Monitoring Your Advertising Effect
Monitoring Your Campaign
Your campaign in Welt with on top monitoring of advertising effect *

- **2 x 1/4 Title corner ad**
- **Wallpaper / Mobile Medium Rectangle**
- **Advertising effect**

**2 x 1/4 Title corner ad**
WELT Print Gesamt**

**Wallpaper / Mobile Medium Rectangle**
1 mill. ad impressions
WELT.de – MI Intent***

**Advertising effect**
Meet Your Target Group or Campaign Check

Cross media action price:

- 142,620.80 € gross
- 87,834.56 € net1****

**38% Discount**

---

* Valid for bookings until 31 Dec. 2019 (publication date) ** WELT Print Gesamt (Total) = DIE WELT and WELT AM SONNTAG incl. “Kompakt” edition
*** 60.– € CPTC for the segment Wallpaper desktop and Medium Rectangle Mobile plus 20.– € CPTC MI Intent surcharge, advertising material freely selectable within this price range. Exact runtime after MI Intent segment examination. **** No additional discounts. Booked volumes can be taken into consideration, when calculating yearly discount progression. Agency commission is granted to media buying agencies, as recognised by Media Impact.

All rates plus VAT, where applicable. Subject to alteration and printing errors.
Selected Targeting and Advertising Effect

Monitoring Your advertising effect on top*

Selected Targeting

**MI Intent**
Specific targeting of Your of advertising message to relevant users with semantic analysis of our users’ reading patterns.

**Operating principle**
- Continuous analysis of all articles within MI portfolio by means of high-quality content technology
- Identification of interests and intentions of our readers according to read articles.

Advertising effect

**Meet Your Target Group**
Get to know readers of WELT/WELT AM SONNTAG within the frame of group discussion and ask Your (potential) clients Your key questions.

**Alternative: Campaign check**
We monitor Your advertising effect before and during Your campaign with focus on topics such as sympathy, awareness, recommendation, buying intention, etc.

* Valid for bookings until 31 December, 2019 (publication date), only one version possible: Meet Your target group or Campaign Check. Subject to alteration and printing errors. ** b4p 2018 III, WELT (brand per day)
Contact

Leonie Reinicke  
General Manager  
Sales Success/International Sales

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

Tel.: +49 (0) 30 25 91 – 73 093  
leonie.reinicke@mediaimpact.de