Cover Placements in WELT 2018
Corner Ad and Masthead Ad
We offer a special placement with corner ads and masthead ads on the cover page of WELT to create attention and a message for your products.

<table>
<thead>
<tr>
<th>Placement</th>
<th>WELT print working day¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corner Ad:</td>
<td>W 118 mm x H 120 mm</td>
</tr>
<tr>
<td>Masthead Ad:</td>
<td>2 x W 46 mm x H 28 mm</td>
</tr>
</tbody>
</table>

**Gross price**
(per format and day of publication)

9.300,00 €

¹ WELT Print working day = DIE WELT + DIE WELT Kompakt (except Saturday). Placement with a corner ad is only possible in WELT print total (DIE WELT and WELT AM SONNTAG).

Imperative is the pricing list no. 96, valid from 01.01.2018. Discounts on request, are subject to agency commission, and exclude V.A.T. Granting of rebates in kind is not possible. More conditions: Realization upon approval by editorial department.

Corner Ads appear in WELT Kompakt preferably on page 3 and Masthead Ads on pages 2+3. Limited availability, just on request.
Attractive packages
**Two ads for one price:** Book on 2 dates the cover page of WELT and get one date for free!

### EXCLUSIVE PLACEMENT

<table>
<thead>
<tr>
<th>Placement</th>
<th>WELT Print working day¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>2 days of publication</td>
</tr>
<tr>
<td>Formats per publication date</td>
<td>1 Corner Ad and 2 Masthead Ads</td>
</tr>
<tr>
<td>Total gross price (2 dates)</td>
<td>37,200,00 €</td>
</tr>
<tr>
<td>Discount</td>
<td>50,00 %</td>
</tr>
<tr>
<td><strong>Net 1 price (2 dates)</strong></td>
<td><strong>18,600,00 €²</strong></td>
</tr>
<tr>
<td>Condition</td>
<td>Decline within 2 calendar weeks</td>
</tr>
</tbody>
</table>

¹ WELT Print workingday = DIE WELT + DIE WELT Kompakt (except Saturday). A placement with a corner ad is only possible in WELT print total (DIE WELT and WELT AM SONNTAG).

² Imperative is the pricing list no. 96, valid from 01.01.2018. Discounts on request, are subject to agency commission, and exclude V.A.T. Granting of rebates in kind is not possible. More conditions: Realization upon approval by editorial department.

Corner Ads appear in WELT Kompakt preferably on page 3 and Masthead Ads on pages 2+3. Limited availability, just on request.
1 Week attention at WELT: Book a Corner Ad or Masthead Ad on 6 consecutive days and profit by our attractive discount!

**Week package**

<table>
<thead>
<tr>
<th>Placement</th>
<th>WELT Print working day¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>6 days of publication</td>
</tr>
<tr>
<td>Formats</td>
<td>Corner Ad or Masthead Ad</td>
</tr>
<tr>
<td>Total gross price</td>
<td>55.800,00 €</td>
</tr>
<tr>
<td>Discount</td>
<td>45,00 %</td>
</tr>
<tr>
<td><strong>Net 1 Price</strong></td>
<td><strong>30.690,00€²</strong></td>
</tr>
<tr>
<td>Condition</td>
<td>Decline within 2 calendar weeks</td>
</tr>
</tbody>
</table>

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Corner Ads appear in WELT Kompakt preferably on page 3 and Masthead Ads on pages 2+3. Limited availability, just on request.
Book a 1/1 page at WELT and get 50% discount on your cover placement!

<table>
<thead>
<tr>
<th>Combo-Offer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Placement</td>
<td>WELT Print working day¹</td>
</tr>
<tr>
<td>Frequency</td>
<td>1 day of publication</td>
</tr>
<tr>
<td>Formats</td>
<td>Corner Ad or Masthead Ad</td>
</tr>
<tr>
<td>Gross price</td>
<td>9,300,00 €</td>
</tr>
<tr>
<td>Discount</td>
<td>50,00 %</td>
</tr>
<tr>
<td><strong>Net 1 Price</strong></td>
<td>4,650,00 €²</td>
</tr>
<tr>
<td><strong>Condition:</strong></td>
<td>Minimum order 1/1 page (1/1WELT Print working day = 47,942,40 € gross price)</td>
</tr>
</tbody>
</table>

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BOOKING CONDITIONS

For the completion of the order, the relevant up-to-date price list at the time of publication along with the current general terms and conditions and the additional terms and conditions of the respective Media Impact object apply (available on: [www.media-impact.de/agb](http://www.media-impact.de/agb)).

All prices are exclusive of VAT. This offer is valid only upon acceptance of this agreement. or this offer, no further discounts can be credited to annual discount agreements, nor does an annual discount agreement apply. It only applies to the above-mentioned placements and volumes for the above-mentioned objects and to the above-mentioned scale levels. The above-mentioned discount is calculated on the basis of the respective volume accounted for the given period. In the case of volume overruns, the specified discount is automatically added to the additional costs.

In the case of volume underruns the conditions of the valid price list apply. This offer does not include any costs that are already discounted, such as introductory discounts on new titles. This agreement applies to the above-mentioned objects for the advertisements of the customer as well as its affiliated companies. Media service bills will include the following or a similar addendum: sales and fee deductions will be granted in accordance with the valid price list or a separate agreement.

Credit vouchers for the payment of the sales and fee deductions will include the following or a similar addendum: We calculate sales and fee deductions in accordance with the agreements made between us.

If the booking is made by an agency, the agency will inform the advertisers about the sales and fee deduction (deductible agency commissions, discounts, free goods rebates) indicated in the credit voucher and about this offer, insofar as it is legally obliged to do so.
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