WELT bundles TV, online, mobile and app under a strong, multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.

<table>
<thead>
<tr>
<th>GENDER</th>
<th>51% MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGE</td>
<td>51% 20 - 49</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>44% AT LEAST A-LEVELS OR VOCATIONAL BACCALAUREATE</td>
</tr>
<tr>
<td>INCOME</td>
<td>30% 4,000.-- € OR MORE</td>
</tr>
<tr>
<td>EMPLOYED</td>
<td>68% EMPLOYED</td>
</tr>
</tbody>
</table>

25.53 MILLION UNIQUE USERS
329.99 MILLION PAGE IMPRESSIONS

AGOF, daily digital facts; basis: Digital TEE, digital users aged 16+ (81.17 mll.); single month March 2021; Data retrieval of 12 April 2021
IVW July 2021.
WELT.de also provides all relevant stories in video format with the power of Germany’s leading TV news broadcaster.

WELT.de is always live: With current live tickers, live streams to breaking news or to the current TV programme.

WELT.de offers content orientation, is opinionated and diverse.

Our community is part of WELT because we developed our product together with our users.

The fastest app in the world for smartphone, with all relevant news, analyses, videos, as well as live streaming.
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, inspiring our audience with passionate journalism, innovative products and the joy of experimentation.
WELT.DE

SOCIAL MEDIA AND WELT

over 500,000 follower

WELT INSTAGRAM

- high advertising impact
- sponsored posts and stories reach target group within feed
  - targeting
- full service via in-house agency

over 1 million follower

WELT FACEBOOK

- high credibility & reach
- combine your product with our strong journalistic offers
- highlighted posts via „Handshake“
  - targeting and high CTR

over 1.3 million follower

WELT TWITTER

- Twitter as a direct channel to an older and educated target group
- high reach, engagement und interactions
- cross device targeting

1) Instagram 01/2021 2) Facebook 01/2021 3) Twitter 01/2021
In 2020 WELT.de had an average of 26.52 million unique user per month. With this amount WELT.de is ahead of its competitors Spiegel.de, Süddeutsche.de, FAZ.net, ZEIT ONLINE und Handelsblatt.de.
ICONIST

ICONIST is the overarching luxury and lifestyle channel on WELT.de and in the News App. In WELT Edition, ICONIST is an integral part of the mixed section "Schönes Leben"*. ICONIST sees itself as a source of inspiration for style- and quality-conscious users.

1) AGOF daily digital facts, Basis: Digital TEE, digital users aged16+ (61.017 mll.); single month march 2021; data retrieval of: 12 March 2021, 2) IVW March 2020

* translation = pleasant life

2.32 MILLION UNIQUE USERS

4.50 MILLION PAGE IMPRESSIONS
OUR HOMEPAGE
Receive a maximum reach with our 24h fixed placement on WELT.de and a guaranteed viewability with large-sized formats.

1.5 million guaranteed ad impressions
WELT HOMEPAGE

HOMERUN PROGRAMMATIC

PAY WHAT YOU GET!

By booking WELT HomeRun Basic (Programmatic Guaranteed) automatically via Your DSP1, You will pay only the actually delivered AIs2. We exclusively guarantee the daily reach of WELT.de homepage.

You will pay maximum 1,725,000 AIs on weekdays and maximum 3,450,000 AIs on the Power WE.

You will not have to pay more AIs than those indicated as maximum number.

1) “DV360” (formerly DMB) must be used as the DSP.
2) No subsequent delivery of underdeliveries, max. paid volume is 115% in the case of overdelivery (1,725 mill. AIs capped).

All rates plus VAT, where applicable. Subject to alteration and printing errors.
Do not miss this great chance book homepage, as well as the entire portal (ROS) for one day!
Daily fixed placements on WELT.de secure maximum attention.

4 million guaranteed ad impressions
OPULENT STAGINGS
With this advertising format you are always in the user's field of vision. The billboard is placed above the navigation bar. The dynamic sitebars connect to the billboard and are sticky so they scroll along.
With this ad format, you can be sure to make a grand entrance. On the billboard placed under navigation, an additional advertising message can be placed right at the users’ field of vision. When scrolling, the sidebars of the fireplace can run along with the content.
Big! Bigger! Curtain Dropper!

This advertising innovation will surely be remembered by every user. The ad drops over the content like a curtain and stays there for 5 seconds.

Due to an FC=1 per day, an additional billboard must be delivered to ensure the visibility of your campaign for the rest of the day.
Do you have high-quality video content that you want to present to a large audience? The WELT video wall is just right for you then. The video automatically starts playing in the background while the homepage loads. By hovering over the billboard, your ad expands over the WELT.de content and closes via a close button.
The Cinematic Ad dynamically adapts to the browser width.

The ad is screen-filling and placed directly under the navigation. Thus it is in the direct field of view of the user.

The Cinematic Ad is also an attention seeking mobil format: as a slider in the medium rectangle slot.
Our TakeOver Ad integrates a large image into website background. This background is always visible on the entire page, as these areas are designed to be transparent. This way the ad stays permanently within users’ viewing area.
EXCLUSIVE PLACEMENTS
EXCLUSIVE PLACEMENTS

WELT RUN

The WELT Run bundles all relevant channel start pages and article pages into a single product. By placing you exclusively where the attention of our WELT users is highest, we guarantee optimal viewability and maximum engagement.

2.5 million guaranteed ad impressions
EXCLUSIVE PLACEMENTS

FIRST CONTACT

Addresses all cross-entry users on their first contact with Welt.de. Each article page functions as a potential entry page. First Contact can also be booked as ideal supplement to HomeRun.

1 million guaranteed ad impressions
Do not miss the chance to be exclusive presenter in one of our high-quality channels!

Presenting package multiscreen:
Fireplace (desktop), Medium Rectangle (multiscreen) and Your brand's logo (multiscreen) are long-term integrated above each page of the channel\(^1\).\(^2\).

Each channel presenting is individually calculated, depending on the reach of the respective channel.

---

1) Additional formats on request.
2) The formats Fireplace plus Billboard will be used in ICONIST Channel
EXCLUSIVE PLACEMENTS

DECISION MAKERS
HOMEPAGE BUNDLE

- Top reach in our decision maker target group
- Price/performance: Lower gross CPM compared to IQ-Roadblock Quality News
- Reaching of a high number of decision-makers as high-income target group
- All Media Impact decision maker environments with one booking
- Maximum attention level in just one day

2.3 mill. guaranteed AIs / Day

1 WELT.de, Finanzen.net and Business Insider unmuted. Billing based upon reaching of total AIs volume of package - not all items of package must contribute to the fulfillment of the total AI volume. Subject to alteration and printing errors.
EXCLUSIVE PLACEMENTS

TARGETING OF DIGITAL WELT SUBSCRIBERS

More depth. More backgrounds. More WELT.

WELTplus offers more:

The digital subscribers are given access to exclusive content from Welt.de, and you as a customer have exclusive access to our subscribers.

Our subscribers intensively consume the content on WELT.de and read the articles with a particular attention.

Furthermore, they have an above average income. Thus, they are an especially valuable target group.

---

**More Subscribers**
over 130,000 WELTplus subscribers ¹

**More Heavy User**
65% of the subscribers are Heavy User ²

**More read articles**
Heavy User with a subscription read 120 articles/ month

---

¹ IVW August 2020
² Own analysis
With a WELT brand concept, you benefit from the credibility of the brand WELT. The design in the "look and feel" of our titles translates your message into the language of our readers and users. With the exclusive use of brand logos, you transfer this message to your products and to the PoS. Address your consumers with our high reach and attention-grabbing staging.
The theme special stage will receive a prominent placement on the homepage, where you, as the sender of the stage, will be clearly in focus with your logo. Readers will be guided through appropriate articles on the theme special.

The topic special summarizes the editorial articles on the topic on one stage. Your company is clearly positioned as a brand via billboard.

Optional: integration of advertorials on the homepage within the topic stage. Your advertorial includes a product-centric story with clear buying messages and purely promotional content that is largely determined by you.
WELT thematic focus for the year 2021

- IAA – Special
- travel – Special
- health
- finance / insurance
- sustainability
- fitness and health
- profession and career
- Medium-sized enterprises
- family, education
- new mobility
- smart living

1) more topics on request
INDIVIDUAL INTEGRATION

WELT VERTICALS

FOOD

SMART LIVING

FINANCE

TRAVEL

MOBILITY

MEDIUM-SIZED ENTERPRISES

HEALTH
WELT launches new editorial, digital verticals on various own competence topics. The verticals will become an integral part of WELT.de and will in future be focusing on all topics that the respective industry sector.

Do not miss the chance to become exclusive, strategic partner of our new vertical with a powerful strongly integration of Your own content and media. An individual mix of integration, specifically tailored to Your needs, is possible.
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
Extension to print possible

ADVERTORIAL
Advertising ad in “look & feel” of the respective media brand. Integration of Your content into stories about Your products & selling messages.

Focus: On client’s product and content
Guaranteed: Ad Impressions
Extension to print 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, take pictures, film and stage Your topic in the style of Germany’s No. 1 leading medium.

The result are stories that matter to the whole of Germany, stories generating real emotions.

The best: The client is here the director - All steps from the idea to realisation are coordinated 1:1.
- Your own message: WELT DIALOG carries Your competence, Your agenda and Your message as large-surface interview on welt.de, in WELT and in WELT AM SONNTAG. With exclusive placement, as well as with guaranteed success: This content will be read ten of thousands of times. We can promise and prove this.

- With a jointly developed catalogue of questions, You provide information about all Your most relevant topics, highlighting Your company’s expertise. Your brand is recommended as a reliable and competent partner for the post-lockdown phase.

**OPTIONAL**

- Presenting Your competent answers all around a current topic in a moderated live chat on welt.de, including announcement on welt.de, in WELT and WELT AM SONNTAG, as well as in social media. After that, the chat is edited as article. Here, too we guarantee a high number of views.

*Example additional costs: 4,000€ for live-chat-variant*
Traffic supply with:

- Native Home Teaser
- Cross-links in Brand Stories
- Social Teaser (Facebook & Instagram)

**PACKAGE S**

- 30,000 guaranteed views
- 90,000.-- EUR\(^1\) gross

**PACKAGE M**

- 50,000 guaranteed views
- 125,000.-- EUR\(^2\) gross

**PACKAGE L**

- 100,000 guaranteed views
- 200,000.-- EUR\(^2\) gross

---

*Plus creation costs: 1 package S 8,000.-- €; 2 package M 10,000.-- €; 3 package L 12,000.-- € (no discounts, nor agency commission can be granted on such costs) 4 Surfaces will be individually selected according to Brand Story. Not all placements available. All rates, plus VAT, where applicable. Subject to alteration and printing errors.*
Product centered story with clear selling messages in an individual publisher look & feel.

Do not miss the chance to position your products into the market, promoting sales with our advertorial.

Integration of picture galleries and videos presenting Your products in a particularly stylish and elegant way.

Possible content: Competitions and prizes can be communicated, brand logos, product logos, advertising spots or “making of” stories can be integrated.

PACKAGE S

4 mill. guaranteed Al's
25,000.-- EUR' gross.
Product-/brand centred storytelling with journalistic competence, ideal for products needing explanation, to present new features, as well as current offers by our partners.

FOCUS ON YOUR PRODUCT
Performance and awareness at the centre of our story

GUARANTEED PERFORMANCE
Guaranteed ad impressions & article views.

FULL SERVICE
Our inhouse creative team creates, in close cooperation with clients, teasers, as well as ad formats.
PRODUCT STORY

PACKAGE M

4,700,000
guaranteed AIs

12,000
guaranteed views

47,000.--
EUR₁ gross

PACKAGE L

8,400,000
guaranteed AIs

23,000
guaranteed views

70,000.--
EUR₂ gross

Plus creation costs:
- Package M 6,000.-- €
- Package L 8,000.-- €

Neither discounts, nor agency commission can be granted on such costs. All rates plus VAT, where applicable. Subject to alteration and printing errors.
PODCAST
FROM NICHE PRODUCT TO TREND N°1

More than 40 mill. People in Germany know podcasts

58% of German podcast listeners are aged between 14 and 34

20 mill. people in Germany have listened to podcasts during the past 12 months

15 mill. Germans listen to podcasts on a regular basis

Sources: ARD/ZDF Online survey 2018/19 – Spot on Podcast German population, aged 16+ / Infinite Dial Germany Online Audio Monitor (OAM) 2020
The consumption of audible content such as podcasts continues to grow, which means that relationships between customers and brands are significantly shaped by sound experiences.

Podcast ads generate up to 4.4 times better brand recall than other digital ads.

The purchase intention of people, who listened to a podcast ad increases by an average of 10 per cent.

Audio is on when screens are off!

Podcasts make advertising messages particularly present, extending customer journey to very attractive touchpoints, which cannot otherwise be reached.

The average user of mobile applications already spends more than 65 minutes a day with digital audio content.

Podcast play a major role in this, which means, podcast listeners offer an enormous potential as customers.

Sources: IAB - Digital Audio Buyer’s Guide 2019 – 2.0

Nielsen Digital Media Lab – Podcast Sponsorship Effectiveness 2018
OUR PODCATS-PORTFOLIO

A WIDE CHOICE OF TOPICS

up to

500,000

streams/downloads per month*

* Cumulated across all relevant podcast platforms incl. aggregators.
To be able to join the conversation, listening to them is clearly a must. They are like real life, like optimist and pessimist, like fire and water and they are professionals. In our weekly WELT podcast, editors Dietmar Deffner and Holger Zschäpitz discuss and argue about current economy- & business topics.

* Cumulated across all relevant podcast platforms incl. aggregators and Alexa Smart Speaker retrievals. Reach may vary according to podcast episode.
THE REAL WORD is a podcast, in which all the really important questions of everyday life and pop culture are discussed: Why should women stand by their ambition? How do long-term relationships stay happy? Why do designers print political slogans on T-shirts - and what can we learn from the “TV Bachelor”? In short: THE REAL WORD is about love, real life and society – upclose and personal, as well as useful.
THE DAILY STOCK-EXCHANGE REPORT BY WELT

ALLES AUF AKTIEN

Ø 20,000 streams/downloads* per episode
10 minutes
Monday - Friday | 07:00H

Format: Business & Stock Exchange

A daily stock market report from our WELT economics editorial team. Every morning, at 07:00H the business- and finance journalists Moritz Seyffarth and Holger Zschäpitz talk here about the most relevant news on the markets, as well as about the financial topic of the day. In addition, every day an inspiration to make life easier is provided. In just ten minutes, everything one needs to know about shares, ETFs, funds and successful investing is covered... Both for experienced investors and newcomers.

Diffusion across all platforms
- Spotify
- Apple Podcast
- Deezer
- Google Podcast
- Amazon Music
- WELT.de
- And wherever podcasts are available

Target Group
- 79% men
- Age: 18-59
- Heads of household
- Decision makers

Advertising Option
- Presenter & closer
  (fixed sponsoring partner)

Listen now!

* Cumulated across all relevant podcast platforms incl. aggregators and Alexa Smart Speaker retrievals. Reach may vary according to podcast episode.
Native audiostream integration

Pre-roll, mid-roll or post-roll of 30-60 seconds
- With native audio integration, our partners are presented with their own words and the brand, the product or the offered service are advertised.

Presenter and/or Closer
- Mention of podcast sponsoring with a presenter and/or a closer, at the beginning and end of podcast
- 5 -15 seconds.
BOOKING PROCEDURE

NEXT STEPS

- Kick-off call with the client
- The client is presented a choice of various native integration ideas for selection
- Lead time for coordination of production: About 3 weeks
- 6 weeks after start of podcast episode, the client receives a reporting concerning podcast streams**.

Only if advertising space is still available in the selected period of time.

**Streams or downloads refer to the sum of completed streams or downloads.
BRANDED PODCAST
YOUR OWN PODCAST

BRANDED PODCAST

New production of a four- or eight-episodes podcast series with co-branding by WELT and client.

PODCAST STORY

Editorial teaser texts for each podcast episode, including prominent integration of the respective branded podcasts.

PODCAST HUB

A microsite on website, which contains all podcast stories, with focus on Your branded podcast. Integration into navigation of website throughout campaign run.
TURNING YOUR BRAND INTO TALK OF TOWN

In close cooperation with our clients, we produce a podcast series consisting of 4 or 8 episodes.

The focus will be on Your company and Your product!

We guarantee calls with traffic feeds and with our own traffic management. Effect: Users are led directly to Your podcast, all the need to do is to press the play button.

Your podcast runs on WELT, as well as on "Spotify", "Apple Podcasts" and many more. Traffic is led via deep link directly to Your podcast or podcast hub on WELT or playlist of the individual episode of one of the podcast networks (50:50).

All steps from idea to realisation are coordinated with You 1:1.

AddOn Sponsored Podcast: Cross-media promotion via the existing podcasts by WELT: We advertise Your podcast series in our brands' podcasts with integrations such as pre-roll, mid-roll, post-roll or presenter spot.
Each episode of Your branded podcast is accompanied by a matching story in WELT style.

Readers of each podcast story find here a preview of the respective episode and their interest and wish to listen is awakened!

The stories are focused on the Branded Podcast episodes.
A Podcast Hub is an innovative microsite on WELT.de. It consists of Your podcast stories, focusing on Your branded podcast.

Traffic feed via different advertising banners, which are optimised through A/B testing over the entire campaign duration.

Integration of podcast players into Your branded podcast (available on all popular podcast platforms such as Spotify and Deezer) within the stories and on hub.

The Podcast Hub is integrated into navigation throughout the entire campaign duration. Integration of promotional banners with external linking to the required landing page.

A duration of at least 4 weeks and 4 or 8 podcast stories are possible.

Traffic is evenly distributed to podcast stories.
CONTACT
Media Impact GmbH & Co.KG
Axel-Springer-Str. 65
10888 Berlin

Isabell Dillenkofer
Mobil: 0 151 / 18893721
E-Mail: isabell.dillenkofer@axelspringer.com