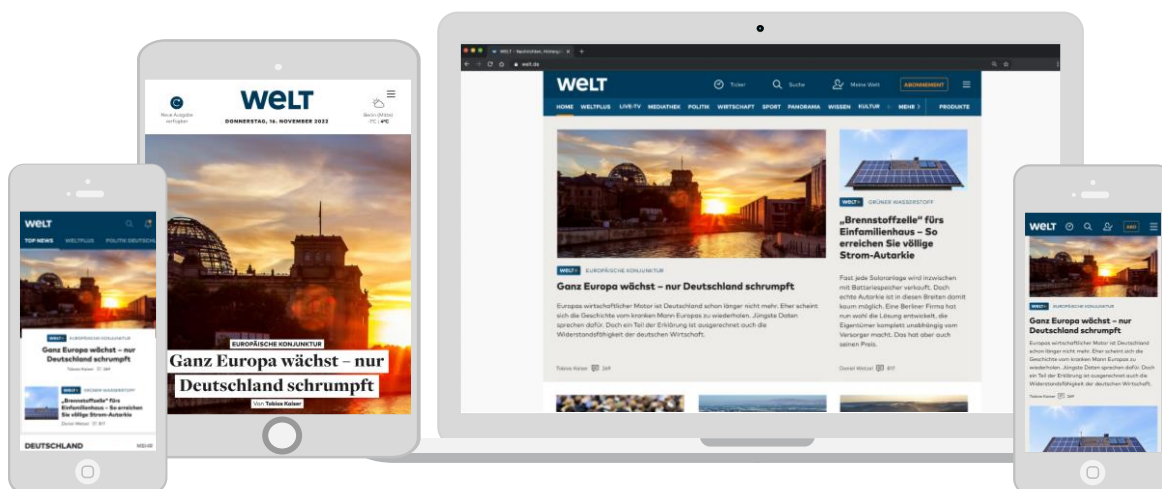




FACTS 2023

WELT DIGITAL



CONCEPT

WELT Digital stands for high-quality core topics politics, business & opinion. With almost 20 million unique users and around 3 million daily unique users, WELT.de is one of the leading news platforms in Germany.¹ 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 ¹	19.58 mill.
Daily Unique User ¹	2.47 mill.
Visits ²	140.02 mill.
Page Impressions ²	352.60 mill.

Target group	Desktop, MEW & Apps (Total)
Male ¹	56 %
20 - 49 years old ¹	51 %
HHNI 4,000 € and more ¹	34 %
Employed ¹	68 %

¹ AGOF daily digital facts, basis: digital TEE, digital users aged 16+ (61.63 mill.); single month October 2022, retrieved on 12/12/2022; Ø day October 2022
² IVW November 2022

FIXED PLACEMENTS

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

⁵ 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 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.	Guarantee / Price
Guaranteed Ad Impressions	1,200,000 AIs
Desktop: Double Dynamic Sitebar (Full Responsive) Mobile: Lead Ad 2:1 Sticky (stickyness max. 3 seconds) APP: Lead Ad (2:1)	64,800 €
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 Mobile – MEW: Lead Ad (6:1 / 4:1 / 2:1) & Understitial ¹ / Interscroller ¹ / Medium Rectangle APP: Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle	62,500 €
SUPREME Desktoü: Big Stage ⁵ (Automatic Pre Expanding Video Wall) Mobile (MEW): Sticky Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Interscroller ¹ / Content Ad / Understitial ¹ APP: Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle	158,325 €
WELT Run without Politics 10 a.m. – 10 a.m.	Guarantee / Price
WELT Run: Economy, Sports, Panorama, Knowledge, Culture	1,500,000 AIs
Desktop: Wallpaper / Fireplace / Billboard / Double (Dynamic) Sitebar Mobile – MEW: Lead Ad (6:1 / 4:1 / 2:1) & Understitial ¹ / Interscroller ¹ / Medium Rectangle	37,500 €
SUPREME Stationär: Big Stage ⁵ (Automatic Pre Expanding Video Wall) Mobile (MEW): Sticky Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Interscroller ¹ / Content Ad / Understitial ¹ APP: Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle	94,995 €
HomeRun Advanced (Multiscreen) ² 10 a.m. – 10 a.m. + one week RoS Click Booster	Guarantee / Price
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 € ²
HomeRun Programmatic (Multiscreen) 10 a.m. – 10 a.m.	Guarantee / Price
BASIC Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle Mobile - APP: Lead Ad (4:1 / 6:1) & Medium Rectangle	Gross CPM 33.95 €
DELUXE Desktop: Understitial / Video Wall ⁴ / Double Dynamic Sitebar / TakeOver Ad ³ / other special advertising formats possible Mobile - MEW: Sticky Lead Ad (4:1 / 6:1) & Understitial ¹ / Interscroller Ad ¹ / Medium Rectangle Mobile - APP: Lead Ad (4:1 / 6:1) & Medium Rectangle	39.55 €

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

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

³ On request: TakeOverAd (desktop) incl. video possible

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

⁵ 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)



FIXED PLACEMENTS

HomeRun Targeting (Multiscreen) ¹ 10 a.m. – 10 a.m.	Guarantee / Price
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 App: Lead Ad (4:1 / 6:1) & Medium Rectangle	63,500 €
DELUXE Desktop: Understitial / Video Wall ³ / Double Dynamic Sitebar / TakeOver Ad ⁴ / other special advertising formats possible Mobile - MEW: Sticky Lead Ad (4:1 / 6:1) & Understitial ⁵ / Interscroller Ad ⁵ / Medium Rectangle Mobile - APP: Lead Ad (4:1 / 6:1) & Medium Rectangle	71,500 €
HomeRun (Multiscreen) + PortalRun (ROS) ²	Guarantee / Price
Homerun advertising formats: see Homerun	4,000,000 AIs / day
Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobil (MEW) : Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle App: Lead Ad (4:1 / 6:1) & Medium Rectangle	129,320 €
First Contact (Multiscreen)	Guarantee / Price
BASIC Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW + App): Lead Ad (4:1 / 6:1) & Medium Rectangle	1,000,000 AIs / day 25,000 €
DELUXE Desktop: Understitial / Video Wall ³ / Double Dynamic Sitebar / TakeOver Ad ⁴ / other special advertising formats possible Mobile - MEW: Lead Ad (4:1 / 6:1) & Understitial ⁵ / Interscroller ⁵ / Medium Rectangle Mobile - APP: Medium Rectangle	1,00,000 AIs / day 37,000 €
Decision-maker Homepage Bundle ⁶ WELT.de, Business Insider, Gründerszene 10 a.m. – 10 a.m. / Finanzen.net 12 a.m. – 11:59 p.m.	Combination Fixed Price (CPM)
BASIC Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW + App): Lead Ad (4:1 / 6:1) & Medium Rectangle	2,950,000 AIs / day 76,300 €
DELUXE Desktop - Video Wall ³ / Double Dynamic Sitebar / other special advertising formats possible Mobile - MEW: Lead Ad (4:1 / 6:1; optional sticky) & Understitial ⁵ / Interscroller ⁵ / Medium Rectangle Mobile - APP: Lead Ad (4:1 / 6:1) & Medium Rectangle	2,950,000 AIs / day 89,500 €
SUPREME Desktop: Big Stage ⁷ (Automatic Pre Expanding Video Wall) Mobile (MEW): Sticky Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Interscroller / Content Ad / Understitial ⁵ APP: Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle	2.950.000 AIs / Day 150.000 €

¹ Targeting options: Regio, Socio. A creative pool 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. | Errors and omissions reserved.

² There is no exclusivity guarantee for the ROS placement.

³ 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.

⁴ On request: TakeOverAd (desktop) incl. video possible.

⁵ In the News App, only a fallback advertising medium, e.g. a medium rectangle, is delivered.

⁶ 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.

⁷ 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

Page Views ² at least to book	Brand Story WELT Basic package¹ 6 weeks – incl. Nativeteaser	maximum of Page Views to book
30,000	Guaranteed Page Views ----- 50,000 Views 131,000 €	130,000
5,000	Brand Story ICONIST Basic package¹ 6 weeks – incl. Nativeteaser	20,000
	Guaranteed Page Views ----- 15,000 Views 50,000 €	

Product Story and Hub Package WELT	Ad Impressions	Story Views	Package price ⁴
M 4 weeks	4,700,000	12,000	47,000 €
L 4 weeks	8,400,000	23,000	70,000 €

Advertorial	Ad Impressions	Package price ⁵
Package: Multiscreen Medium Rectangle (ROS), Billboard & Content Ad 4:1		
WELT 6 weeks	4,000,000	25,000 €
ICONIST 4 weeks	3,600,000	20,000 €

+ additional Add-Ons		Additional costs
Data	Targeting selected formats	from 10 € CPM
Graphical Add-Ons	Immersive Brand or Product Story	individual
	Interactive Brand or Product Story	4,000 € to the creation costs
	Swipe Story Brand or Product Story	No surcharge
Performance	Just Clicks, Activation o. Lead Add-On Brand Story, Product Story, Advertorial	see Performance Products
Social Media	Sponsored Posts	see Social Media Products
Hub	Platform to collect your stories Brand Story, Product Story, Advertorial)	when booking 3 or 4 Stories (in case of Advertorials) if needed on top
additional visibility	Ad Impressions Brand Story, Product Story, Advertorial	On CMP basis (see CPM Price list MI)

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

¹ Plus creation costs: up to 50,000 views: 8,000 € | up to 100,000 views: 10,000€ | as of 100,000 views: 12,000€ | ICONIST: up to 15,000 Views 3,500€; 15,000 – 20,000 Views 4,000€; 20,000 Views 4,500€ (Not SR or AE eligible).
² Scalable page views: as of 2 € gross CPV (Cost per View) (SR- and AE-eligible) depends on the size of the booking
³ Plus creation costs: Package M 6,000€ | Package L: 8,000€ | Not SR- or AE-capable)
⁴ Plus creation costs: WELT 3,500€ | ICONIST: 3,000€ (Not SR- or AE-eligible).
⁶ Other formats 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 ¹
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 ¹
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 ³
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 ³
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 ⁴	Subscribers	Monthly range (AIs) ⁵	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	1,500,000	~25,000,000	65 €	85 €

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

¹ 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).

² 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.

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

⁴ Please always request a forecast before booking at the following email address: sarah.kay@axelspringer.com. Technical specifications of the advertising formats as well as dimensions can be found at:

<https://www.mediaimpact.de/de/digital-formate>.

⁶ 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.

⁷ Plus creation costs 800€ (Not Sr- or AE-eligible).

⁸ 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 AE, plus VAT. | Changes and errors excepted.

SPECIALS+ PODCAST

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 ¹	Ad Impressions	Package price
· Logointegration (Desktop/MEW) ² , Header & Footer,, Sitebar + Medium Rectangle (multiscreen)		
· Theme special S 4 weeks	250.000	20.000 €
· Theme special M 4 weeks · Logo integration within the theme stage on the homepage (3 days)	600.000	40.000 €
· Theme special L 4 weeks · Logo integration within the theme stage on the homepage (3 days)	1.150.000	80.000 €

Cross-media Special Theme ^{3,4}	Ad Impressions ⁷	Package price
Presented Content Traffic Package Runtime 2-4 weeks Header, Presenting-Footer, Sitebar + Medium Rectangle (Multiscreen) ^{5,6}		
Package S	250,000	20,000 €
Package M	500,000	40,000 €
Package L	1,000,000	80,000 €

Targeting Digital WELT Subscriber	Ad Impressions ⁷	CPM surcharge ⁸
The approximately 210,000 ⁹ 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/2022/07/2022_06_themenspecial_welt_digital_neu.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: 3.400€ | (Not SR or AE capable).

⁴ Only Crossmedial Booking

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)

⁷ Awareness and performance are achieved through individual traffic-generating advertising media on WELT.de.

⁸ Incl. app

⁹ Basis: CPM price list, prices are discount- & AE-able, can be combined with other targeting options.

⁹ IWW 10/2022



C P M - P L A C E M E N T S

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)						
Mobile Content Ad 6:1 + 4:1 ¹ , Mobile Native Style Ads ¹	AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard ⁴	
	RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	70 €
Mobile Content Ad 2:1, Mobile-/Medium Rectangle	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	80 €
Mobile Content Ad 1:1, Understitial ³ , Interscroller ³	RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €
VIDEO						
InText Outstream Ads ⁵	At beginning, till incl. 20 sec.	RoS & Custom	60 €	YouTube ⁶	PreRoll till incl. 20 sec	RoS & Custom 85 €

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	On request
	100% SoV-extra charge stationary*	Basic price + 15 € CPM

¹ Billing possible in RoP on a CpC basis.

³ Not bookable InApp

⁴ In RoP and RoS (selected sites) also bookable as Cinematic Ad (surcharge +5€ in combination with a mobile format)

⁵ Overlength (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM; billing on CPCV basis: 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.

⁶ further format: Bumper Ad (till incl. 6 sec) - RoS & Custom 65 €, Sponsorship (till incl. 20 sec.) - RoS & Custom 100 €. Targeting possible (Regio+Sozio):

+ 11 € CPM-surcharge per targeting-criteria

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