

media **impact** —

COPYTEST

WELT AM SONNTAG

2023

Berlin, April 2023

WELT AM SONNTAG



THE ISSUE UNDER STUDY

Early edition of WELT AM SONNTAG from 11.03.2023



Sunday edition of WELT AM SONNTAG from 12.03.2023



SUMMARY

WELT AM SONNTAG
COPY TEST 2023

GREAT APPRECIATION OF THE READERSHIP

Long-term loyalty
Ø readership: 7 years

Great attention
Ø reading time: 52 minutes

Intensive use
Ø frequency of use:
4.2 times



Positive Perception
I simply like WELT AM SONNTAG (97%).

Image
WELT AM SONNTAG has everything that makes a good newspaper of today (91%).

Advertising perception
Advertising in WELT AM SONNTAG is credible (82%).

READING BEHAVIOR

WELT AM SONNTAG
COPY TEST 2023

CONTENT ENJOYS GREAT ATTENTION



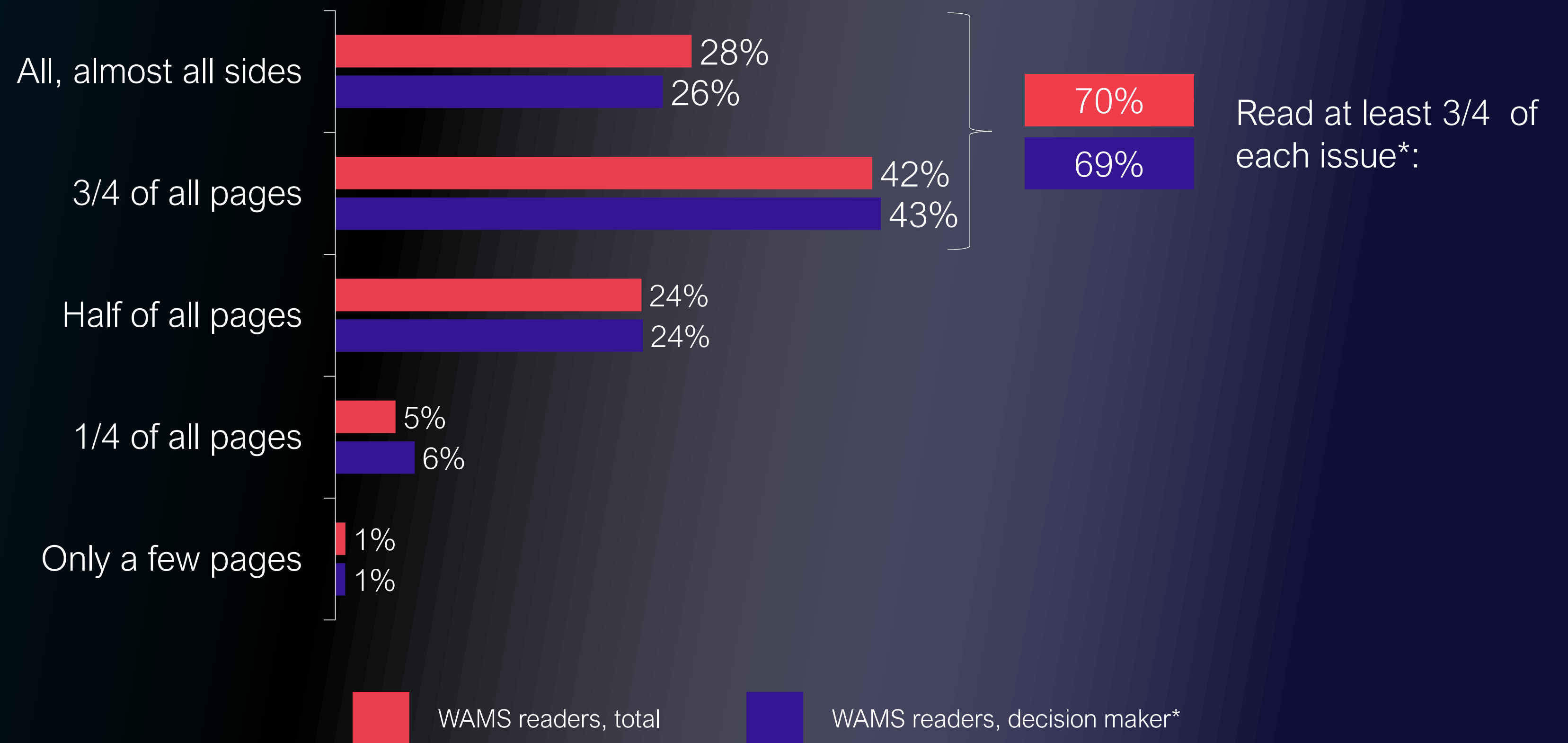
Sunday edition
Front page
Ø reading time: 14 minutes

Ø reading time:
52 minutes

Ø frequency of
use :
4.2 times

WELT AM SONNTAG IS READ INTENSIVELY

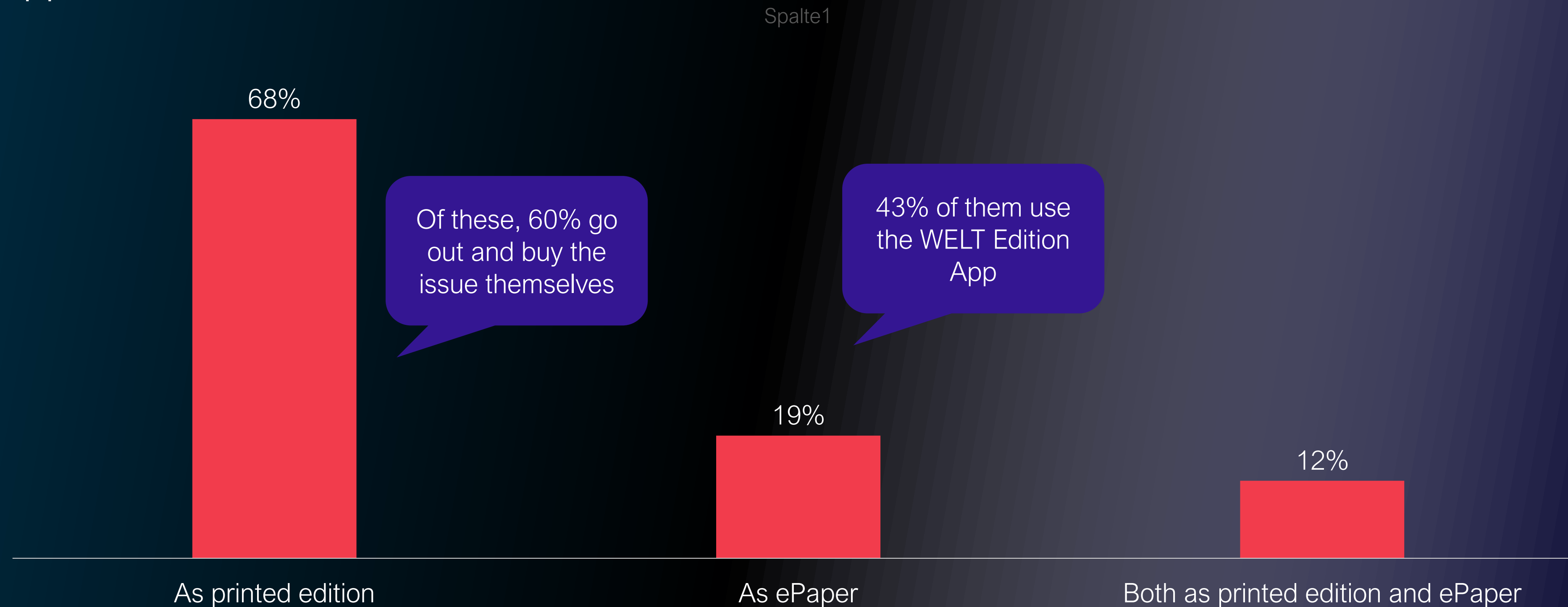
How many pages do you estimate you have opened from this issue of WELT AM SONNTAG to look at or read something there?



7 Source: Copy test for WELT AM SONNTAG March 2023. Basis: WAMS readers, total n = 253, decision-makers n= 128. Question: How many pages of WELT AM SONNTAG do you estimate you have opened to look at or read?* Decision-makers = freelancers, self-employed, executives/officials.

PRINT EDITION REMAINS ACCESS ROUTE NO. 1

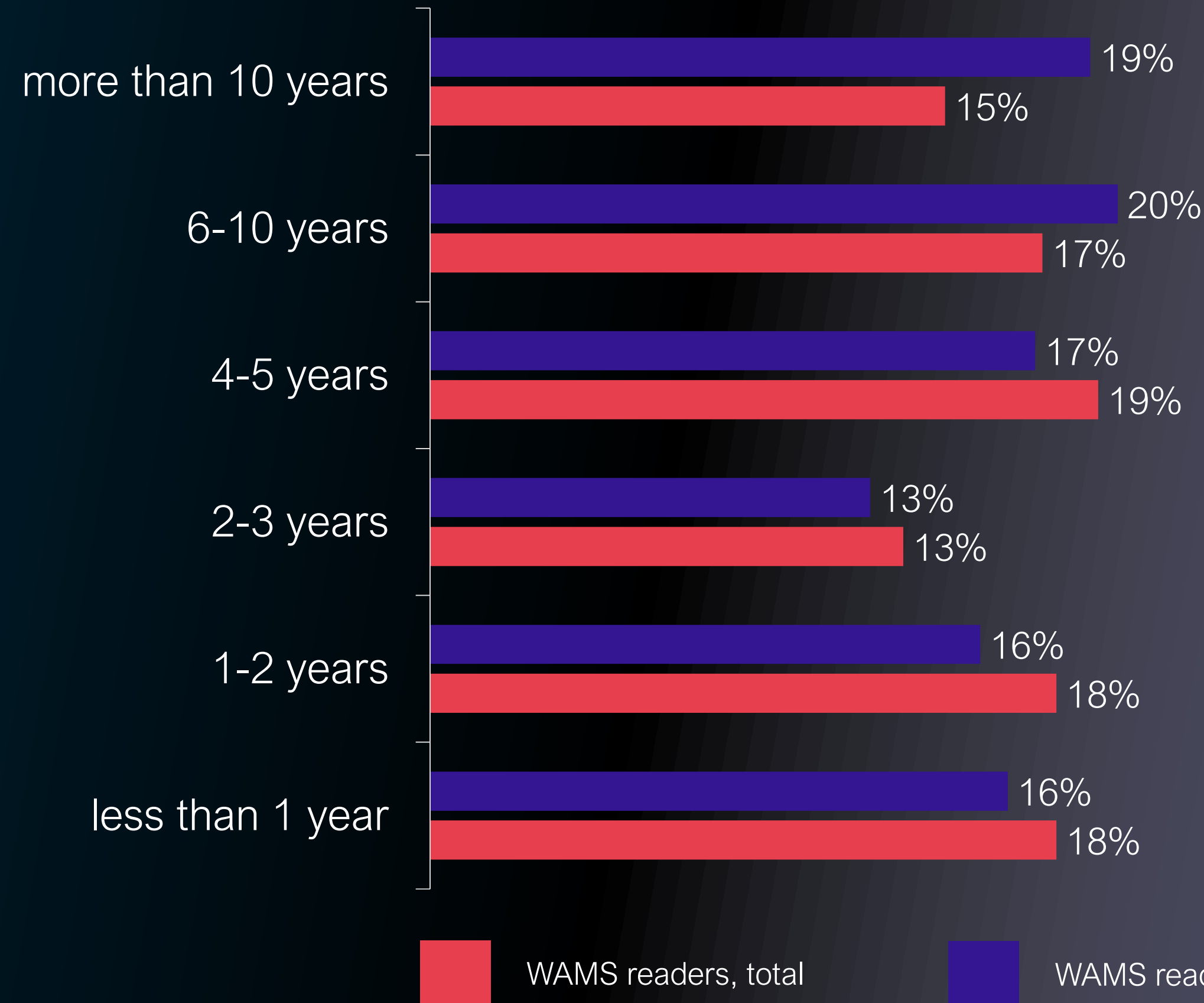
And do you read the WELT AM SONNTAG issue in print or digitally, for example as an ePaper via an app?



LOYALTY

WELT AM SONNTAG HAS A LOYAL READERSHIP

How many years have you been reading WELT AM SONNTAG?



WELT AM SONNTAG READERS ARE VERY SATISFIED



97% of readers like the current WELT AM SONNTAG overall.

The content of WELT AM SONNTAG is to the point.

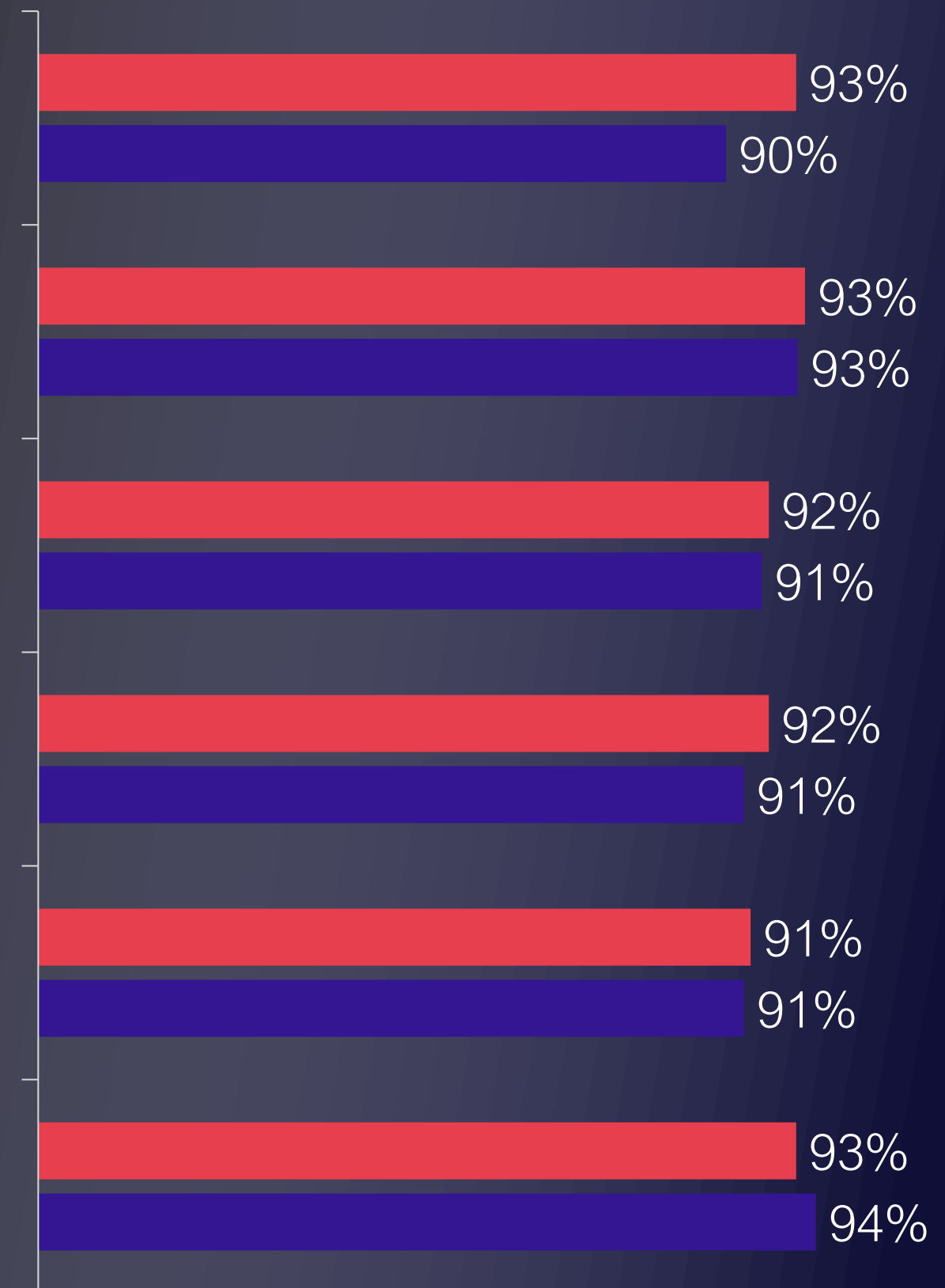
The articles are clearly arranged.

The articles are informative.

Good weighting of text, images and graphics.

The choice of topics is diverse

The contents of WELT AM SONNTAG are up to date

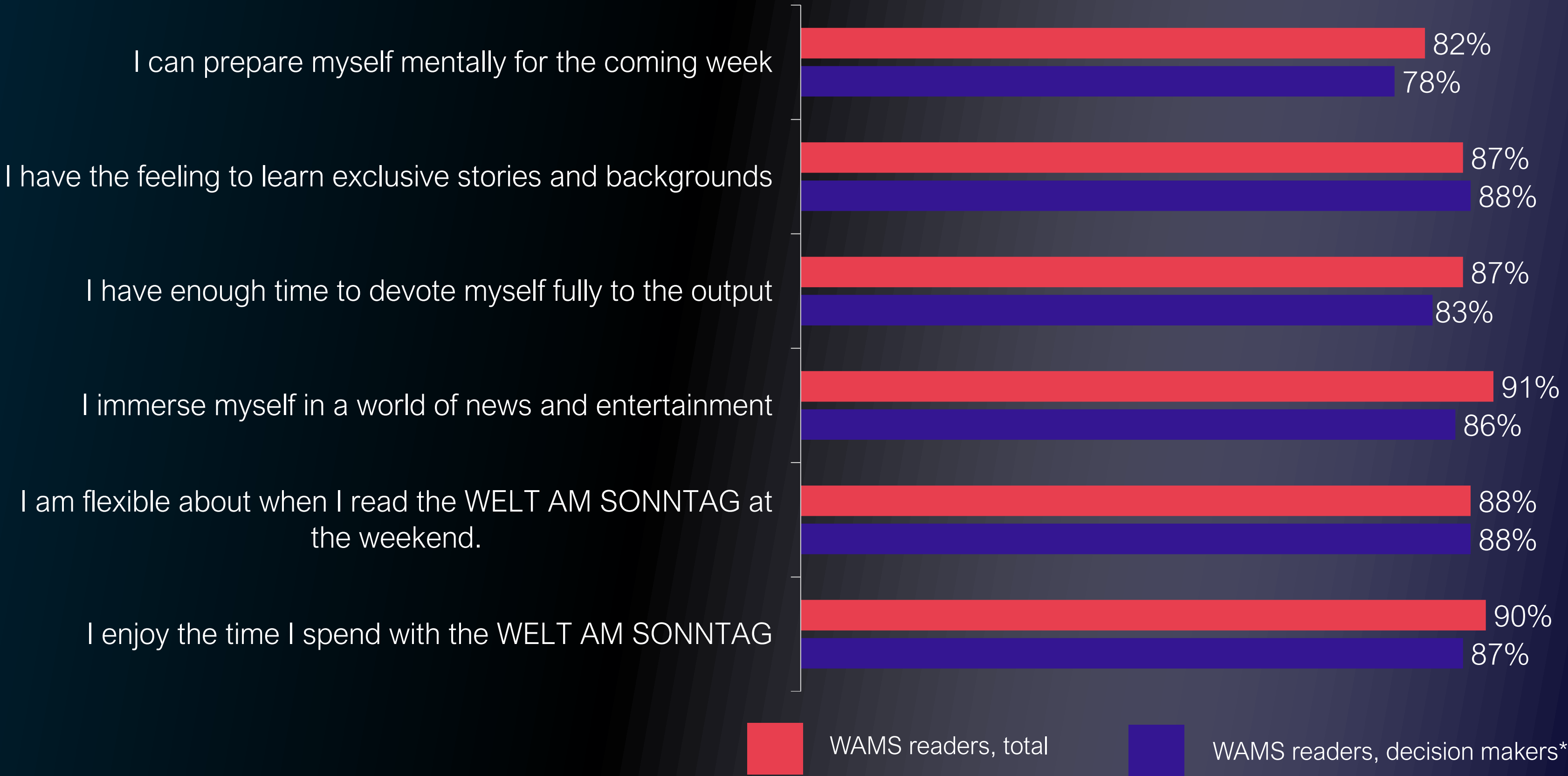


■ WAMS readers, total

■ WAMS readers, decision-makers*

READERS ENJOY THEIR TIME WITH WELT AM SONNTAG

With WELT AM SONNTAG ...



11 Source: Copy test for WELT AM SONNTAG March 2023. Basis: WAMS readers, total n = 253, decision-makers: n= 128. Question: Here you can see statements that other people have used to describe how they read WELT AM SONNTAG. For each statement, please tell me whether it applies to you personally. When I read the WELT AM SONNTAG... Representation Top2: Strongly agree/ Strongly agree.* Decision-makers = freelancers, self-employed, executives/civil servants.

IMAGE



WELT AM SONNTAG
COPY TEST 2023

IMAGE 1

HIGH APPRECIATION FOR THE WELT AM SONNTAG

WELT AM SONNTAG ...

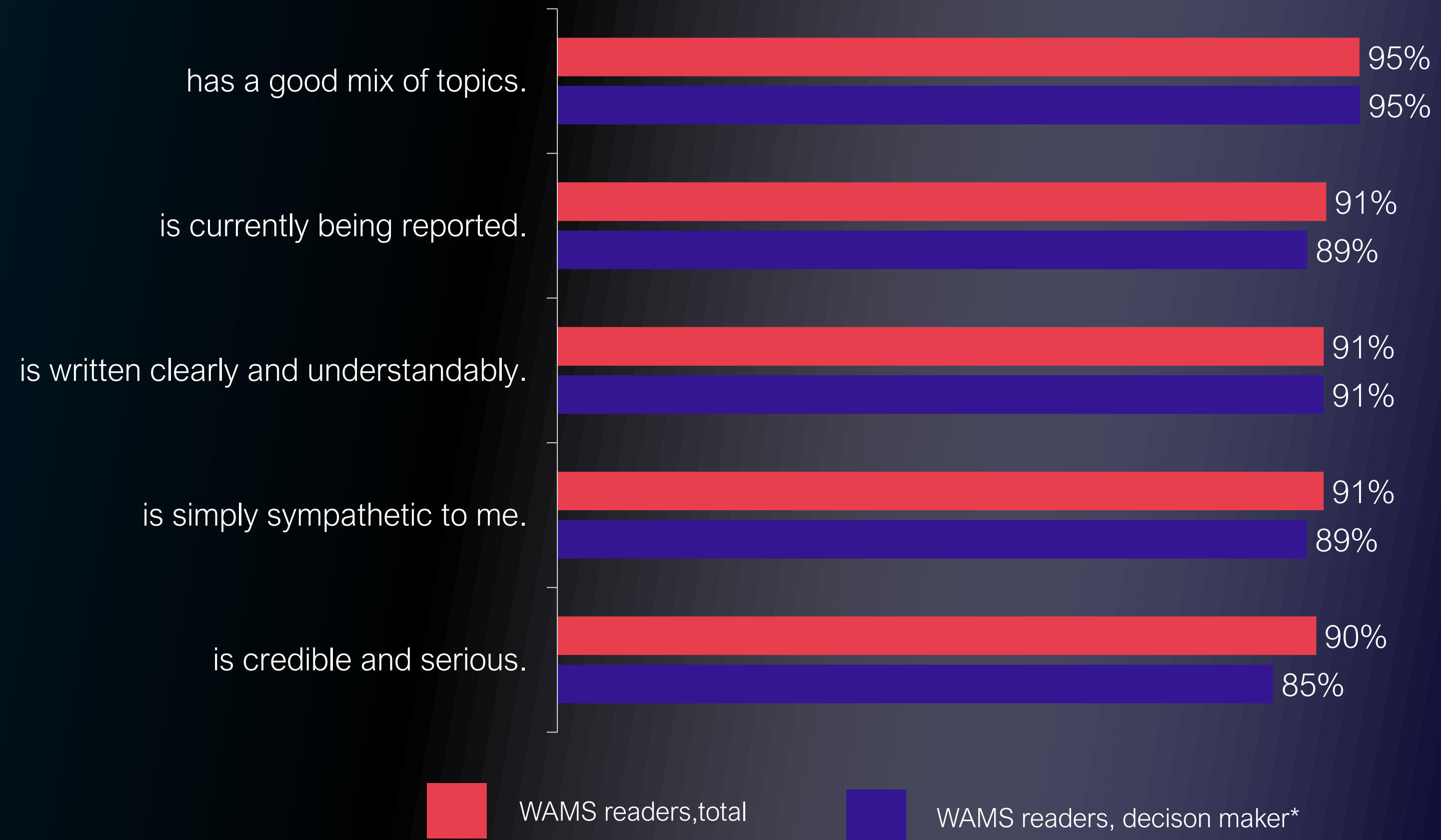
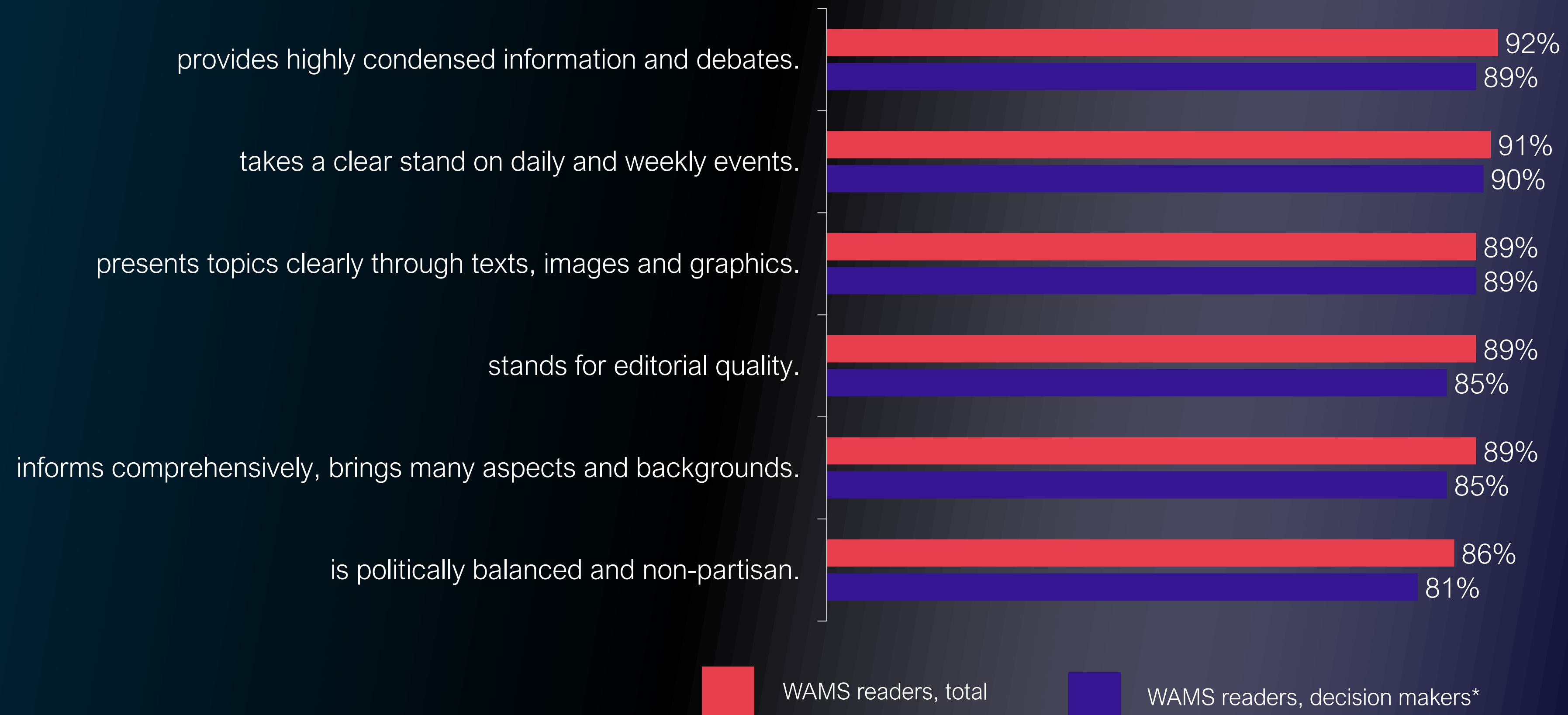


IMAGE II

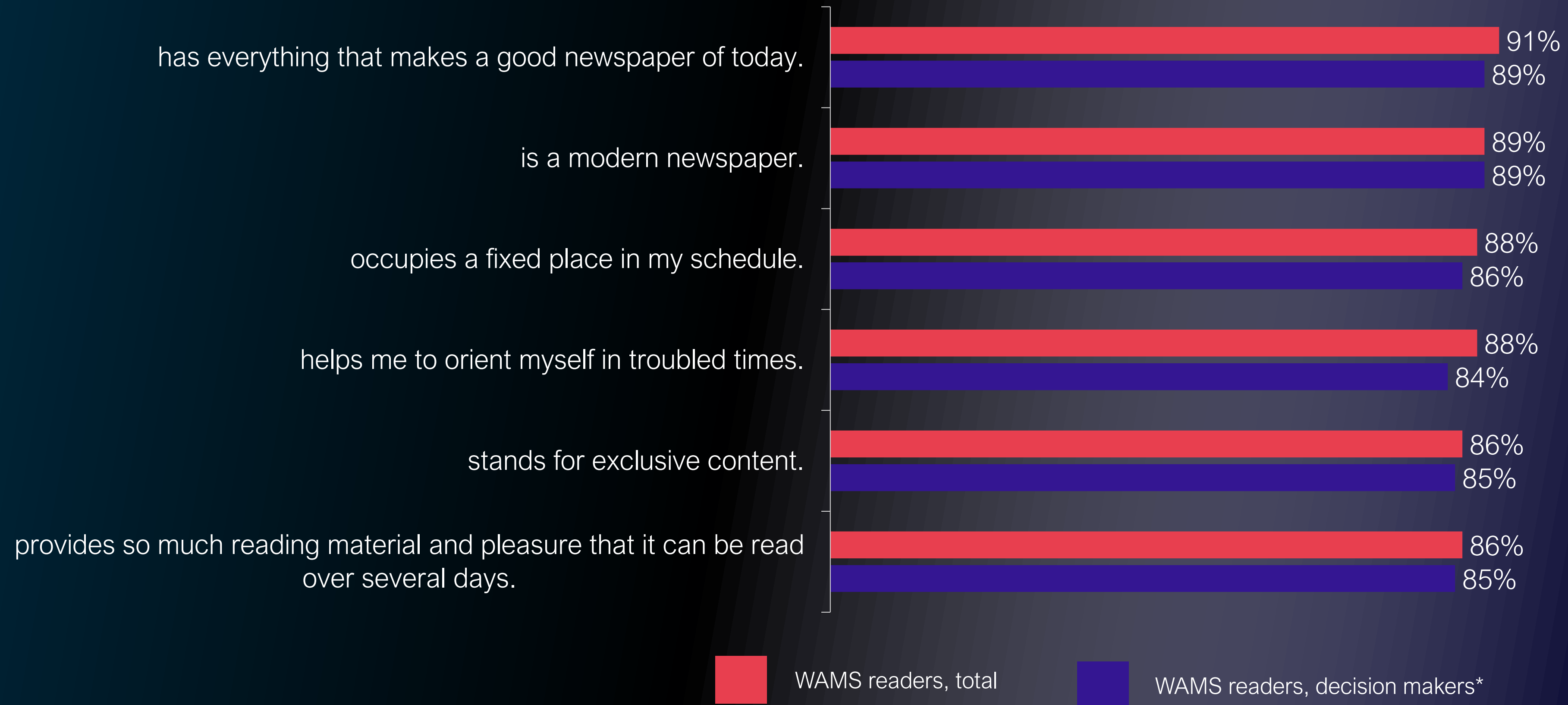
HIGH QUALITY AND COMPLEXITY

WELT AM SONNTAG ...



WELT AM SONNTAG IS PART OF EVERYDAY LIFE

WELT AM SONNTAG ...

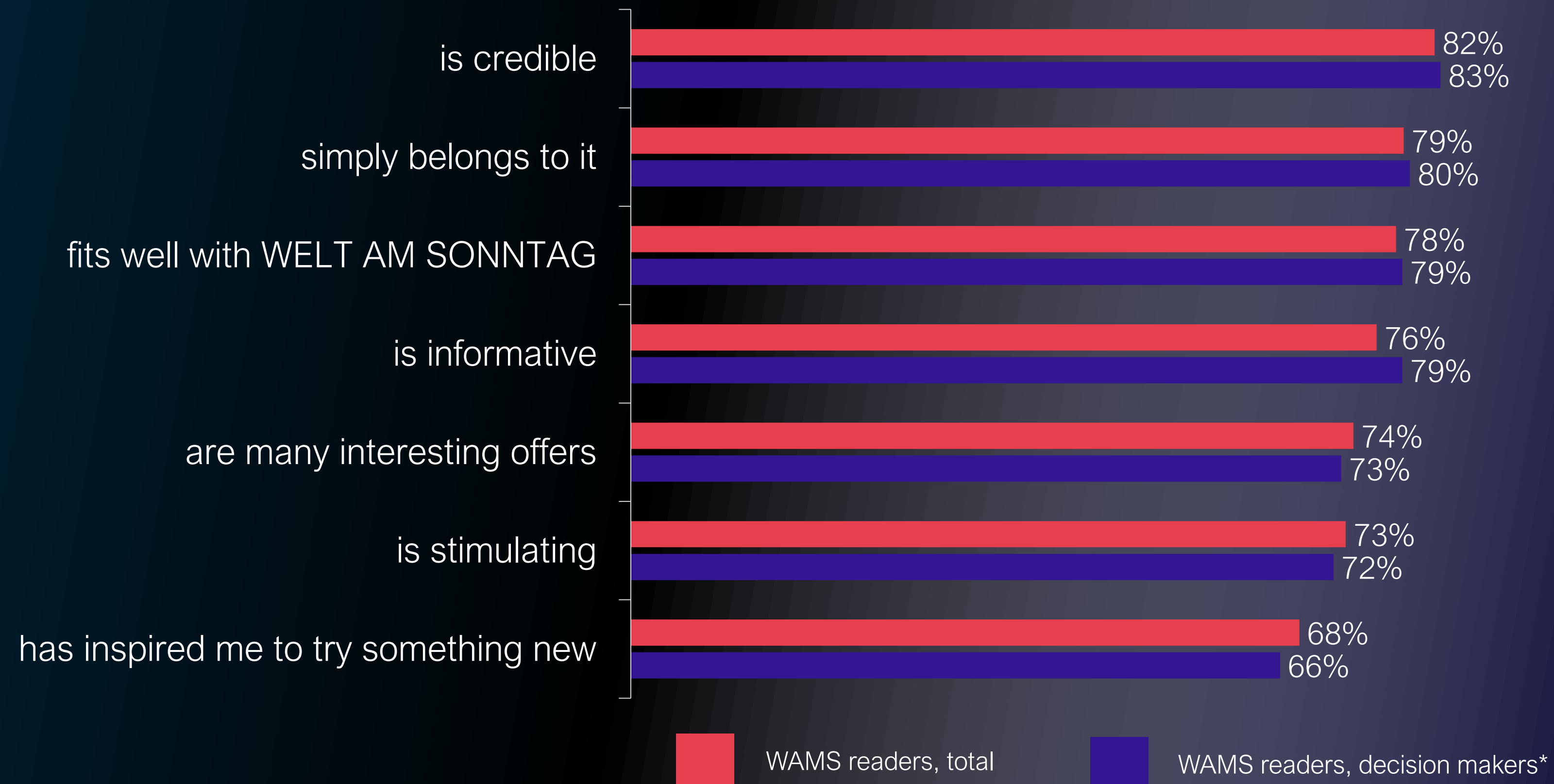


ADVERTISING AWARENESS

WELT AM SONNTAG
COPY TEST 2023

ADVERTISING INSPIRES WELT AM SONNTAG READERS

Advertising in WELT AM SONNTAG ...

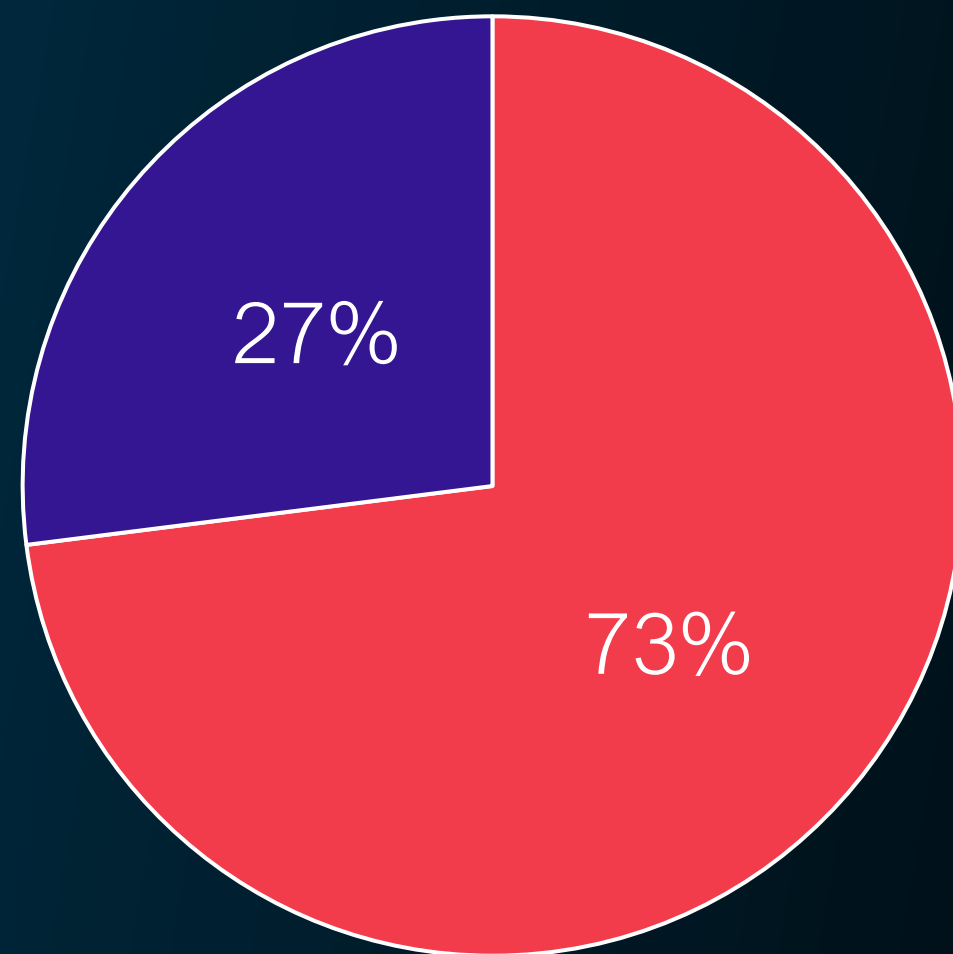


READER STRUCTURE

WELT AM SONNTAG
COPY TEST 2023

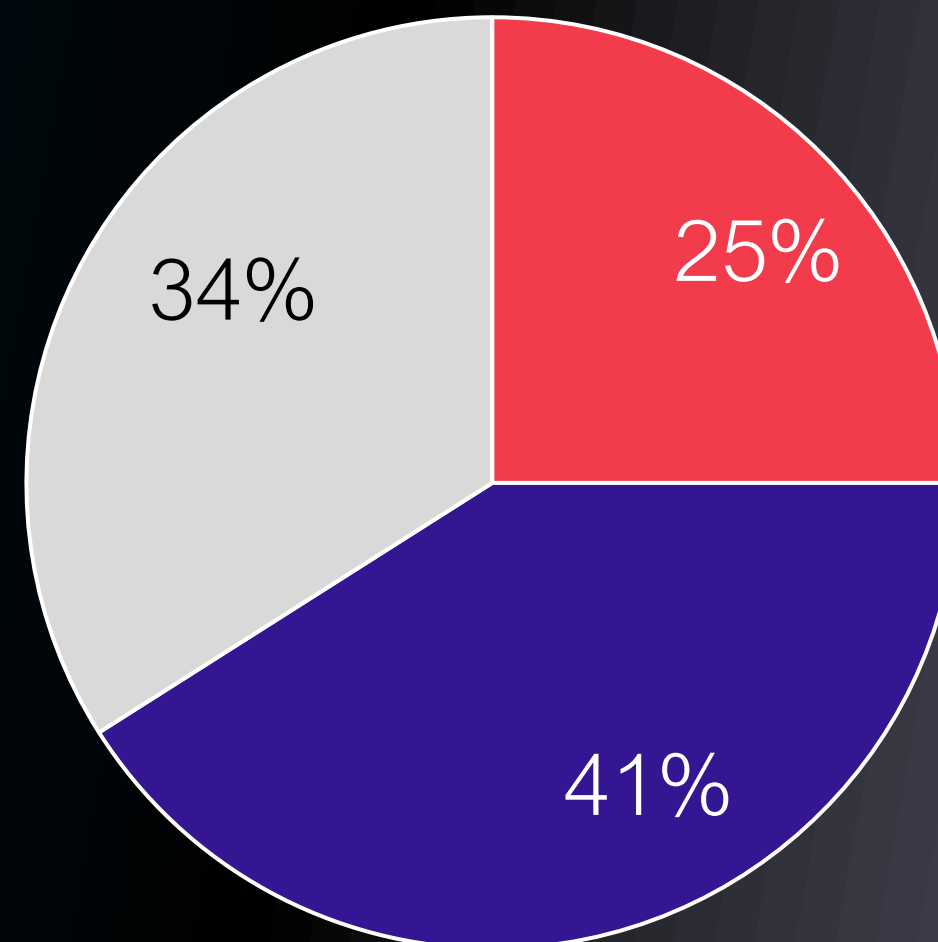
PREDOMINANTLY MALE, 30-49 YEARS OLD & EDUCATED

Gender



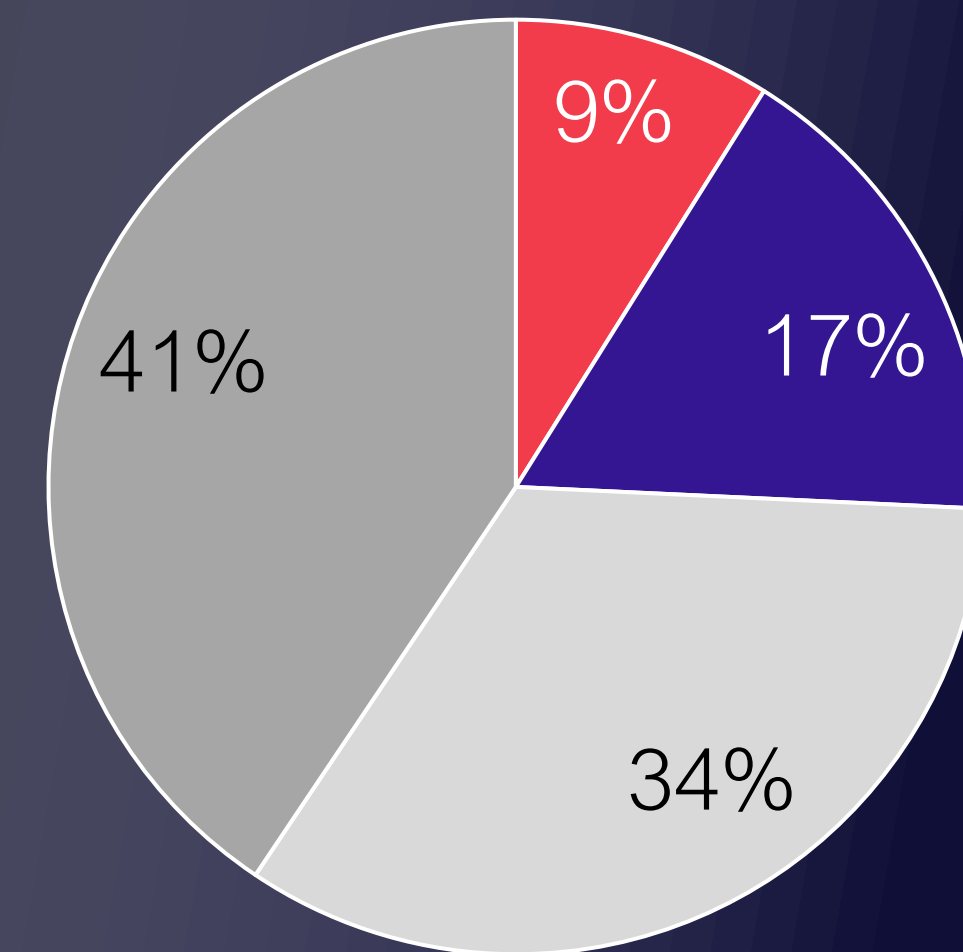
■ male ■ female

Age



■ 14-29 years
■ 30-49 years
■ 50 years or older

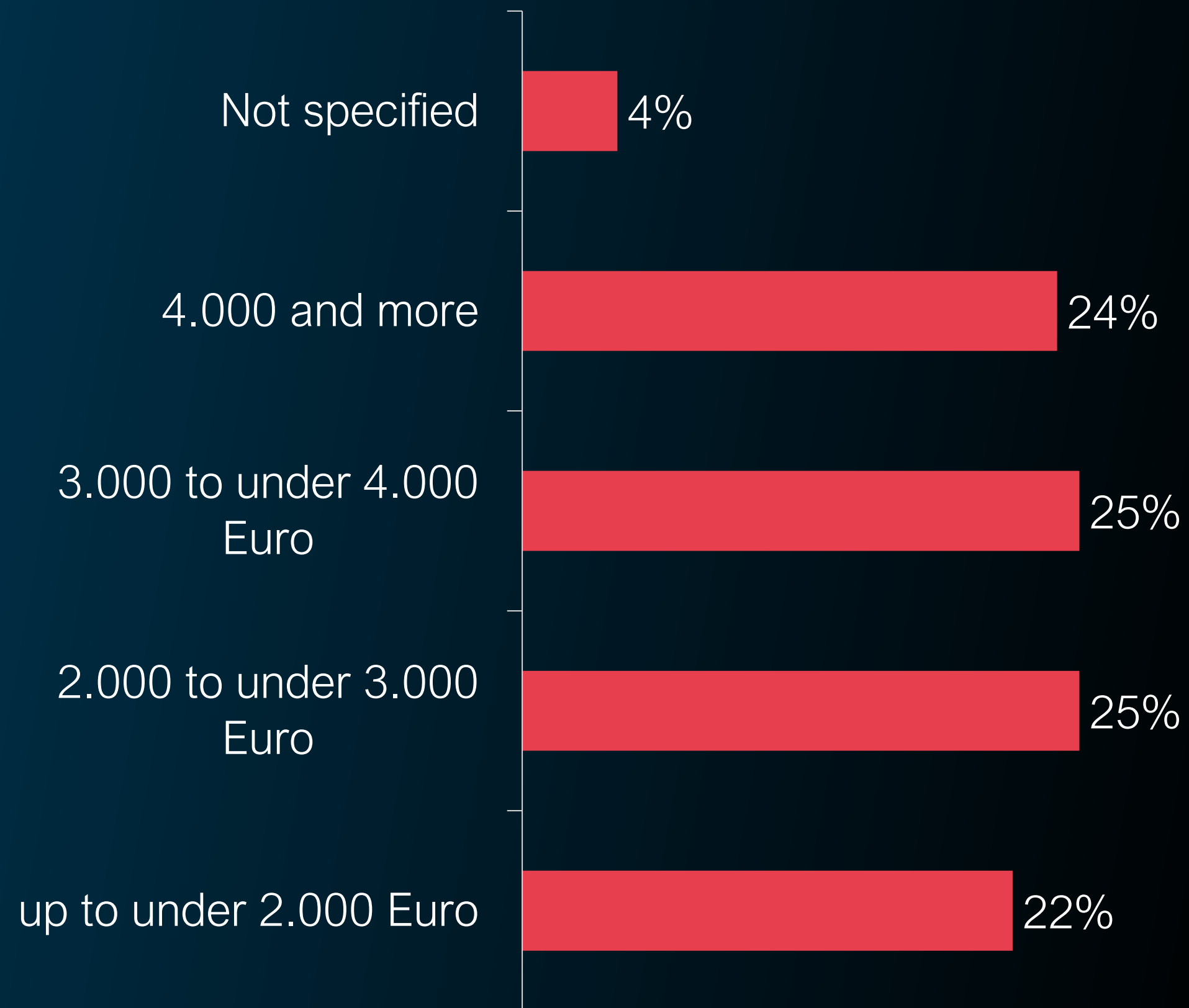
Education



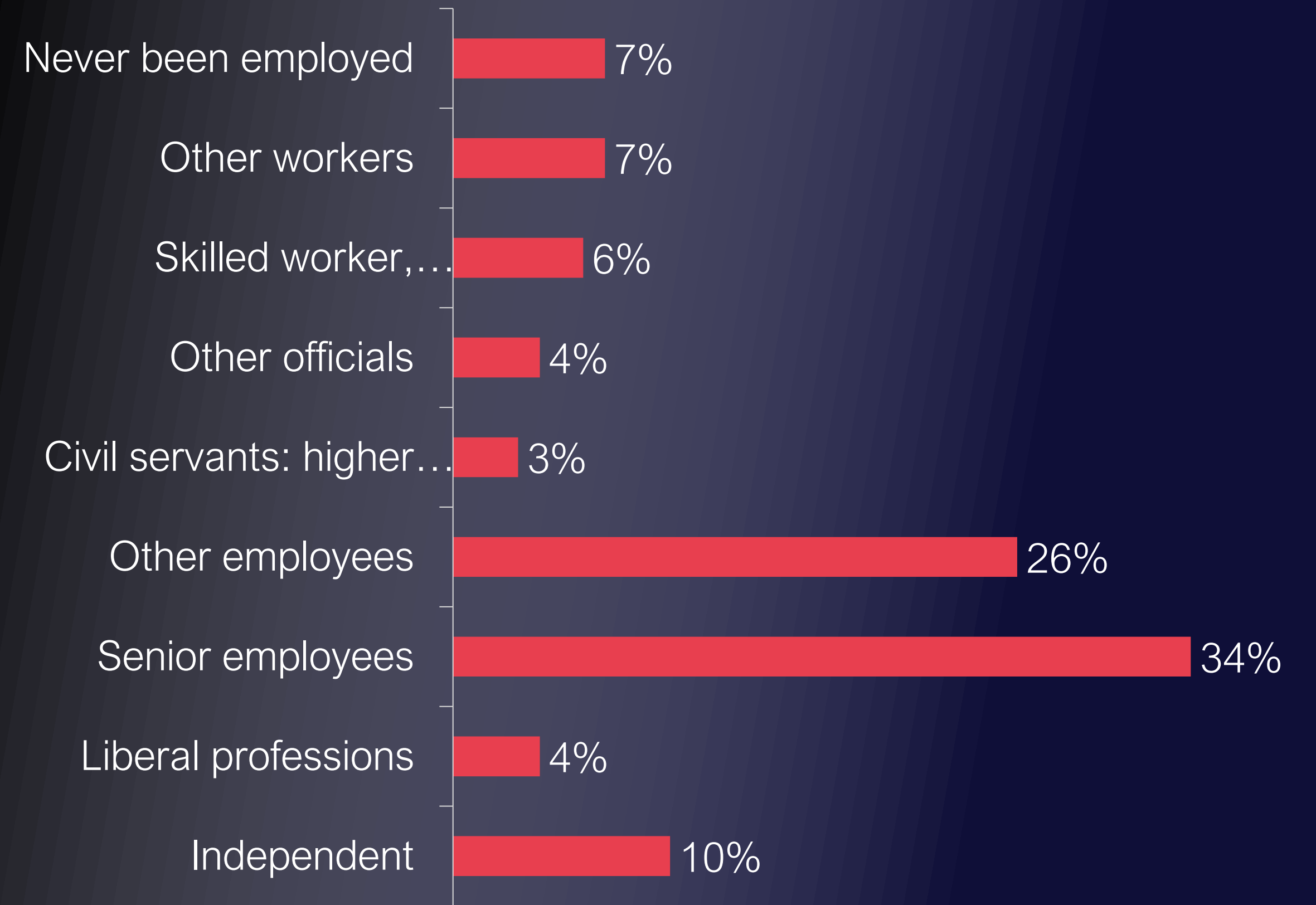
■ Elementary school
■ Secondary school without high school diploma
■ High school diploma
■ Studies

HIGH NET INCOME

Monthly household net income



Occupation



WAMS readers, total

INVESTIGATION PROFILE

- Population: – Readers (WLK) of WELT AM SONNTAG of 11.03.2023 or 12. 03. 2023 aged 14 to 69 years
- Sample: – n = 253 respondent
- Data collection: – Online interviews
- Concept: – Axel Springer Market research, Berlin
- Implementation: – Gapfish, Berlin
- Quotation: – According to ma 2023 Press I, by gender & age