

welt

BETTER FUTURE

WEEK

22 April – 29 April 2025



AT A GLANCE

#REASONWHY

FOCUS ON SUSTAINABILITY

1 With the BETTER FUTURE WEEK, WELT is putting the topic at the centre of its reporting: a week full of highlights.

360 DEGREES CLIMATE NEUTRAL

2 Your communication is sustainable, because WELT is climate neutral* at the event, online, in print and on TV.

THEME PARTNERSHIPS

3 Your exclusive stage to present your vision, products and sustainable measures.

KEY FACTS

TIME SPACE:

22 April - 29 April 2025

CHANNELS:

Event, Digital, Print, TV

* Print and digital are TÜV-certified, TV is not, but is based on our own calculation models with Scope 1-3, climate protection contribution to offset event emissions

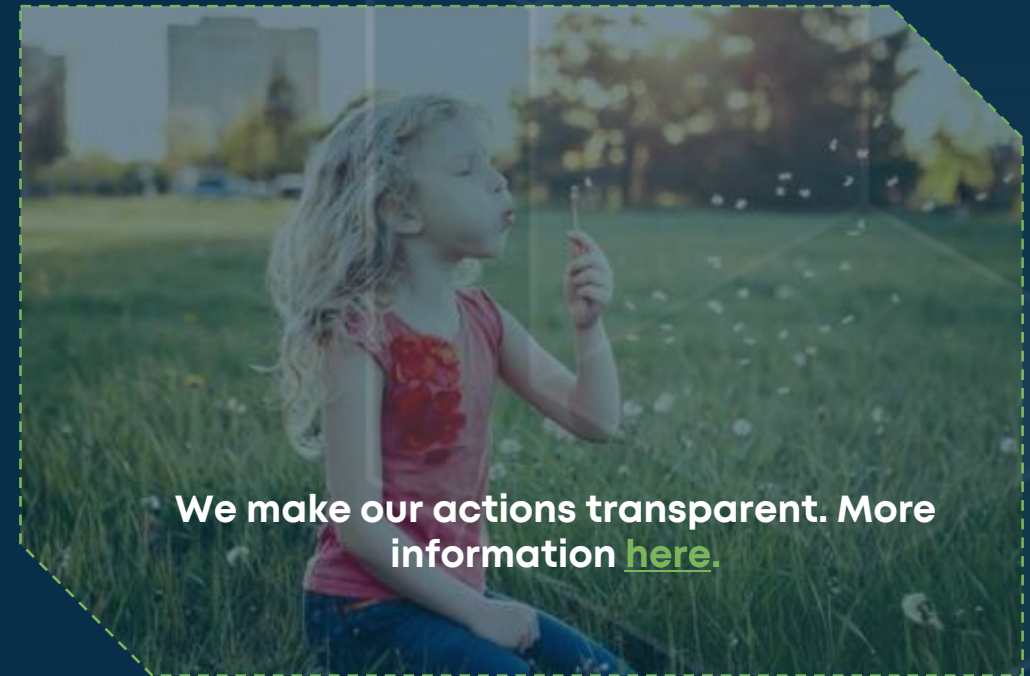
CHANGING THE WORLD FOR THE BETTER

INFORM, INSPIRE AND MOTIVATE

Sustainability has been an important, official corporate value for WELT since 2019.

Our aim is to create awareness and to act responsibly and sustainably. We have already achieved a lot: **WELT Print, Digital, TV and all events are climate neutral*.**

We want to further reduce our emissions across all channels by 90% by 2045.



We make our actions transparent. More information [here](#).

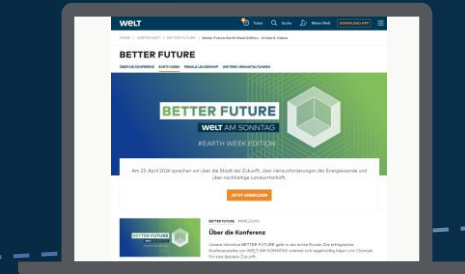
* Print and digital are TÜV-certified, events are not: climate protection contribution to offset event emissions, TV climate-neutral based on own calculation models with Scope 1-3.

A WHOLE WEEK

FOR YOUR SUSTAINABLE COMMUNICATION



**BETTER FUTURE
CONFERENCE**
Sustainability



WELT DIGITAL
Theme stage
Theme specials



**WELT AM SONNTAG
DIE WELT**
Theme environments



WELT FERNSEHEN
Special programmes

One week - 360 degrees - climate neutral

To mark WELT Earth Day on 22 April 2025, WELT is increasing its focus on the topic of sustainability.

BETTER FUTURE Week on the occasion of Earth Day on 22 April 2025. The global Earth Day is celebrated annually on 22 April with a specific focus and motto in over 175 countries and is intended to strengthen appreciation for the natural environment, but also to encourage people to rethink their consumer behavior. Print and digital are TÜV-certified, TV is not, but is based on our own calculation models with Scope 1-3, climate protection contribution to offset event emissions.

WHICH TOPIC DO YOU WANT TO FOCUS ON?

TOPIC OVERVIEW



Climate protection & green energy concepts

Green electricity, renewable energies, wind and solar systems, sustainable materials



Mobility and logistics of the future

E-mobility, AI, ecological footprint, sustainable supply chains, CO2-free logistics solutions



Sustainable financing

Sustainability Scores, Green investments



Smart home & sustainable living

Building for the future, plastic-free living, sustainable entertainment



Sustainable production & consumption

Packaging and supply chains, regionality, sustainable lifestyle & culture, AI

TOPIC PARTNERSHIP

YOUR EXCLUSIVE BENEFITS

We offer you an **exclusive stage** to present your vision, products and sustainable measures.

You benefit from

- ✓ an optimal target group approach
- ✓ strong brand presentation and
- ✓ credible positioning in one of the most important future fields of our time.

Present your products and sustainable initiatives with customized content and clear messages.

limited to 5 topic partnerships

- ✓ branche exclusivity at the event
- ✓ logo integration on the Better Future homepage section¹
- ✓ title corner ad in DIE WELT²

on top
for free

1) Individual agreement required

2) Publication date subject to availability and agreement, media value corresponds to €10,610.00 gross

YOUR INDIVIDUAL OPTIONS



MEDIA ONLY

from € 20,000 gross

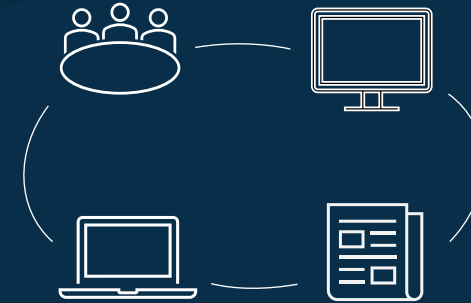


EVENT ONLY

from € 69,000 gross¹

- ✓ branche exclusivity at the event

our recommendation for a strong brand presentation



TOPIC PARTNERSHIP

from € 220,000 gross²

- ✓ branche exclusivity at the event
- ✓ logo integration on the Better Future homepage section³
- ✓ title corner ad in DIE WELT⁴

on top for free

1) gross = net
2) Individual calculation
3) Individual agreement required
4) Publication date subject to availability and agreement, media value corresponds to €10,610.00 gross



YOU CAN FIND YOUR MEDIA IMPACT SALES CONTACT HERE.

WE LOOK FORWARD TO TALKING TO YOU!

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www.mediaimpact.de

BACKUP

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MEDIA ONLY

PRINT & DIGITAL

| PRINT | Gross investment WELT AM SONNTAG | Gross investment DIE WELT | Gross investment WELT PRINT TOTAL |
|----------------|-------------------------------------|------------------------------|--------------------------------------|
| Title branding | 278,460.00 € | 157,230.00 € | 370,310.00 € |
| Opening spread | 233,227.00 € | 132,852.50 € | 311,620.00 € |
| 2/1 page | 212,025.00 € | 120,775.00 € | 282,875.00 € |
| 1/1 page | 99,600.00 € | 56,550.00 € | 132,725.00 € |
| 1/2 page | 55,100.00 € | 30,800.00 € | 73,000.00 € |
| 1/4 page | 38,900.00 € | 19,900.00 € | 49,955.00 € |

| DIGITAL | Gross investment WELT Digital |
|---|----------------------------------|
| Thematic Special L: (1,450,000 AIs) 4 weeks, logo integration within the thematic stage in the Earth Week Channel, in the special, and on the homepage (1 day). | 90,000.00 € ¹ |
| HomeRun Deluxe (2,250,000 AIs) HomeRun Supreme (2,250,000 AIs) | 76,500.00 € 122,000.00 € |
| Advertorial (4,000,000 AIs) | 25,000.00 € ¹ |
| Livestream Ad ² (up to 20 sec.) | 85 € CPM |
| Statement Story (graphic teasers with 7.05 Mio. AIs, 3 sponsored posts on LinkedIn, 12,000 article views guaranteed) | 70,500 € ¹ |

WELT price list Nr. 103, valid from 01.01.2025. The gross prices are discount-forming and discount-taking, plus VAT 15%. Agency commission is granted when booking via an advertising agency recognized by us. Premium placements surcharge 10%.

1) Plus creation costs for theme special €4,000 | advertorial: €3,500 | Statement Story x 1.5: € 6,000 € (not SR or AE capable)

2) Bookable in WELT TV Livestream integrated on the WELT homepage; Longer spots (21-30 sec.) + 10€ CPM // Short spots (up to incl. 6 sec.) – 10€ CPM. Excess length (31+sec.) on request, surcharge depending on excess length.

BETTER FUTURE CONFERENCE

SUSTAINABILITY

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The **BETTER FUTURE CONFERENCE** organised by WELT AM SONNTAG brings together 100 participants from the fields of politics, business, science, society and culture.

Keynotes, interviews, live podcasts and inspiring panel discussions: Join us and experience > 25 speakers, an interdisciplinary transfer of knowledge and an open exchange*.

All **highlights of the conference** will be communicated in an eye-catching way on WELT Digital, and there will be a live stream during the conference.

The exclusive report will be published on 10/11 May in the subsequent **BETTER FUTURE CONFERENCE print special in WELT AM SONNTAG.**

TIMING

29 April 2025

LOCATION

Axel Springer HQ, Berlin

GROUP OF PARTICIPANTS

100 people from politics, business, science, society and culture, over 1000 viewers live via WELT Digital*

SPONSORING

Agenda setting, tickets, logo integration in communication media, possibility of using the BETTER FUTURE logo

+ PRINT



+ TV



+ SOCIAL



+ DIGITAL



PARTNER-BENEFITS

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SPONSORING & PR EFFEKTE

- Your **logo presence** as part of the overall communication of the BETTER FUTURE Conference (approx. 200k gross media value)
- **Native productions** as a partner on site
- Use of photos and videos for own **PR purposes**
- **Tickets** for the conference in Berlin

AGENDASETTING

- Positioning of a **speaker** at the BETTER FUTURE Conference
- **Industry exclusivity**
- **Livestream** on WELT.de and teaser for the event application
- Integration in the **BETTER FUTURE Channel** on WELT.de

CROSS-MEDIA CAMPAIGN

- **Utilisation of the WELT environments** for your own advertising and image campaign via native, print, digital, moving image, social media or WELT television
- High level of **awareness** among the **right target group** in the areas of sustainability and climate protection

AGENDASETTING

- On request: networking throughout the **Axel Springer ecosystem** and beyond with top-level representatives from business, politics and society
- Getting to know the WELT editorial team

WELT DIGITAL GOES GREEN



A dedicated channel for BETTER FUTURE Week

This is where the editorial team reports on topics such as climate protection and green energy*.

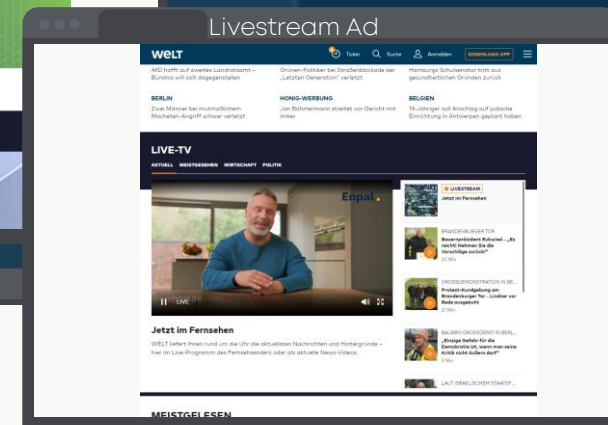
BETTER FUTURE theme special for Earth Week

Become an ambassador for a themed special. You will appear as the exclusive sponsor of the editorial environment in the selected special. The individual themed specials are bundled in the BETTER FUTURE Week channel. You will also be integrated here with your logo.

Livestream Ad during the BETTER FUTURE Week

Place your video advert in the WELT TV livestream. The livestream is integrated on the WELT homepage and reaches **1 million ad impressions** during Earth Week.

Expand your campaign with a **WELT HomeRun** and receive an additional guaranteed reach of **2.25 million ad impressions** per day.



Exemplary presentation, *content subject to editorial approval
Current impressions at <https://www.welt.de/wirtschaft/better-future/earth-week/>

WELT PRINT

YOUR GREEN ENVIRONMENT

Reach up to
1,670,000
readers*

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Place your campaign in a sustainable environment and secure the best placements now.

WELT AM SONNTAG

The highlight edition on **26/27 April** will highlight exciting topics on sustainable development across all departments.

DIE WELT

A wide range of key topics in the issues **from 22 to 29 April.**



WELT AM SONNTAG

ET: 26./27.04.2025
AS: 17.04.2025
DU: 23.04.2025

DIE WELT

ET: 22.-29.04.2025
AS: 2 days before ET
DU: 1 days before ET

*Quelle: WELT Print Gesamt, ma 2024 Presse II

WELT TELEVISION

SUSTAINABLE MOVEMENT

During BETTER FUTURE Week, **WELT Fernsehen** will be reporting on various aspects of sustainability and showing **documentaries and reports** on renewable energies, environmental protection and nature around the globe.

All programmes are also available in the WELT media library and on the WELT TV app after broadcast.

Become a part of BETTER FUTURE Week on TV with a programme and trailer sponsorship or attention-grabbing cut-ins.



4.378 Mio. Seer 14+
0.398 Mio. Decision maker 14+*

*Based on own calculation models with Scope 1-3.

Source: AGF in cooperation with GfK / videoSCOPE 1.4/ Market standard: TV / Visoon Video Impact; WELT (incl. N24 Doku), Mon-Sun, 6am-1pm, 1 January-31 December 2023

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TELEVISION

YOUR INVESTMENT

| TELEVISION | Brutto-Invest WELT TELEVISION |
|--|----------------------------------|
| <p>Programme sponsorship BETTER FUTURE Earth Week (Presentation of documentaries and reports on BETTER FUTURE Earth Week by means of individually designed 10-second sponsor elements before and after the programme, as well as between the commercial breaks (opener, closer, reminder. 84 integrations of 10 seconds each, Wed-Thur, 08:00 pm - 09:00 pm, Sat-Sun, 03:00 pm - 10:00 pm)</p> | <p>98,100.00 €*</p> |
| <p>Trailer sponsorship** (Presentation of the programme information trailers by means of an individually designed 10-second sponsorship element. 60 trailer sponsorships of 10 seconds each in April, Mon-Sun, 06:00 am - 01:00 am, placement in the trailer block)</p> | <p>54,524.00 €*</p> |
| <p>CutIn Insertion of individually produced 10-second visuals during the running programme. The cut-in is integrated horizontally in the lower third of the picture (static or animated possible). 14 cut-ins of 10 seconds each, Tue-Thur, 8:00 pm - 10:00 pm, Sat, 6:30 pm - 07:30 pm)</p> | <p>33,220.00 €*</p> |

*Subject to price and programme changes. Prices are subject to discount and AE. Production costs may apply.

**Can only be booked in combination with programme sponsorship.

THE RIGHT PLACE

FOR YOUR ADVERTISING MESSAGE

86 %

Environmentally conscious readers

86% of those surveyed sustainability is a very important concern.

80 %

Sustainable positioning

80% see the WELT media brand as a role model for other brands when it comes to sustainability.

+73 %

High advertising recall

The respondents' advertising recall was 73% higher than the benchmark, thanks to relevant content.

Source 2022:

1: ZMG MM Rapid, basis: all respondents, n = 200 per medium. WELT brand = mean value across the users of the three WELT offerings

2: ZMG MM Rapid, basis: all respondents, n = 200 DIE WELT readers. * Internal benchmark cross-media cases between 2016 and 2020, adverts without reference to sustainability. Brand advertising recall: 21%

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