



# WELT AM SONNTAG



**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 powerful investigative stories from business and politics. It is the most important Sunday reading matter for sophisticated readers.

Surprising backgrounds, the latest analyses, exclusive interview partners and entertaining topics at a high level define the editorial bandwidth. The editorial diversity includes analyses and prognoses from the financial world, exciting sports reports and exclusive articles from the topical areas of style and culture, real estate, travel and motor.

### WELT AM SONNTAG Kompakt

Enjoy Sundays with 64 pages of politics, economy and finance, sports, culture and style. The contents of WELT AM SONNTAG are freshly produced by leading journalists at the publisher in a tabloid format for a young, well-educated and more urban target group.

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

### Rates and Formats WELT Print Total 2021

Formats	Rates Mon.-Sat. + Sun.
1/1 4c	81.312,00
1/2 landscape 4c	45.175,00
1/4 corner ad 4c	31.944,00

WELT Rate Card No. 99 is valid as of January 2021  
All rates in €, plus VAT

### Key Data

- Publication:  
DIE WELT: Mon.-Sat.  
WELT AM SONNTAG: Sun.  
WELT AM SONNTAG Kompakt: Sun.
- Copyprice:  
DIE WELT: Mon.-Fr.: 2,80 €  
DIE WELT Sat.: 3,00 €  
WELT AM SONNTAG: 4,80 €  
WELT AM SONNTAG Kompakt: 3,10 €
- Reach:  
WELT Print Total\*:  
1,49 Mio. Reader (AWA 2020)
- Sold circulation:  
WELT Print Total\*:  
354.381 Expl. (I/VW I/2021)
- Decision makers  
WELT Print Total\*: 390.000 (LAE 2020)

### Readership

Readership WELT Print Total*	Structure in %	Index
Gender	Men	124
	Women	76
Age	30-59 yrs	105
Education	University-entrance exam, university	175
		53
Net household income	> 3000 €	131
Socioeconomic status	Level1+2	208
		46
Consumers	Luxury-oriented	255
		27

\*WELT Print Total = DIE WELT and DIE WELT AM SONNTAG including Kompakt edition on Sunday  
Source: AWA 2020, Basic 1,490.000 WELT Print Total-Readers; Index Total Population = 100