

MEDIA IMPACT PARTNER BRANDS

TWITTER PROMOTED TWEETS



Concept

High credibility & reach

We combine your product with our strong journalistic offers. Benefit of WELT's high reach.

Targeting

Use the opportunity to reach your target group from all Twitter users in Germany beyond the fans of the respective brand.

Full Service

Our in-house creative agency creates your sponsored posts together with you.

High reach & brand recognition

4 postings in the campaign period of 2 weeks displayed multiscreen.

Choose your suitable form of advertising:

Choose between the Classic (1 image) and the Video Ad without additional charge.

TARGETING: Choose your target group from 1,4 Mio.¹ daily active German Twitter users!

Location
Country, State &
Postcode

Demography
Age, Gender &
Language

Interests
More than 100
categories, e.g.: music,
films, sports

Lifestyle
Reach your target group
based on their
purchasing behavior,
use of equipment and
other activities.

PRICES

Promoted Tweets ²	Twitter Fans	Guaranteed AIs	Fixed Price
DIE WELT	1,400,000	500,000	17,500 €
ComputerBILD	36,000	500,000	17,500 €

1) Source: [Buchreport.de](#) 03/2020. Since the second quarter of 2019 Twitter does not communicate the number of monthly users anymore.
2) All prices plus 800,- € creation costs (neither discounts, nor agency commission can be granted on such costs).

Material for Twitter Promoted Tweets has to be delivered at least 5 days before the start of the campaign.

All rates are fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. | Subject to alteration and printing errors.