welt

MEDIA DATA

Media Impact
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.
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.
Source: AGOF daily digital facts, Basis: digitale WNK 16+ Jahre (60.04 Mio.); single month March 2020; called on: 01.04.2020

**TARGET GROUP**

- **50 %**
  Male

- **55 %**
  20-49 years old

- **42 %**
  Max. SAT exam

- **26 %**
  4,000 € and more

- **69 %**
  Are employed
ICONIST

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.

1AGOF daily digital facts, Basis: digital WNK 16+ Jahre (60,04 Mio.); single month February 2020; called on: 02.03.2020
2IVW January 2020
OFFERS
HOMERUN POWER WEEKEND

We extend your weekend! The weekend on Welt.de consists of the combination of Friday, Saturday and Sunday. Get more reach at a cheaper gross CPM.

3 Mio. guaranteed AIs
PAY WHAT YOU GET!

You book WELT HomeRun Basic (Programmatic Guaranteed) automatically via your DSP\textsuperscript{1} and pay only the actual delivered AIs\textsuperscript{2}.

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.

\textsuperscript{1}DV360" (formerly DMB) must be used as the DSP.

\textsuperscript{2}No subsequent delivery of underdeliveries, max. paid volume is 115% in the case of overdelivery (1.725 M AIs capped).
HOMERUN TARGETING

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.
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 AIs

Formats: Dynamic Sitebar & Mobile Medium Rectangle

1,5 / 3 Mio. guaranteed AIs

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)

Formats: Dynamic Sitebar & Mobile Medium Rectangle

3,000 guaranteed Klicks

1Abh. von gebuchtem Tag: Mo – Do jeweils 1,5 Mio. Ais pro Tag / Power WE (Fr-So) 3 Mio. Ais pro Wochenende
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.

1 Mio. guaranteed AIs
Daily fixed placements on WELT.de ensure maximum attention, occupy the homepage and the entire portal (ROS) for one day!

**4 Mio.** guaranteed AIs
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

2,3 Mio. garantierte AIs / Day
CONTENT PRESENTING

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

Presenting-Paket 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 channel1,2.

Each channel presenting is calculated individually depending on the range of the respective channel.
OFFER S
WELT VERTICALS

FOOD
SMART LIVING
REISE
MOBILITY
MITTELSTAND
GESUNDHEIT
FINANCE
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.
BRAND STUDIOS
AXEL SPRINGER BRAND STUDIOS

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.
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
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.
AXEL SPRINGER BRAND STUDIOS

BRAND STORY

PACKAGE S
30,000 guaranteed Views
90,000 EUR¹ gross

PACKAGE M
50,000 guaranteed Views
125,000 EUR² gross

PACKAGE L
100,000 guaranteed Views
200,000 EUR² gross

Traffic-Zuleitung durch:
- Native Home Teaser ⁴
- Cross-links in the Brand Stories
- Social Teaser (Facebook & Instagram)

Plus creation costs:
¹ package S 8,000 €; ² package M 10,000 €; ³ package L 12,000 € (no discount or agency commission deductible)
⁴ Flächen werden individuell je Brand Story ausgewählt. Nicht alle Platzierungen können verwendet werden.
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.

**PACKAGE S**

4 Mio. guaranteed AiS
25,000 EUR\(^1\) gross
Produkt-/Markenzentrisches Storytelling mit journalistischer Erzählkompetenz für erklärungsbedürftige Produkte, neue Features und aktuelle Angebote unserer Partner.

IHR PRODUKT IM MITTELPUNKT
Performance und Awareness für das Produkt stehen im Fokus.

GARANTIERT LEISTUNGSWERTE
Garantierte Ad Impressions UND Artikel Views.

FULLSERVICE
Unsere In-House Kreativagentur erstellt in Abstimmung mit Ihnen eigene Teaser und Werbemittel.
PRODUCT STORY

PACKAGE M

4.700.000
guaranteed AIs

12.000
guaranteed Views

47.000
EUR\(^1\) gross

PACKAGE L

8.400.000
guaranteed AIs

23.000
guaranteed Views

70.000
EUR\(^2\) gross

Plus creation costs: ¹Package M 6.000 €; ²Package L, 8.000 € (Not SR- or AE capable)
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 Billboard\(^1\) remains fixed on the side

\(^1\)Other 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.
- 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
**CONTACTS**

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## CONTACTS

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