



WELT AM SONNTAG



WELT AM SONNTAG is the most important weekend read for discerning readers. It stands for outstanding journalistic competence and inspiration. It is very close to people and their everyday lives and also offers strong investigative stories from business and politics.

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 is published with one issue on Saturday and one on Sunday. 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
1/1 page, 4c	91,660.80 €
1/2 page, 4c	50,700.00 €
1/4 page, 4c	35,904.00 €

RATES AND FORMATS 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 €

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

READERSHIP

Readership* WELT AM SONNTAG**	Structure in %	Index
Gender	Men	146
	Women	56
Age	30-59 yrs	122
	University-entrance exam, university	196
Education	71	196
Net household income	> 3000 €	143
Consumers	Luxury-oriented	178

KEY DATA

- Publication:
 - WELT AM SONNTAG: Sat.
 - WELT AM SONNTAG: Sun.
 - WELT AM SONNTAG Kompakt: Sun.
- Copyprice:
 - WELT AM SONNTAG Sat.: 5,30 €
 - WELT AM SONNTAG Sun.: 5,30 €
 - WELT AM SONNTAG Kompakt: 3,50 €
- Reach:
 - 1.000.000 Reader (ma 2023 Presse II)
- Sold circulation:
 - 296.558 Expl. (publisher's announcement IVW II 2023)
- Decision makers:
 - 207.000 (LAE 2023)