



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 Sat./Sun. + Mon.-Fri.
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.: 2,50 €
- Reach: 960.000 Reader (ma 2023 Presse II)
- Sold circulation: 83.539 Expl. (publisher's announcement IVW II 2023)
- Decision makers 200.000 (LAE 2023)

**READERSHIP**

Readership ** DIE WELT*	Structure in %	Index
Gender	Men	135
	Women	66
Age	30-59 yrs	115
Education	University-entrance exam, university	186
Net household income	>3000 €	130
Consumers	Luxury-oriented	150