Mini Zeitung
The Small Newspaper Format for your Communication

WELT 2018
The Mini Zeitung offers on eight pages a maximum of space to present your communication topic holistically to our readers and users. Because of the miniaturisation of the carrier medium and the newspaper look the Mini Zeitung achieves high attention.

- Mono-thematic special edition with your editorially prepared communication contents
- Miniaturisation of the carrier medium (optionally DIE WELT, WELT AM SONNTAG, DIE WELT Kompakt) on eight pages in DIN A4 format with a newspaper look
- Insertion in the total or regional circulation plus an extra circulation for an individual use
- Useful guide to take out and distribute additionally, e.g. on fairs, events, etc.
- Optional digital presence through innovative storytorial
- Image transfer and recommendation of our brands
• Digital presentation of the Mini Zeitung’s content as storytorial as „Langes Lesestück“ (long reading passage)

• Text steps in the main focus and is supported by multimedia elements. Videos, audios and big pictures loosen up the continuous text. Graphics and charts illustrate the written text

• Clear subdivision in 8 chapters, which can be reached by scrolling or using the navigation bar

• Increase of traffic through different teaser ads

• Entertainment to-go – the storytorial is also available for tablets and smartphones
CROSS MEDIA REACH

PRINT

- 8-page supplement
- DIE WELT collective edition
- DIE WELT (Sat.)
- WELT AM SONNTAG collective edition

DIGITAL

- Storytorial as „Langes Lesestück“: duration 4 weeks
- Digital teaser package: Billboard, Medium Rectangle (multiscreen incl. MEW/App, ROS), Social Media: 2 WELT Facebook Sponsored Posts
- WELT Online, WELT Edition, WELT Mobil
## Prizes & Specifications

### Mini Zeitung

<table>
<thead>
<tr>
<th>Insertion</th>
<th>Rate (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insertion in WELT AM SONNTAG Collective Edition incl. Compact edition</td>
<td>145.516,80€</td>
</tr>
<tr>
<td>Insertion in DIE WELT Collective Edition (Mon-Sa)</td>
<td>95.884,80 €</td>
</tr>
<tr>
<td>Creative costs</td>
<td>8.900,00 €</td>
</tr>
</tbody>
</table>

### Production run

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Rate (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000 pieces</td>
<td>5.000,00 €</td>
</tr>
<tr>
<td>50,000 pieces</td>
<td>20.000,00 €</td>
</tr>
<tr>
<td>100,000 pieces</td>
<td>30.000,00 €</td>
</tr>
</tbody>
</table>

### Advertorial Premium

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WELT.de Multiscreen Medium Rectangle (ROS), Billboard &amp; Content Ad 4:1, Social Media: 2 WELT Facebook Sponsored Posts</td>
<td>30.000,00 €5</td>
</tr>
<tr>
<td>Creative costs</td>
<td>3.300,00 €</td>
</tr>
</tbody>
</table>

**Specifications**

- **Scope:** 8 pages
- **Weight:** 16 gramm
- **Format:** 205 mm x 280 mm
- **Printing:** 4/4-coloured reel-fed offset, coverage scale = 60%
- **Paper:** 70g/m² uncoated, recycling L print L Print 72

**as an additional run, only bookable in conjunction with an insertion in the supporting medium, incl. sending to a free available address (not discountable)**

The rates of the Mini Zeitung are subject to the Rate Card applicable at the time of publication of DIE WELT and WELT AM SONNTAG Rate Card No. 94, valid as of 01.01.2018. All rates accrue and reduce discounts. Plus VAT, 15% agency commission/additional agency discount is granted if the booking is made through an advertising agency that we recognise.

General publishing information: Axel Springer SE, Axel-Springer-Straße 65, 10888 Berlin
Kai Ehrenschneider-Brinkmann
Head of Advertising WELT

Media Impact GmbH & Co. KG
Axel-Springer-Straße 65
10888 Berlin

phone: +49 (0) 30 25 91 – 73 839
mobile: +49 (0) 151 48 22 390
kai.ehrenschneider-brinkmann@mediaimpact.de

Region North — Nielsen I
Axel-Springer-Platz 1
20350 Hamburg

Region East — Nielsen V to VII
Axel-Springer-Straße 65
10888 Berlin

Region Central — Nielsen IIIa
Gerbermühlstraße 7-11
60594 Frankfurt am Main

Region South — Nielsen IV
Theresienhöhe 26
80339 München

Region West — Nielsen II
Neuer Zollhof 1
40221 Düsseldorf

Domestic trade — Nielsen I to VII
Axel-Springer-Straße 65
10888 Berlin

Luxury
Theresienhöhe 26
80339 München

Christopher Tyziak
phone: (040) 347 273-05
christopher.tyziak@mediaimpact.de

Leonie Reinicke
phone: (030) 25 91 730-93
leonie.reinicke@mediaimpact.de

Stefan Jung
phone: (069) 96 23 85-45
stefan.jung@mediaimpact.de

Sebastian Prahl
phone: (089) 743 25 964-91
sebastian.prahl@mediaimpact.de

Oliver Spiller
phone: (0211) 1592 68-22
oliver.spiller@mediaimpact.de

Matthias Schönwandt
phone: (030) 25 91 725-64
matthias.schoenwandt@mediaimpact.de

Kathleen Schwiezke
phone: (089) 743 2596 473
kathleen.schwiezke@mediaimpact.de