

TARGETING WELTplus- SUBSCRIBERS

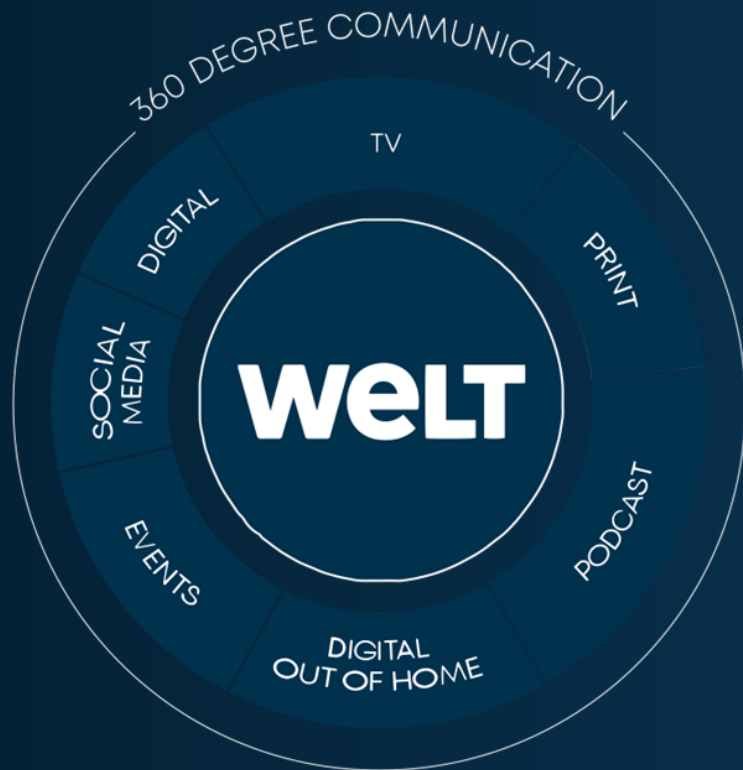
2023

impassioned by

media **impact**—

RADIANCE OF WELT

WELT is a 360-degree media brand that offers print, digital and TV information. It stands for intelligent quality journalism for every usage situation.

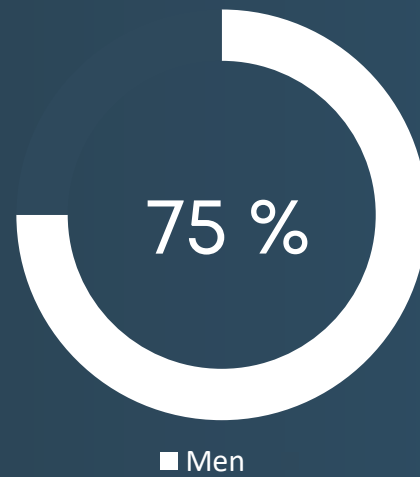


CONCEPT & ENVIRONMENT

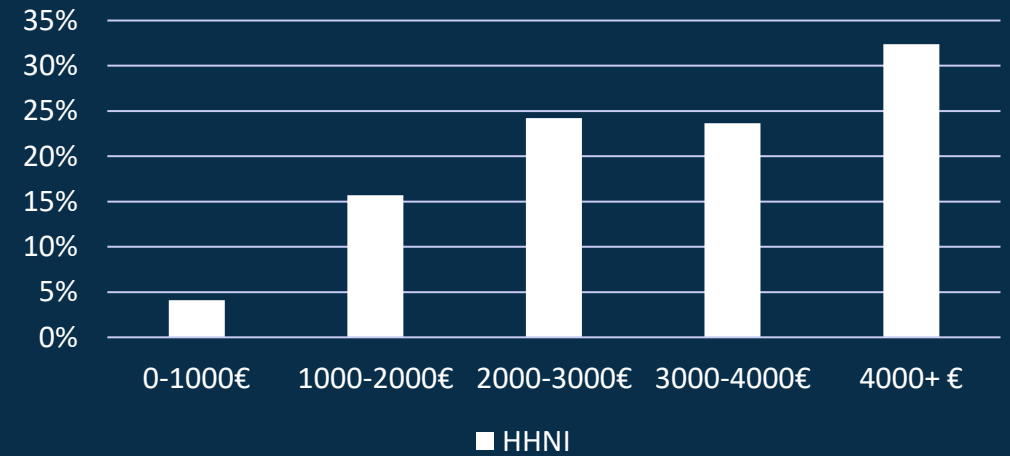
More Depth. More Backgrounds. More of WELT.

WELTplus offers more: both to our digital subscribers and to you as a customer. This is because subscribers get access to exclusive content from WELT Digital and you as a customer get exclusive access to our subscribers.

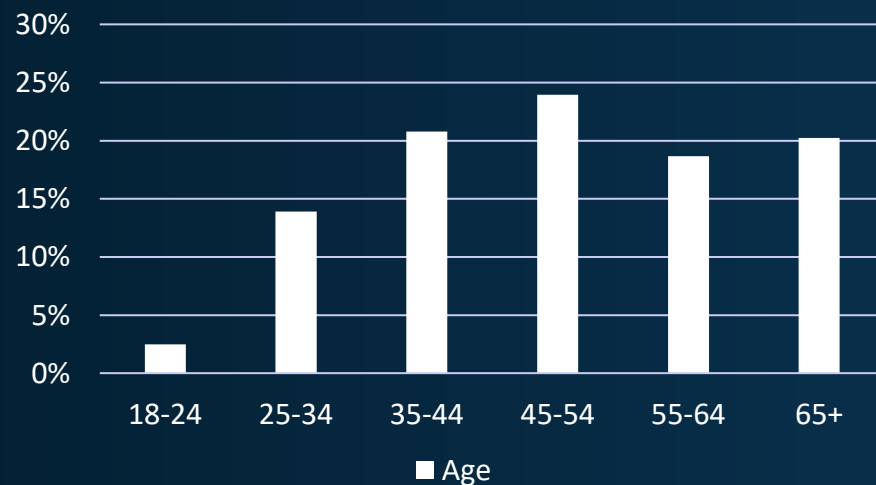
75% OF THE DIGITAL SUBSCRIBERS ARE MEN



32% OF THE DIGITAL SUBSCRIBERS HAVE A HHNE OF MIN. 4,000 €



59% OF THE DIGITAL SUBSCRIBERS ARE BETWEEN 25 AND 54 YEARS OLD



DIGITAL SUBSCRIBERS HAVE THE FOLLOWING AREAS OF INTEREST

- 1 News and Politics
- 2 Business and Finance
- 3 Automotive
- 4 Family and Relationships
- 5 Sports

WHY ADDRESS WELTplus-SUBSCRIBERS?

Our subscribers engage with the contents of WELT Digital intensively and with a **special attention**. In addition, you have an **above-average HHNI**.

This makes them a particularly valuable target group



More Subscribers

More than 215,375 subscribers¹



Heavy User

40% of the subscribers are Heavy Users²



More read articles

Heavy Users with subscription read 120 articles/month

1) IVW Paid Content 07/22
2) Own surveys from 2023

PRICING

- ✓ Digital WELTplus-Subscribers: 218,117¹
- ✓ Performance: 200,000 Ais a day²

Gross CPM markup³: 20 €

1) IVW Paid Content 07/22

2) Incl. App

3) Base: CPM pricelist, prices are discount- & AE- capable, with other targeting-options combinable