

WELT – IT'S READ BY THOSE WHO HAVE SOMETHING TO SAY!

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1. BRAND PORTFOLIO



WELT is a 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 the fields of business and politics. It is the most important Sunday reading matter for sophisticated readers. Its content is presented 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 two times a year, **Mr ICON**, the lifestyle magazine for men, enhances the journalistic offer of **ICON** (a supplement of **WELT** and **WELT AM SONNTAG**).

DIE STILISTEN, published four times a year in Hamburg and north Germany, is designed as regional continuation of **ICON**.

1. BRAND PORTFOLIO



The national daily **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 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. It enables you to be the first to find out what is happening in the world – no matter whether it involves politics, business or multimedia.

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), the title in opulent magazine format, stands in terms of both content and look for the great fascination of mechanical watches and under the editorial direction of Dr. Philip Cassier complements as a substantial component of ICON Group the range of journalistic supplements.

2. BOOKING UNITS

<p>Mon.–Sat. + Sun.</p>  <p>PRINT Total</p>	<p>Title: DIE WELT Format: Nordic Publishing day: Mon.–Sat.</p>
	<p>Title: WELT AM SONNTAG Format: Nordic Publishing day: Sun.</p>
	<p>Title: WELT AM SONNTAG Kompakt Format: Tabloid Publishing day: Sun.</p>
<p>Mon.–Sat.</p>  <p>PRINT Working Day</p>	<p>Title: DIE WELT Format: Nordic Publishing day: Mon.–Sat.</p>

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.

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

Column Width	Ad Section	Text Passage	WELT AM SONNTAG Kompakt ¹
1 column	45.0 mm	58.5 mm	45.0 mm
2 columns	92.0 mm	121.7 mm	95.7 mm
3 columns	139.0 mm	184.9 mm	146.4 mm
4 columns	186.0 mm	248.1 mm	197.1 mm
5 columns	233.0 mm	311.3 mm	247.8 mm
6 columns	280.0 mm	374.5 mm	–
7 columns	327.0 mm	–	–
8 columns	374.0 mm	–	–

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

Crossover Ads	WELT AM SONNTAG/ DIE WELT	WELT AM SONNTAG Kompakt ¹
Print area	777 mm wide, 528 mm high	530 mm wide, 370 mm high
Minimum size	1/2 page The gutter margin (28 mm) is calculated with an extra charge.	Gutter margin of 34 mm
Placement	According to prior arrangement	

WELT AM SONNTAG Kompakt

Print area Tabloid: 247.8 mm wide, 370.0 mm high

Number of columns 5

WELT Print Total	
Ad deadlines/Cancellation deadlines	
General ad deadline	9 days before publication
Special formats	4 weeks before publication
Print materials deadline	
General print materials deadline	3 days before publication, 10 a.m.

WELT Print Working Day	
Ad deadlines/Cancellation deadlines	
General ad deadline	3 days before publication, 2:00 p.m.
Monday Edition	Friday, 2:00 p.m.
DIE LITERARISCHE WELT	Friday of the previous week, 4:00 p.m.
Special formats	2 days before publication
Print materials deadlines	
General print materials deadline	1 day before publication, 10 a.m.

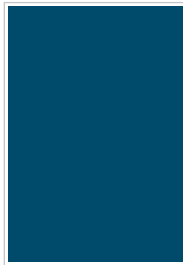
¹See **conversion table** in section 16.

4. STANDARD FORMATS



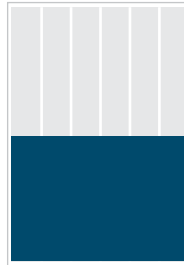
1

2/1 page
Format: 777x528 mm
Total millimetres: 8,976



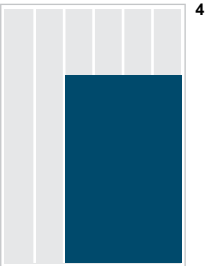
2

1/1 page
Format: 374.5x528 mm
Total millimetres: 4,224



3

1/2 page
Format: 374.5x264 mm
Total millimetres: 2,112



4

1/2 page corner
Format: 248.1x396 mm
Total millimetres: 2,112



5

1/3 page corner
Format: 184.9x352 mm
Total millimetres: 1,408



6

1/4 page corner
Format: 184.9x264 mm
Total millimetres: 1,056



7

1,000 page corner
Format: 184.9x250 mm
Total millimetres: 1,000

¹WELT Print Total = DIE WELT and WELT AM SONNTAG including Kompakt editions. ²WELT Print Working Day = DIE WELT, Mon.–Sat.
³Amount of Extra Crossover Charge WELT Print Total 10,500.00 and WELT Print Working Day 6,000.00. ⁴Fixed 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.

		WELT PRINT Total Mon.–Sat. + Sun. ¹	WELT PRINT Working Day Mon.–Sat. ²
Standard formats		B/W–Colour	B/W–Colour
1	2/1 page	173,124.00 ³	94,704.00 ³
2	1/1 page	81,312.00	44,352.00
3	1/2 page	45,175.00 ⁴	24,100.00 ⁴

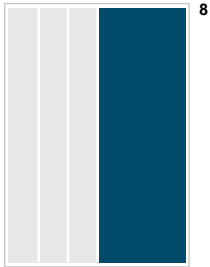
		WELT PRINT Total Mon.–Sat. + Sun. ¹	WELT PRINT Working Day Mon.–Sat. ²
Page corner formats		B/W–Colour	B/W–Colour
4	1/2 page corner	45,175.00 ⁴	24,100.00 ⁴
5	1/3 page corner	42,592.00	20,768.00
6	1/4 page corner	31,944.00	15,576.00
7	1,000 page corner	30,250.00	14,750.00

An extra charge of 10% will be made 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.**

4. STANDARD FORMATS



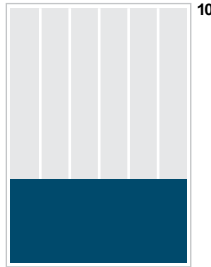
8

1/2 page portrait
Format: 184.9x528 mm
Total millimetres: 2,112



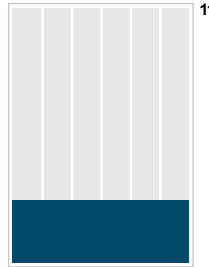
9

1/3 page portrait
Format: 121.7x528 mm
Total millimetres: 1,408



10

1/3 page landscape
Format: 374.5x176 mm
Total millimetres: 1,408



11

1/4 page landscape
Format: 374.5x132 mm
Total millimetres: 1,056

		WELT PRINT Total	WELT PRINT Working Day
Strip formats		Mon.–Sat. + Sun. ¹	Mon.–Sat. ²
No.	Format	B/W – Colour	B/W – Colour
8	1/2 page portrait	45,175.00 ³	24,100.00 ³
9	1/3 page portrait	42,592.00	20,768.00
10	1/3 page landscape	42,592.00	20,768.00
11	1/4 page landscape	31,944.00	15,576.00

An extra charge of 10% will be made on the gross rate for premium placements.

This applies to:

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

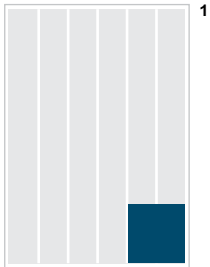
WELT AM SONNTAG opening spread, page 3, page 5, page 7, last page and panorama page in 1st book and opening pages.

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

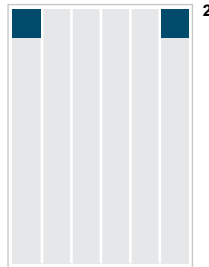
Reservations for premium placements expire if no written booking order has been submitted four weeks before the ad deadline.

¹WELT Print Total = DIE WELT and WELT AM SONNTAG including Kompakt edition. ²WELT Print Working Day = DIE WELT, Mon.–Sat. ³Fixed 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.

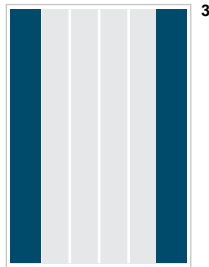
5. SPECIAL FORMATS



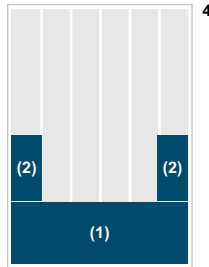
Grip corner (front page)
Format:
 Sat./Sun.:³ 103.8x100 mm
 Mon.–Fri.: 118x120 mm



Masthead ad
Format:
 2x 46x28 mm



Edge ad (front page)
Format:
 2x 52.5x459 mm



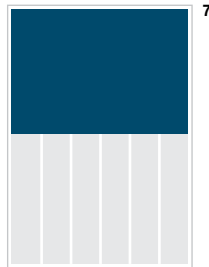
U-ad (front page)
Format:
 (1) 374.5x120 mm
 (2) 2x 52.5x130 mm



Tunnel ad
Format:
 397.8x264 mm – further formats upon request



Duo ad
Format:
 2x 374.5x132 mm



1/2 page top
Format:
 374.5x264 mm

		WELT PRINT Total	WELT PRINT Working Day
Special formats (Fixed rates)		Mon.–Sat. + Sun. ¹	
No.	Format	B/W–Colour	B/W–Colour
Placement front page			
1	Grip Corner	13,660.00 ³	8,900.00
2	Masthead ads	–	8,900.00
3	Edge ad	–	66,528.00
4	U-ad	–	66,528.00
Placement inner part			
5	Tunnel ad	69,847.20	35,236.80
6	Duo ad	83,054.40	40,497.60
7	1/2 page top	58,727.50	31,330.00

Further special forms of advertising are available via:
<https://www.mediaimpact.de/welt/sonderwerbeformen>

¹WELT Print Total = DIE WELT and WELT AM SONNTAG including Kompakt editions. ²WELT Print Working Day = DIE WELT, Mon.–Sat. ³Grip 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. All rates in euros plus VAT.

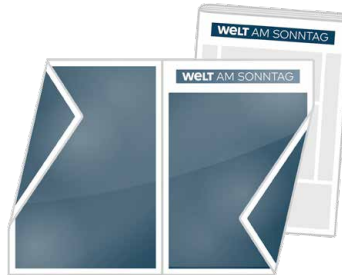
6. SPECIAL PRODUCTIONS AND TITLE PLACEMENTS



Glossy cover DIE WELT

Format:

Front page: 374.5x459 mm +
IFC/IBC: 777 x 528 mm +
OBC: 374.5x528 mm



Glossy cover WELT AM SONNTAG

Format:

Front page: 374.5x418 mm +
IFC/IBC: 777 x 528 mm +
OBC: 374.5x528 mm

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

You can find an overview of the possibilities at:

<https://www.mediaimpact.de/welt/sonderwerbformen>

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

Your contact:

Annette Krause

Tel.: +49 (0) 151 721 891 98

E-mail: annette.krause@axelspringer.com



Title branding

DIE WELT and WELT AM SONNTAG

Format:

Front page: 374.5x250 mm +
IFC: 374.5x528 mm



Half coat DIE WELT

Front page:

Titelseite: 374.5x459 mm +
IFC: 374.5x528 mm

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

	WELT PRINT Total Mon.–Sat.+Sun. ^{1,2}	WELT PRINT Working Day Mon.–Sat. ¹
	Rates	Rates
	B/W – Colour	B/W – Colour
Ads with solus position		
Strip ads/page corner ads starting at 1,000 mm	30.25	14.75
Text passage ads³		
1–2 columns/10–100 mm, per text column mm	85.50	66.00
Placement on advertising columns <u>without</u> solus position		
mm basic rates 10–2,112 mm	19.25	10.50
Financial Ads		
Mandatory advertisements⁴ <u>without</u> solus position , mm basic rates (minimum size 100 mm)	–	2.00
Financial ads⁵ <u>without</u> solus position , mm basic rate 10–2,111 mm	16.90	8.00
Mandatory⁴/financial ads⁵ <u>with</u> solus position , strip ads/page corner ads starting at 1,000 mm (max. height 390 mm)	22.15	12.00
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	–	6.00

National Marketing for Basic Rate ads

Orders: ampx@axelspringer.com or via OBS

Print materials: Contacts see section 15 or Tel.: +49 (0) 30 25 91 - 7 39 50 / - 7 29 20

Consulting: Contacts see section 27 or Tel.: +49 (0) 160 931 325 07 / +49 (0) 151 584 420 06

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.

⁴Text-only announcements with 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, as well as prospectuses for stock 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.

8. MAGAZINES

The four supplements of ICON Group are notable in particular for their superb layout, excellent journalism with great optical impact and innovative design.

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

ICON



WELT AM SONNTAG

14.02.2021	26.09.2021
14.03.2021	17.10.2021
11.04.2021	14.11.2021
09.05.2021	05.12.2021
05.09.2021	

Mr ICON



DIE WELT/ WELT AM SONNTAG

27. + 28.03.2021
30. + 31.10.2021

Die Stilisten Hamburg



DIE WELT/ WELT AM SONNTAG Hamburg

26.02.2021/	17.09.2021/
28.02.2021	19.09.2021
23.04.2021/	26.11.2021/
25.04.2021	28.11.2021

UHREN



DIE WELT

08.04.2021
18.11.2021

Your contacts:

ICON, Mr ICON: Jacqueline Ziob, Tel.: +49 (0) 151 440 478 77, E-mail: jacqueline.ziob@axelspringer.com

UHREN: Sandra Metzner, Tel.: +49 (0) 30 25 91 - 7 30 16, E-mail: sandra.metzner@axelspringer.com

Die Stilisten Hamburg: Kirsten Meurers, Tel.: +49 (0) 172 424 73 77, E-mail: kirsten.meurers@axelspringer.de

9. SPECIAL TOPICS

Our editorial special subjects offer exciting environments with competent, comprehensive reporting. The special subjects are published as independent book to remove from the print title, as special pages in the print title or online in the look & feel of the particular medium. The WELT Editorial Studio is responsible for the content, reporting freely and independently.

Discover the crossmedia variety of our special topics at <https://www.mediaimpact.de/welt/themen>

	WELT AM SONNTAG	WELT PRINT Total	WELT PRINT Working Day
Format examples	Sun. ¹	Mon.–Sat. ²	Mon.–Sat. + Sun. ³
Format	B/W – Colour	B/W – Colour	B/W – Colour
1/1 page	58,924.80	44,352.00	81,312.00
1/2 page	32,575.00	24,100.00	45,175.00
1/3 page	31,116.80	20,768.00	42,592.00
1/4 page	23,337.60	15,576.00	31,944.00
1,000 format	22,100.00	14,750.00	30,250.00
Ads with solus position /per mm	22.10	14.75	30.25
Ads without solus position /per mm	13.95	10.50	19.25

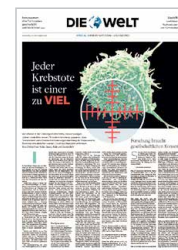
A surcharge of 10% on the gross rate is made for opening pages.

With the booking unit WELT Print Total, there is a placement guarantee only for WELT AM SONNTAG Nordic. We will gladly provide you with an offer for WELT Digital.

Your contacts:

Alisha Trippelsdorf, Tel.: +49 (0) 160 931 325 07, E-mail: alisha.trippelsdorf@axelspringer.com
 Lars Golde, Tel.: +49 (0) 151 584 420 06, E-mail: lars.golde@axelspringer.com

¹WELT AM SONNTAG incl. Kompakt edition. • ²WELT Print Workday = DIE WELT, Mon.–Sat. • ³WELT Print Total = DIE WELT and WELT AM SONNTAG incl. Kompakt edition • All rates in euros plus VAT.



10. HIGHLIGHTS

Plan 2021 with our highlights and focal issues. We offer you an outstanding environment for your presentation – in WELT AM SONNTAG, DIE WELT, on WELT.de or live at your location as event. Further information is given at: <https://www.mediaimpact.de/de/portfolio/welt-print>



75 Jahre DIE WELT – the anniversary

DIE WELT is celebrating its 75th birthday in April. To mark the occasion, an exciting highlight edition will be published on 1 April offering a retrospective and a look at what the future might hold.



Future of small and medium-sized enterprises – an initiative of DIE WELT

With this initiative, DIE WELT is spotlighting the subject of small and medium-sized companies and reporting on trends and news from the sector. Find your suitable crossmedia presence or book one of our packages.



Better Future – the sustainability initiative

Whether the focus is on climate change, digitalisation or gender equality: with the Better Future initiative we put the 17 Sustainable Development Goals defined by the United Nations right at the top of the agenda, linking editorial subjects with exciting events and illustrating our future in this context.



DIE WELT artists' edition

For over 10 years, an artist has given DIE WELT an individual look once a year, designing together with editors and graphic designers DIE WELT according to his or her ideas and turning it into a unique art object. Become part of this work of art!



The most exclusive WELT

DIE WELT is being published again as focal edition concentrating on the subject of exclusivity. The main attraction is the additional circulation and distribution in highly attractive areas. Join in!

Your contact partner:

Judith Umlauf

Tel.: +49 (0) 170 375 31 77 • E-mail: judith.umlauf@axelspringer.com

11. BRAND CONCEPTS

Use our integrated crossmedia 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.

WELTERKLÄRT

The concept for complex thematic contents and products requiring explanation

WELTPREMIERE

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

Your contact:

Christoph Schmidt

Tel.: +49 (0) 151 188 937 64 • E-mail: christoph.schmidt@axelspringer.com

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

BRAND STORY

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

Have we sparked your curiosity? We will gladly prepare an offer and creative concept that is tailored to your needs.

Your contact:

E-mail: hello.brandstudios@mediainpact.de



WELT ERKLÄRT Digital and Print



WELT PREMIERE Digital and Print



BRAND STORY Digital and Print

12. WELT DIGITAL

Editorial Concept

WELT Digital is the 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.

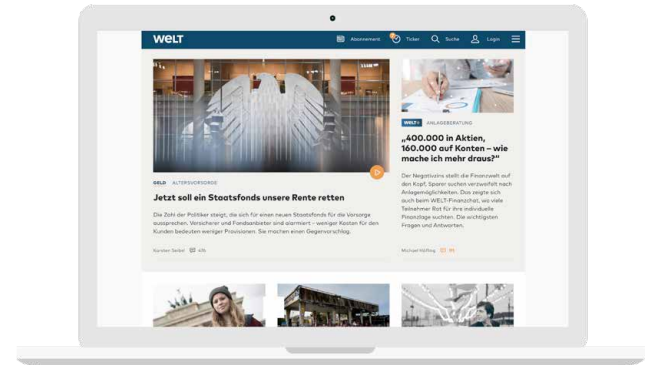
With its many prize-winning authors, WELT is a particularly opinion-forming medium and also covers a wide range of areas of interest. WELT offers for example with **ICONIST** one of the leading digital fashion and style magazines dealing with all luxury and lifestyle subjects.

The **WELT News App** consistently supplements the digital orientation with many innovative features enabling our users to obtain comprehensive information even faster.

Key data (per month) – digital

- Unique users:¹ 24.03 million
- Visits:² 160 million
- Page impressions:² 354 million

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



¹Source: AGOF digital facts, basis: broadest digital audience 16+ years (60.04 million); single month June 2020, accessed on 03.07.2020.

²Source: IVW June 2020.

13. BROCHURE INSERTS

Rates per Started 1,000 Copies

Weight up to		20 g	25 g	30 g	35 g	40 g
WELT AM SONNTAG/ WELT AM SONNTAG Kompakt	Partial booking	153.00	156.00	159.00	162.00	165.00
	Complete booking	148.00	151.00	154.00	157.00	160.00
WELT Print Working Day	Partial booking	145.00	148.00	151.00	154.00	157.00
	Complete booking	140.00	143.00	146.00	149.00	152.00

Extra charge for every additional started 5g: € 3.00; maximum weight 75 g. 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.

Booking e-paper possible on request.

Joint advertising: Inserts that are jointly used by a number of advertisers are possible only 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

Delivery addresses and quantities available on 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.

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

Reservations for inserts expire if no booking order is received four weeks before publication.

YOUR CONTACT

Coordination

E-mail: beiprodukte@axelspringer.com

Consulting

For contact, see section 27 or
Lars Golde, Tel.: +49 (0) 151 584 420 06,
E-mail: lars.golde@axelspringer.com

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
Zimmerstraße 50
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
ampx@axelspringer.com

Contact

Lars Golde
Tel.: +49 (0) 151 584 420 06
E-mail: lars.golde@axelspringer.com

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>



b4p best for
planning.

OBS
online booking system
Zeitschriften & Zeitungen

Rates for classified ads at <https://www.mediaimpact.de/de/portfolio/welt-rubriken> • All rates in euros plus VAT.

15. DIGITAL TRANSFER OF PRINT MATERIALS

GENERAL INFORMATION

Data Transfer

The electronic transfer of print materials is effected via the Internet (<https://transfer.axelspringer.de>). Transfer via E-mail is also possible in 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

The ad management 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

Address for Print Materials

Axel Springer SE
Herstellung News Media National
Planungs- und Anzeigenmanagement
Axel-Springer-Straße 65
D-10888 Berlin

Fonts

All used fonts must be embedded.
Positive fonts from 6 point, negative fonts from 8.5 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

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

	WELT AM SONNTAG/DIE WELT			WELT AM SONNTAG Kompakt					
	Columns	Column width (mm)	Height (mm)	Columns	Column width (mm)	Height (mm)	Factor %	Reduce to ...	
Text passage/page corner/strip ads	1	58.5	Max. height 406	1	45.0	Height x 76.92 %	76.92	Width	
	2	121.7	Max. height 406	2	95.7	Height x 78.64 %	78.64	Width	
	3	184.9	Max. height 406	3	146.4	Height x 79.18 %	79.18	Width	
	4	248.1	Max. height 406	4	197.1	Height x 79.44 %	79.44	Width	
	5	311.3	Max. height 406	5	247.8	Height x 79.60 %	79.60	Width	
1/1 page	6	374.5	Max. height 406	5	247.8	Height x 66.17 %	66.17	Width	
Page-height ads; ads will be scaled down to 370 mm for placement at the centre of a white space	1	58.5	528.0	1	45.0	370.0	70.08	Height	
	2	121.7	528.0	2	95.7	370.0	70.08	Height	
	3	184.9	528.0	3	146.4	370.0	70.08	Height	
	4	248.1	528.0	4	197.1	370.0	70.08	Height	
	5	311.3	528.0	5	247.8	370.0	70.08	Height	
Strip (66/8)	8	374.0	66.0	5	247.8	43.7	66.26	Width	
	(100/8)	8	374.0	100.0	5	247.8	66.3	66.26	Width
	(132/8)	8	374.0	132.0	5	247.8	87.5	66.26	Width
	(176/8)	8	374.0	176.0	5	247.8	116.6	66.26	Width
	(264/8)	8	374.0	264.0	5	247.8	174.9	66.26	Width
Page corner ads (308/3)	3	184.9	308.0	3	146.4	243.9	79.18	Width	
	(231/3)	3	184.9	231.0	3	146.4	182.9	79.18	Width
	(250/3)	3	184.9	250.0	3	146.4	198.0	79.18	Width
	(264/3)	3	184.9	264.0	3	146.4	209.0	79.18	Width
Text passage (100/1)	1	58.5	100.0	1	45.0	76.9	76.92	Width	
	(100/2)	2	121.7	100.0	2	95.7	157.3	78.64	Width

17. CONTACTS

NATIONAL

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