

welt media **impact**—

FIRST-CLASS
WELT
WEEKEND

OUR 2021 YEAR-END SPECIAL

A **FIRST-CLASS** WAY TO END THIS YEAR !

With our First-Class WELT Weekend, You will be able to show full presence in the pre-Christmas season 2021, a time during which our WELT readers with high purchasing power like to treat themselves to something special. A challenging year is coming to an end: We celebrate this with a wonderful selection of reading pleasure stories, as well as with a positive outlook into the new year.

Let 2021 come to an end with us, securing Your exclusive placement in our 750,000-circulation triple.



Saturday + Sunday

**18 + 19
December**

TOTAL CIRCULATION: 750,000



1 publication date
of choice
during calendar weeks
50/51

FIRST-CLASS WELT WEEKEND

A THREE DAYS CIRCULATION AT THE END OF THIS YEAR

With our First-Class WELT Weekend with an increased circulation of 750,000 copies, You will be able to show full presence during the 2021 pre-Christmas season! Let the year end with us and place Your ads between stories offering the finest WELT reading pleasure.

FIRST-CLASS WELT WEEKEND

AT THIS TIME OF THE YEAR WELT READERS TREAT THEMSELVES TO SOMETHING SPECIAL



Triggering buying impulses
within metropolitan regions!

Do not miss this great chance to reach high-income households during this high-consumption season with additional placements into metropolitan regions with high purchasing power!

With us, You will be able to benefit from increased circulation and from the generated buying impulse during pre-Christmas time.

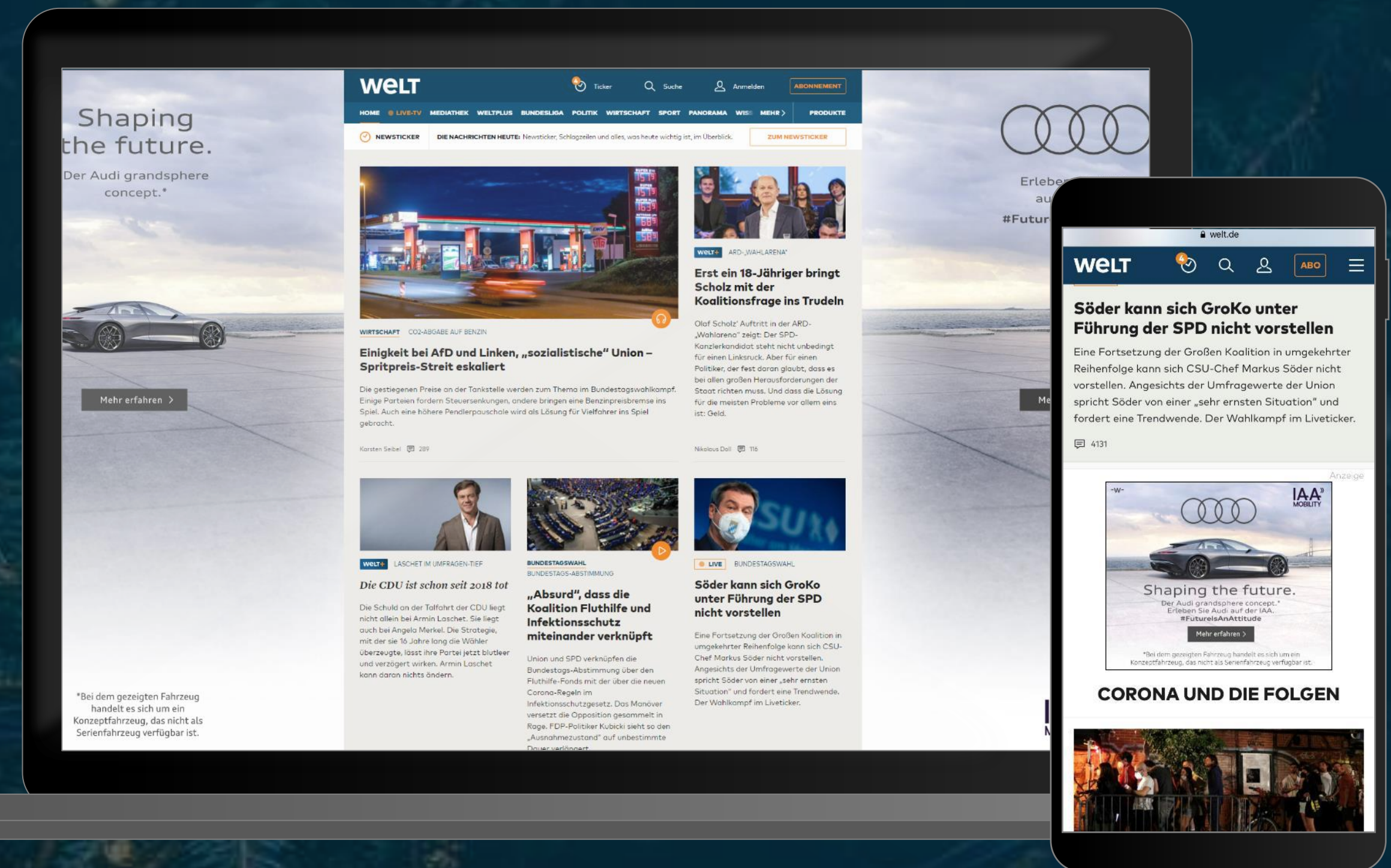
FIRST-CLASS WELT WEEKEND

YOUR FIRST-CLASS PRESENCE ON WELT.DE

During the cosy pre-Christmas season, You will be able to benefit from maximum attention with our 24h festive placement on Sunday, 19 December on WELT.de homepage.

With our HomeRun Deluxe and large-format advertising formats, You will enjoy guaranteed viewability.

1.5 mill.
AD IMPRESSIONS



FIRST-CLASS WELT WEEKEND

OUR BEST RECOMMENDATIONS

For the first time, we offer a cross-media concept in WELT “look and feel” in our First-Class WELT Weekend.

With our new WELT Presents Tip, we present Your product as a present tip, providing a credible recommendation.

Cross-media realisation across all channels with the big impact of our First-Class WELT Weekend edition.



Example of a possible layout

As of a booking volume of 80,000.-- € Net 2 Runtime: 2-4 weeks



Ad in our power-reach First-Class WELT Weekend edition



Day fixed placements on WELT.de and optional couponing ad



Performance component with clicking guarantee.

FIRST CLASS WELT WEEKEND

RATES & FORMATS

AD CLOSING
01 December 2021

MATERIAL DEADLINE
10 December 2021

CLASSIC	PRICE
1/4 page corner ad	47,916.00 €
1/4 page corner ad premium	52,707.60 €
1/3 page	63,888.00 €
1/2 page	67,762.50 €
1/2 page premium	74,538.75 €
1/1 page	121,968.00 €
1/1 page premium	134,164.80 €
2/1 page	259,686.00 €

AD SPECIAL	PRICE
Title branding	303,568.80 €
Opening spread	285,654.60 €

DIGITAL	PRICE
HomeRun deluxe	56,500.00 €

7 Addition to rate card WELT N° 99a, valid as of 06 September 2021.
All rates accrue and benefit from pre-existing discount agreements. Agency commission is granted to media-buying agencies, as recognised by Media Impact.
All rates plus VAT, where applicable. Subject to alteration and printing errors.

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