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 SETS STANDARDS IN REPORTING ON BUSINESS, FINANCE AND POLITICS

That's why the WELT brand attracts the most renowned authors …

Stefan Aust Editor of WELT, bestselling author and one of Germany's best-known journalists

Robin Alexander Deputy Editor-in-Chief, best-selling author and host of the podcast „Machtwechsel - der Podcast zur Wahl.“

Anette Dowideit Head of Investigation and Reportage, book author and talk show guest. She caused a sensation with her investigative research on organized crime in care for the elderly or on the federal government's mask purchasing in the Corona crisis.
WITH ALMOST 26 MILLION UNIQUE USERS PER MONTH, WELT DIGITAL...

... is one of the most visited AGOF digital offerings in Germany.

Quelle: AGOF daily digital facts, basis: Digital TEE, digital users aged 16+ (61.14 mil.); single month November 2021
WELT bundles TV, online, mobile and app under a strong, multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.
WELT

OVERVIEW

WELT.de also provides all relevant stories in video format with the power of Germany’s leading TV news broadcaster.

**LIVE**

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.
SOCIAL MEDIA AND WELT

1) Instagram 11/2021  2) Facebook 11/2021  3) Twitter 11/2021

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

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

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

WELT INSTAGRAM

598,000 follower

WELT FACEBOOK

over 1 million follower

WELT TWITTER

over 1.5 million follower

1) Instagram 11/2021  2) Facebook 11/2021  3) Twitter 11/2021
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.

2.08 MILLION
UNIQUE USERS\(^1\)

2.81 MILLION
PAGE IMPRESSIONS\(^2\)

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\(^1\) AGOF daily digital facts, Basic: Digital TEE, digital users aged 16+ (61.14 mill.); single month October 2021; data retrieval of: 08/12/2021
\(^2\) IVW November 2021

* translation = pleasant life
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
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.

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.
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
The BIG STAGE as a new premium format on WELT Digital provides a maximum attention-grabbing appearance by starting a large-format video when the page is called up and the content of the page is pushed down during this time. After 8 seconds, the content is pushed back to the top and a double dynamic sitebar and a billboard remain as a reminder. NEW as Homerun Supreme: 95,000 € with the BIG STAGE and a guaranteed reach of 1.5 million AI on the day of the home run!
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.

1.5 Mio. guaranteed Ad Impressions
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
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
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 channel1,2.

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

2.95 million guaranteed AIs / day

*BELF.de, Finanzen.net and Business Insider simulated. Billing based upon reaching of total AIs volume of package - not all items of package must contribute to the fulfillment of the total AIs 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.

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1) IVW August 2020
2) Own analysis
INDIVIDUAL INTEGRATION
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.

- Preparation of complex subject content and products in need of explanation in the language of our readers
- Infographics, statistics and background information for a clear presentation of a topic
- Cross-media brand concept in premium format with joint senders from customer and WELT
- Creative implementation with the highest journalistic quality
- Full-service: conception, media planning, implementation and reporting

- High-quality and creative staging of product innovations
- Cross-media brand concept in premium format with joint senders from customer and WELT
- Reader test of your product, in which readers of WELT evaluate it credibly - proximity to the consumer and authentic test results
- Exclusive special advertising format Premiere Cover Ad
- Image enhancement and generation of qualified response
- Full-service: conception, media planning, implementation and reporting

- With WELT Genussvoll we offer the ideal communication solution to place your product in the premium segment.
- We put your product at the center of communication and ensure the necessary attention in your target group with large-area advertisements and advertising materials.
- With ads designed in the look and feel of WELT and a joint sender, we ensure a credible recommendation of your products.
The topic special summarizes suitable editorial articles on the topic on a landing page.

In the special, you have exclusivity and can be placed there with a billboard and multiscreen with a medium rectangle. In addition, your special will be mirrored on the WELT Home for 2-3 days on a stage in which you, as the sender of the stage, are visible with your logo in an eye-catching way.

Readers are guided to the topic special through appropriate articles.
YOUR BRAND AS A PRESENTER

TOPICS

WELT thematic focus for the year 2022

- IAA – Special
- Travel – Special
  - Health
- Finance / Insurance
  - Sustainability
- Fitness + Health
- Job + Career
- Medium-sized enterprises
- Family + Education
- New Mobility
- Smart Living

Further editorial topics on request
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.
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.

MATCH.

#storytelling-DNA
#strongmediabrands

CREATE.

#user-engagements
#customizedcontent
#highestranges

MEASURE.

#success-KPI
#maximumeffect
#transparency
 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.
OUR LATEST BRAND CONCEPT BY WELT

WELT DIALOG

- 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
AXEL SPRINGER BRAND STUDIOS

BRAND STORY

PACKAGE S

30,000
guaranteed views

90,000
EUR¹ gross

Traffic supply with:

- Native Home Teaser ⁴
- Cross-links in Brand Stories
- Social Teaser (Facebook & Instagram)

PACKAGE M

50,000
guaranteed views

125,000
EUR² gross

PACKAGE L

100,000
guaranteed views

200,000
EUR² gross

Plus creation costs: 1 package S 8,000.— €; 2 package M 10,000.— €; 3 package L 12,000.— € (neither 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.

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4 million guaranteed AIs
25,000.-- EUR¹ gross
FOCUS ON YOUR PRODUCT

PRODUCT STORY

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.

• FULLSERVICE
  Our inhouse creative team creates, in close cooperation with clients, teasers, as well as ad formats.
PODCAST
WHY PODCAST ADVERTISING?

USER SITUATION
Podcast reach people exactly when other media do not: Morning routine | Driving | Taking the train | Work | Sport | Cooking | Going to bed ...

CREDIBILITY
94% of podcast listeners accept advertising. 53% of listeners have visited the website of the advertising partner after listening.

PERSONAL
4.4x higher brand recall when advertising in a podcast. Target group: young and committed, high-income and highly educated.

FROM NICHE TO TREND

Sources: OMR Podcast – Sourcey 2021, JulepxPilot Whitepaper Podcast Studie 2021
WELT PODCASTS

17 PODCASTS
RANGE: UP TO 1.18 MILLION STREAMS PER MONTH
HOW YOU CAN PRESENT YOURSELF

ADVERTISING OPPORTUNITIES | SPOTS

PODCAST AUDIO TRACK

PREROLL, MIDROLL OR POSTROLL (20-45 SECONDS)
Native audio integration | We produce the spot with our own professional narrator | The partner is introduced in his/her own words and the brand, product or the offered service are advertised.

PRESENTER AND/OR CLOSER (5-15 SECONDS)
Native audio integration | We produce the spot with our own professional narrator |
Mention of podcast sponsoring with a presenter and/or a closer, at the beginning and end of podcast.
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