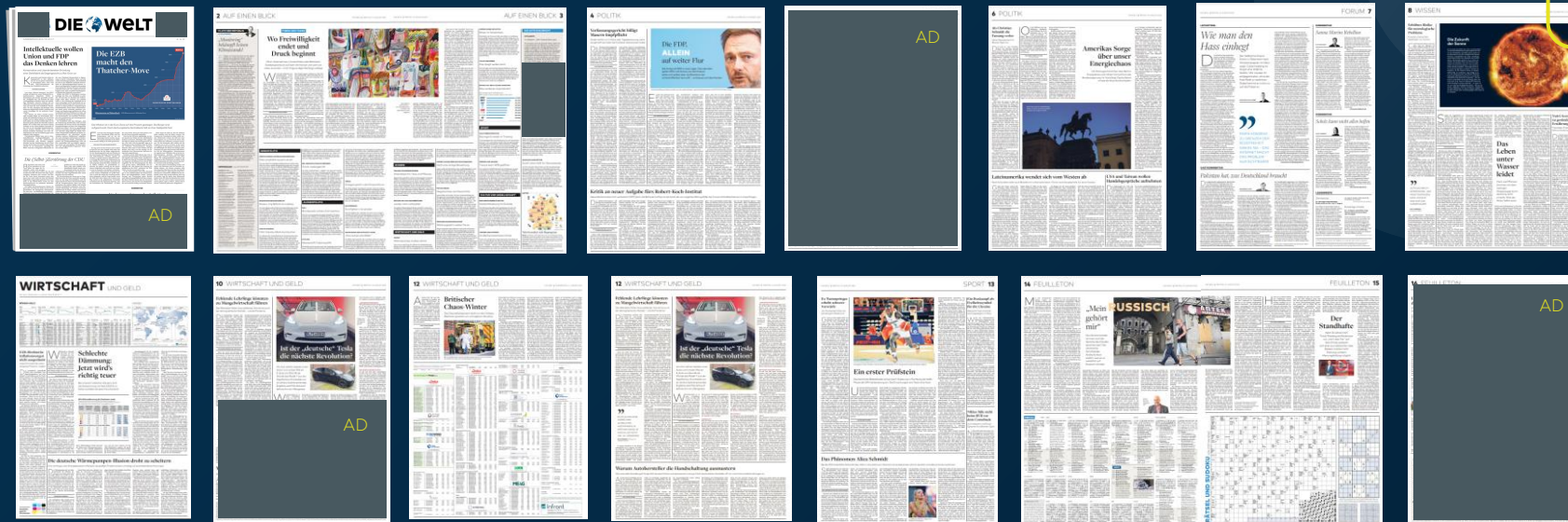


# EXCLUSIVE BOOKING

## Unrivalled happiness

Be exclusively visible with your advertising message in WELT on a publication day.

Coloring possible on request. Formats, placements, color and price on request.



Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motifs must be approved by the publisher before publication. Exclusive booking means that no other large-format advertisers (except for presenting ads or possibly classified ads) will be represented on this day. Implementation from Mon.-Fri. possible. Lead time: 4 weeks, in color 8 weeks.



# EVOLUTION AD

## Storytelling in three episodes

Make a lasting impression on your recipients with the dramaturgical three-part structure of your message.

Formats:

Title page (1/4 strip ad):	W 374.5 mm x H 132 mm
Page 5 or 7 (1/2 page):	W 374.5 mm x H 264 mm
OBC 1.Book (1/1 page):	W 374.5 mm x H 528 mm

Prices:

Evolution Ad „Mini“<sup>1</sup> 144,490.00 €

Evolution Ad „Maxi“<sup>2</sup> 177,672.00 €



<sup>1</sup> Mini = ¼ page title strip, ½ page on page 5 and 1/1 page on page 8

<sup>2</sup> Maxi = ¼ page title strip, 1/3 strip ad on page 5, ½ page on page 7 and 1/1 page on page 8

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request.

The Evolution Ad is placed exclusively in the 1st book. The advertising motifs must be approved by the publisher before publication.

Implementation in WELT AM SONNTAG possible in departments on request. Lead time: 4 weeks.



# EDGE AD BRANDING

## Give the content a frame!

Exclusively flank the editorial content in the first book of WELT.

Formats:

Page 1: 2 x W 52,5 mm x H 459 mm,  
Page 4-5: each W 121,7 mm x H 528 mm,  
OBC 1. Book: W 374,5 mm x H 528 mm

Price:

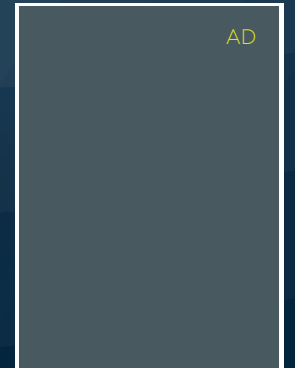
DIE WELT: 216,240.00 €



p. 1



p. 4 + 5



p. 8

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 4 weeks.

On pages 2 und 3, our readers find out what moves the world. Place your message here with a text section ad.

Price:  
DIE WELT: 15,160.00 €



DIE WELT publishes the most important fund prices in Economy & Money from Tuesday to Friday. Place your message with a text section ad.

Price per month:  
DIE WELT: 42,880.00 €



# WELT AM SONNTAG

Ad specials

# PRESENTING STORY COVER

## TOPIC presented by...

Every Sunday, a topic is highlighted in its own four-page book. They present the topic exclusively on the cover and OBC.

Formats:

Page 1: W 374.5 mm x H 30 mm

Page 4: W 374.5 mm x H 264 mm

Price:

WELT AM SONNTAG: 73,920.00 €



Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. Lead time: 2 weeks.



# WEATHER PRESENTING

## Sunny prospects

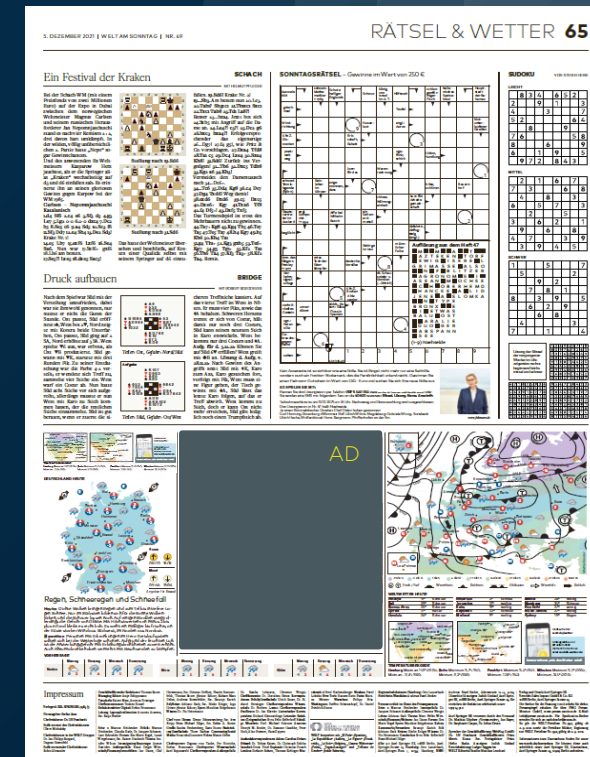
You are ideally placed here.

Present the weather in WELT AM SONNTAG on a weekly or monthly basis.

Formats: W 138 mm x H 150 mm

Price:

WELT AM SONNTAG: 16,630.00 €



Exemplary illustration

# FURTHER PRICES & FORMATS

	Format	Price	Medium
Opening Spread (1)	W 777 mm x H 528 mm	132,852.50 € 233,227.50 €	DIE WELT WELT AM SONNTAG
Center Page (2)	W 397.8 mm x H 528 mm	80,290.00 € 140,540.00 €	DIE WELT WELT AM SONNTAG
Half page top (3)	W 374.5 mm x H 264 mm	40,040.00 € 71,630.00 €	DIE WELT WELT AM SONNTAG
Tunnel display (4)	W 397.8 mm x H 264 mm	46,170.00 € 81,510.00 €	DIE WELT WELT AM SONNTAG
H-display (5)	2 x W 121.7 mm x H 528 mm + 1 x W 533.6 mm x H 80 mm	111,630.00 € 173,170.00 €	DIE WELT WELT AM SONNTAG
U-display on title (6)	2 x W 52.5 mm x H 130 mm + W 374.5 mm x H 120 mm	84,830.00 €	DIE WELT
Bridge Ad (7)	W 374.5 mm x H 120 mm + 2 x W 58.5 mm x H 144 mm	38,110.00 € 74,500.00 €	DIE WELT WELT AM SONNTAG



(1)

(2)

(3)

(4)

(5)

(6)

(7)

Supplement to price list WELT No. 103, valid from 01.01.2025. All prices are discountable less VAT. Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. Assignment DIE WELT = Mon.-Fri and WELT AM SONNTAG = Sat. + Sun, incl. compact edition. Lead time: 4 weeks.

# FURTHER PRICES & FORMATS

	Format	Price	Medium
<b>L-display (8)</b>	W 252.8 mm x H 120 mm + W 121.7 mm x H 528 mm	42,580.00 € 83,250.00 €	DIE WELT WELT AM SONNTAG
<b>Four wins (9)</b>	4 x W 121.7 mm x H 139 mm	83,160.00 € 162,580.00 €	DIE WELT WELT AM SONNTAG
<b>Inner Circle (10)</b>	Diameter max. 200 mm, colored	55,580.00 € 93,600.00 €	DIE WELT WELT AM SONNTAG
<b>Edge Ad (11)</b>	2 x W 52.5 mm x H 459 mm	87,660.00 €	DIE WELT
<b>Stripes above (12)</b>	W 374.5 mm x H 132 mm	25,870.00 € 50,570.00 €	DIE WELT WELT AM SONNTAG
<b>Sandwich (12)</b>	W 374.5 mm x H 132 mm	29,850.00 € 58,350.00 €	DIE WELT WELT AM SONNTAG
<b>Duo Ad (12)</b>	2 x W 374.5 mm x H 132 mm	51,740.00 € 101,140.00 €	DIE WELT WELT AM SONNTAG
<b>TV program (13)</b>	W 374.5 mm x H 30 mm	13,310.00 €	WELT AM SONNTAG



# WE LOOK FORWARD TO TALKING TO YOU!

YOU CAN FIND YOUR SALES CONTACT [HERE](#).



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