

# WELT DIGITAL MEDIA KIT

**2025**

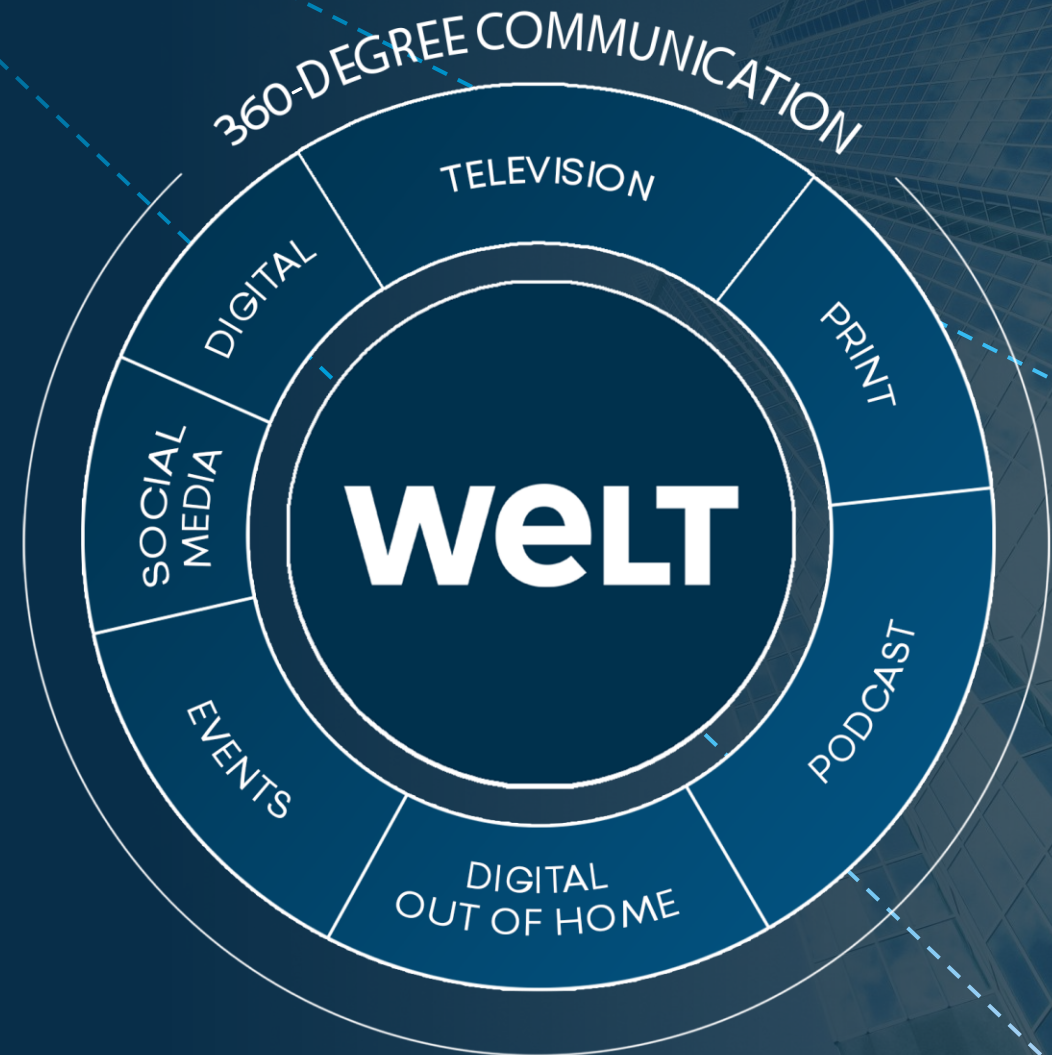
*impassioned by*

media **impact**—

# THE POWER OF WELT

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

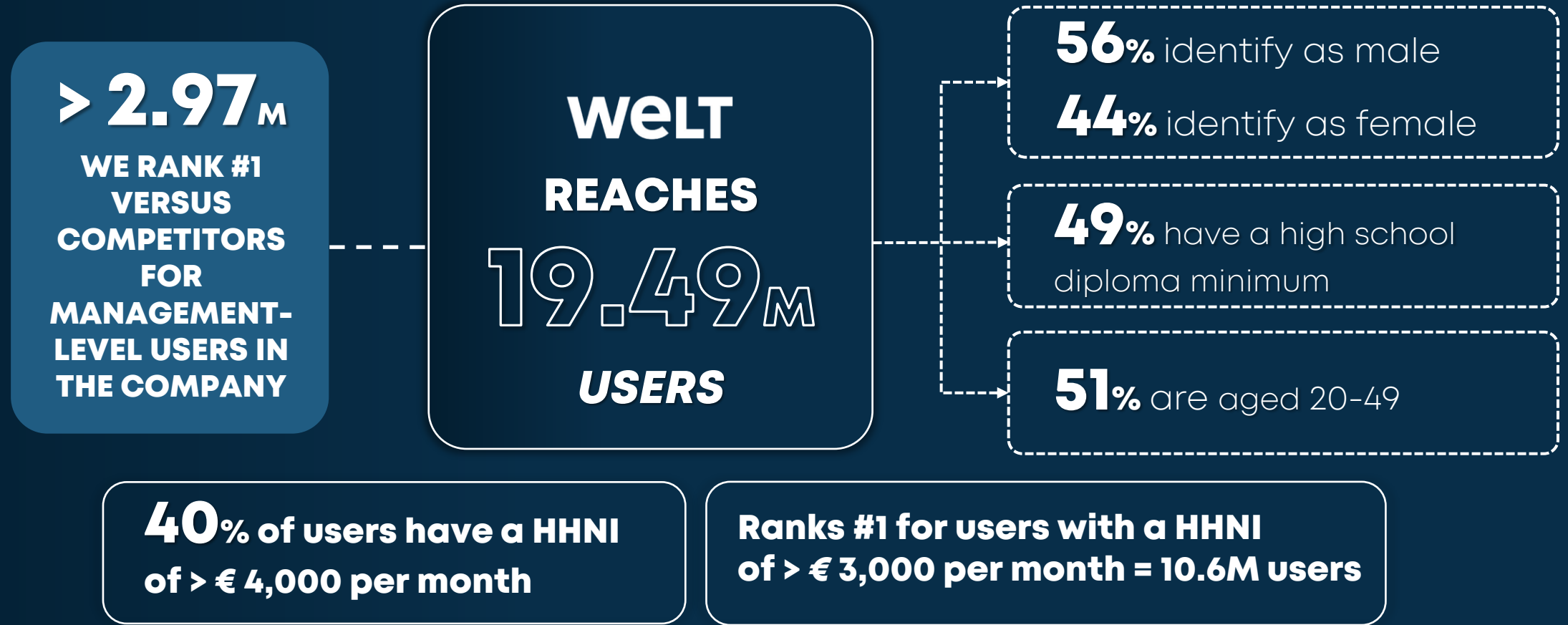
It represents intelligent, high-quality journalism tailored to every usage context.



# WITH 19.49 MILLION USERS, WELT DIGITAL...

## ... IS ONE OF THE MOST VISITED DIGITAL PLATFORMS IN GERMANY

# THE USERS OF WELT DIGITAL





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



**JAN PHILIPP BURGARD**  
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

LEARN MORE

# ICON, ON WELT DIGITAL, CONSIDERS ITSELF AN INSPIRATION FOR A LUXURY-ORIENTED AUDIENCE

...WITH A FOCUS ON FASHION, DESIGN, JEWELRY AND WATCHES

# HIGH-QUALITY NEWS WELT DIGITAL

WELT Digital focuses on the core topics of politics, business and debate and one of Germany's leading news websites.

As a cross-platform brand, WELT is a well established and strong multimedia platform that covers progressive, high-quality, and dynamic topics across all channels.

19.49 MILLION NET REACH<sup>1</sup>

2.44 MILLION DAILY USERS<sup>2</sup>

107.29 MILLION VISITS<sup>3</sup>

306.98 MILLION PAGE IMPRESSIONS<sup>3</sup>

GENDER	56% MALE <sup>1</sup>
AGE	51% ARE 20 TO 49 YEARS OLD <sup>1</sup>
EDUCATION	49% AT LEAST HIGH SCHOOL DIPLOMA <sup>1</sup>
HHNI	40% AT LEAST 4,000 € PER MONTH <sup>1</sup>

<sup>1</sup> Source: b4p 2024 I -- structural analysis

<sup>2</sup> Source: b4p 2024 II - structural analysis

<sup>3</sup> IVW April 2025

# WELT DIGITAL AT A GLANCE

 **WELT Digital has been  
climate neutral since 2023<sup>7</sup>**

**817K**  
**DECISION-  
MAKERS<sup>1</sup>**

**55%**  
**Millennials<sup>2</sup>**  
**37%**  
**Innovators &  
Early Adopters<sup>2</sup>**




**225K**  
**DIGITAL SUBSCRIBERS<sup>3</sup>**  
**25%** of whom are heavy  
users<sup>4</sup>  
**170** articles consumed per  
month<sup>4</sup>

**19.49M**  
Net reach<sup>5</sup>


**2.44M**  
**DAILY USERS<sup>6</sup>**

**107.29M**  
**VISITS<sup>8</sup>**  
**306.98M**  
**PAGE IMPRESSIONS<sup>8</sup>**

**Distribution<sup>4</sup>**

		
Desktop	MEW	App
20%	45%	35%

**HOME** (30%)  
**ARTICLE** (52%)  
**OTHER** (18%)<sup>4</sup>

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

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 April 2025



# WELT DIGITAL SOCIAL MEDIA



## WELT INSTAGRAM

892K followers<sup>1</sup>

Want to reach users on one of the most trend-driven platforms? Use expressive images and videos to connect.

INSTAGRAM



## WELT FACEBOOK

over 1.2M followers<sup>2</sup>

With co-publishing, you benefit from increased credibility and reach as well as the high engagement rate on social networks!

FACEBOOK



## WELT X

over 2.5M followers<sup>3</sup>

WELT is a major player 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



## WELT LINKEDIN

over 75K followers<sup>4</sup>

LinkedIn offers excellent opportunities to reach 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



# OUR HOME

## A STAGE FOR

## HIGH-IMPACT BRAND

## MESSAGING

PLUS POLITIK WIRTSCHAFT SPORT PANORAMA MEINUNG WISSEN MEHR > PRODUKTE

... zwischen Baerbock und Shan Le... Zahl der Firmenpleiten in Deutschland steigt... „Sie sind Deutscher. Sie wissen, was die Alliiert...>

DIE WELT KÜNSTLERAUSGABE  
Mit Anselm Kiefer



MEHR ERFAHREN



AUSLAND ISRAEL INFORMIERT UN

Bevölkerung soll Norden  
des Gaza-Streifens

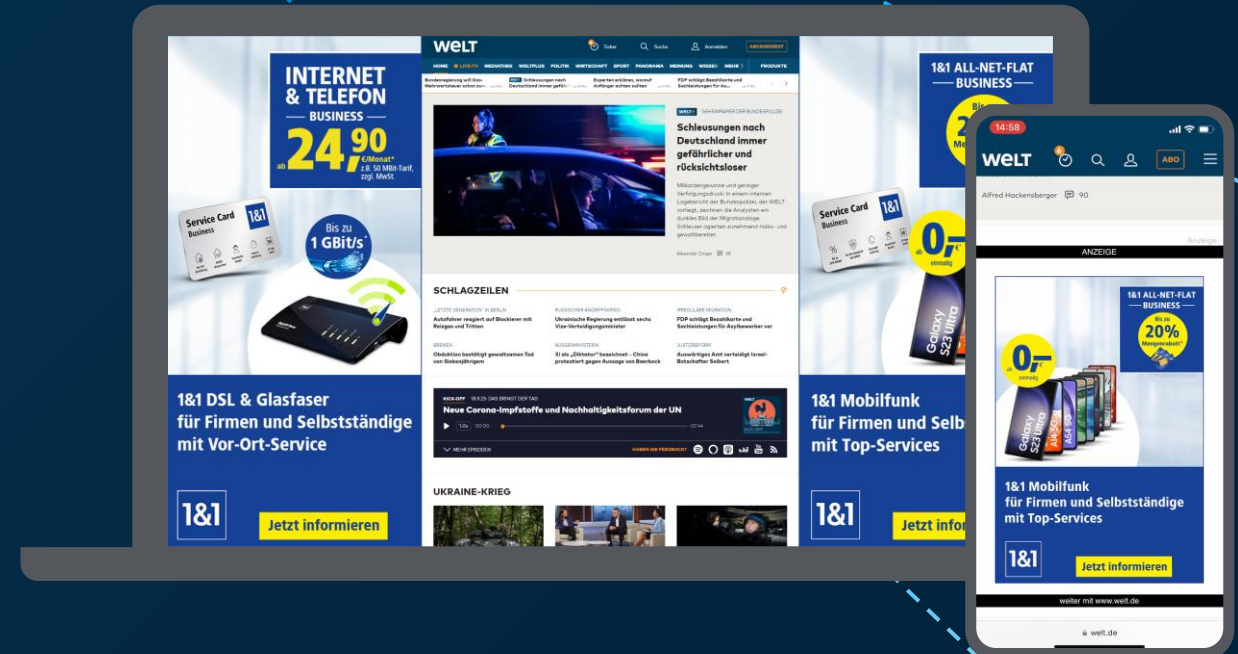
# THE WELT HOMERUN THE PERFECT STAGE FOR YOUR BRAND

NEW: MORE REACH

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

Your brand is prominently placed across all platforms – desktop, MEW and app – for a full 24 hours.

**2.25M** guaranteed Als\*



# THE WELT HOMERUN BTF – MAXIMUM IMPACT ON THE HOMEPAGE

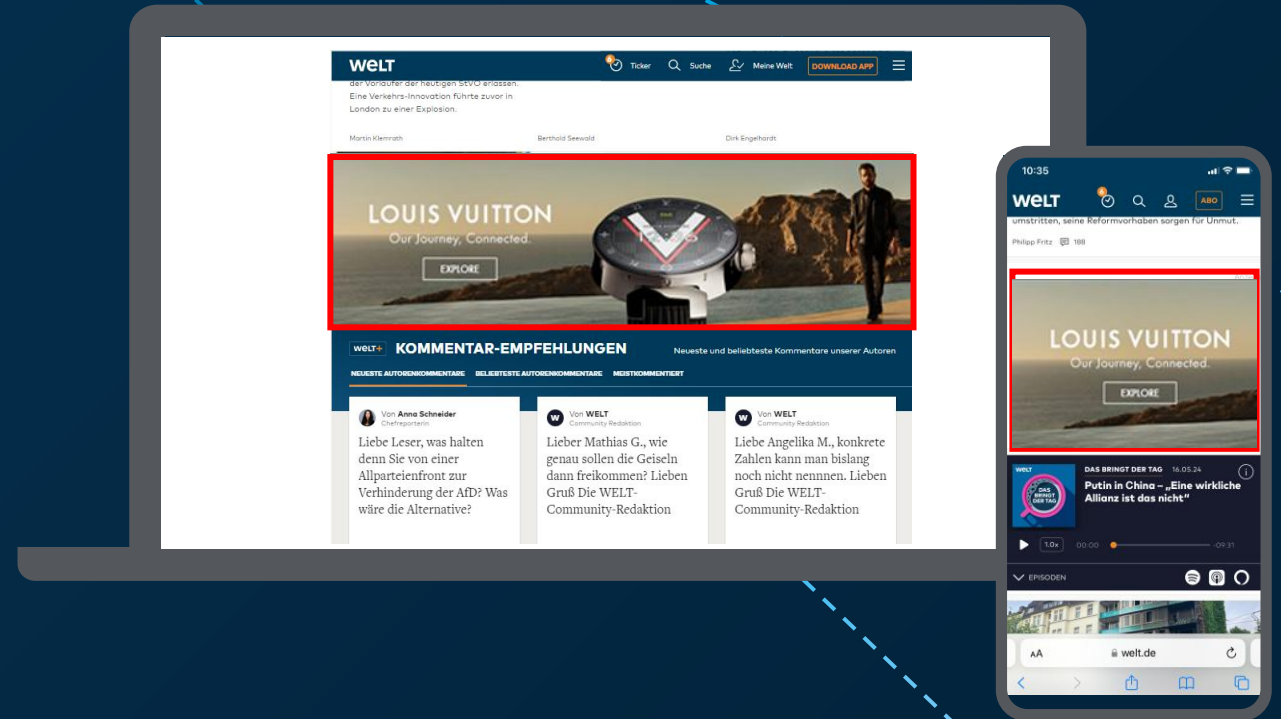
RUNNING TIME: 24 HOURS

The HomeRun BTF places your brand on the first Billboard BTF slot on the WELT homepage. Booking options include:

- billboard format (desktop)
- medium rectangle (mobile)

Depending on the news context, the ad appears above the 'comment recommendations' section – ensuring prominent placement on the homepage.

**500K** guaranteed Als





# THE A-TEASER YOUR PREMIUM STAGE ON THE HOMEPAGE

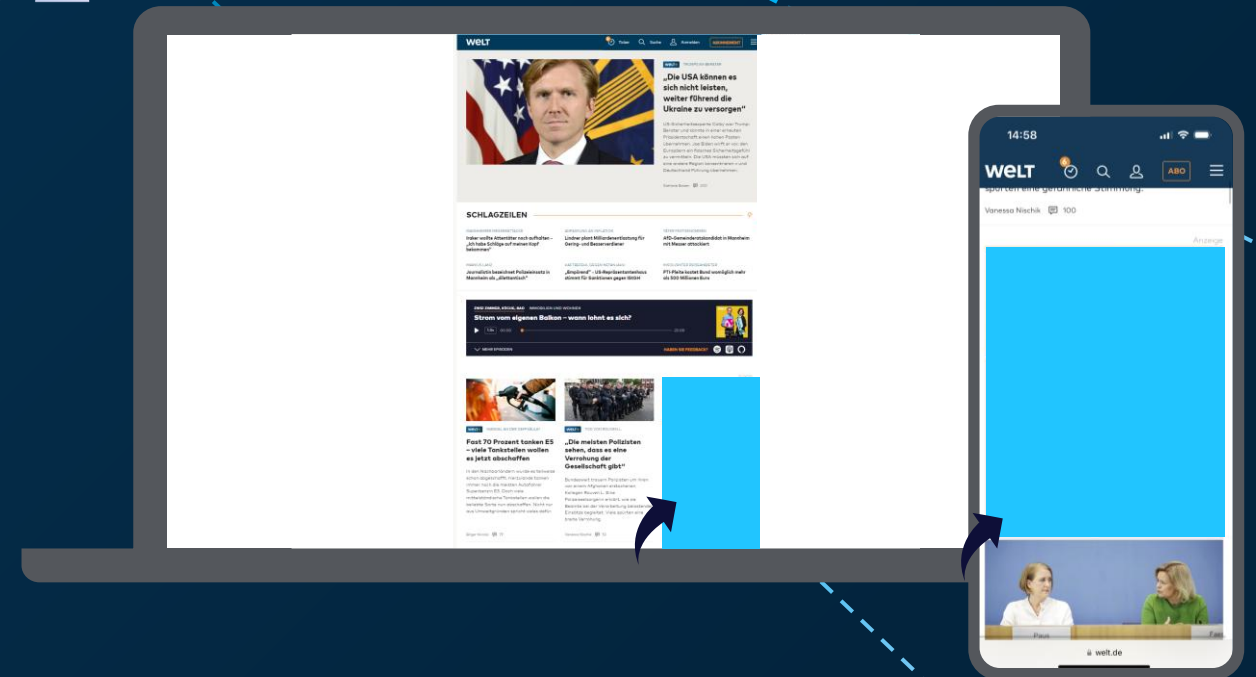
RUNNING TIME: 24 HOURS

The A-teaser is displayed on the WELT digital homepage. Depending on current news, the teaser may appear directly in the initial screen view.

The teaser can occupy the full screen.\*

**800K** guaranteed Als

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



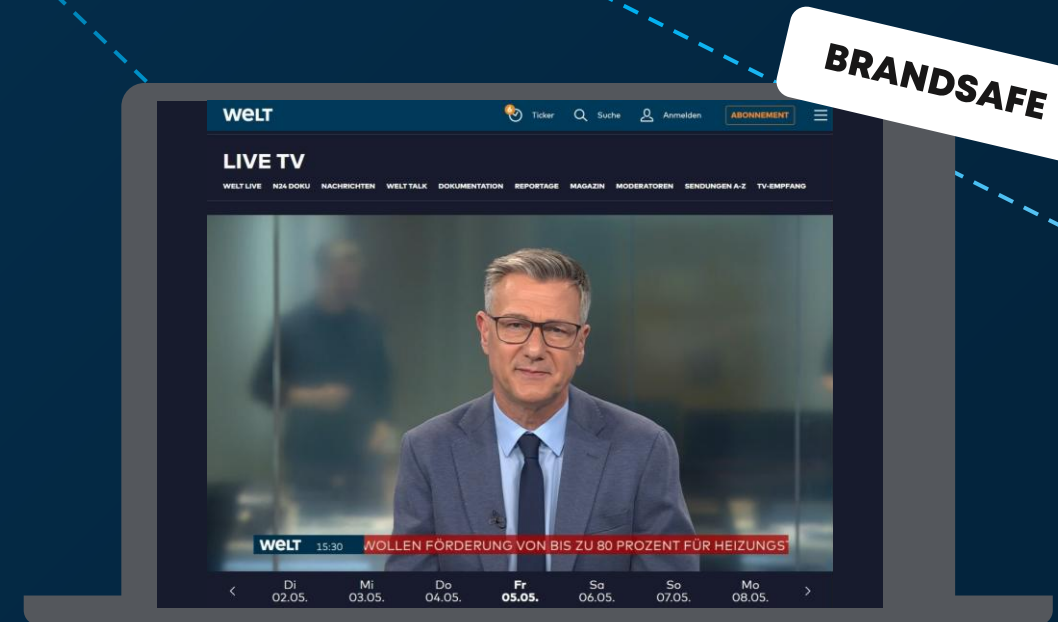
# THE LIVESTREAM AD PREMIUM VIDEO PLACEMENT ON THE WELT HOMEPAGE

CAN ALSO BE BOOKED  
PROGRAMMATICALLY

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

The WELT TV livestream features news, market analysis and documentaries – and is seamlessly embedded on the WELT homepage. Your video ad is shown during commercial breaks in the livestream.

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

# SOPHISTICATED BRAND STAGING

Creative freedom for your brand

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 Neuzulassung existieren die offiziellen Angaben nur noch nach WLTP. Zudem entfallen laut EU-Verordnung 2022/1454 die Informationen zu den Messverfahren NEFZ und WLTP finden Sie unter [www.bmw.de/wltp](http://www.bmw.de/wltp). Weitere Informationen zu den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch können dem „Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch“ des Deutschen Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern und unter <https://www.dat.de> unter der Rubrik „Sonderausstattungen“ entnommen werden.

# THE WELCOME AD XXL – BE SEEN BEFORE THE STORY BEGINS

The Welcome Ad XL<sup>1</sup> is displayed above the editorial content. On mobile, a Halfpage Ad (300x600 px) appears above the site's navigation and disappears upon scrolling (FC=1). Additionally, a 2:1 Content Ad is placed in the MREC slot as a supplementary advertising asset. A 2:1 Lead Ad and a Mobile Interscroller act as reminder formats<sup>2</sup>. Available as part of the Home Run Deluxe package.

**2.25M** guaranteed AIs

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



<sup>1</sup>) Not available InApp, permitted formats: .png, .jpeg, and .gif; no redirects or html5 files. <sup>2</sup>) The same creative as the Welcome Ad can be used.

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

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



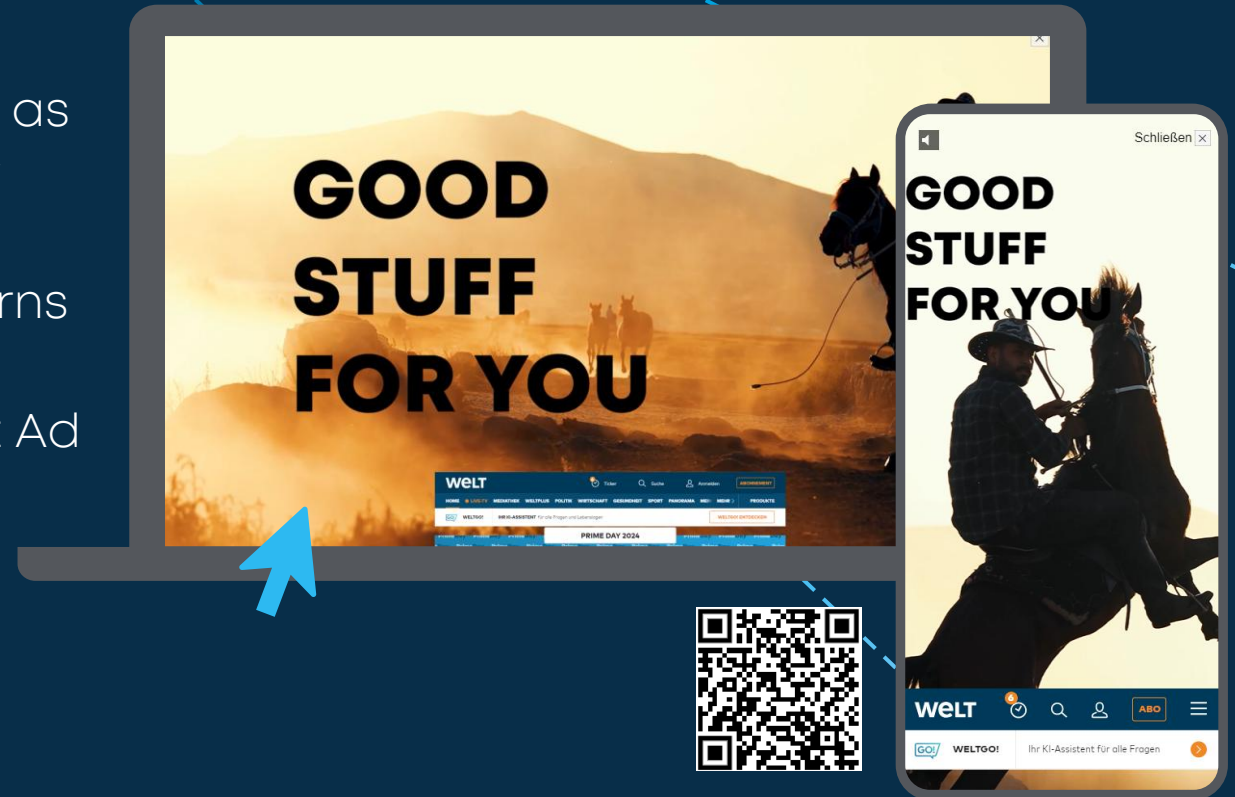
# HOMERUN SUPREME BIG STAGE

The BIG STAGE is a premium ad format on WELT Digital. It plays a large-format video as soon as the homepage loads, temporarily pushing down the editorial content. After 8 seconds, the editorial content returns to its original position. A Double Dynamic Sitebar, a Billboard, and a Mobile Content Ad stay visible as reminder formats.

**- Also available as prestitial on mobile and app. -**

**2.25M** guaranteed Als

creation via MI: plus of € 4,800 creation fee; 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://mediainpact.de/de/digital-formate>, subject to change and errors excepted. FC1/global, not available 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, available in HomeRun Supreme (in combination with First Contact a fallback is played); advertising material is only played on the homepage



# HOMERUN DELUXE VIDEO WALL

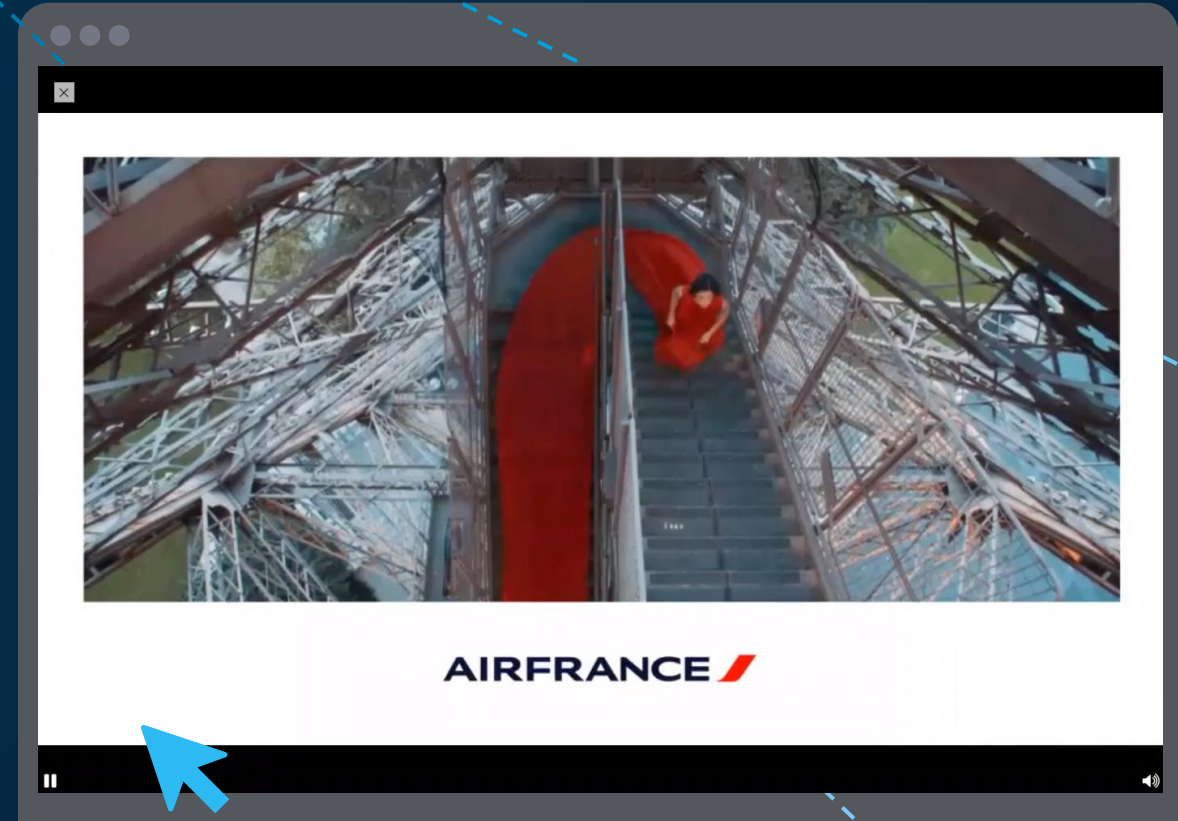
Want to showcase high-quality video content to a broad audience?

The WELT Video Wall is the ideal format. The video starts automatically in the background when the homepage loads. When users hover over the billboard, your video ad expands over the WELT.de content and can be closed with a single click.

**2.25M** guaranteed Als

All stationary and mobile formats are relevant for guarantees and billing. If one of these creatives is not delivered, the selected main creatives will be served as ROS placements on the booked day to meet the guaranteed booking value. FC = 1/day; as fallback, a Billboard, Fireplace or DDS may remain in place. On tablet browsers, only the fallback creative, e.g. the Billboard, will be served.

**ALSO AVAILABLE FOR THE  
PRODUCTS FIRST CONTACT AND  
WORLD RUN**



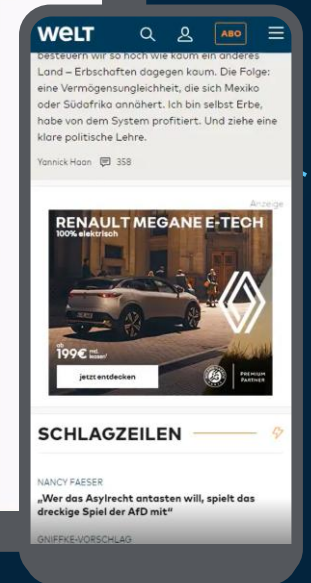
# HOMERUN DELUXE CURTAIN DROPPER

Bold. Bolder. Curtain Dropper.

This innovative format leaves a lasting impression. A digital curtain covers the content for 5 seconds to grab full attention. Since frequency capping is set to one impression per user per day (FC=1), an additional Billboard ad ensures continued visibility throughout 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

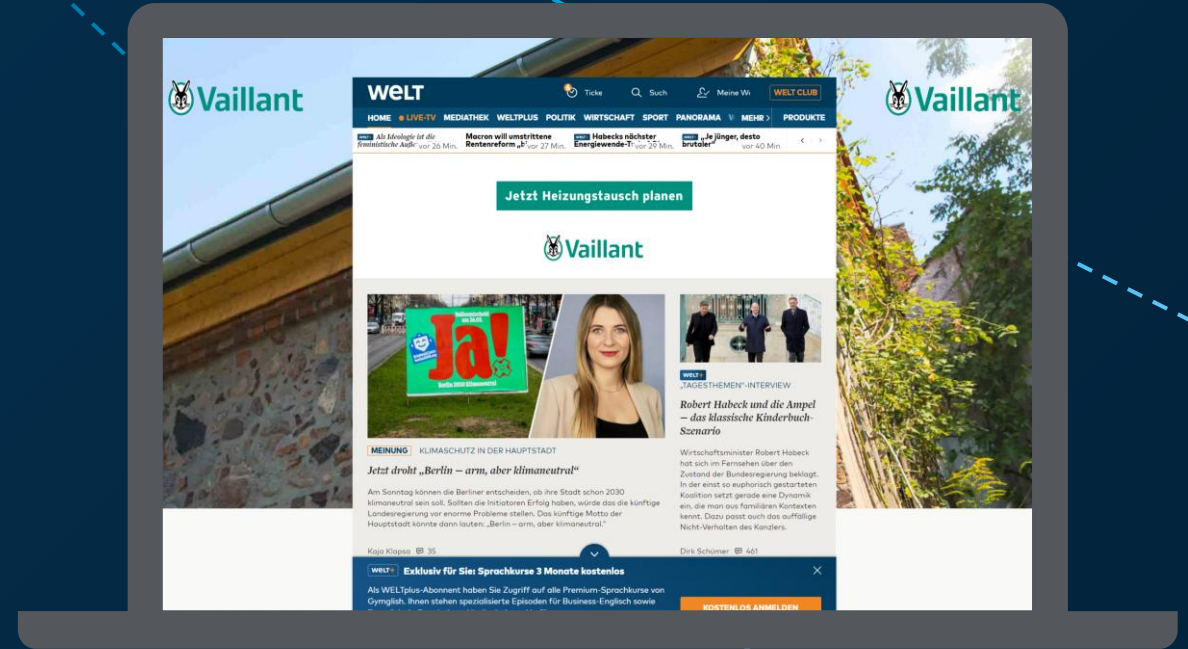
This premium ad format guarantees maximum impact.

Supplementary ads appear prominently on the billboard just below the site navigation.

The billboard is shown once per user per day (FC=1). After that, the dynamic format ends.

As users scroll, the Fireplace sidebars remain visible alongside the content.

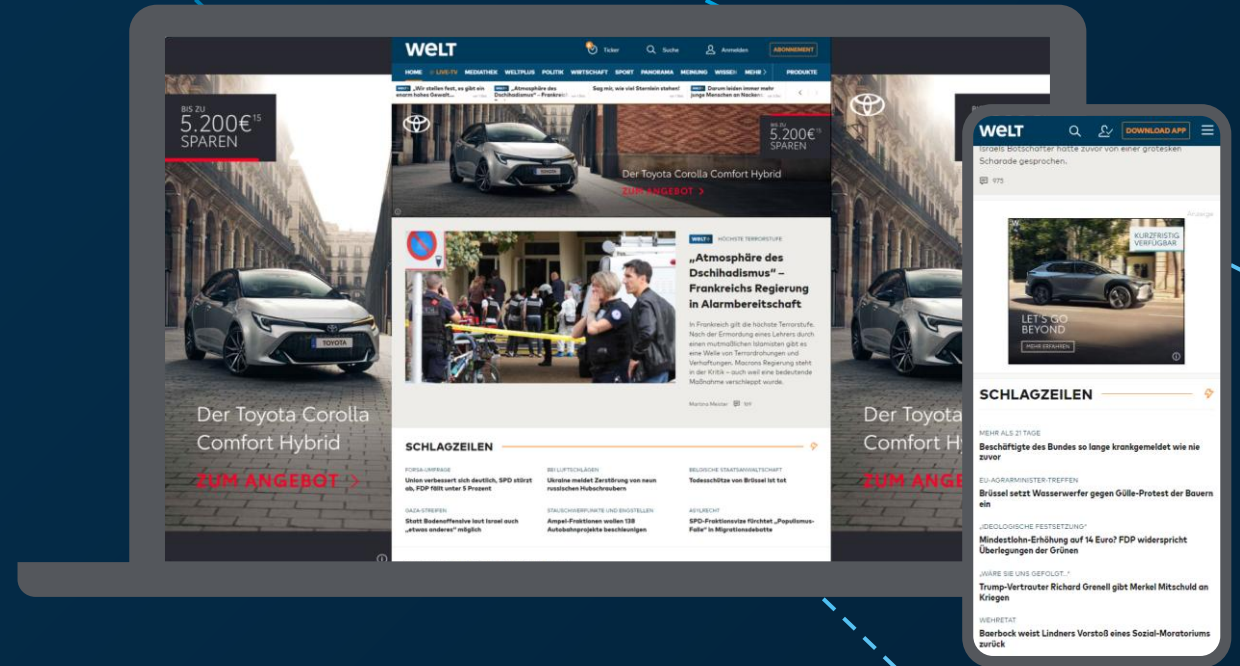
**2.25M** guaranteed Als





# HOMERUN DELUXE BILLBOARD & DOUBLE DYN. SITEBAR

The Billboard appears directly below the site navigation, instantly drawing the user's attention. Its spacious layout provides ample room for impactful visuals and key messaging. Double Dynamic Sitebars remain fully visible at all times thanks to automatic screen-size adjustment – ideal for all devices.



**2.25M** guaranteed Als

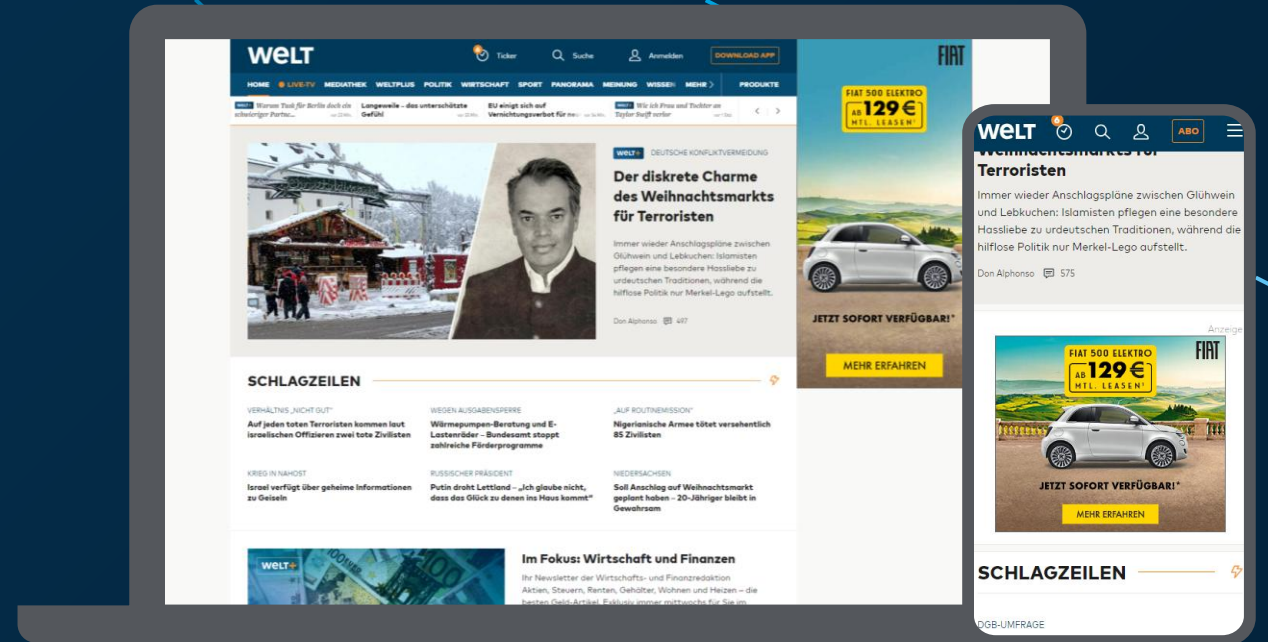
# EXCLUSIVE PLACEMENTS

Showcase your brand effectively

# EXCLUSIVE PLACEMENTS WELT RUN

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

**2.5M** guaranteed Als



# EXCLUSIVE PLACEMENTS ALL IN

Unlock the full power of WELT Digital.

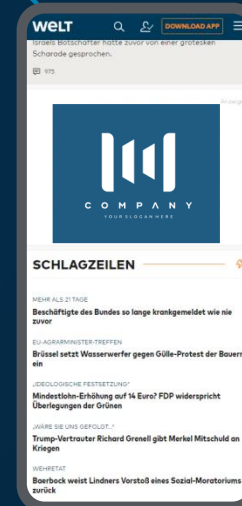
Your ads appear across the WELT.de homepage, all channel homepages and article pages – visible for a full 24 hours. Visible across all devices – desktop, mobile and app.

**7.75M** guaranteed AIs

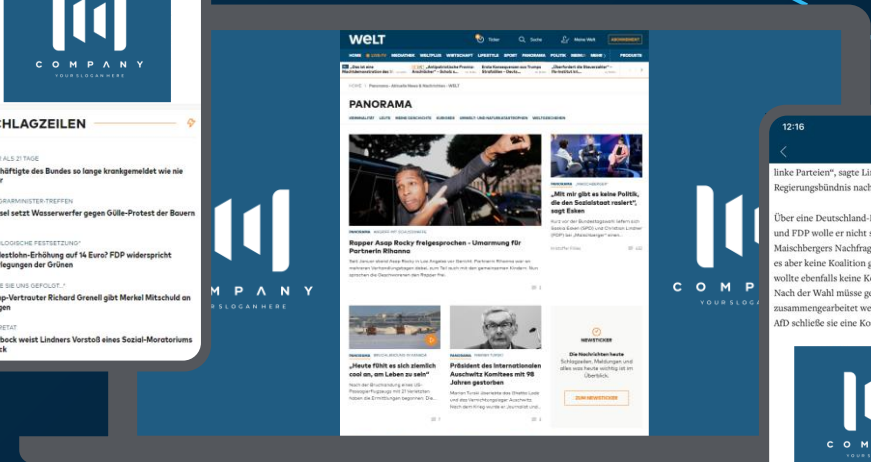
Example visualization.

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





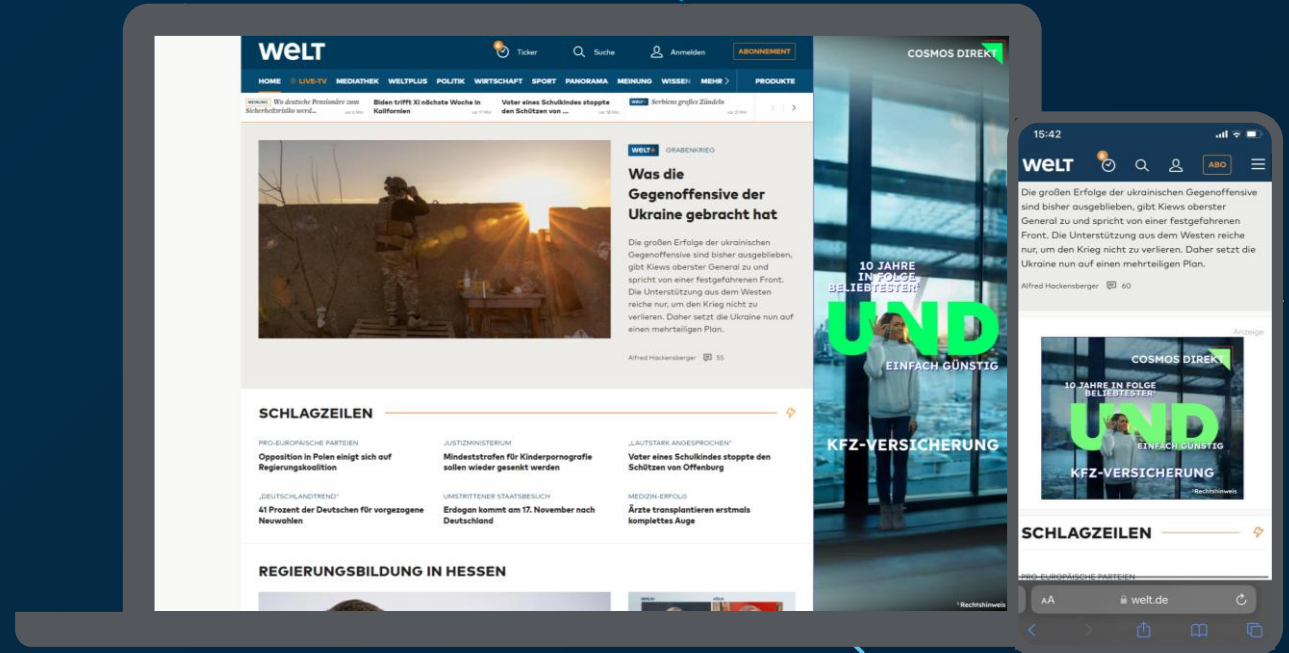
# EXCLUSIVE PLACEMENTS FIRST CONTACT

This format targets all users who reach WELT Digital via search engines, such as Google News.

Each article page serves as a potential landing page and initial brand touchpoint.

First Contact expands the reach of your HomeRun placement without any overlap – making it the perfect complementary format.

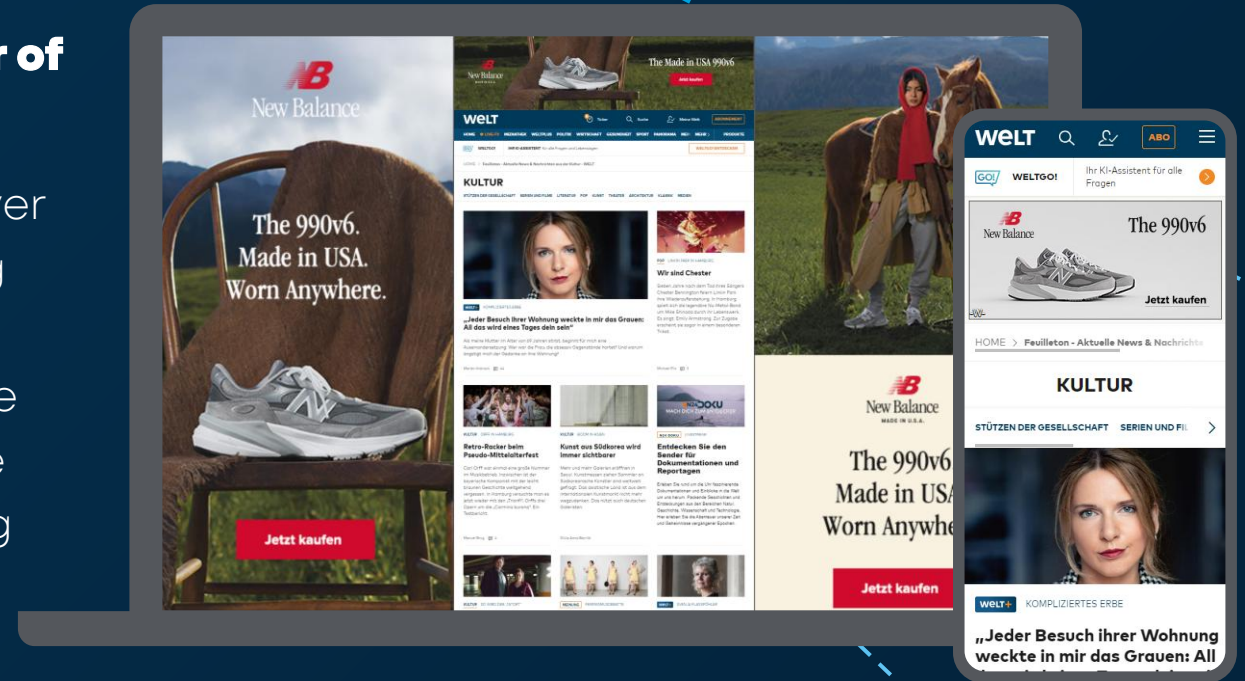
**2M** guaranteed Als



# EXCLUSIVE PLACEMENTS CONTENT PRESENTING

**Showcase your brand as the exclusive sponsor of one of our premium channels.**

With a Content Presenting, your brand takes over a dedicated channel of your choice – featuring your logo and custom ad placements. 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 Visitors<sup>1</sup>**

WELT Digital focuses on key topics like politics, economics and public discourse – and is one of Germany's leading news platforms.

## BUSINESS INSIDER

**6.51M Unique Users<sup>2</sup>**

Business Insider delivers high-quality business journalism for a committed generation – focusing on business, finance, politics and technology.

<sup>1</sup> Source: AGF X-Reach, beta test, single month July 2024

<sup>2</sup> AGOF May 2022

# OUR PRODUCTS FOR DECISION MAKERS

## 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  
day<sup>1</sup>



# INDIVIDUAL INTEGRATION

Customised to your needs



# DIGITAL TOPICSPECIAL

In a topic special, editorial content is curated on a dedicated landing page focused on your topic.

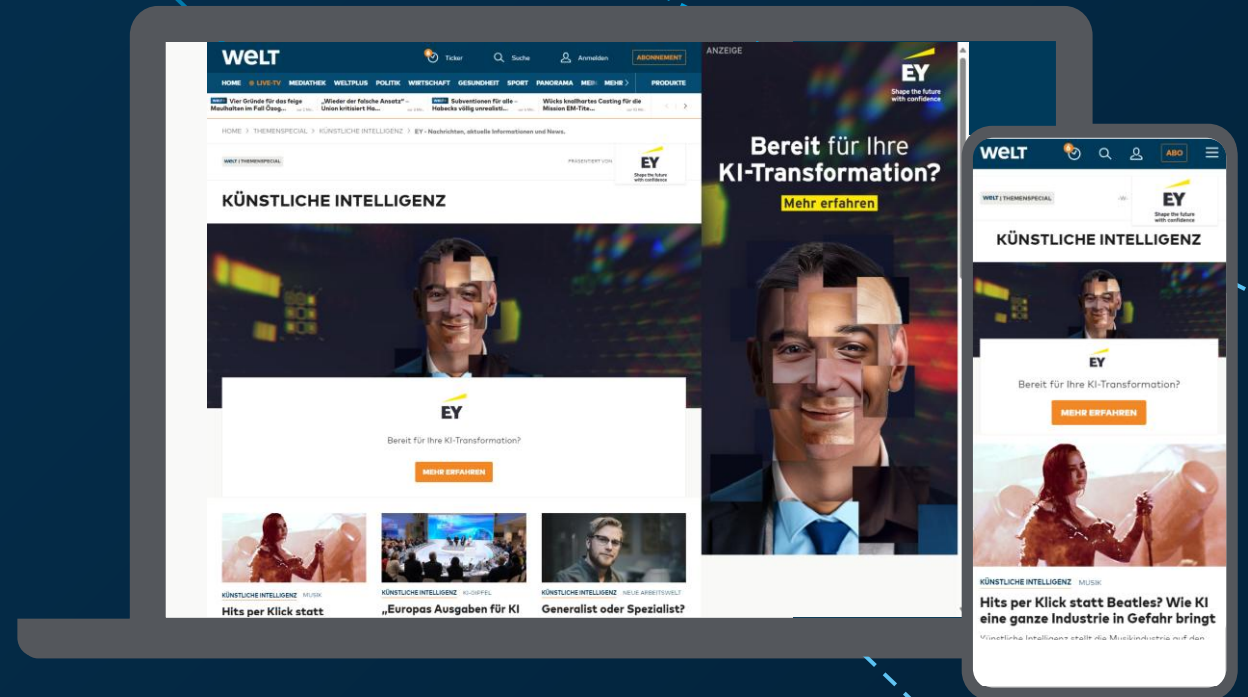
As the exclusive sponsor, your brand appears throughout the editorial environment, including:

- a Header and Footer
- a Sitebar and mobile with a Medium Rectangle<sup>2</sup>.

## Key benefits:

- Navigation entry
- Your logo appears on the WELT homepage for 2–3 days.<sup>3</sup>

Targeted ad placements drive readers to the special.<sup>4</sup>



<sup>1</sup> MEW + app

<sup>2</sup> Other formats on request

<sup>3</sup> Logo integration within your own stage. Home stage only possible from theme special M

<sup>4</sup> Sitebar Medium Rectangle

Case: Client: EY. Special topic: Artificial intelligence. Payout 2024. Topics can be taken from: [https://www.mediaimpact.de/data/uploads/2024/01/welt\\_themenspecial\\_2024.pdf](https://www.mediaimpact.de/data/uploads/2024/01/welt_themenspecial_2024.pdf). Further topics on request.

LEARN MORE

# INDIVIDUAL INTEGRATION WELT BRAND CONCEPTS

WELT brand concepts give you access to WELT's premium audience. Leverage our integrated cross-media solutions to showcase your brand with impact – and benefit from WELT's reach and expert support.

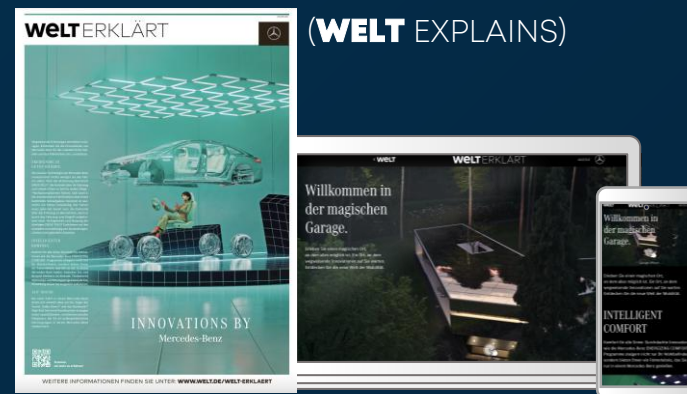
## WELT PREMIERE



We present your product launch in a visually impactful and high-profile way across the WELT Group.

## WELT ERKLÄRT

(WELT EXPLAINS)



We explain complex topics or products across all channels – in a way that speaks to our readers.

## WELT TIPP

(WELT TIP)



We put your product in the spotlight – backed by a credible recommendation through co-branding with WELT.



# TARGETING DIGITAL SUBSCRIBERS

## More insight. More context. More WELT.

WELTplus delivers added value – for both subscribers and advertisers. Subscribers enjoy premium content.

Advertisers gain direct access to this highly engaged audience.

Our subscribers engage deeply and pay close attention to WELT Digital content. They also have an above-average household income – making them a highly valuable target group.



### MORE SUBSCRIBERS

Over 225,000 WELTplus subscribers<sup>1</sup>

### MORE HEAVY USERS

25% of subscribers are heavy users<sup>2</sup>



### Higher article consumption

Heavy users with a subscription read 170 articles/month<sup>2</sup>

1) IVW 09/2024

2) Adobe Analytics, data from 2024



# DEEP INTEGRATION BRANDING AND PERFORMANCE

## Custom editorial integration with performance-driven features

We ensure visibility in relevant editorial environments and integrate your content seamlessly into the WELT brand experience. Integration is fully tailored to your needs – via advertorials, thematic stages (with partner content, widgets, videos, etc.), or via full-site embedding of your content within the WELT ecosystem (your website content is embedded into the WELT platform).

### Reach

From 3.5 million promotion impressions/month

### Runtime

From 3 months

### Performance

Customised CPX component

### Visibility

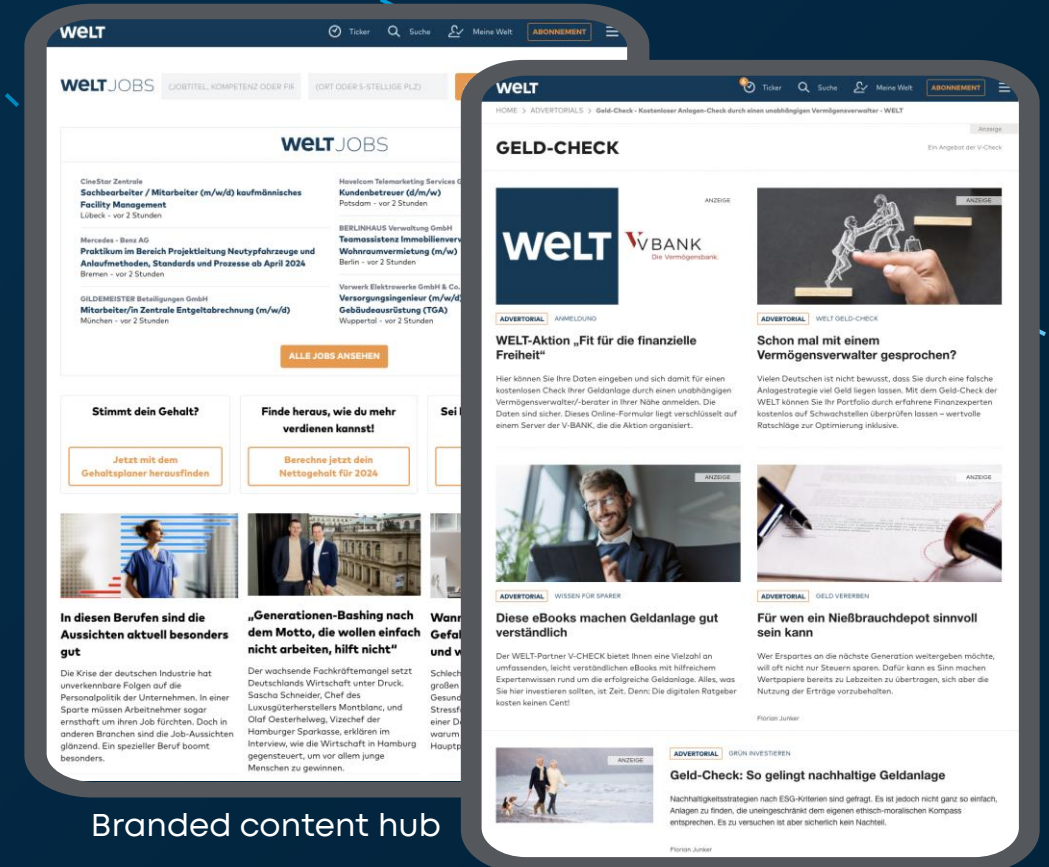
Exclusive editorial advertising material

### Optimisation

Continuous optimisation according to CTR and CR

### Service

Full service/ personal key account



Branded content hub

Special topic page

# NATIVE PRODUCTS BRAND STUDIOS

We create your success stories

# WE BRING YOUR BRAND STORIES TO LIFE

We tell your success stories across our trusted brands – and support you every step of the way. Our guiding principle is simple: user first.

Every campaign is tailored to your target audience. KPIs are guaranteed, continuously optimized, and fully transparent.

We deliver full-service support – from premium production quality to extensive feedback loops and detailed reporting.



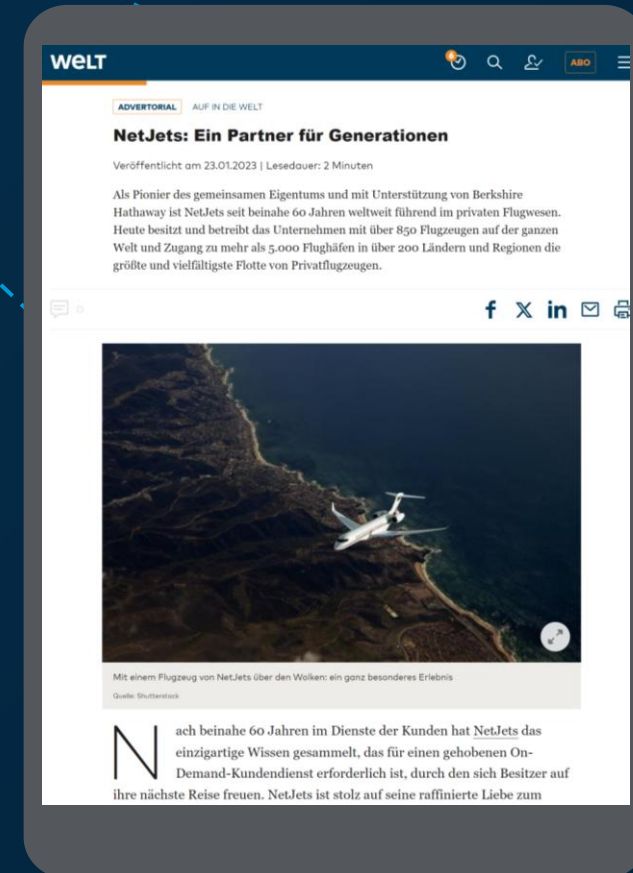
# YOUR CONTENT AT WELT ADVERTORIAL

CAN ALSO BE BOOKED  
CROSS-MEDIA

## YOUR CONTENT, IN WELT'S LOOK AND FEEL

Your content is seamlessly embedded into editorial-style stories around products and purchasing messages.

The advertising materials you provide are presented in WELT's signature design, building trust and brand credibility – while also delivering strong traffic performance.



Advertorial for NetJets



# YOUR PRODUCT IN FOCUS

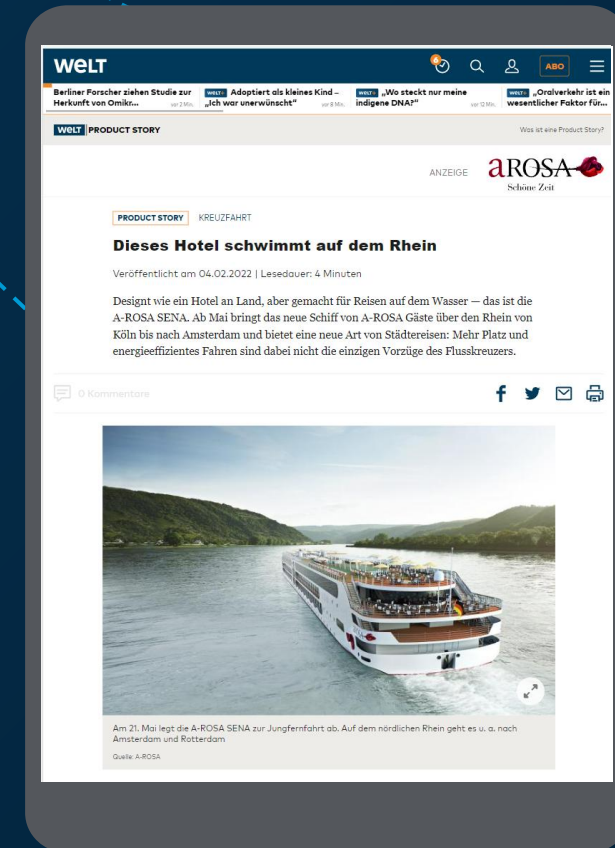
## PRODUCT STORY

CAN ALSO BE BOOKED  
CROSS-MEDIA

### YOUR PRODUCT TAKES CENTRE STAGE

Tell your product's story – whether it's a new feature, special offer, or something that needs a little more explanation. We present it clearly and in the distinctive WELT style.

We craft your individual story and teaser based on your materials – always in close consultation with you.



**BRAND NEW**

# REACH TARGET GROUP

# THE TARGETING PRODUCT STORY

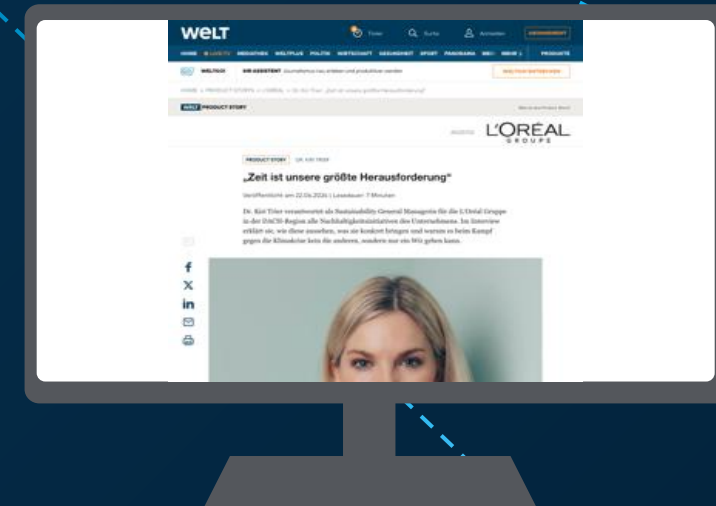
## COMBINE NATIVE ADVERTISING WITH SMART DATA – NOW EVEN MORE TARGETED

Ideal for products that need explanation, showcase new features or current offers. Your content is presented authentically.

We create teasers and ads for you and deliver them as RoS placements and on social media – with targeted distribution.\*

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
<b>WELT</b>	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

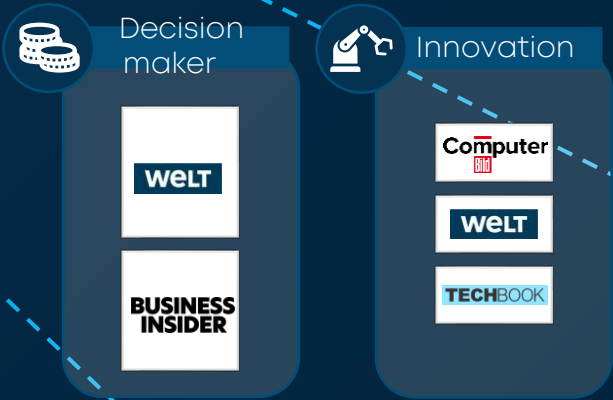
REACH MULTIPLE TARGET GROUP TOUCHPOINTS  
ACROSS OUR MEDIA BRANDS – WITH JUST ONE  
STORY!

This is possible with the story combos!

We'll create a product story based on your content and publish it on one of the media pages in your selected combo. The story will be promoted across all listed platforms to drive high-quality traffic.\*

Advantages: Benefit from traffic across multiple platforms in one package – with lower production costs compared to booking each channel individually.

\*Content will be delivered via ad server placements 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.



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

# YOUR STORY BRAND STORY

## A CUSTOM, ENGAGING AND INFORMATIVE STORY ...

... written by our Brand Studios journalists in the tone of Germany's leading media brands.

We create your unforgettable story – from concept to execution, every step is aligned with you.

A key advantage: your story receives premium visibility on placements that aren't available for standard content.

CAN ALSO BE BOOKED  
CROSS-MEDIA





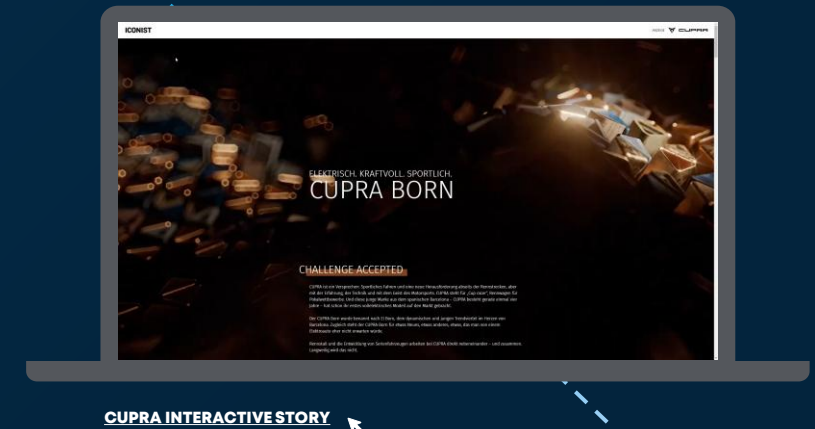
# PARTICULARLY INTERACTIVE STORY

**YOUR STORY IN SPECIAL GLAMOUR**

## LET YOUR USERS INTERACT

What makes interactive stories stand out is the use of rich visuals and video elements that allow users to fully immerse themselves in the experience.

Users value interactivity – that's why we combine various formats such as videos, image gallerie and sliders. The result: higher engagement and stronger brand recall – thanks to a compelling, interactive experience.



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

# INNOVATIVE SWIPE STORY

## INNOVATIVE AND VISUALLY POWERFUL READING EXPERIENCE

This mobile-first storytelling format helps you present your message to potential customers in a fresh and engaging way.

It's effective, structured, and easy to read – inspired by the swipe format familiar from Instagram, now in a premium WELT setting.

Tell your story in up to 15 engaging parts.

**EASY TO READ AND CLEARLY  
STRUCTURED!**



Diversity in MCDONALD'S

# POINTED & SERIOUS THE STATEMENT STORY

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

## YOUR AGENDA IN A CONTEMPORARY FORMAT

The statement story communicates your position with clarity and authority in a serious journalistic environment. Your message reaches decision-makers, opinion leaders and consumers within the WELT audience.

### PERFORMANCE DATA\*:

- Up to ten slides
- Graphic teaser with 4.7 million AIs
- Two sponsored posts on LinkedIn via WELT (> 74,000 followers)
- Minimum of 8,000 guaranteed article views

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



### OPTIONAL: PRINT ADD-ON

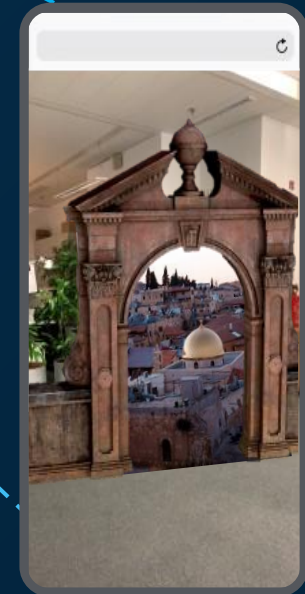
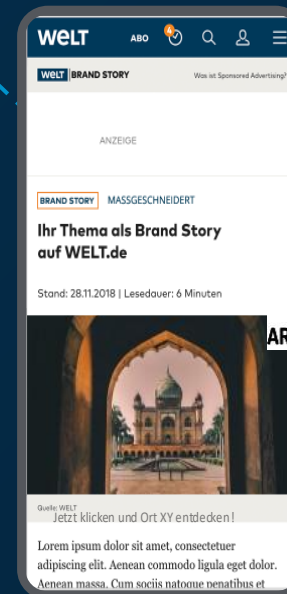
1/4 page advert with photo, statement, short text and QR code/link to the statement story on WELT.de.

# IMMERSE YOURSELF IN A VIRTUAL WELT IMMERSIVE STORY

3D MODELS AND INFORMATION  
ARE SUPERIMPOSED ON THE REAL  
WORLD AT THE CLICK OF A BUTTON

Want to present your topic with innovative storytelling and cutting-edge technology – and take users on a visual journey? We offer the ideal format to do just that. With just one click, users enter an interactive virtual experience. Explore 360° environments, virtual rooms and more – fully tailored to your brand. This experience integrates seamlessly with your brand or product story.

Authentic storytelling with emotional impact – driven by deep user involvement.



Exemplary visualisation



# FIND YOUR SALES CONTACTS HERE

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