WELT – REACH GERMANY’S DECISIONMAKERS

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2 Booking Units
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1. BRAND PORTFOLIO

WELT is the only fully-integrated media brand that offers information in print, digital and TV. It stands for intelligent quality journalism for every usage situation.

WELT AM SONNTAG stands for outstanding journalistic competence and inspiration. On the one hand, it is very close to people and their daily life. On the other hand, it frequently presents compelling investigative stories from business and politics. It is the most important Sunday reading matter for sophisticated readers. Its contents are arranged in a new way as the WELT AM SONNTAG Kompakt in tabloid format for a young, well-educated and urban target group.

ICON is the internationally renowned high-class supplement that in classic, high-quality magazine form interprets the world of luxury with style, class, composure and humour in its very own way.

Published 2 times a year, Mr ICON, the lifestyle magazine for men, supplements the journalistic offer of ICON in new format (a supplement of WELT and WELT AM SONNTAG).

DIE STILISTEN, published 4 times a year in Hamburg and north Germany, is designed as regional continuation of ICON.
1. BRAND PORTFOLIO

The national daily newspaper DIE WELT is one of Europe’s leading newspapers and indispensable for national decisionmaker campaigns.

WELT Digital bundles the online, mobile and app presences under one strong multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.

WELT.de is the only portal that unites quality journalism from print, TV and digital as a matter of course. Moreover, WELT.de is the fastest running news site in Germany and optimised particularly for the increasing mobile usage.

With the WELT News App, you receive news directly on your smartphone. No matter whether it involves politics, business or multimedia – you are the first to find out what is happening in the world.

WELT Edition – Digital Newspaper. This is how people read the newspaper today: relevant news, outstanding reports and impressive pictures on the tablet, phablet and smartphone. Experience WELT AM SONNTAG and DIE WELT, as well as all inserts and exclusive contents, on 365 days of the year.

ICONIST stands for high-quality online journalism covering all luxury and lifestyle subjects and delivers up-to-the-minute content with a personal, lively flair.

UHREN (WATCHES) stands for the fascination of mechanical watches. In terms of both content and appearance, it is addressed primarily at a male decisionmaker target group. The supplement of WELT under the editorial direction of Dr. Philip Cassier is published twice a year in opulent magazine format.
## 2. BOOKING UNITS

The booking unit of **WELT Print Gesamt (Total)** includes WELT Print Werktag (Working Day) and WELT AM SONNTAG incl. WELT AM SONNTAG Kompakt.

**WELT Print Working Day** is DIE WELT (Mon.-Sat.). Advertisements in the booking unit WELT Print Total are published within 14 days.¹

**WELT Print Working Day** and **WELT Print Total** are the national ad booking units for branded products, service, tourism and financial advertising.

The process is very simple: one order, one set of print materials and one invoice.

### Mon.– Sat.+ Sun.

<table>
<thead>
<tr>
<th>Title: WELT Print Gesamt (Total)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title:</strong> DIE WELT</td>
</tr>
<tr>
<td><strong>Format:</strong> Nordic</td>
</tr>
<tr>
<td><strong>Publishing day:</strong> Mon.–Sat.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title: WELT AM SONNTAG</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title:</strong> WELT AM SONNTAG</td>
</tr>
<tr>
<td><strong>Format:</strong> Nordic</td>
</tr>
<tr>
<td><strong>Publishing day:</strong> Sun.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title: WELT AM SONNTAG Kompakt</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title:</strong> WELT AM SONNTAG</td>
</tr>
<tr>
<td><strong>Format:</strong> Tabloid</td>
</tr>
<tr>
<td><strong>Publishing day:</strong> Sun.</td>
</tr>
</tbody>
</table>

### Mon.– Sat.

<table>
<thead>
<tr>
<th>Title: WELT Print Werktag</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title:</strong> DIE WELT</td>
</tr>
<tr>
<td><strong>Format:</strong> Nordic</td>
</tr>
<tr>
<td><strong>Publishing day:</strong> Mon.–Sat.</td>
</tr>
</tbody>
</table>

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¹On consultation with the advertiser, the publisher reserves the right to move with a maximum of 5 working days for DIE WELT if technical reasons make this necessary.
3. TECHNICAL INFORMATION, FORMATS, AD DEADLINES

WELT AM SONNTAG/DIE WELT

**Type area** Nordic format: 374.5 mm wide, 528.0 mm high
**Number of columns** Ad section 8, text passage 6

<table>
<thead>
<tr>
<th>Column Width</th>
<th>Ad Section</th>
<th>Text Passage</th>
<th>WELT AM SONNTAG Kompakt¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>45.0 mm</td>
<td>58.5 mm</td>
<td>45.0 mm</td>
</tr>
<tr>
<td>2 columns</td>
<td>92.0 mm</td>
<td>121.7 mm</td>
<td>95.7 mm</td>
</tr>
<tr>
<td>3 columns</td>
<td>139.0 mm</td>
<td>184.9 mm</td>
<td>146.4 mm</td>
</tr>
<tr>
<td>4 columns</td>
<td>186.0 mm</td>
<td>248.1 mm</td>
<td>197.1 mm</td>
</tr>
<tr>
<td>5 columns</td>
<td>233.0 mm</td>
<td>311.3 mm</td>
<td>247.8 mm</td>
</tr>
<tr>
<td>6 columns</td>
<td>280.0 mm</td>
<td>374.5 mm</td>
<td>–</td>
</tr>
<tr>
<td>7 columns</td>
<td>327.0 mm</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>8 columns</td>
<td>374.0 mm</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>

When converting the text columns into advertisement columns, please use a conversion factor of 1.333.

- **Printing process**: Newspaper offset (ZRO)
- **Printing form**: Offset printing plates
- **Body type**: Advertising section positive 7 point, negative 8.75 point semi-bold and larger

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WELT AM SONNTAG Kompakt

**Print area** Tabloid: 247.8 mm wide, 370.0 mm high
**Number of columns** 5

| \[WELT Print Total\] | \[
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad deadlines/Cancellation deadlines</td>
<td>General ad deadline 9 days before publication</td>
</tr>
<tr>
<td></td>
<td>Special formats 4 weeks before publication</td>
</tr>
<tr>
<td>Print materials deadline</td>
<td>General print materials deadline 3 days before publication, 10 a.m.</td>
</tr>
</tbody>
</table>

| \[WELT Print Working Day\] | \[
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad deadlines/Cancellation deadlines</td>
<td>General ad deadline 3 days before publication, 2:00 p.m.</td>
</tr>
<tr>
<td>Monday Edition</td>
<td>Friday, 2:00 p.m.</td>
</tr>
<tr>
<td>DIE LITERARISCHE WELT</td>
<td>Friday of the previous week, 4:00 p.m.</td>
</tr>
<tr>
<td>Special formats</td>
<td>2 days before publication</td>
</tr>
</tbody>
</table>

| \[Print materials deadlines\] | \[
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>General print materials deadline</td>
<td>1 day before publication, 10 a.m.</td>
</tr>
</tbody>
</table>

---

<table>
<thead>
<tr>
<th>Crossover Ads</th>
<th>WELT AM SONNTAG/DIE WELT</th>
<th>WELT AM SONNTAG Kompakt¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print area</td>
<td>777 mm wide, 528 mm high</td>
<td>530 mm wide, 370 mm high</td>
</tr>
<tr>
<td>Minimum size</td>
<td>1/2 page</td>
<td>Gutter margin of 34 mm</td>
</tr>
<tr>
<td>Placement</td>
<td>According to prior arrangement</td>
<td></td>
</tr>
</tbody>
</table>

¹See conversion table in section 16.
### 4. STANDARD FORMATS

<table>
<thead>
<tr>
<th>No.</th>
<th>Format</th>
<th>B/W – Colour</th>
<th>B/W – Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2/1 page</td>
<td>169,534.80</td>
<td>94,704.00</td>
</tr>
<tr>
<td>2</td>
<td>1/1 page</td>
<td>79,622.40</td>
<td>44,352.00</td>
</tr>
<tr>
<td>3</td>
<td>1/2 page corner</td>
<td>44,290.00</td>
<td>24,100.00</td>
</tr>
</tbody>
</table>

### Page corner formats

<table>
<thead>
<tr>
<th>No.</th>
<th>Format</th>
<th>B/W – Colour</th>
<th>B/W – Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>1/2 page corner</td>
<td>44,290.00</td>
<td>24,100.00</td>
</tr>
<tr>
<td>5</td>
<td>1/3 page corner</td>
<td>41,747.20</td>
<td>20,768.00</td>
</tr>
<tr>
<td>6</td>
<td>1/4 page corner</td>
<td>31,310.40</td>
<td>15,576.00</td>
</tr>
<tr>
<td>7</td>
<td>1,000 page corner</td>
<td>29,650.00</td>
<td>14,750.00</td>
</tr>
</tbody>
</table>

An extra charge of 10% will be billed on the gross rate for premium placements.
This applies to: DIE WELT opening spread, page 5, last page of 1st book and opening pages as well. WELT AM SONNTAG opening spread, page 3, page 5, page 7, last page and panorama page in 1st book and opening pages.

For the booking unit WELT Print Total, there is a placement guarantee only for WELT AM SONNTAG Nordic. Reservations for premium placements expire if no written booking order has been submitted four weeks before the ad deadline.

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1 WELT Print Total = DIE WELT and WELT AM SONNTAG including Kompakt editions. 2 WELT Print Working Day = DIE WELT, Mon.–Sat.
3 Amount of Extra Crossover Charge WELT Print Total 10,290.00 and WELT Print Working Day 6,000.00. 4 Fixed rate. Ads in the booking unit of WELT Print Total appear within 14 days. On consultation with the advertiser, the publisher reserves the right to move with a maximum of 5 working days for DIE WELT if technical reasons make this necessary. See conversion table under section 16 to adjust the format for WELT AM SONNTAG Kompakt. All rates in euros plus VAT.
## 4. STANDARD FORMATS

<table>
<thead>
<tr>
<th>No.</th>
<th>Format</th>
<th>B/W – Colour</th>
<th>B/W – Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>1/2 page portrait</td>
<td>44,290.00(^3)</td>
<td>24,100.00(^3)</td>
</tr>
<tr>
<td>9</td>
<td>1/3 page portrait</td>
<td>41,747.20</td>
<td>20,768.00</td>
</tr>
<tr>
<td>10</td>
<td>1/3 page landscape</td>
<td>41,747.20</td>
<td>20,768.00</td>
</tr>
<tr>
<td>11</td>
<td>1/4 page landscape</td>
<td>31,310.40</td>
<td>15,576.00</td>
</tr>
</tbody>
</table>

An extra charge of 10% will be billed on the gross rate for premium placements. This applies to:

- DIE WELT opening spread, page 5, last page of 1st book and opening pages.

For the booking unit WELT Print Total, there is a placement guarantee only for WELT AM SONNTAG Nordic.

Reservations for premium placements expire if no written booking order has been submitted four weeks before the ad deadline.

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\(^1\)WELT Print Total = DIE WELT and WELT AM SONNTAG including Kompakt edition. \(^2\)WELT Print Working Day = DIE WELT, Mon.–Sat. \(^3\)Fixed rate. Ads in the booking unit of WELT Print Total appear within 14 days. On consultation with the advertiser, the publisher reserves the right to move with a maximum of 5 working days for DIE WELT if technical reasons make this necessary. See conversion table under section 16 to adjust the format for WELT AM SONNTAG Kompakt. All rates in euros plus VAT.
### 5. SPECIAL FORMATS

<table>
<thead>
<tr>
<th>No.</th>
<th>Format</th>
<th>Mon.–Sat.</th>
<th>Mon.–Sat.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Grip Corner</td>
<td>13,390.00</td>
<td>8,900.00</td>
</tr>
<tr>
<td>2</td>
<td>Masthead ads</td>
<td>–</td>
<td>8,900.00</td>
</tr>
<tr>
<td>3</td>
<td>Edge ad</td>
<td>–</td>
<td>66,528.00</td>
</tr>
<tr>
<td>4</td>
<td>U-ad</td>
<td>–</td>
<td>66,528.00</td>
</tr>
<tr>
<td>5</td>
<td>Tunnel ad</td>
<td>68,706.72</td>
<td>35,236.80</td>
</tr>
<tr>
<td>6</td>
<td>Duo ad</td>
<td>81,407.04</td>
<td>40,497.60</td>
</tr>
<tr>
<td>7</td>
<td>1/2 page top</td>
<td>57,577.00</td>
<td>31,330.00</td>
</tr>
</tbody>
</table>

**Special formats**

- **Grip Corner**
  - Format: 103.8 x 100 mm
- **Masthead ad**
  - Format: 2x 46 x 28 mm
- **Edge ad**
  - Format: 2x 52.5 x 459 mm
- **U-ad**
  - Format: 2x 374.5 x 120 mm (1) 374.5 x 120 mm (2) 2x 52.5 x 130 mm

**Tunnel ad**
- Format: 397.8 x 264 mm – further formats upon request

**Duo ad**
- Format: 2x 374.5 x 132 mm

**1/2 page top**
- Format: 374.5 x 264 mm

Further special forms of advertising are available via: [https://www.mediaimpact.de/welt/sonderwerbeformen](https://www.mediaimpact.de/welt/sonderwerbeformen)

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1 WELT Print Total = DIE WELT and WELT AM SONNTAG including Kompakt editions. 2 WELT Print Working Day = DIE WELT, Mon.–Sat. 3 Grip Corners in the booking unit of WELT Print Total appear on Saturday and Sunday. Ads in the booking unit of WELT Print Total appear within 14 days. On consultation with the advertiser, the publisher reserves the right to move with a maximum of 5 working days for DIE WELT if technical reasons make this necessary. See conversion table under section 16 to adjust the format for WELT AM SONNTAG Kompakt and DIE WELT Kompakt.

All rates in euros plus VAT.
6. SPECIAL PRODUCTIONS AND TITLE PLACEMENTS

With our special productions, we offer you extraordinary forms of advertising for maximum attention. Masterfully stage your sophisticated, emotional or luxurious advertising message.

You can find an overview of the possibilities here: https://www.mediaimpact.de/welt/sonderwerbeformen

We will gladly develop your individual special forms of advertising together with you.

Your contact:
Judith Umlauf
Tel: +49 (0) 30 25 91 - 7 67 81
Email: judith.umlauf@mediaimpact.de

Limited availability and only on request. The glossy cover appears in WELT AM SONNTAG without the Kompakt edition. The title branding appears in WELT AM SONNTAG, incl. Kompakt edition. The ad motifs must be approved by the publisher before publication. Lead times and technical details available on request.
7. BASIC RATES

<table>
<thead>
<tr>
<th>Ads with solus position</th>
<th>B/W – Colour</th>
<th>B/W – Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strip ads/page corner ads starting at 1,000 mm</td>
<td>29.65</td>
<td>14.75</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Text passage ads¹</th>
<th>B/W – Colour</th>
<th>B/W – Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–2 columns/10–100 mm, per text column mm</td>
<td>83.80</td>
<td>66.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Placement on advertising columns without solus position</th>
<th>B/W – Colour</th>
<th>B/W – Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>mm basic rates 10–2,111 mm</td>
<td>18.85</td>
<td>10.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Financial Ads</th>
<th>B/W – Colour</th>
<th>B/W – Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mandatory advertisements without solus position, mm basic rates (minimum size 100 mm)</td>
<td>–</td>
<td>2.00</td>
</tr>
<tr>
<td>Financial ads without solus position, mm basic rate 10–2,111 mm</td>
<td>16.55</td>
<td>8.00</td>
</tr>
<tr>
<td>Mandatory/financial ads with solus position, strip ads/page corner ads starting at 1,000 mm (max. height 390 mm)</td>
<td>21.70</td>
<td>12.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Family ads (company obituaries are calculated at the basic rate)/official proclamations (without discounts) mm rate, minimum size 1 column/10 mm, only B/W</th>
<th>B/W – Colour</th>
<th>B/W – Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>–</td>
<td>–</td>
<td>6.00</td>
</tr>
</tbody>
</table>

National Marketing for Basic Rate ads
Contacts see section 17 or Tel: +49 (0) 30 25 91 - 7 67 81, Fax: +49 (0) 30 25 91 - 7 38 04, Email: welt-displayanzeigen@mediaimpact.de
Contacts print materials Tel: +49 (0) 30 25 91 - 7 30 03, Fax: +49 (0) 30 25 91 - 7 29 77

¹For conversion table to adapt the format to WELT AM SONNTAG Kompakt, see section 16.
²Ads in the booking unit of WELT Print Total appear within 14 days. On consultation with the advertiser, the publisher reserves the right to move with a maximum of 5 working days for DIE WELT if technical reasons make this necessary.
³Text passage ads without conversion factor. When converting the text columns into advertisement columns, please use a conversion factor of 1.333.
⁴Advertisements without company logo, without special design, without placement instruction. Announcements that have been stipulated through legislation on stock-exchange publicity such as invitations to stockholders’ meetings, dividend announcements, applications for registration, rights offerings, annual and interim reports of corporations listed on the stock exchange. In addition, prospect uses for exchange listings.
⁵Voluntary publicity on capital-market activities (warrant offerings, certificates, tombstones, financial statements and reports, new issues that announce the security identification number, the period for subscription and the issuing price).
For ad and print materials deadlines, technical specifications and format specifications, please see section 3.
All rates in euros plus VAT.

Rate Card No. 98b · valid as of 01/01/2020
8. MAGAZINES

The supplements of WELT AM SONNTAG and DIE WELT build a bridge between the newspaper and the magazine. They unite the best of both worlds: large optics, opulent reading passages and innovative design.  

Additional information is given at: https://www.mediaimpact.de/welt/magazine

Integration into WELT Edition for 1 week after publication date

Your Contacts:

ICON, Mr ICON: Jacqueline Ziob, Tel: +49 (0) 30 25 91 - 7 30 16, Email: jacqueline.ziob@mediaimpact.de

UHREN: Sandra Metzner, Tel: +49 (0) 30 25 91 - 7 30 35, Email: sandra.metzner@mediaimpact.de

Die Stilisten Hamburg:
Kirsten Meurers, Tel: +49 (0) 40 347 - 2 73 81, Email: kirsten.meurers@axelspringer.de

1 WELT AM SONNTAG without Kompakt edition.
The customised environment for your communication: With the editorial special topics in WELT AM SONNTAG and DIE WELT, we offer a diversified spectrum of current and informative topic environments, e.g.:

**Subject series WORLD of the Future**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart City</td>
<td>19. + 22.03.2020</td>
</tr>
<tr>
<td>The Intelligent Factory</td>
<td>17.04.2020</td>
</tr>
<tr>
<td>Formula E</td>
<td>30.05.2020</td>
</tr>
<tr>
<td>Energy and Efficiency I</td>
<td>14. + 17.06.2020</td>
</tr>
<tr>
<td>TOA</td>
<td>Juli 2020</td>
</tr>
<tr>
<td>Communication &amp; Electronics</td>
<td>04.09.2020</td>
</tr>
<tr>
<td>Mobility</td>
<td>24. + 27.09.2020</td>
</tr>
<tr>
<td>Energy and Efficiency II</td>
<td>22. + 25.10.2020</td>
</tr>
<tr>
<td>Networking</td>
<td>26. + 29.11.2020</td>
</tr>
<tr>
<td>Banking</td>
<td>10. + 13.12.2020</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart Living: House protection &amp; energy-efficient facades</td>
<td>23.02.2020</td>
</tr>
<tr>
<td>Smart Living: Lifestyle in the garden</td>
<td>01.03.2020</td>
</tr>
<tr>
<td>Smart Living: Intelligent lighting technology</td>
<td>08.03.2020</td>
</tr>
<tr>
<td>Smart Living: Interior design &amp; kitchen and bathroom</td>
<td>15.03.2020</td>
</tr>
<tr>
<td>Live tomorrow – act today: climate (protection)</td>
<td>24.05.2020</td>
</tr>
<tr>
<td>Live tomorrow – act today: nutrition</td>
<td>11.10.2020</td>
</tr>
</tbody>
</table>

**SMEs**

<table>
<thead>
<tr>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.03.2020</td>
</tr>
<tr>
<td>14.04.2020</td>
</tr>
<tr>
<td>19.05.2020</td>
</tr>
<tr>
<td>08.09.2020</td>
</tr>
<tr>
<td>13.10.2020</td>
</tr>
<tr>
<td>03.11.2020</td>
</tr>
</tbody>
</table>

Discover the cross-media variety of our special topics at [https://www.mediaimpact.de/welt/themen](https://www.mediaimpact.de/welt/themen) and find the environment that fits your campaign.

Is your subject missing?
We will gladly develop new, exciting environments with journalistic relevance!
Use our integrated cross-media communication solutions for a high-reach appeal to target groups. You can benefit from the joint presentation and full-service of WELT for an eye-catching staging of your communication goals.

**WELT ERKLÄRT**

The concept for complex thematic contents and products requiring explanation

**WELT PREMIERE**

The eye-catching presentation for new products incl. reader test

**BRAND STORY**

Storytelling with journalistic story-telling competence: individually created story for your subject or your product

Have we sparked your curiosity? We would be glad to prepare an offer and creative concept that is tailored to your needs.

Your contact:
Christoph Schmidt
Tel: +49 (0) 151 18 89 37 64 • Email: christoph.schmidt@mediaimpact.de

You can find more information on the WELT brand concepts at https://www.mediaimpact.de/welt/markenkonzepte
Editorial Concept

WELT Digital is the only brand that unites quality journalism from print, TV and digital as a matter of course.

In addition to providing current news, WELT offers classification of news content, background information and analyses. Our users benefit from extensive live reporting, modern video formats and our worldwide network of correspondents.

With its many prize-winning authors, WELT is particularly opinion-forming and also covers a wide range of areas of interest. WELT offers for example with ICONIST one of the leading digital fashion and style magazines dealing with all luxury and lifestyle subjects.

Moreover, WELT.de is the fastest loading news site in Germany and optimised especially for the increasing mobile usage. The WELT News App consistently supplements the digital orientation and offers numerous innovative features to enable our users to access comprehensive information even faster.

Key data (per month) – digital

- Unique users: 20.84 million
- Visits: 136 million
- Page Impressions: 322 million

This is how people read the newspaper today.
Experience WELT AM SONNTAG and DIE WELT, as well as all magazines and exclusive contents, on 365 days of the year.

- Visits: 1.08 million
- Page Impressions: 40 million

WELT Edition bundles the most important news 24/7 with high-quality reporting. Additional reports, including impressive pictures, round off the digital newspaper experience.

WELT Edition was the winner in the Best in Tablet Publishing category at the European WAN-IFRA Awards.

Current data and rates at https://www.mediaimpact.de/welt/digital

Source: IVW August 2019.
The **WELT Categories** are distinguished by a competent editorial office and an enormous variety of offers.

We provide our customers with various types of advertisement for reaching the top-class target group of both titles of WELT AM SONNTAG and WELT.

**Book publisher ads** appear from Monday to Friday in the book-affine environment of WELT, in the Literarische Welt (Literary World) on Saturday and/or in the Culture Section of WELT AM SONNTAG.

**Tel:** +49 (0) 30 25 91 - 7 40 02  
**Email:** weltmaerkte@axelspringer.de  
You can find rates, formats and contacts at [https://www.mediaimpact.de/welt/maerkte](https://www.mediaimpact.de/welt/maerkte) or in the Rate Card CATEGORIES and Book Publishers (Supplement to the WELT Rate Card No. 98 b).
Rates per Started 1,000 Copies

<table>
<thead>
<tr>
<th>Weight up to</th>
<th>WELT AM SONNTAG/ WELT AM SONNTAG Kompakt</th>
<th>WELT Print Working Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 g</td>
<td>Partial booking 150.00</td>
<td>Partial booking 145.00</td>
</tr>
<tr>
<td></td>
<td>Complete booking 145.00</td>
<td>Complete booking 140.00</td>
</tr>
<tr>
<td>25 g</td>
<td>153.00</td>
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<td>148.00</td>
<td>143.00</td>
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<tr>
<td>30 g</td>
<td>156.00</td>
<td>151.00</td>
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<tr>
<td>35 g</td>
<td>159.00</td>
<td>154.00</td>
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<tr>
<td></td>
<td>154.00</td>
<td>149.00</td>
</tr>
<tr>
<td>40 g</td>
<td>162.00</td>
<td>157.00</td>
</tr>
<tr>
<td></td>
<td>157.00</td>
<td>152.00</td>
</tr>
</tbody>
</table>

Extra charge for every additional started 5g: € 3.00; maximum weight 75g. Greater weights on request. Insert orders are not discountable. The rate for a complete booking applies to bookings of all Nielsen regions (N1–N7). The rate for a partial booking applies to print runs of at least 20,000 copies. Joint advertising: Inserts that are jointly used by a number of advertisers are only possible with a special contract and an extra charge.

TECHNICAL INFORMATION

Minimum print run
20,000 copies

Booking possibilities
We will gladly provide more information on request

Exclusion of competitive advertising
Will not be granted

Cancellation deadline
4 weeks before publication

Delivery deadline
4 working days before publication franco domicile

Addresses for delivery
Available upon request

It must be possible to process the inserts by machine.

Smallest format 10.5 x 14.8 cm (postcard)
Largest format 26.0 x 38.0 cm

Larger formats can be inserted if they are folded down to the highest format. All multiple page inserts should be folded along the longest side.

If the insert consists of several parts, a fixed connection between these parts is required. Different types of folding such as double-gate and zigzag folding cannot be processed. If the brochure inserts contain postcards, these should be glued to the inside.

Insert orders are binding for the publisher only after presentation of a binding sample of the insert and its confirmation.

Note on Inserts
The publication of a note about the insert for which no charge is made is up to the discretion of the publisher.

Costs that arise due to a late delivery of the inserts will be borne by the client.

The publisher will distribute the inserts with due care, whereby up to 3% wrong delivery or loss is considered to be ordinary diligence.

Orders will be implemented according to the General Terms of Business for Newspapers (under special consideration of section 4) and the publisher’s additional Terms of Business.

The publisher reserves the right to move inserts for partial areas in favour of inserts for larger booking units.

YOUR CONTACT

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Tel: +49 (0) 30 25 91 - 7 67 98
Email: beiprodukte@mediaimpact.de

Consulting
For contact, see section 17 or
Tel: +49 (0) 30 25 91 - 7 30 69
Fax: +49 (0) 30 25 91 - 7 38 04
Email: welt-displayanzeigen@mediaimpact.de
14. GENERAL PUBLISHER INFORMATION/GENERAL TERMS AND CONDITIONS

Publisher

Axel Springer SE
Axel-Springer-Straße 65
10888 Berlin

National Marketer

media impact

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

Regional Marketer

axel springer

Axel Springer SE
Axel-Springer-Straße 65
10888 Berlin

ZIS Numbers

WELT Print Total 104651
WELT Print Working Day 104148

Bank Account

Deutsche Bank AG, Berlin
IBAN-No. DE73 1007 0000 0083 4747 00
BIC DEUTDEBB

Current Data and Services

www.mediaimpact.de
www.die-zeitungen.de
zeitungen@mediaimpact.de

Contact

Tel: +49 (0) 30 25 91 - 7 33 23
Fax: +49 (0) 30 25 91 - 7 38 04
Email: welt-displayanzeigen@mediaimpact.de

Terms of Payment

Payable immediately net cash after invoice date. 1% cash discount when a SEPA Direct Debit Mandate is set up if outstanding invoices are not past due and cash discount has not been explicitly excluded. For new clients, the publisher reserves the right to require cash in advance up to the ad deadline. In the event of late payment or deferment, interest shall be charged at a rate corresponding to standard banking practices for overdraft facilities.

Terms and Conditions

The execution of advertising orders is performed in accordance with our General Terms and Conditions for Newspapers, the additional Terms and Conditions of the respective title and the General Terms and Conditions for Advertising Orders in Online Media. You can find our complete General Terms and Conditions at https://www.mediaimpact.de/de//agb

Rates for classified ads at https://www.mediaimpact.de/welt/markte • All rates in euros plus VAT.
15. DIGITAL TRANSFER OF PRINT MATERIALS

GENERAL INFORMATION

Data Transfer
The electronic transfer of print materials occurs via the Internet (https://transfer.axelspringer.de). Reception per email is also possible for special circumstances (apdtp-berlin@axelspringer.de). We request that you contact us to set up the transfer account before the start of regular operations.

File Format
We recommend the file format PDF/X-4:2008. The file formats PDF/X-1a:2001 and PDF/X-3:2002 remain valid and are also accepted. In general, we do not use any open formats. The files must be set up in the original size of the ad; please do not set up trim signs.

Contact
Ad Production can be reached Monday-Friday from 9:00 a.m. to 6:00 p.m.
Tel: +49 (0) 30 25 91 - 7 39 50
Tel: +49 (0) 30 25 91 - 7 29 20
Fax: +49 (0) 30 25 91 - 7 29 77

Address for Print Materials
Axel Springer SE
Ad Production
BILD und WELT
Axel-Springer-Straße 65
10888 Berlin

Fonts
All used fonts must be embedded. Positive fonts from 6 point, negative fonts from 8.75 point, semibold, sans-serif

Line Width
Line width starting at 0.2 mm (positive)/starting at 0.3 mm (negative)

Tabloid format
Print materials for the Nordic format will automatically be adapted to the size of the tabloid format. As an alternative, separate print materials can be delivered. Please contact us for the format data.

For ads that are scaled in the tabloid format, we recommend the following font sizes and line widths in order to ensure optimal readability:

- Positive fonts from 9 point
- Negative fonts from 12 points, semibold, sans-serif
- Positive lines at least 0.3 mm
- Negative lines at least 0.45 mm

Printing Process
Coldset) web-fed offset, ISO 12647-3:2005

TECHNICAL SCREENS

Dynamic Range
Tonal gradations in print from 3% to 95%

Dot Gain
50% tone of the source material gains approx. 26% in newspaper offset printing.

Screen Count
Sublima Hybrid 60 Screen

Screen Angle
Cyan = 15°, magenta = 75°, yellow = 0°, black = 45°

Colours
Euro Scale ISO 2846-2 (sample of the HKS colours, version 2006 in combined CMYK print on request).

Registration Mark Tolerance
≤ 0.3 mm

Trapping
> 0.3 mm

Proof Print
Provided client proof, matched with newspaper print

Image Resolution
250 dpi, for line max. 1,270 dpi

Colour Processing
Please use the ICC colour profile ISOnewspaper26v4.icc. This takes into account the parameters of achromatic composition, max. total colour application and dot gain in newspaper printing. The profile can be downloaded at http://www.axelspringer.de/icc

QR Code
We recommend a minimum format of 25 x 25 mm and resolution of 300 dpi to ensure the readability of QR code illustrations in newspaper printing. The advertising client is responsible for the content of the link.

Print Quality
In the event of different data structures, no guarantee can be given for the print quality. Variations in colour within and between the places of printing are caused by the process and do not justify claims for compensation. No guarantee is given for the accurate realisation of 4c ads by means of ICC colour profiles. The dimensional stability of the print paper is subject to slight variations due to the processes used.
### 16. FORMAT ADJUSTMENTS

Please observe when delivering print materials for WELT AM SONNTAG and WELT AM SONNTAG Kompakt:

Owing to the different type area of WELT AM SONNTAG and WELT AM SONNTAG Kompakt, the publisher automatically adapts the print materials for WELT AM SONNTAG Kompakt in as far as it is suitable and corresponds with the format coordinates of WELT AM SONNTAG. If the print materials are to be delivered for both titles, the above-mentioned conversion factors must be considered.

#### WELT AM SONNTAG/DIE WELT

**Print area** Nordic format: 374.5 mm wide, 528.0 mm high  
**Number of columns** Ad section 8, text passage 6

#### WELT AM SONNTAG Kompakt

**Print area** Tabloid: 247.8 mm wide, 370.0 mm high  
**Number of columns** 5

### Scaling Information for Format Adjustment

<table>
<thead>
<tr>
<th></th>
<th>WELT AM SONNTAG/DIE WELT</th>
<th>WELT AM SONNTAG Kompakt</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Columns</td>
<td>Column width</td>
</tr>
<tr>
<td><strong>Text passage/page corner/strip ads</strong></td>
<td></td>
<td>(mm)</td>
</tr>
<tr>
<td>1/1 page</td>
<td>1</td>
<td>58.5</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>121.7</td>
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<tr>
<td></td>
<td>3</td>
<td>184.9</td>
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<tr>
<td></td>
<td>4</td>
<td>248.1</td>
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<tr>
<td></td>
<td>5</td>
<td>311.3</td>
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<tr>
<td></td>
<td>6</td>
<td>374.5</td>
</tr>
<tr>
<td><strong>Page-height ads; ads will be scaled down to 370 mm for placement at the centre of a white space</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>58.5</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>121.7</td>
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<td>3</td>
<td>184.9</td>
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<tr>
<td></td>
<td>4</td>
<td>248.1</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>311.3</td>
</tr>
<tr>
<td><strong>Strip</strong></td>
<td>8</td>
<td>374.0</td>
</tr>
<tr>
<td></td>
<td>(66/8)</td>
<td></td>
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<tr>
<td></td>
<td>8</td>
<td>374.0</td>
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<td>374.0</td>
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<td></td>
<td>(264/8)</td>
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</tr>
<tr>
<td><strong>Page corner ads</strong></td>
<td>3</td>
<td>184.9</td>
</tr>
<tr>
<td></td>
<td>(308/3)</td>
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<tr>
<td></td>
<td>3</td>
<td>184.9</td>
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<td></td>
<td>(231/3)</td>
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<td></td>
<td>3</td>
<td>184.9</td>
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<td></td>
<td>(250/3)</td>
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<td>3</td>
<td>184.9</td>
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<tr>
<td></td>
<td>(264/3)</td>
<td></td>
</tr>
<tr>
<td><strong>Text passage</strong></td>
<td>(100/1)</td>
<td>58.5</td>
</tr>
<tr>
<td></td>
<td>(100/2)</td>
<td>121.7</td>
</tr>
</tbody>
</table>

|                  | (100/1) | 58.5         | 100.0   | 1       | 45.0         | 76.9   | 76.92    | Width |
|                  | (100/2) | 121.7        | 100.0   | 2       | 95.7         | 157.3  | 78.64    | Width |
17. CONTACTS

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Rate Card No. 98b · valid as of 01/01/2020
WELT