



From Monday to Friday, **DIE WELT** concisely presents the news events and debates of the day. In a slim paper, it relies on trenchant texts and a stringent structure that bundles content on one topic. It is weighty without being heavy.

On the front page, two top issues are presented, each including a commentary. On pages 2 and 3, a "newspaper within the newspaper" offers the most important news from all over the world and all resorts at a glance and sets a clear focus with the "topic of the day".

DIE WELT is aimed at the target group of decision-makers who want to be optimally informed in a limited time frame during the week. It offers concentration on the essentials and is a pathway through the flood of information for its readers.

DIE WELT (Mon. - Fri.) is the same name for its booking unit.

WELT Print Total comprises the booking unit WELT AM SONNTAG plus the booking unit DIE WELT. Advertisements in the booking unit WELT Print Total are published within 14 days (Sat./Sun. and Mon. - Fri.).

RATES & FORMAT DIE WELT

Formats	Rates
1/1 page, 4c	52,166.40 €
1/2 page, 4c	28,375.00 €
1/4 page, 4c	18,374.40 €

RATES & FORMAT WELT PRINT TOTAL

Formats	Rates Mon. - Fri. + Sat. + Sun.
1/1 page, 4c	122,284.80 €
1/2 page, 4c	67,215.00 €
1/4 page, 4c	46,147.20 €

DIE WELT Rate Card No. 101 is valid as of January 1 2023. All rates plus VAT

KEY DATA

- Publication: DIE WELT: Mon. – Fri.
- Copyprice: DIE WELT Mon. – Fri.: 2,00 €
- Reach: 846.000 Reader (ma 2023 Presse I)
- Sold circulation: 88.780 Expl. (publisher's announcement IVW IV 2022)
- Decision makers: 205.000 (LAE 2022)

READERSHIP

Readership ** DIE WELT*		Structure in %	Index
Gender	Men	66	134
	Women	34	67
Age	30-59 yrs	52	109
	University-entrance exam, university	69	191
Net household income	>3000 €	65	127
Consumers	Luxury-oriented	51	143

