MEDIA DATA

WELT
WELT bundles the appearances of TV, online, mobile and app under a strong, multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.

Source: 2
WELT.de also tells all the important stories as a video and thus uses the power of Germany's leading TV news broadcaster.

WELT.de is always live, be it with current live tickers, live streams to Breaking News or the current TV program.

WELT.de offers content orientation, is opinion-strong and diverse. Our content is curated according to news and relevant areas of interest.

Our community is part of WELT because we developed the product together with our users.

The fastest app in the world for the smartphone with all the important news, analyses, videos and livestream.
WELT stands for a wide range of publications in TV, print and digital. WELT covers all journalistic formats - from news and opinions to documentaries.

Every story - whether as text, video, photo or live reporting - follows the claim of providing reliable and user-oriented information and inspiring our audience with passionate journalism, innovative products and the joy of experimentation.
# WELT

## TARGET GROUP

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>56% are male</td>
</tr>
<tr>
<td>Age</td>
<td>54% 20-49 years old</td>
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<tr>
<td>Education</td>
<td>44% max. SAT exam</td>
</tr>
<tr>
<td>Income</td>
<td>27% 4,000 EUR and more</td>
</tr>
<tr>
<td>Employed</td>
<td>68% are employed</td>
</tr>
</tbody>
</table>

Source: AGOF daily digital facts; basis: digital WNK 16+ (60.04 M), single month December, called on: 01/03/2020
PREMIUM CHANNEL ICONIST

SHORT INTRODUCTION

ICONIST is the overarching luxury and lifestyle channel on WELT.de and in the News App. In the WELT Edition you will find ICONIST as an integral part of the mixed section "Schönes Leben". ICONIST sees itself as a source of inspiration for style and quality-conscious users.

UNIQUE USER¹
0.95 M

PAGE IMPRESSIONS²
2.86 M

¹AGOF daily digital facts; basis: digital WNK 16+ (60.04 M), single month December, called on: 01/03/2020
²IVW November 2019
We extend your weekend! From now on the weekend on Welt.de consists of the combination of Friday, Saturday and Sunday. Get more reach at a cheaper gross CPM.
PAY WHAT YOU GET!

You book the WELT HomeRun Basic (Programmatic Guaranteed) automatically via your DSP¹ and pay only the actual delivered AIs².

We exclusively guarantee the daily reach of the WELT.de homepage.

You pay max. 1,725,000 AIs on weekdays and max. 3,450,000 AIs on the Power WE. You do not have to pay more AIs than the maximum number.

¹"DV360" (formerly DMB) must be used as the DSP.
²No subsequent delivery of underdeliveries, max. paid volume is 115% in the case of overdelivery (1.725 M AIs capped).
Prominent placement on the WELT.de Home
Increase brand awareness and attention, by maximum reach

HOW IT WORKS
Daily fixed placement with regional and/or socio targeting. Precisely targeted playout of up to 1,500 different advertising media (with regional targeting accurate to the 5th postcode position).

Individualization of the advertising material e.g. by displaying the respective dealer address and linking to the dealer's website.

A neutral fallback advertising material is required.
HOME RUN ADVANCED + ROS CLICK BOOSTER

THE PERFECT MATCH

HomeRun Advanced: Maximum attention and guaranteed viewability through large format ads.

24h fixed on WELT/Desktop, MEW & App)
Guarantee: 1,500,000 or 3,000,000 AIs¹
Formats: Dynamic Sitebar & Mobile Medium Rectangle

Optional add-on Click Booster: Optimal performance and complete transparency through up to 5,000 additional clicks beyond the home placement:

• 1 week RoS on WELT (Desktop, MEW & App)
• Guarantee: 3,000 Clicks
• Formats: Dynamic Sitebar & Mobile Medium Rectangle

¹Dep. from booked day: Mon - Thu each 1.5 M AIs per day / Power WE (Fri-Sun) 3 M Ais per weekend
FIRST CONTACT

Addresses all cross-entry users on their first contact with Welt.de on the following days of the homepage occupancy. Each article page functions as a potential entry page.

The First Contact can also be booked as an ideal supplement to the HomeRun.
Daily fixed placements on WELT.de ensure maximum attention, occupy the homepage and the entire portal (ROS) for one day!
OFFERS

DECISION MAKERS HOMEPAGE BUNDLE

- Top reach in our decision maker target group
- Price/performance: lower gross CPM compared to IQ-Roadblock Quality News
- Reach a high number of decision-makers as a high-income target group
- All Media Impact decision maker environments with one booking
- Maximum attention in just one day

finanzen.net

1WELT.de, Finanzen.net and Business Insider; Collection volume: The reaching of the total AI of the package is relevant for settlement - not all items of the package must contribute to the fulfillment of the total AI.
CONTENT PRESENTING

Offers

Appear as an exclusive presenter in one of our high-quality channels!

Presenting-Package multiscreen:
A Fireplace (stationary), Medium Rectangle (multiscreen) and the logo of your brand (multiscreen) is long-termed and permanently integrated above each page of the channel\(^1,2\).

Each channel presenting is calculated individually depending on the range of the respective channel.

\(^1\) More formats on request.
\(^2\) The format Fireplace plus Billboard is used in the ICONIST Channel.
WELT launches new editorial, digital verticals on various competence topics of WELT. The verticals will become an integral part of WELT.de and will in future revolve around all topics that the respective industry brings with it.

You can become the exclusive, strategic partner of the new vertical and be strongly integrated via your own content and media. An individual mix of integration, matched to your needs, is possible.
The holistic story concept of the WELT rocket enables an optimal campaign flow with targeted performance, which is divided into 3 phases.

We cluster your product to be advertised according to the desired objective, stage it in our high-reach environments and embed it in a state-of-the-art data-based branding campaign.

Subsequently, we extend this in the entire MI portfolio to “collect” all affine users and thus guarantee an optimal performance of your campaign.

We recommend a minimum term of 3 months.
OUR SUCCESS FORMULA FOR CONTENT MARKETING

Journalists, video producers, digital strategists & social media experts translate your brand goals into tailored storytelling and 360-degree campaigns with maximum advertising impact.

PUBLISHER-DNA

The best storytellers develop real success stories for strong brands.
We think user-first - your target group will love it.

RELEVANT RANGE

We reach your target groups in secure environments with maximum reach on all screens, Devices & Platforms.
We are everywhere where Germany is digitally at home.

REAL SUCCESS KPI

Our campaigns are continuously optimised and success made transparent and measurable.
We deliver the results your brand needs.
OFFERS

BRAND STORY VS. ADVERTORIAL

BRAND STORY
Brand storytelling with journalistic narrative competence. Individually conceived stories with elaborate storytelling elements, videos, graphics.

Focus: On the USP of the brand with native approach
Guaranteed: Page Views
Print extension possible

ADVERTORIAL
Advertising ad in the look & feel of the media brand. Integration of your content into stories about your products & purchase messages.

Focus: on the product and content of the customer
Guaranteed: Ad Impressions
Print extension possible
You have a topic? A campaign? A product? We make a story out of it!

The best journalists and photographers from our Brand Studio editorial team will individually translate your topic into an exciting and informative story. Our reporters go out, do on-site research, photograph, film and stage your theme in the style of Germany’s No. 1 leading medium.

The result is stories that interest whole Germany, stories that generate real emotions.

The best: You as the client are the director, all steps from the idea to the implementation are coordinated 1:1 with you.
BRAND STORY

OFFERS

Native Home Teaser

cross-links in the Brand Storys

Social Teaser (Facebook & Instagram)

Areas are selected individually for each brand story. Not all placements can be used.
BRAND STORY

OFFERS

PACKAGE S
30,000 Views guaranteed
90,000 EUR\textsuperscript{1} gross

PACKAGE M
50,000 Views guaranteed
125,000 EUR\textsuperscript{2} gross

PACKAGE L
100,000 Views guaranteed
200,000 EUR\textsuperscript{3} gross

Plus creation costs:
1 package S 8,000 €;
2 package M 10,000 €;
3 package L 12,000 €
(no discount or agency commission deductible)
Product-centered story with clear purchase messages in an individual publisher look & feel.

Position your products ideally in the market with the Advertorial and promote the sales.

Integration of picture galleries and videos to present the products in a particularly stylish and elegant way.

Possible content items: competitions and prizes can be communicated, brand logos, product logos, advertising spots or making off's can be integrated.
Maximum branding - Emotional moving image on the complete screen!

- A transparent Billboard is visible when you open the page and the video starts playing automatically in the background
- Due mouse over or click on the Billboard the video open fullscreen and play the sound from the beginning
- Afterwards a Billboard¹ remains fixed on the side

¹Other formats on request
- The Understitial is integrated behind the content and is only visible gradually by scrolling the page
- The visible area of the Understitial remains unchanged in size while the user scrolls on a WELT article page
- Only a part of the advertisement in the background becomes visible
- The underlying advertising material only gets accessible to the user during scrolling and thus attracts maximum attention
- The TakeOver Ad integrates a large image in the background of the website.
- This background is visible on all other advertising formats on the entire page, as these areas are designed to be transparent.
- Thus the advertising medium is permanently in the visible area of the user.
INTERSCROLLER AD

- Lies behind the content and becomes visible gradually by scrolling
- Fullscreen format that fits into the content in a user-friendly way and offers maximum space for the advertiser
- Delivery exclusively on MEW

Scan the QR code with the camera to see the Interscroller Ad
<table>
<thead>
<tr>
<th>Media Impact</th>
<th>Media Impact GmbH &amp; Co.KG</th>
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<tbody>
<tr>
<td></td>
<td>Axel-Springer-Str. 65</td>
</tr>
<tr>
<td></td>
<td>10888 Berlin</td>
</tr>
<tr>
<td></td>
<td>fax: 030 / 25 91 7 38 34</td>
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<tr>
<td>Unit Management WELT Digital</td>
<td>Clemens Veltheim</td>
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<tr>
<td></td>
<td>phone: 030 / 25 91 7 92 44</td>
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<tr>
<td></td>
<td>mobile: 0151 / 54 35 89 60</td>
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<tr>
<td></td>
<td>email: <a href="mailto:clemens.veltheim@mediaimpact.de">clemens.veltheim@mediaimpact.de</a></td>
</tr>
<tr>
<td>NATIONAL SALES NIELSEN (I-VII)</td>
<td>Matthias Schönwandt</td>
</tr>
<tr>
<td></td>
<td>phone: 030 / 25 91 7 66 88</td>
</tr>
<tr>
<td></td>
<td>email: <a href="mailto:matthias.schoenwandt@mediaimpact.de">matthias.schoenwandt@mediaimpact.de</a></td>
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## CONTACTS

### UNIT MANAGER WELT GROUP/BM/HA

<table>
<thead>
<tr>
<th>UNIT NORTH (NIELSEN I)</th>
<th>Christopher Tyziak</th>
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<tbody>
<tr>
<td>phone: 0 40 / 34 72 73 05 Fax: -91</td>
<td></td>
</tr>
<tr>
<td>email: <a href="mailto:christopher.tyziak@mediaimpact.de">christopher.tyziak@mediaimpact.de</a></td>
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<tr>
<th>UNIT WEST (NIELSEN II)</th>
<th>Marcus Brendel</th>
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<tbody>
<tr>
<td>phone: 0211 / 159 26823</td>
<td></td>
</tr>
<tr>
<td>email: <a href="mailto:marcus.brendel@mediaimpact.de">marcus.brendel@mediaimpact.de</a></td>
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<thead>
<tr>
<th>UNIT MIDDLE (NIELSEN IIIa)</th>
<th>Stefan Jung</th>
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<tbody>
<tr>
<td>phone: 0 69 / 96 23 85 45 Fax: -49</td>
<td></td>
</tr>
<tr>
<td>email: <a href="mailto:stefan.jung@mediaimpact.de">stefan.jung@mediaimpact.de</a></td>
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<table>
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<tr>
<th>REGION SOUTH/SOUTH-WEST (NIELSEN IIIb, IV)</th>
<th>Sebastian Prahl</th>
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<tbody>
<tr>
<td>phone: 089 / 743 2596 491</td>
<td></td>
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<tr>
<td>email: <a href="mailto:sebastian.prahl@mediaimpact.de">sebastian.prahl@mediaimpact.de</a></td>
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<tr>
<th>UNIT EAST (NIELSEN V-VII)</th>
<th>Leonie Reinecke</th>
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<tbody>
<tr>
<td>phone: 030 / 2591 73093</td>
<td></td>
</tr>
<tr>
<td>email: <a href="mailto:leonie.reinecke@mediaimpact.de">leonie.reinecke@mediaimpact.de</a></td>
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## CONTACTS

### UNIT MANAGER DIGITAL SALES

<table>
<thead>
<tr>
<th>UNIT NORTH (NIELSEN I)</th>
<th>Marc Diele</th>
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<tbody>
<tr>
<td></td>
<td>phone: 040 / 347 261 35</td>
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<tr>
<td></td>
<td>email: <a href="mailto:marc.diele@mediaimpact.de">marc.diele@mediaimpact.de</a></td>
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<thead>
<tr>
<th>UNIT WEST (NIELSEN II)</th>
<th>Sven Heintges</th>
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<tr>
<td></td>
<td>phone: 0211 / 159 268 34</td>
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<tr>
<td></td>
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<tr>
<th>UNIT MIDDLE (NIELSEN IIIa)</th>
<th>Philipp Matschoss</th>
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<tr>
<td></td>
<td>phone: 069 / 962 385 16</td>
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<tr>
<td></td>
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<th>REGION SOUTH-WEST (NIELSEN IIIb)</th>
<th>Daniel M. Seiler</th>
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<tbody>
<tr>
<td></td>
<td>phone: 0711 / 319 912 7</td>
</tr>
<tr>
<td></td>
<td>email: <a href="mailto:daniel.seiler@mediaimpact.de">daniel.seiler@mediaimpact.de</a></td>
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<tr>
<th>UNIT SOUTH (NIELSEN IV)</th>
<th>Daniel Maubach</th>
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<tbody>
<tr>
<td></td>
<td>phone: 089 / 211 034 88</td>
</tr>
<tr>
<td></td>
<td>email: <a href="mailto:daniel.maubach@mediaimpact.de">daniel.maubach@mediaimpact.de</a></td>
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<tr>
<th>UNIT EAST (NIELSEN V-VII)</th>
<th>Daniel Papra</th>
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<tr>
<td></td>
<td>phone: 030 / 259 179 021</td>
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