ELECTORAL YEAR 2021

Media Impact
ELECTORAL YEAR 2021

State Elections and Federal Elections

14 March 2021
Rhineland-Palatinate

14 March 2021
Baden-Wuerttemberg

06 June 2021
Saxony-Anhalt

26 September 2021
Mecklenburg-Western Pomerania

26 September 2021
Thuringia

26 September 2021
Berlin

26 September 2021
Federal Elections
Reaching potential Voters
WELT stands for a wide journalistic cross-media offer in TV, Print and Digital. Every story has the specific intention to inform reliably and user-oriented and to inspire with passionate journalism.

25.24 MILLION UNIQUE USERS

1 BILD is Germany's leading multimedia medium. BILD knows, what matters and stimulates debate: Quick, up-to-date and with a whole range of diverse topics.

25.51 MILLION UNIQUE USERS

1 AGOF daily digital facts Basis: Digital TEE digital Users, aged 16+(69.08 mll); Data retrieval of 15 December 2020 / media structural analysis.

2 AGOF daily digital facts Basis: Digital TEE digital Users, aged 16+(69.08 mll); Single month October 2020; Data retrieval of 16 November 2020.
HomeRun

Maximum attention!

Attention-catching exclusive booking, with fixed placement of homepages WELT.de, BILD.de and businessinsider.de, with large surface staging!

- Bild.de: 15 mill. AIs guaranteed reach/ day
- WELT.de: 1.5 mill. AIs guaranteed reach/ day
- Business Insider: 200,000 AIs guaranteed reach/ day

1) Example, other portals can also be booked.
AN EVEN HIGHER LEVEL OF ATTENTION: GERMANY’S BIGGEST ROADBLOCK

Over 38,8 Mio. Impressions and 7 Mio. UUs on one Day - guaranteed!

Attention-catchig format: Dynamic Sitebar + Content Ad 2:1

Optimal Visibility: Fixed placement into immediately visible area on Germany’s most powerful homepage
REGIO PLUS

Precise Regional Targeting

Would You like a specific delivery of Your advertising message to selected postcode areas?

With us, You can reach users within selected postcode areas, down to the 5th postcode digit and with up to 1,500 individual ad formats.

This type of targeting can be booked with a CPM campaign, as well as with a day fixed placement.
A website in MI Portfolio is called up by a user. In this moment the user's complete IP-address is used for site check.

Each IP-address is regionally assigned to an IP database (geographic coordinates / postcode area). For regional targeting the user's IP address is compared in real time with the database.

If they match, correct location of the user and 5-digit postcode are transferred. The advertising message is delivered only if the user is located within the selected postcode area.
Benefitting from a particularly high Number of Users in electoral Year!
Benefitting from a particularly high number of users, all around elections:

Many users reach us on this TOP news topic via search engines. For the 2019 elections, the share of entries via search engines rose from approximately 15% to over 34%*.

With our First Contact product, You will be able to address these lateral users at their first contact with WELT.de. Each article page functions as a potential entry page.

Our First Contact is can additionally be booked as ideal complement to our HomeRun.

- First Contact: 3.5 mill. guaranteed Ads/ election day
- Home Run: 1.5 mill. guaranteed Ads/ day.

* Source: Adobe Analytics. Subject to alteration and printing errors.
# PRICING

## Germany’s biggest roadblock

**All Germans Roadblock**
- Dynamic Sidebar & Content Ad 2:1
- Germany’s biggest roadblock
- 42,870,000 AIs
- 1,426,150.-- €

## First Contact Wahlen Deluxe
- Desktop: Double Dynamic Sidebar
- Mobile - MEW: Lead Ad (4:1 / 6:1) & Interscroller Ad
- 3,500,000 AIs
- 129,500.-- €

## HomeRun Deluxe
- Bild.de
  - 15,000,000 AIs / 190,000.-- €
- WELT.de
  - 1,500,000 AIs / 56,500.-- €
- Business Insider.de
  - 200,000 AIs / 8,000.-- €

## Regio Plus
- Individual delivery area down to the 5th postcode digit (up to 1,500 creatives)
- CPM-Surcharge
  - 30.-- €

---

¹ Additional formats possible. All rates plus VAT, where applicable. Subject to alteration and printing errors.