



WELT AM SONNTAG



WELT AM SONNTAG stands for outstanding journalistic expertise and inspiration. It is very close to people and their everyday lives and always offers strong investigative stories from business and politics. It is the most important Sunday reading for discerning readers.

Surprising backgrounds, up-to-date analyses, exclusive interview partners and entertaining topics at a high level determine the editorial bandwidth. The editorial diversity includes analyses and forecasts from the world of finance, exciting sports reports as well as exclusive articles on style and culture, real estate, travel and motoring.

WELT AM SONNTAG appears with an additional early edition as early as Saturday. This gives readers more flexibility to start their reading pleasure with WELT AM SONNTAG as early as Saturday. The content of WELT AM SONNTAG will be restaged in tabloid format in **WELT AM SONNTAG Kompakt** for a young, well-educated and urban target group.

The **WELT AM SONNTAG** booking unit comprises WELT AM SONNTAG on Sat. and WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt.

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

RATES AND FORMATS WELT AM SONNTAG

Formats	Rates
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RATES AND FORMATS WELT PRINT TOTAL

Formats	Rates Mon.- Fri. + Sat. + Sun.
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1/4 page, 4c	46,147.20 €

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READERSHIP

Readership* WELT AM SONNTAG**	Structure in %	Index
Gender	Men	146
	Women	55
Age	30-59 yrs	127
	University-entrance exam, university	205
Education	University-entrance exam, university	205
	Net household income > 3000 €	147
Consumers	Luxury-oriented	187

KEY DATA

- Publication:
 - WELT AM SONNTAG: Sat.
 - WELT AM SONNTAG: Sun.
 - WELT AM SONNTAG Kompakt: Sun.
- Copyprice:
 - WELT AM SONNTAG Sat.: 5,00 €
 - WELT AM SONNTAG Sun.: 5,00 €
 - WELT AM SONNTAG Kompakt: 3,20 €
- Reach: 930.000 Reader (ma 2023 Presse I)
- Sold circulation: 314.002 Expl. (publisher's announcement IVW IV 2022)
- Decision makers: 227.000 (LAE 2022)

from 30.04.2022:
The first climate-neutral sunday newspaper!