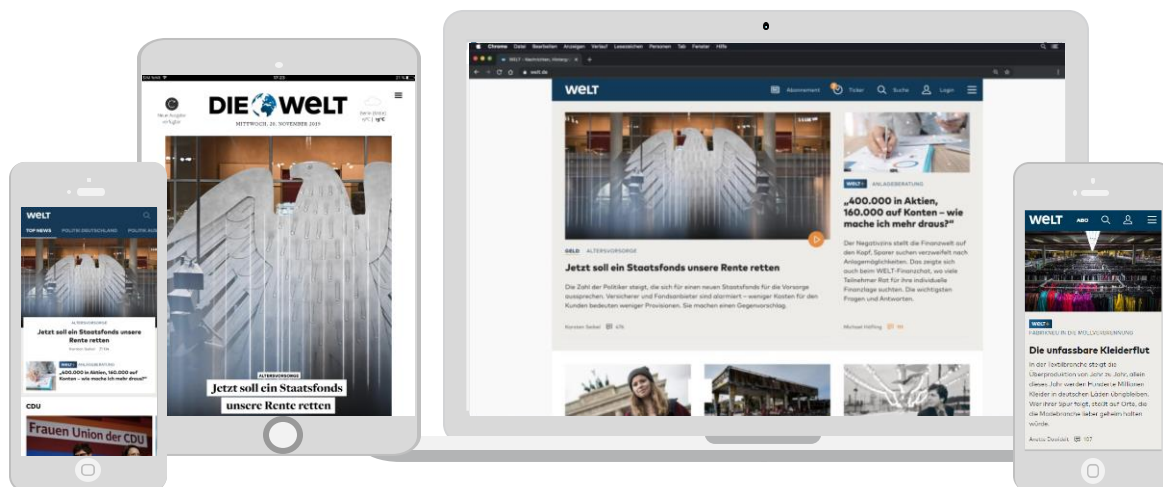




FACTS 2022

# WELT DIGITAL



## CONCEPT

WELT Digital stands for high-quality core topics politics, business & opinion. With more than 24 million unique users and more than 3.2 million daily unique users, WELT.de is one of the leading news platforms in Germany.<sup>1</sup> With a desktop, mobile and app presence, WELT is an established and strong multimedia brand that stands for progressive, top quality and dynamic topics on all channels.

Key figures/ month	Desktop, MEW & Apps (Total)
Unique User <sup>1</sup>	23.99 mill.
Daily Unique User <sup>1</sup>	3.23 mill.
Visits <sup>2</sup>	135.56 mill.
Page Impressions <sup>2</sup>	348.70 mill.

Target group	Desktop, MEW & Apps (Total)
Male <sup>1</sup>	51 %
20 - 49 years old <sup>1</sup>	50 %
HHNI 4,000 € and more <sup>1</sup>	31 %
Employed <sup>1</sup>	67 %

1 AGOF daily digital facts, basis: digital WNK 16+ years (61.14 million); single month October 2021  
2 IVW November 2021

## FIXED PLACEMENTS

HomeRun (Multiscreen)   10 a.m. – 10 a.m.	Mon - Sun
Guaranteed Ad Impressions	1,500,000 Als / day
<b>BASIC</b> Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW + App): Sticky Lead Ad (6:1 / 4:1) & Medium Rectangle, Understitial <sup>3</sup>	48,500 €
<b>DELUXE:</b> Desktop: Billboard (100/1) / Video Wall <sup>1</sup> / Double Dynamic Sitebar / TakeOver Ad <sup>2</sup> other special advertising formats possible (e.g. Cinematic Ad, Direction Ad, Curtain Dropper) Mobile - MEW: Sticky Lead Ad (6:1 / 4:1) & Understitial <sup>3</sup> / Interscroller / Understitial <sup>3</sup> / Medium Rectangle APP: Sticky Lead Ad (6:1 / 4:1) & Medium Rectangle	56,500 €
<b>SUPREME</b> Stationär: Big Stage <sup>4</sup> (Automatic Pre Expanding Video Wall) Mobile (MEW): Sticky Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Interscroller / Content Ad / Understitial <sup>3</sup> APP: Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle	95,000 €

1 FC=1/day, the fallback medium can be a billboard or a fireplace. In the tablet browser, only the fallback advertising medium, e.g. a billboard, is delivered.  
2 On request: TakeOverAd (desktop) incl. video possible.

3 In the News app, only a fallback advertising medium, e.g. a medium rectangle, is delivered.

4) plus creation costs: 4,800 € if MI produces the format, lead time of at least 15 working days as of delivery of the assets (video, visuals etc.); FC 1/day for the animation; MEW & App: various formats to choose)

\*We guarantee the 1.5 viewable impressions on a 50/1 basis. For guaranteed delivery of the viewable ad impressions, compliance with our advertising media specifications must be ensured. The combination of

1 advertising formats consists of a banner (desktop), a mobile lead ad, and another mobile advertising format of your choice.

## FIXED PLACEMENTS

HomeRun 100/1   10 a.m. – 10 a.m.	HomeRun   (Mon – Sun)
Guaranteed Ad Impressions	1,000,000 AIs
Desktop: Double Dynamic Sitebar (Full Responsive)	
Mobile: Lead Ad 2:1 Sticky (stickiness max. 3 seconds)	56,500 €
APP: Lead Ad (2:1)	

WELT Run   10 a.m. – 10 a.m.	Guarantee / Price
WELT Run: Politics, Economy, Sports, Panorama, Knowledge, Culture	2,500,000 AIs
Desktop: Wallpaper / Fireplace / Billboard / Double (Dynamic) Sitebar	62,500 €
Mobile – MEW: Lead Ad (6:1 / 4:1 / 2:1) & Understitial <sup>1</sup> / Interscroller Ad <sup>1</sup> / Medium Rectangle	

HomeRun Advanced (Multiscreen) <sup>2</sup>   10 a.m. – 10 a.m. + one week RoS Click Booster	Mon - Sun
Guaranteed Ad Impressions – HomeRun	1,500,000 / day
Guaranteed clicks - Click Booster	3,000 / day
Advertising formats: Dynamic Sitebar & Mobile Medium Rectangle	
Total	53,900 € <sup>2</sup>

HomeRun Programmatic (Multiscreen)   10 a.m. – 10 a.m.	Mon - Sun
BASIC	Gross CPM
Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar	
Mobile (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle	33.95 €
DELUXE	
Desktop: Understitial / Video Wall <sup>4</sup> / Double Dynamic Sitebar / TakeOver Ad <sup>3</sup> / other special advertising formats possible	39.55 €
Mobile - MEW: Sticky Lead Ad (4:1 / 6:1) & Understitial <sup>1</sup> / Interscroller Ad <sup>1</sup> / Medium Rectangle	
Mobile - APP: Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle	

HomeRun Targeting (Multiscreen)*   10 a.m. – 10 a.m.	Mon - Sun
Guaranteed Ad Impressions	1,500,000 / day
BASIC	
Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar	
Mobile (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle	63,500 €
DELUXE	
Desktop: Understitial / Video Wall <sup>4</sup> / Double Dynamic Sitebar / TakeOver Ad <sup>3</sup> / other special advertising formats possible	71,500 €
Mobile - MEW: Sticky Lead Ad (4:1 / 6:1) & Understitial <sup>1</sup> / Interscroller Ad <sup>1</sup> / Medium Rectangle	
Mobile - APP: Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle	

<sup>1</sup> In the News app, only a fallback advertising medium, e.g. a medium rectangle, is delivered.

<sup>2</sup> HomeRun special discount. AR and AE eligible; Click Booster not eligible to special discount, but to AR and AE.

<sup>3</sup> On request: TakeOverAd (desktop) incl. video possible.

<sup>4</sup> In the tablet browser, only the fallback advertising medium, e.g. the billboard, is shown.

\* Targeting options: Regio, Socio. A creative pod adapted to the targeting areas (up to 1,500 creatives) can be created automatically. In case of under-delivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (stationary and/or mobile) as subsequent delivery. All prices are (unless otherwise noted) as CPM or fixed prices, less AE; plus VAT. I Errors and omissions reserved.



## FIXED PLACEMENTS

HomeRun (Multiscreen) + PortalRun (ROS) <sup>1</sup>	Guarantee / Price
Homerun advertising formats: see Homerun	4,000,000 AIs/ day
Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar	129,320 €
Mobil (MEW + App) : Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle	

First Contact (Multiscreen)	Guarantee / Price
<b>BASIC</b>	1,000,000 AIs / day
Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar	25,000 €
Mobile (MEW + App): Lead Ad (4:1 / 6:1) & Medium Rectangle	
<b>DELUXE</b>	1,00,000 AIs / day
Desktop: Understitial / Video Wall <sup>2</sup> / Double Dynamic Sitebar / TakeOver Ad <sup>3</sup> / other special advertising formats possible	37,000 €
Mobile - MEW: Lead Ad (4:1 / 6:1) & Understitial <sup>4</sup> / Interscroller Ad <sup>4</sup> / Medium Rectangle	
Mobile - APP: Medium Rectangle	

Decision-maker Homepage Bundle <sup>5</sup> WELT.de, Business Insider, Gründerszene   10 a.m. – 10 a.m. / Finanzen.net   12 a.m. – 11:59 p.m.	Combination Fixed Price (CPM)
<b>BASIC</b>	2,950,000 AIs / day
Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar	76,200 €
Mobile (MEW + App): Lead Ad (4:1 / 6:1) & Medium Rectangle	
<b>DELUXE</b>	2,950,000 AIs / day
Desktop - Understitial / Video Wall <sup>2</sup> / Double Dynamic Sitebar / other special advertising formats possible	81,200 €
Mobile - MEW: Lead Ad (4:1 / 6:1; optional sticky) & Understitial <sup>4</sup> / Interscroller Ad <sup>4</sup> / Medium Rectangle	
Mobile - APP: Lead Ad (4:1 / 6:1; optional sticky) & Medium Rectangle	
<b>SUPREME</b>	2.950.000 AIs / Day
Desktop: Big Stage <sup>6</sup> (Automatic Pre Expanding Video Wall)	
Mobile (MEW): Sticky Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Interscroller / Content Ad / Understitial <sup>4</sup>	150.000 €
APP: Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle	

<sup>1</sup> There is no exclusivity guarantee for the ROS placement.

<sup>2</sup> FC=1/day, a billboard or fireplace can be left as a fallback. In the tablet browser, only the fallback advertising medium, e.g. the billboard, is delivered.

<sup>3</sup> On request: TakeOverAd (desktop) incl. video possible.

<sup>4</sup> In the News App, only a fallback advertising medium, e.g. a medium rectangle, is delivered.

<sup>5</sup> The following homepages are occupied on one day: WELT.de, finanzen.net, Business Insider - collective volume: the achievement of the total AI of the package is relevant for billing -

not all positions of the package have to contribute to the fulfillment of the total AI.

<sup>6</sup> Plus creation costs of € 4,800 if created by MI, lead time of at least 15 working days from delivery of assets (video, image material, etc.); FC 1/day for animation; MEW & App: div. formats to choose from



## BRANDED CONTENT

Brand Story and Hub Package WELT	Story Views	Package price Q1-Q3 <sup>1</sup>	Package price Q4 <sup>1,2</sup>
<b>S</b>   4 weeks	30,000	94,500 €	99,225 €
<b>M</b>   4 weeks	50,000	131,000 €	137,550 €
<b>L</b>   4-6 weeks	100,000	210,000 €	220,500 €
<b>Brand Hub</b>   Individual run time	125,000	273,000 €	286,650 €

Brand Story Package ICONIST <sup>3</sup>	Story Views	Package price
<b>S</b>   6 weeks	10,000	35,000 €
<b>M</b>   6 weeks	15,000	50,000 €

Product Story and Hub Package WELT	Ad Impressions	Story Views	Package price <sup>4</sup>
<b>M</b>   4 weeks	4,700,000	12,000	47,000 €
<b>L</b>   4 weeks	8,400,000	23,000	70,000 €
<b>Product Hub</b>   4 weeks	9.500.000	26,500	80,000 €

Advertorial	Ad Impressions	Package price <sup>5</sup>
<b>Package:</b> Multiscreen Medium Rectangle (ROS), Billboard & Content Ad 4:1, Social Media: 2 WELT/ICONIST Facebook Sponsored Posts		
<b>WELT</b>   6 weeks	4,000,000	25,000 €
<b>ICONIST</b>   4 weeks	3,600,000	20,000 €

Content Presenting (Multiscreen)	Ad Impressions	CPM
<b>Recommended runtime 1 month</b>	is determined depending on the respective channel	95.00 €
<b>Multiscreen:</b> Presenting Package: Billboard <sup>6</sup> , Medium Rectangle, mobile Medium Rectangle, Logointegration		

Podcast Hub Package	Ad Impressions	Page Views	Package price <sup>7</sup>
Stage on WELT.de, where 4-8 stories about your branded podcast are collected depending on the package + player integration. Innovative branding for your advertising message. Guaranteed: Page Views + Ad Impressions			
<b>S</b>   Small traffic package + stories for your 4 podcast episodes   min. 4 weeks	6,000,000	17,500	65,000 € + 10,000€ creation costs
<b>M</b>   Small traffic package + creation of 4 branded podcast episodes + stories on these   min. 4 weeks	6,000,000	17,500	65,000 € + 45,000€ creation costs
<b>L</b>   Large traffic package + creation of 8 branded podcast episodes + stories on these   min. 4 weeks	10.700.000	35,000	105,000 € + 80,000€ creation costs

<sup>1</sup> Plus creation costs: Package S: 8,000€ | Package M: 10,000€ | Package L: 12,000€ | Brand Hub: 25,000€ (Not SR- or AE-eligible).

<sup>2</sup> Q4 price applies to any campaign launched between 10/01 and 12/31

<sup>3</sup> Plus creation costs: Package S: 3,500€ | Package M: 4,000€ (Not SR- or AE-eligible)

<sup>4</sup> Plus creation costs: Package M 6,000€ | Package L: 8,000€ | Product Hub: 12,000€, Competition Story 8,000€ (Not SR- or AE-capable) Product Story L can also be presented as an interactive story if the content is suitable. Interactive story cannot be booked with Product Story M. Basic check of the content of financial service providers; if necessary and subject to the necessary adjustment of the product variant and/or the guaranteed views. Additional creation costs of €4,000 apply for an interactive product story.

<sup>5</sup> Plus creation costs: WELT 3,500€ | ICONIST: 3,000€ (Not SR- or AE-eligible).

<sup>6</sup> Other formats on request

<sup>7</sup> Including 4-8 product stories for the respective podcast episode. Creation costs not SR- or AE-eligible. Individual packages (e.g. creation of 4 branded podcast episodes + large traffic package possible on request).

Material for the stories must be available at least 2 weeks before the start of the campaign for advertorials and 2-3 weeks for product stories. For brand stories, the lead time for material delivery must be requested. All prices are (unless otherwise stated) as CPM or fixed prices, less booking fee, plus VAT. | Subject to change and errors excepted.



## SOCIAL MEDIA

Facebook (4 Sponsored Posts)	Fans	Ad Impressions	Fixed Price <sup>1</sup>
WELT	1,000,000	1,200,000	24,000 €
ICONIST	99,000	400,000	8,000 €

Including targeting of brand fans, location, demographics, interests or behaviour.

Twitter (4 Promoted Tweets)	Fans	Ad Impressions	Fixed Price <sup>1</sup>
WELT	1,400,000	500,000	17,500 €

Including targeting of brand fans, location, demographics, interests or behaviour.

Instagram (4 Sponsored Posts)	Fans	Ad Impressions	Fixed Price <sup>3</sup>
WELT	508,000	200,000	10,000 €
ICONIST.de	20,300	200,000	10,000 €
Icon.magazin	15,600	200,000	10,000 €

Including targeting of brand fans, location, demographics, interests or behaviour.

Vertical Story	Ad Impressions	Package price <sup>3</sup>
With full vertical videos or animated images, you can reach a young target group with your story on Snapchat and Instagram. Up to 5 story parts including linking to your brand or product story on one of our brands or on your desired landing page.		
Stand Alone   1-2 weeks	30,000	80,000 €
Story Booster   1-2 weeks	15,000	40,000 €

Youtube <sup>4</sup>	Subscribers	Monthly range (Video Views) <sup>5</sup>	CPM Bumper Ad up to 6 seconds	CPM PreRoll up to 20 seconds
Reach a young audience on our brands' themed channels on YouTube.				
WELT	1,100,000	~10,600,000	65 €	85 €

Snapchat Story Ad	Placement	CPM <sup>6</sup>
<b>Advertising form</b>		
Vertical Video or Fullscreen Ad (Cinemagraph, GIF or Image)	STORY AD	75 €

Pinterest Sponsored Post	Pinterest Follower	Ad Impressions	Package price <sup>8</sup>
ICONIST   4 weeks Campaign duration <sup>7</sup>	212,000	400,000	20,000 €

<sup>1</sup> Plus € 800 creative costs (not discount- and AE-eligible) for the advertising formats Classic, Carousel Ad, Video Ad, Slideshow Ad (5 working days in advance). For the Canvas Ad there are 1,890€ creation costs (not discount- and AE-eligible) (10 working days in advance).

<sup>2</sup> Plus creation costs (not discount- and AE-eligible): Instagram Sponsored Post: €800 | Instagram Story Ads: €1,000 Material for Instagram Sponsored Post must be available at least 5 days before campaign start.

<sup>3</sup> Plus creation costs: Stand Alone: 10,000€ | Booster: 5,000€ (Not SR- or AE-eligible)

<sup>4</sup> Please always request a forecast before booking at the following email address: [hello.brandstudios@mediainpact.de](mailto:hello.brandstudios@mediainpact.de). Technical specifications of the advertising formats as well as dimensions can be found at: <https://www.mediainpact.de/de/digitalformat>.

<sup>5</sup> Another English channel "WELT Documentary" has 396,000 YouTube subscribers and can also be booked. Material for YouTube Ads must be available at least 1 week before campaign start. All prices are (unless otherwise stated) as CPM or fixed prices, less AE, plus VAT. | Subject to change and errors excepted.

<sup>6</sup> Plus creation costs per creative 1.000€ | per Snapchat AR Filter: On request (Not SR or AE eligible) - Material for Snapchat Ad must be available at least 10 days before campaign start.

<sup>7</sup> Plus creation costs 800€ (Not SR- or AE-eligible).

<sup>8</sup> Creation of 4 posts that run in A/B testing within the campaign duration. Material for posts must be available at least 5 days before campaign start. All prices are (unless otherwise stated) as CPM or fixed prices, minus

<sup>5</sup> AE, plus VAT. | Changes and errors excepted.



## SPECIALS

VERTICALS	
New high-quality, journalistic environments from the WELT editorial team.	Strategic partnerships possible.  Prices and Packages on request.
THEMES: Finance, Middle Class, New Mobility, Smart Living, Food, Travel, Health, Sustainability	

WELT Theme special <sup>1</sup>	Ad Impressions	Package price
· Logointegration (Desktop/MEW), Billboard, Medium Rectangle (multiscreen) <sup>2</sup>		
· <b>Theme special standard</b>   2-4 weeks · Logo integration within the theme stage on the homepage (2-3 days)	790,000	29,150 €
· <b>Theme special S</b> incl. Advertorial <sup>3</sup>   2-4 weeks · Logo integration within the theme stage on the homepage (3 days) · Included Advertorial <sup>3</sup> (4,000,000 AIs)	790,000	54,150 €
· <b>Theme special M</b> incl. Brand Story M <sup>3</sup>   4 weeks · Logo integration within the theme stage on the homepage (4 days) · Included Brand Story M (50,000 Story Views)	970,000	155,950 €
· <b>Theme special L</b> incl. Brand Story L <sup>3</sup>   4-6 Wochen · Logo integration within the theme stage on the homepage (4 days) · Included Brand Story L (100,000 Story Views)	1,170,000	240,450 €

Cross-media Special Theme <sup>4</sup>	Ad Impressions <sup>7</sup>	Package price
Presented Content Traffic Package   Runtime 2-4 weeks   Header, Presenting-Footer, Sitebar + Medium Rectangle (Multiscreen) <sup>5,6</sup>		
<b>Package S</b>	250,000	21,250 €
<b>Package M</b>	500,000	42,500 €
<b>Package L</b>	1,000,000	85,000 €

Targeting Digital WELT Subscriber	Ad Impressions <sup>7</sup>	CPM surcharge <sup>8</sup>
The approximately 130,000 <sup>2</sup> digital subscribers are given access to exclusive content from Welt.de, and you as a customer have exclusive access to our subscribers.	from 200,000	20 €

1 Topic special Topics can be found here: [https://www.mediaimpact.de/data/uploads/2021/04/vku\\_themenspecial\\_welt\\_pakete\\_2021.pdf](https://www.mediaimpact.de/data/uploads/2021/04/vku_themenspecial_welt_pakete_2021.pdf); individual topics after consultation with the editorial team.  
 2 The customer logo must be delivered 3 weeks before the live date.  
 3 Plus creation costs: Advertorial= 3,500€ | Brand Story M= 10,000€ | Brand Story L= 12,000€ (Not SR- or AE-eligible).  
 4 Only cross-media bookable!  
 5 One or more editorial stories or an editorial channel on a specific topic can be presented. The customer acts as presenter of the editorial content,  
 6 Plus creation costs: 3,400€ (not eligible for discount and AE)  
 6 Awareness and performance are achieved through individual traffic-generating advertising media on WELT.de.  
 7 Incl. app  
 8 Basis: CPM price list, prices are discount- & AE-able, can be combined with other targeting options.



## CPM - PLACEMENTS

MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)						
Mobile Content Ad 6:1 + 4:1 <sup>1</sup> , Mobile Native Style Ads <sup>1</sup>	AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard <sup>4</sup>	
		RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom
Mobile Content Ad 2:1, Mobile-/ Social- <sup>2</sup> Medium Rectangle	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	80 €
Mobile Content Ad 1:1, Understitial <sup>3</sup> , Interscroller <sup>3</sup>	RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €
VIDEO						
InText Outstream Ads <sup>5</sup>	At beginning, till incl. 20 sec.	RoS & Custom	60 €			

MULTISCREEN - Traffic distribution between stationary and mobile takes place according to availability

Add-ons:	Device Only	Highest price category plus 5€ CPM extra charge
	Double Dynamic Sitebar	CPM Sitebar plus 5€ extra charge in combination with a mobile format
	Expendable Ads	+ 10 € CPM
	Tandem- / Triple Ads	
	100% SoV-extra charge stationary*	Basic price + 15 € CPM

<sup>1</sup> Billing possible in RoP on a CpC basis.

<sup>2</sup> Bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) currently at AutBild, Bild.de, finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9monate.de, herzberatung.de, haminkontinenz.de, yavivo.de). More titles will follow. At Welt.de exclusively Google AMP bookable.

<sup>3</sup> Not bookable InApp

<sup>4</sup> In RoP and RoS (selected sites) also bookable as Cinematic Ad (surcharge +5€ in combination with a mobile format) <sup>5</sup> One or more editorial stories or an editorial channel on a specific topic can be presented. The client acts as presenter of the editorial content.

<sup>5</sup> Overlength (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM; billing on CPCV basis (not bookable on BILD): RoS & Custom 19 cents, RoC 17 cents, RoP 15 cents, overlength (21 to incl. 30 sec.) +8 cents surcharge, shorter spot (up to incl. 15 sec.) -3 cents discount.

\*100% SoV in the visible area, not on CMS surfaces and BTF



## PODCAST PRICING 2022

SPOT	EPISODE <sup>2</sup>	ROS <sup>3</sup> Run of Show
Audio Presenter (Clip 5-15 sec.)	170 €	160 €
Pre-Roll oder Post-Roll	160 €	150 €
Mid-Roll	180 €	170 €
Audio Closer (Clip 5-15 sec.)	140 €	130 €
Audio Presenter & Closer (Clip 5-15 sec.)	155 €	145 €

<sup>1</sup>Prices valid from 01/01/22 to 31/12/22

Bookings are made as package prices, the basis of the packages are the CPMs mentioned above.

<sup>1</sup> Subject to price adjustments during the year.

<sup>2</sup> Placement in all episodes of a podcast in rotation in a desired time period

<sup>3</sup> Placement in all episodes of a podcast in rotation; Not bookable: So geht StartUp, Macht & Millionen, Never Forget, Freiwillige Filmkontrolle, Exclusively Marketed Podcasts

**Spot type:** Producer Native