REACH MORE THAN 20 MILLION EXCLUSIVE READERS WITH WELT CROSSMEDIAL!

0.66 Mio. exclusive reader per issue

0.29 Mio. exclusive reader

0.45 Mio. exclusive reader

0.30 Mio.

0.03 Mio.

0.04 Mio.

0.35 Mio.

19.34 Mio. exclusive user

20.03 Mio. online user per month

The Brand Concept for Complex Content

**WELT ERKLÄRT**

- Complex contents are connected easily, serviceorientated and in the tongue of our readership
- Cross media premium label in co-branding of WELT and partner
- Graphics, statistics and background information for a simple presentation of complex topics
- Creative realisation with highest journalistic quality
- Full service: conception, media mix, realisation, reporting
- Believable newspaper environment for a sustainable increase of image-values
REACH WITH WELT ERKLÄRT A HUGE AUDIENCE!

WELT Print Total Panorama page

Social Media
8 Sponsored Posts Facebook + Instagram

Traffic
ROS: Multiscreen Medium Rectangle, Home: Billboard, Mobile Medium Rectangle

Influencer activation
Instagram / YouTube

ROP package with Retargeting
(Mobile Medium Rectangle, Billboard)

WELT ERKLÄRT MICROSITE

HomeRun Multiscreen
(Mobile Medium Rectangle, Billboard)

WELT Edition 1/1 page

axel springer brand studios
media impact
EYE-CATCHING PANORAMA PAGE

COMPREHENSIVE VISIBILITY

customer brand

statistics

information graphics

background information

online link
Your product in the center
In the center of the story is your product/brand. Particularly suitable for products requiring explanation, new features and current offers.

Authentic integration of your content
Your content is authentically edited by our Brand Studios editorial. We create individual teasers and advertising medium.

Reach with WELT ERKLÄRT Microsite varied goals
Performance and Awareness for the product are in our focus.

Guaranty: Page Views & Ad Impressions
INFLUENCER ACTIVATION

Influencer activation... 

...reach more people than many TV channels

... enable direct engagement in a new, young target group

... achieve a high Conversion: products advertised by influencers lead to buying intention in the community

A prestigious influencer acts as a Testimonial and explains your product on his/hers social media channels. In addition to this, the influencer will also be well integrated within the WELT Microsite. This is how there will be a good understanding in a young target group.
INTERACTION OF BRANDING & PERFORMANCE

DATA LAYER

First step: Awareness
We pixelate your digital advertising material, introduce you to the greatest audience, collect the clickers and thus create a pool of affine users.

Second step: Interest & Engagement
The determined Userpool will be analyzed and edged, if required also enriched with statistical twins, to determine the optimal campaign fit.

Third step: Action
We use this segment to once again address affine users in our entire portfolio and thus lead them to the desired action.
<table>
<thead>
<tr>
<th>EDITION</th>
<th>WELT ERKLÄRT Microsite (Billboard Home Desktop, Multiscreen Medium Rectangle, Social Media)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MULTISCREEN MEDIA</td>
<td>Collecting data (WELT ERKLÄRT Microsite Advertising Medium, HomeRun) and playout to affine user (ROP package)</td>
</tr>
<tr>
<td>INFLUENCER ACTIVATION</td>
<td>Announcement (Instagram)</td>
</tr>
</tbody>
</table>

**EXEMPLARY MEDIAPLAN**

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>WEEK 2</th>
<th>WEEK 3</th>
<th>WEEK 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIE WELT</td>
<td>DIE WELT AM SONNTAG</td>
<td>WELT.de Stationary &amp; Mobil</td>
<td>WELT de Stationary &amp; Mobil</td>
</tr>
<tr>
<td>2/1 page</td>
<td>1/1 page</td>
<td>HomeRun</td>
<td>Billboard</td>
</tr>
</tbody>
</table>

**€ 512,106**
**€ 460,895* **
plus € 24,760 creative costs

*Prices accrue and reduce discounts, are subject to agency commission, and exclude V.A.T. (except creative costs).
OPTIONAL MODUL: WELT FERNSEHEN

- ca. 1,2 Mio. people watch WELT Fernsehen and N24 Doku per day with an average retention time of 21 minutes.
- Preparation of your complex topic by our partner Visoon in a TV-suitable as a moving image advertorial with a maximum length of 89 seconds.
- Infographics, statistics and background information for a clear presentation of your topic.
- Creative implementation with the highest content quality.
- Full service attendance: Conception, media planning, implementation and reporting.
- Frequency: adaptable, it makes sense to have about 4 weeks of broadcasting every working day.
CONTACT

Here you will find your personal contact person in your region!

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