THE POWER OF WELT

WELT is a 360 degree media brand that offers information in print, digital and TV. It stands for intelligent quality journalism for every usage situation.
WELT SETS STANDARDS IN REPORTING ON BUSINESS, FINANCE AND POLITICS

That's why the WELT brand attracts the most renowned authors …

Stefan Aust Editor of WELT, bestselling author and one of Germany's best-known journalists
Robin Alexander Deputy Editor-in-Chief, best-selling author and host of the podcast „Machtwechsel - der Podcast zur Wahl.“
WITH MORE THAN 19 MILLION UNIQUE USERS PER MONTH, WELT DIGITAL...

... is one of the most visited AGOF digital offerings in Germany.

Quelle: AGOF daily digital facts, basis: Digital TEE, digital users aged 16+ (61.63 mili.); single month October 2022, retrieved on 12/12/2022.
THE PREMIUM CHANNEL ICONIST IS THE DIGITAL DESTINATION FOR POP CULTURE AND LIFESTYLE TOPICS ON WELT DIGITAL.

ICONIST sees itself as a source of inspiration for style and quality-conscious users.
### Key Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Million Unique Users</td>
<td>19.53</td>
</tr>
<tr>
<td>Million Daily Unique Users</td>
<td>2.35</td>
</tr>
<tr>
<td>Million Page Impressions</td>
<td>307.75</td>
</tr>
</tbody>
</table>

### Audience Profile

- **Gender**: 56% Male
- **Age**: 51% 20 - 49
- **Education**: 48% at least a A-Level or Vocational Baccalaureate
- **Income**: 34% 4,000 € or more
- **Employed**: 67% Employed

Source: 2

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WELT bundles TV, online, mobile and app under a strong, multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.

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1) AGOF daily digital facts, basis: Digital TEE, digital users aged 16+ (61.63 mil.); single month January 2023; retrieved on 10/02/2022
2) agofdailydigital facts; basis: 16+ Jahre, average day December 2022;
3) IVW May 2023
WELT Digital also provides all relevant stories in video format with the power of Germany's leading TV news broadcaster.

WELT Digital is always live: With current live tickers, live streams to breaking news or to the current TV program.

WELT Digital offers content orientation, is opinionated and diverse.

Our community is part of WELT because we developed our product together with our users.

The fastest app in the world for smartphone, with all relevant news, analyses, videos, as well as live streaming.
WELT DIGITAL
SOCIAL MEDIA AND WELT

1) Instagram 12/2022 2) Facebook 12/2022 3) Twitter 12/2022 4) YouTube 11/2022

WELT INSTAGRAM
658,000 follower

You want to be on the top-tier trending platform? Reach out to users by posting expressive images and videos together with us.

WELT FACEBOOK
über 1.1 M. follower

The classic among our social media offers. With joint sendership with our journalistic brands, you will benefit from the credibility and reach as well as from the high engagement rate on social networks!

WELT TWITTER
über 1.8 M. follower

WELT, in particular, is a real media hotspot on Twitter with its enormously wide-reaching account. Use the power of our brands with joint sponsored tweets and effectively reach decision-makers with your advertising message!

YOU TUBE
über 1.5 M. subscribers

Reach your target group with emotional video ads such as PreRolls or Bumber Ads on our wide-reaching channel.
01 OUR HOMEPAGE
Receive a maximum reach with our 24h fixed placement on WELT.de and a guaranteed viewability with large-sized formats.

2 million guaranteed ad impressions
02 OPULENT STAGINGS
The BIG STAGE as the premium format on WELT Digital provides a maximum attention-grabbing appearance by starting a large-format video when the page is called up. The content of the page is pushed down during this time. After 8 seconds, the content is pushed back to the top and a double dynamic sitebar and a billboard remain as a reminder.

2 million guaranteed ad impressions
Do you have high-quality video content that you want to present to a large audience? The WELT video wall is just right for you. The video automatically starts and is playing in the background while the homepage loads. By hovering over the billboard, your ad expands over the WELT.de content and closes via a close button.

2 million guaranteed ad impressions
Big! Bigger! Curtain Dropper!
This advertising innovation will surely be remembered by every user. The ad drops over the content like a curtain and stays there for 5 seconds.
Due to an FC=1 per day, an additional billboard must be delivered to ensure the visibility of your campaign for the rest of the day.

2 million guaranteed ad impressions
With this advertising format you are always in the user's field of vision. The billboard is placed above the navigation bar. The dynamic sitebars connect to the billboard and are sticky so they scroll along.

2 million guaranteed Ad Impressions
EXCLUSIVE PLACEMENTS
The WELT Run bundles all relevant channel start pages and article pages into a single product.

By placing you exclusively where the attention of our WELT users is highest, we guarantee optimal viewability and maximum engagement.

2.5 million guaranteed Ad Impressions
EXKLUSIVE PLATZIERUNG

FIRST CONTACT

Addresses all cross-entry users on their first contact with Welt Digital. Each article page functions as a potential entry page.

First Contact can also be booked as ideal supplement to HomeRun.

2 million guaranteed Ad Impressions
Do not miss the chance to be exclusive presenter in one of our high-quality channels!

Presenting package multiscreen:

Fireplace (desktop), Medium Rectangle (multiscreen) and Your brand’s logo (multiscreen) are long-term integrated above each page of the channel¹.

Each channel presenting is individually calculated, depending on the reach of the respective channel.
EXCLUSIVE PLACEMENTS

DECISION MAKERS
HOMEPAGE BUNDLE

- Top reach in our decision maker target group
- Price/performance: Lower gross CPM compared to IQ-Roadblock Quality News
- Reaching of a high number of decision-makers as high-income target group
- All Media Impact decision maker environments with one booking
- Maximum attention level in just one day

3.45 million guaranteed AIs / day

1) WELT.de, Finanzen.net and Business Insider simulated. Billing based upon reaching of total AIs volume of package. Not all items of package must contribute to the fulfillment of the total AI volume. Subject to alteration and printing errors.
EXCLUSIVE PLACEMENTS

TARGETING OF DIGITAL WELT SUBSCRIBERS

More depth. More backgrounds. More WELT.

WELTplus offers more:

The digital subscribers are given access to exclusive content from Welt Digital, and you as a customer have exclusive access to our subscribers.

Our subscribers intensively consume the content on WELT Digital and read the articles with a particular attention.

Furthermore, they have an above average income. Thus, they are an especially valuable target group.

More Subscribers
Over 210,000 WELTplus subscribers

More Heavy Users
65% of the subscribers are Heavy Users

More read articles
Heavy Users with a subscription read 120 articles / month

1) IVW October 2022
2) Own analysis
04 INDIVIDUAL INTEGRATION
With a WELT brand concept, you benefit from the credibility of the brand WELT. The design in the "look and feel" of our titles translates your message into the language of our readers and users. With the exclusive use of brand logos, you transfer this message to your products and to the PoS. Address your consumers with our high reach and attention-grabbing staging.

- Preparation of complex subject content and products in need of explanation in the language of our readers
- Infographics, statistics and background information for a clear presentation of a topic
- Cross-media brand concept in premium format with joint senders from customer and WELT
- Creative implementation with the highest journalistic quality
- Full-service: conception, media planning, implementation and reporting

- High-quality and creative staging of product innovations
- Cross-media brand concept in premium format with joint senders from customer and WELT
- Reader test of your product, in which readers of WELT evaluate it credibly - proximity to the consumer and authentic test results
- Exclusive special advertising format Premiere Cover Ad
- Image enhancement and generation of qualified response
- Full-service: conception, media planning, implementation and reporting
The topic special summarizes suitable editorial articles relating to the topic on a landing page.

In the special, you have exclusivity and can be placed there with a format such as a sidebar and multiscreen with a medium rectangle.

As sponsor of the special, you will be prominently displayed with a header and a footer as sender for the entire duration of the special.

In addition, your special will be displayed on the WELT Home for 2-3 days on a stage in which you, as the sender of the stage, are visible with your logo in an eye-catching way.

Readers are guided to the topic special through appropriate articles.

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1. plus creation costs € 3,400
2. Only when booking package M or L

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YOUR BRAND AS A PRESENTER

TOPICS

✓ travel & vacation
✓ food
✓ smart living
✓ diversity
✓ lifestyle & fashion
✓ health
✓ sustainability
✓ job and career

✓ mid-sized companies
✓ family, education
✓ new mobility
✓ real estate
✓ knowledge & education
✓ real estate
✓ finance and insurance

1 Further editorial topics on request
INDIVIDUAL INTEGRATION

WELT PARTNERSHIP

BRANDING AND PERFORMANCE

We make sure that your topics and offers will be visible in a suitable environment with an integration in a native look and feel of WELT Digital.

The integration is based on your individuell needs with advertorials, themestage (stage with content from the partner, widgets, videos, etc.) and/or channelizer (integration of the partner website in the WELT environment).

reach: from 3,5 M. promotion impressions/ month
run time: from 3 Monaten
performance: individual CPX-component
visibility: exclusive advertisements close to the editorial content
optimisation: constant optimisation by CTR and CR
service: full-service thanks to personal key-account
05 BRAND STUDIOS
The Brand Studios develop, produce and distribute entertaining and informative stories about your brand or products!

We create your success stories on our strong media brands and accompany and support you during the whole campaign!

Our credo: User first – every campaign is tailored to your target group.

Our campaign KPIs are individually drawn up and optimized for you. By that, success is made transparent and measurable.

With us you get an all-round service from higher journalistic quality, various feedback loops to detailed final reporting.
WE TURN YOUR MESSAGE INTO THE TALK OF TOWN

Your individual, exciting and informative story – written by our journalists in the style WELT Digital!

We create your unforgettable story and every step – from the idea to the execution – we elaborate in close coordination together with you.

Especially interesting: By booking a Brand Story you will get prominent traffic placements that are not available without a Brand Story!
THE SWIPE STORY

AN INNOVATIVE AND ILLUSTRATIVE EXPERIENCE TO YOUR READERS

The swipe story offers a new reading experience to the users on WELT Digital.

With this style of storytelling, which is oriented on the most recent mobile forms of presentation, the messages for your potential customers can be put in a new perspective.

Effective, structured, on point and easy to read – a form of reading, which readers know from Instagram and co. in the high-quality environment of WELT!
HERE YOU CAN PUT YOUR PRODUCT IN THE SPOTLIGHT

The story is focused on your brand or your product!

Your story about your products in need of explanation, new features or current offers will be displayed in the style of our respective media brand – authentically and on point.

Based on your delivered advertising material we create your individual story and the teaser package for traffic. Of course in close coordination with you during the whole process!
YOUR CONTENT IN THE LOOK & FEEL OF WELT DIGITAL

Your content displayed on our media!

Your content will be integrated in stories about your products & messages.

The advertising materials you provide will be presented in the look and feel of WELT Digital. Therefore they get both the traffic and the trustful environment of our media.
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