WELT PREMIERE

REACH MORE THAN 20 MILLION EXCLUSIVE READERS WITH WELT CROSSMEDIAL!


20,03 Mio. online user per month

19,34 Mio. exclusive user

0,87 Mio. reader per issue

0,45 Mio. exclusive reader

0,35 Mio. reader per issue

0,66 Mio. reader per issue

0,29 Mio. exclusive reader

0,30 Mio.

0,03 Mio.

0,04 Mio.
THE APPROACH

▪ High-quality and creative production of new products
▪ Crossmedial brand concept in a premium format with common senders from customer and WELT
▪ Reader test of your product, in which WELT readers credibly rate it – closeness to the consumer and authentic test results
▪ Exclusive special form of advertising Premiere Cover Ad
▪ Image enhancement and generation of qualified responses
▪ Full-Service: conception, media planning, implementation and reporting
THE READER TEST

- WELT reader test your product and give a **qualified feedback** as product ambassadors
- **High credibility** through test character
- **Selection of testers** according to individual criteria
- **Integration of the results** in communication of WELT PREMIERE
- Recruitment of **opinion leaders and multipliers**
- **Full service campaign management**: technical set up, creation, selection of the tester, shipping management, monitoring and evaluation
REACH WITH WELT PREMIERE A HUGE AUDIENCE!

CROSSMEDIAL PLAYOUT

WELT Print Total
2/1 page, Premiere Cover Ad

Social Media
8 sponsored posts Facebook + Instagram

Traffic
ROS: multiscreen medium rectangle, Home: Billboard, mobile medium rectangle

WELT Edition
1/1 page

Influencer activation
Instagram / YouTube

Video
PreRolls till 20s

ROP package with retargeting
(mobile medium rectangle, billboard)

WELT PREMIERE Microsite

HomeRun Multiscreen
(Mobile medium rectangle, animated billboard)
YOUR PRODUCT PRESENTED IN A LARGE-AREA WITH STRONG ATTENTION

EYE-CATCHING PANORAMA PAGE

- large area product presentation
- background information
- statistics and info graphics
- online link
- customer brand
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 PREMIERE Microsite varied goals
Performance and awareness for the product are in our focus.

Guaranty: Page Views & Ad Impressions
8

AN INFLUENCER TESTS YOUR PRODUCT ON HIS CHANNEL

INFLUENCER ACTIVATION

Example post of wowa_valentino for Alfa Romeo

WELT PREMIERE Microsite

Influencer...

... 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 an 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 PREMIERE Microsite. This is how there will be a good understanding in a young target group.
DURING THE CAMPAIGN WE COLLECT DATA OF AFFINER USERS AND THUS GENERATE VALUABLE LEADS FOR YOU

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.
8 WEEKS WELT PREMIERE

MEDIA PLAN EXEMPLARY

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<td><strong>EDITION</strong></td>
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<td>2/1 page &amp; Cover Ad</td>
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<td>Announcement (Instagram)</td>
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<td>WELT PREMIERE Micro Site (Billboard Home Desktop, Multiscreen Medium Rectangle, Social Media)</td>
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<td>€ 755,996</td>
<td>€ 680,397</td>
<td>plus € 49,570 creative costs</td>
<td>Video with explanation of the product (YouTube)</td>
<td>Recap (Instagram)</td>
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* Prices accrue and reduce discounts, are subject to agency commission, and exclude V.A.T. (except creative costs).
REACH TV VIEWERS VIA WELT FERNSEHEN

OPTIONAL MODUL: WELT FERNSEHEN

- Every day about 1,2 Mio. people see WELT Fernsehen and N24 Doku with an average retention time of 21 minutes!
- Preparation of your product premiere by our partner Visoon in the „language of our readers“ as a commercial with a maximum length of 30 seconds
- Once produced the spot can also be used for the Pre-Rolls on WELT.de
- The integration of the influencer in the spot is possible
- Full service attendance: Conzeption, media planning, implementation and reporting
- Frequency: 4 weeks, 4 times a day

Source: Visoon 2019. *for legal reasons the tv format is not designated as WELT Premiere.
Here you will find your personal contact person in your region!

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