

NEWS & HIGHLIGHTS 2024

TELL MI_ MORE

— *impassioned by* —
media **impact** —





TOGETHER, WE'VE GOT MORE TO TELL

We are starting 2024 with planning, agility and foresight. From more green media transparency and crumbling cookies to artificial intelligence and our cross-media highlights - the year is off to an exciting, eventful and fast-paced start for us - and it will stay that way as we continue to develop. So, let's get it started!

We invite you to set the pace together in these fast-paced times. Do you have sparkling ideas and are you really in pioneer mode for 2024? WELL, TELL MI_MORE!

We IMPIONEER with cross-media ideas, innovations and enough courage. So, TELL MI_MORE - we look forward to you and your projects!

TELL ME MORE ABOUT NEWS 2024

Want an update on the freshest advertising materials, green news and life after cookies? Well, let us tell you more about it!



(E)MISSION POSSIBLE: ADS FOR LESS EMISSIONS

The challenge: Digital advertising media generate a high carbon footprint.

Our contribution: BILD and WELT Digital have by far the lowest emission values among the media brands - made possible by Axel Springer's efficient ad stack.

How is that possible? Through years of optimization as well as our sustainable approach to the programmatic landscape.



*Without Media Impact Portfolio / independent measurement of the Media Impact Advertising System. The data was collected by the external data provider Scope3.com, an expert in the field of green advertising technology (as of December 2023).

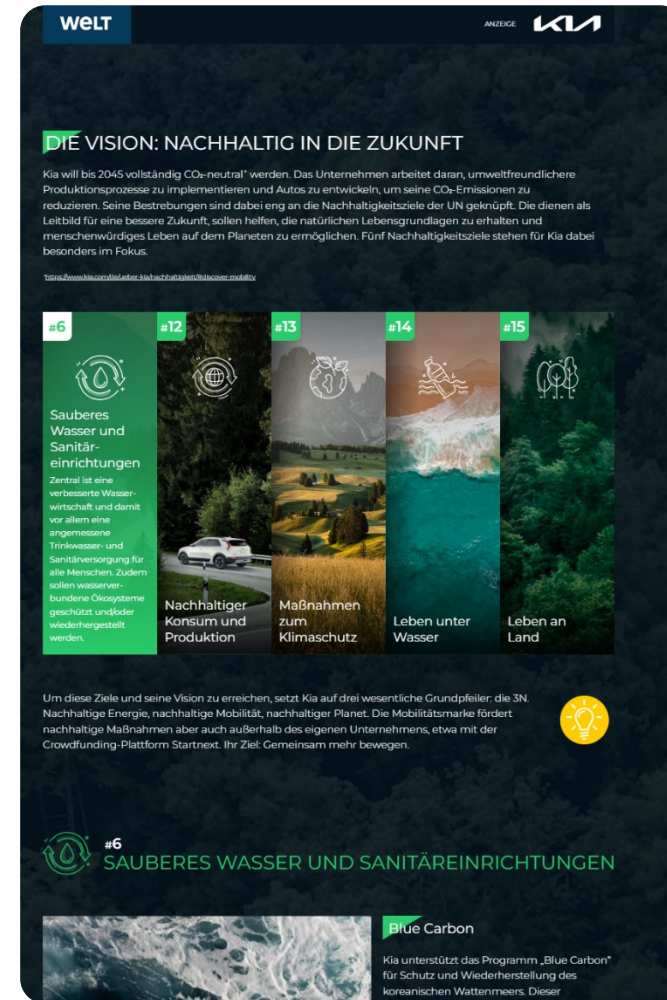
TRANSPARENCY FROM START TO FINISH

Our goal: From now on, Media Impact wants to inform its customers transparently about the impact of digital advertising on the climate and advise them on how to best optimize the reduction of CO2 emissions in digital campaigns.

We pioneer with Kia: We measured the digital advertising supply chain of the Kia Niro campaign: from ad creation to playout. A themed special "Mobility of the Future" for WELT Earth Week and an interactive product story on WELT Digital were implemented.

THIS MAKES IT A BEST CASE

We are the first marketer to measure the total digital CO2 emissions of a campaign*.



➔ INTERACT WITH THE PRODUCT STORY

➔ DISCOVER THEME SPECIAL



NO 3RD PARTY, NO PROBLEM

Is targeting and audience creation based on first-party data more performant than cookie-based targeting?

We have tested it programmatically in a test period of two weeks and the answer is YES!

In a direct A/B test setup between classic socio-targeting and first-party data targeting, we were able to draw direct comparisons:

100%

desired range

+38%

Hit rate of buying interest

-15%

Cost per action

THIS MAKES IT A BEST CASE

First successful decentralized data clean room case across Germany that proves: We are ready for the non-cookie era



[Learn more](#)

CAN YOU HEAR THE COOKIE CRUMBLE?

It's 2024 and Chrome is in the active phase out of supporting 3rd party cookies.

What are our top recommendations in data targeting instead of relying on luck?

- **1st party data and NetID** The most effective campaigns with the best users
- **#onemarket #onelanguage** Your campaigns with the unified Contextual Classifier
- **Use data safely without 3rd party and platform gatekeepers** #datapartnership
#datacleanrooms #spotlightonYOURdatainput

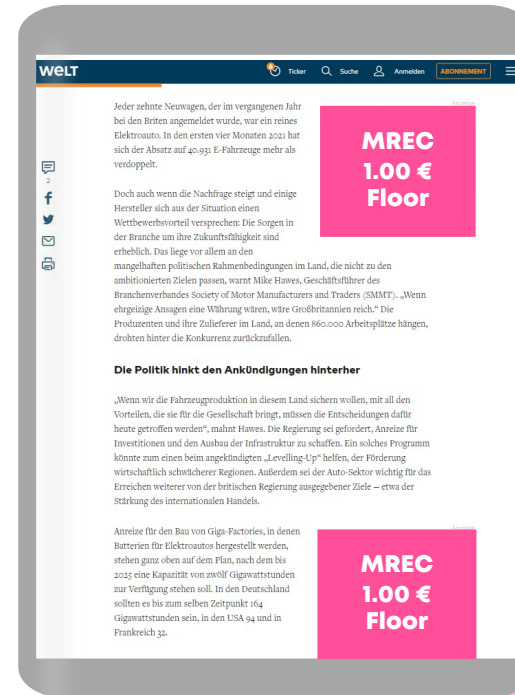


[Learn more](#)

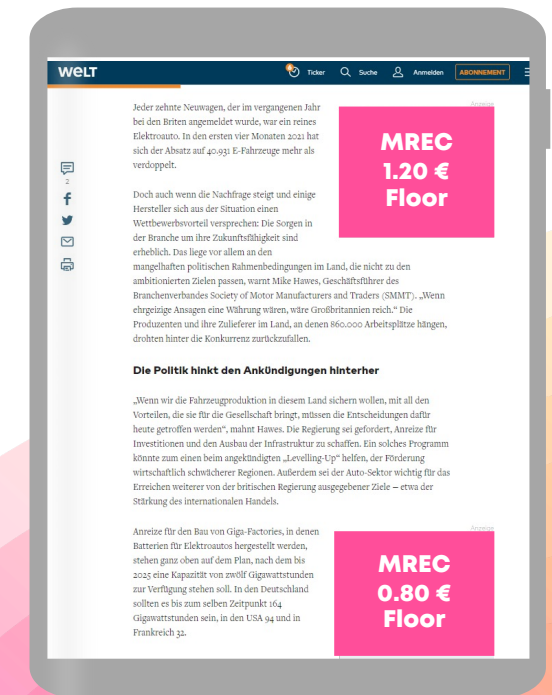
MEHR WORKING MEDIA – MIT FLEX PREIS DEALS

Transfer of OMP logic to PMP

- Floor prices at placement level
- No accruing SSP costs as in OMP
- More budget for media buying
- Commitment-ready

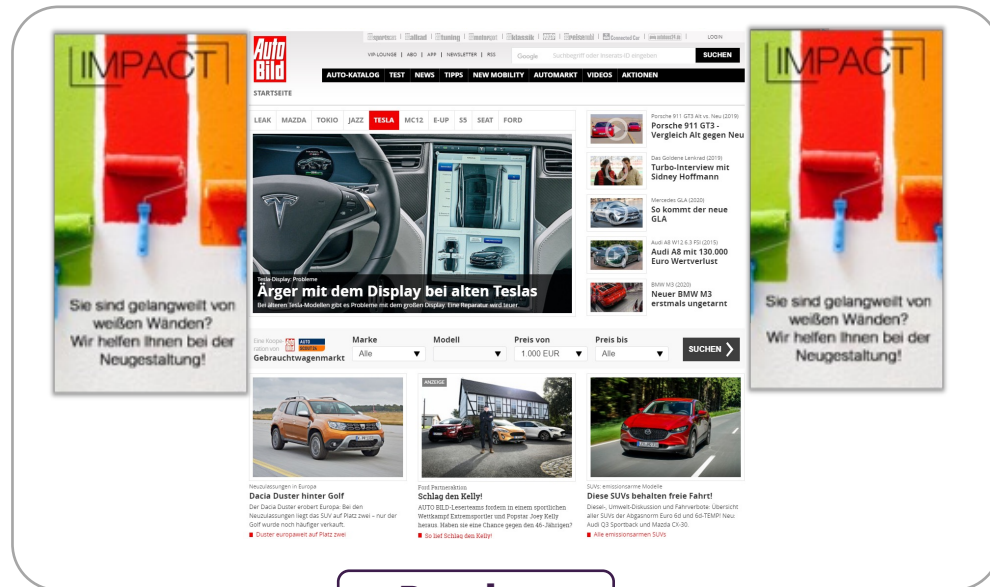


FLOOR PRICE DEAL FOR MREC
1.00 €



FLEX PRICE DEAL FOR MREC
0.50 – 1.50 €

PREMIUM FORMATS BOOKABLE IN THE PRIVATE AUCTION



Preview

DOUBLE DYNAMIC SITEBAR

The sitebar is fully visible at all times thanks to the dynamic adaptation to the screen size and is therefore ideal for a wide range of screen sizes.



Preview

DYNAMIC FIREPLACE

With the Dynamic Fireplace, you benefit from the large surface area and the stickiness of the Sitebars - high viewability is guaranteed!

ENGAGE INTERACTIVELY - IN ALL DIRECTION

ANZEIGE WELT
McDonald's logo

Weniger Müll, weil smart.

Wenn Plastik in die Umwelt gelangt, kann es mehrere Hundert Jahre dauern, bis es abgebaut wird. Doch für die Systemgastronomie und auch die Außer-Haus-Gastronomie bietet Plastikverpackungen ermöglichen es Ihnen.

scrolling horizontally ...

Die Idee

Ein Deckel aus Papierfasern, der eine integrierte Öffnung zum Trinken hat. Den Strohhalm braucht es nicht mehr. Der neue Deckel wird seit Mai 2023 in allen McDonald's Restaurants deutschlandweit eingeführt – für Heiß- und Kaltgetränke. Die bisherigen Einwegplastikdeckel werden vollständig von ihm abgelöst. Bereits seit 2022 wird in allen McDonald's Restaurants in Deutschland komplett auf die Deckel für Sottgetränke verzichtet.

DISCOVER NOW! →

WELT ANZEIGE SHAPING NEW TOMORROW.

Aus 13 Plastikflaschen
DIESE HOSE IST

... or vertically

DISCOVER NOW! →

Die Essential Pants ist wasserabweisend und schnelltrocknend.

Optisch sieht sie aus wie eine Anzughose, elegant und doch leger. Das Design folgt dem

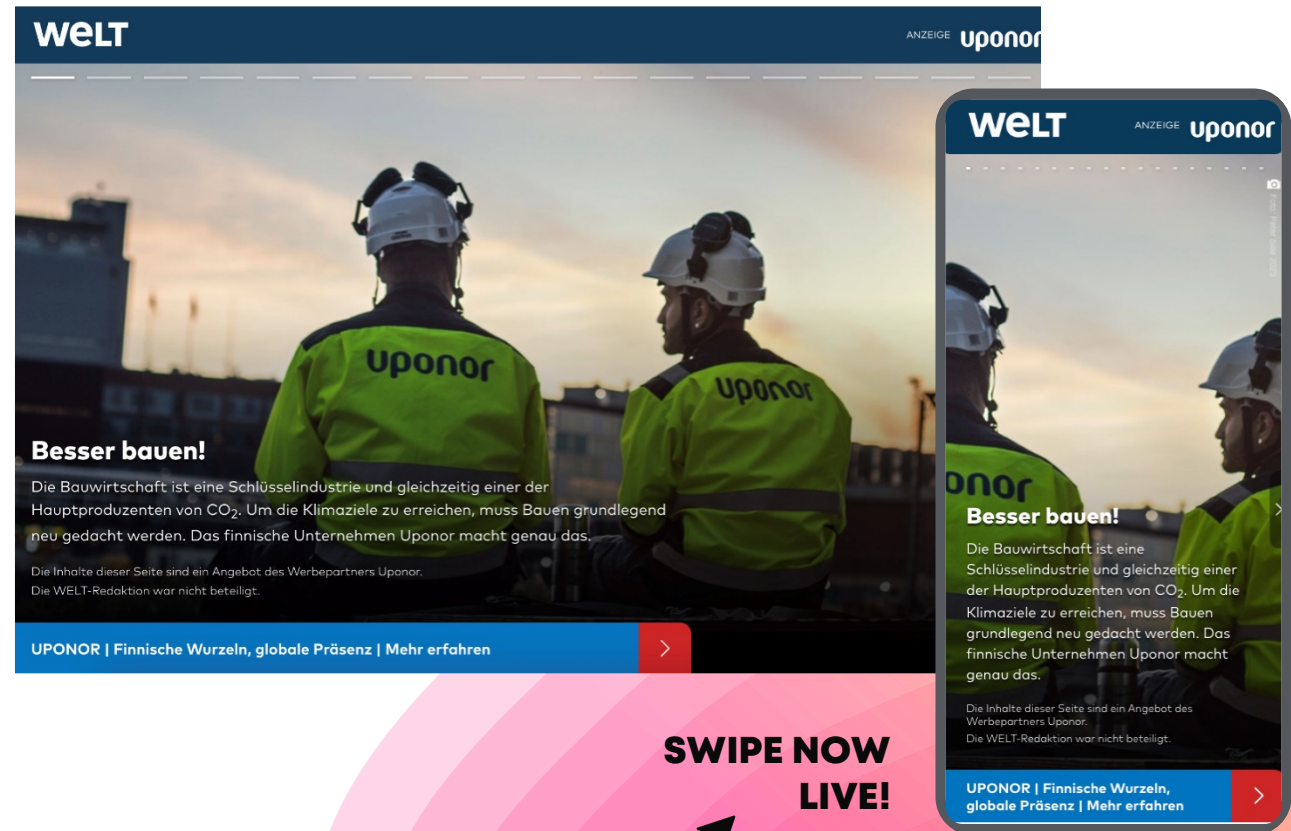
Our Interactive Story at BILD & WELT: We let the audience dive into the story! How? Through many different elements such as videos, image worlds, sliders or even sound buttons. Interaction increases the engagement with your product and your message and thus increases advertising recall and recognition.

STORYTELLING TO JOIN IN

Powerful images. Moving.

The **Swipe Story** offers users a new reading experience on WELT. With this type of storytelling, messages can be rethought and conveyed in a new way for a wide range of target groups.

Effective, clearly structured, to the point and quick to read - a form of reading familiar to readers from Instagram and the like, in the high-quality WELT context, with video integration for emotions and CTA integration!



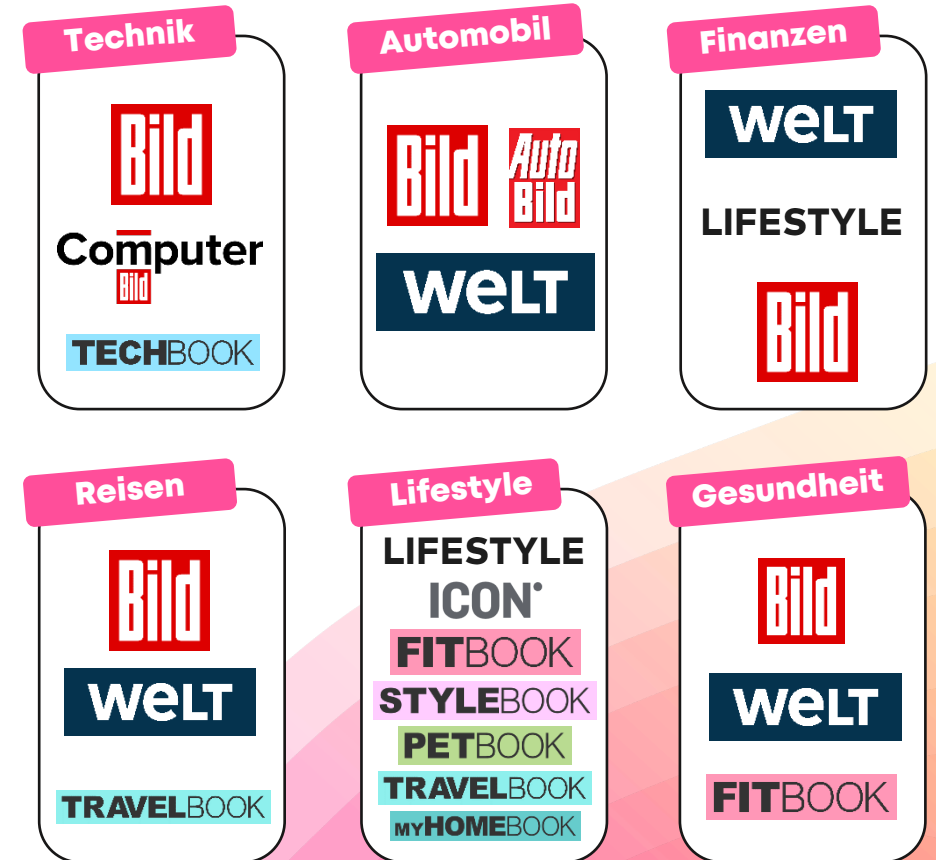
YOUR STORY TOLD ON MULTIPLE MEDIA!

Reaching multiple target group touchpoints on our media brands with just one story sounds crazy?

With the **Product Story Bundles** it is now possible!
We guarantee you 15,000 page views and 15 million ad impressions.

Simply select a suitable bundle, we create a Product Story from your content and play it out automatically in the look and feel of the respective media brands¹.

This way, you'll be on several stages with just one story!



[Learn more](#)

¹Playout via ad server spaces on the pages included in the bundle (ROS or on selected thematically suitable channels). ²Plus creation costs: 4.500€ (not SR or AE eligible).

COMPANY INTERVIEW - IN A CONVERSATION WITH...

Let's talk! WELT talks to you about what moves the working world and your company:

- Digitalization and artificial intelligence
- Mental health and work-life balance
- Company anniversary and corporate culture

Your company will be presented in a sympathetic, competent and authentic way in our cross-media interview format.



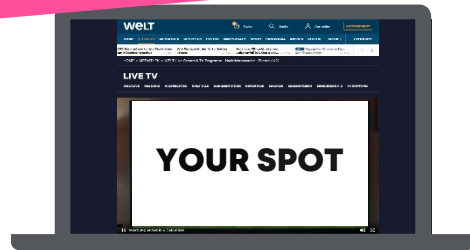
[Learn more](#)

Now unique OTT inventory at MI!

Also, bookable programmatically!

PLACED IN THE CONTEXT OF HIGH QUALITY CONTENT

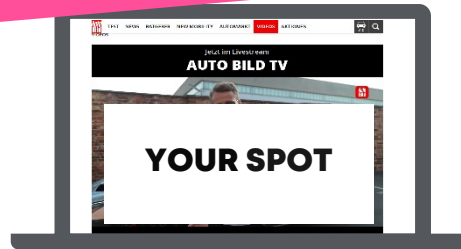
TV-LIVESTREAM WELT



Permanent live stream 24/7

What's on?
news, stock market news, history, documentaries

FAST-CHANNELS AUTO BILD, BILD & SPORT BILD



Permanent live stream 24/7

What's on?
**AUTO BILD: Everything automobiles
BILD: Best of BILD
SPORT BILD: Diverse Sports topics**

EVENT-LIVESTREAM BILD*



Livestream for selected events

What's on?
Celebrity and sports eventsevents incl. DYN (Handball and Basketball Bundesliga)

TOTAL approx. 17 MIO. AIS/MONTH**

REACH IS EVENT-DEPENDENT

Learn more

*Broadcast on Bild.de, Sportbild.de and Welt.de**Average total reach for AUTO BILD, BILD, SPORT BILD and WELT (no double playout within an advertising block)Always request a forecast before booking at the following e-mail address: vlasmivideomarketing@axelspringer.de

THE A-TEASER IN A NEW APPEARANCE ON THE BILD HOME

In the desktop view, the A teaser is **permanently integrated** in an editorial block and can be seen and clicked at **any time in the environment marked as an ad - without rotation.** In the mobile view, the A-teaser is marked as an ad and placed in a large editorial teaser in the direct reading flow of the mobile homepage.

Both integrations benefit from a native and attention-grabbing integration.



Bild

**12 million
AIs**

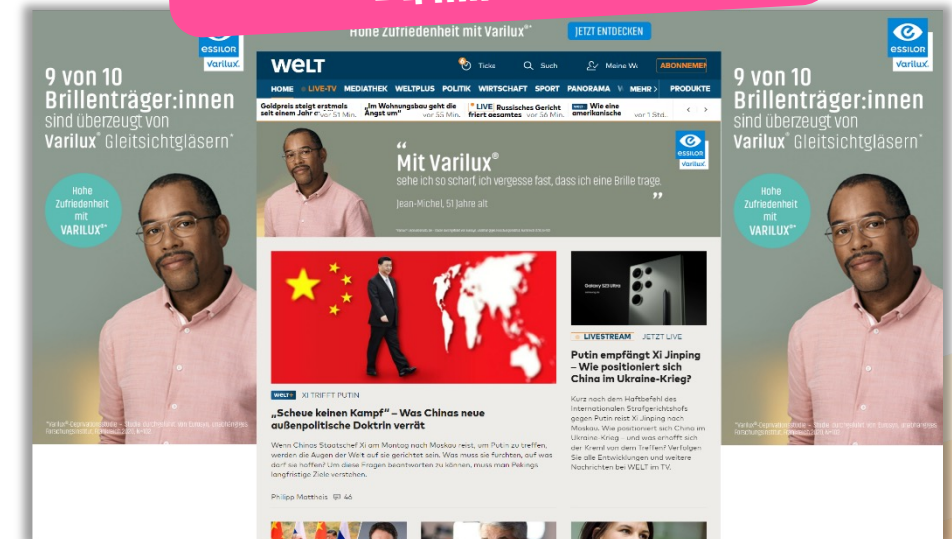
145,000€ gross (Q1-Q3)
155,000€ gross (Q4)
10 h – 10 h

YOUR REACH BOOST AT WELT DIGITAL

First contact as the ideal complement to the home run: Get maximum attention with the 24-hour fixed placement on the WELT Home and address all cross-entry users on their first contact with the articles.

Now with 0.5 million additional AIs (3.5 million + 0.5 million), reduced CPM, combined discount and now also bookable as a Supreme package!

**HOMERUN + FIRST CONTACT
= 4 million AIs**



Basic Paket:

Wallpaper / Fireplace/
Billboard / Sitebar
+ Lead Ad (4:1/6:1) and
MMR

109,150€ gross

Deluxe Paket:

Video Wall / Dyn.
Fireplace / Two Face Ad
/ Curtain Dropper
+ Lead Ad (4:1/6:1) und
Understitial /
Interscroller / MMR

127,650€ gross

Supreme Paket:

Big Stage
+ Lead Ad (2:1/4:1/6:1)
und Understitial /
Interscroller / MMR

210,900€ gross

FULL FOCUS ON DECISION-MAKERS

All Media Impact homepages for decision-makers in just one booking with the Decision-maker Homepage Bundle! The greatest possible attention in just one day, top reach in our decision-maker target group and a great price/performance ratio (lower gross CPM compared to the IQ Roadblock Quality News (Plus))

**3.45 million GUARANTEED
AIs/DAY**



YOUR ADD-ONS:

+ 2 million AIs

WELT FIRST CONTACT

The combination of the Decision-maker Homepage Bundle and WELT First Contact gives you a premium placement with a wide reach.

+ 5,3 million AIs

DECISION-MAKER RUN

Through exclusive placements in the visible area on the decision-maker brands, we guarantee optimal viewability and maximum engagement.

+ 25 k AIs¹
& more

TARGETING

The decision-maker personas² are modeled and profiled using state-of-the-art machine learning algorithms based on our first-party data.

¹Reach is determined individually, depending on playout type and duration: ROP or ROS on decision-maker brands; ²Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first-party data in the data management platform.

WELT THEME SPECIAL: NOW OPTIMISED FOR YOU

In a theme special, editorial articles matching the theme of your choice are selected and summarized on a landing page.

WHAT IS NEW?

NAVIGATION ENTRY

throughout the entire period of the theme special

REACH BOOST

26-60% more reach (depending on package S-L)

MORE ATTRACTIVE PRICING

Reduction of the CPM price



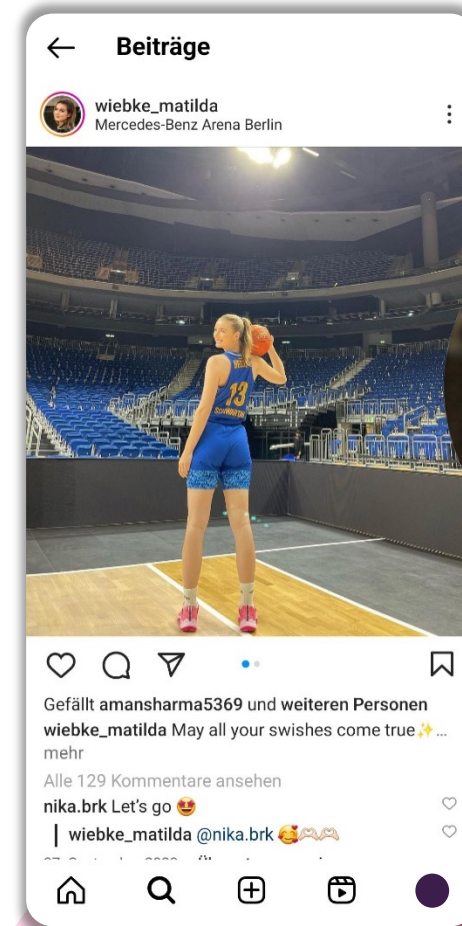
FITBOOK

EVERYDAY ATHLETES

In the upcoming episode #2&3: Wiebke Schwartau!
With the camera we accompany the planned everyday life of the young **basketball player** & ex-GNTM participant **Wiebke Schwartau**, who plays since the season 2021/22 for Alba Berlin in the current 2nd Bundesliga.

In addition to up to 6 hours of training a day, she also has to manage basketball games, two part-time jobs, model shoots, lectures at university, family, friends and the marketing of her own collection.

Emotional and authentic: Use the branding effects as a sponsor. You can find episode 1 [here](#).



[Learn more](#)

PETBOOK DOG SCHOOL & CAT SCHOOL

FROM APRIL 2024

While the Dog School is currently entering its second season with dog expert Jochen Bendel, the PETBOOK editorial team is planning a Cat School in 2024 to educate its users about the species-appropriate keeping of popular house pets.

High-quality **video production with snackable content:** these short videos have a high entertainment factor and motivate people to follow suit!

Training & everyday topics such as: Proper play, bite inhibition, muzzling, dog encounters, etc. as well as cat & cat, cat & litter box, cat body language, etc.



[Learn more](#)

SHOWS MORE THAN JUST ONE SIDE!

Learn more 

TWO FACE AD **LIVECASE** 



VIEWABILITY: ●●●●●
SIZE: ●●●●●
INTERACTIVITY: ●●●●○
CUSTOMIZABILITY: ●●○○○

WHAT'S NEW?
 Up to 6 creatives with your advertising message, high interaction through gamification approach and mobile view with the Two Face Interscroller with swipe function.

GALLERY AD **LIVECASE** 



VIEWABILITY: ●●●○○
SIZE: ●●○○○
INTERACTIVITY: ●●●○○
CUSTOMIZABILITY: ●●○○○

WHAT'S NEW?
 Up to 8 creatives with your advertising message, creatives slide one after the other automatically or on action and by combining different formats a unique appearance of the advertising medium is created each time.

BIG STAGE **LIVECASE** 



VIEWABILITY: ●●●●●
SIZE: ●●●●●
INTERACTIVITY: ●●●○○
CUSTOMIZABILITY: ●○○○○

WHAT'S NEW?
 Our biggest Homerun area! When the page is called up, a large-format video starts and the content of the page is pushed down. A video Lead Ad and a Video Interscroller appear in the mobile view.

GET YOUR PERFORMANCE BOOST!

DO YOU WANT GUARANTEED CLICKS?

Your campaign is played out across the entire MI_Portfolio with native ads and with guaranteed clicks!

You choose:

- Image-text teasers that automatically adapt to the respective website **without targeting**
- Image-text teasers + **regional targeting**

BOOK NOW:
JUST CLICKS



DO YOU WANT PACKED SOCIAL POWER?

In addition to your branding measure, we offer you the appropriate and powerful advertising media via social media ads on all common platforms with your brand sent-out. You are guaranteed to reach your target KPI!

Clicks, Engagements or Views – the choice is yours!

BOOK NOW:
SOCIAL ENGAGEMENT
ADD-ON



DO YOU WANT MEASURABLE LEADS?

In addition to your existing branding measures, we offer additional lead generation to achieve your target KPI! The ads are played out in your mailing list via native ads.

Potential leads can range from **newsletter sign-ups** to **travel bookings!**

BOOK NOW:
LEAD ADD-ON



[Learn more](#)

NEW: Products have been simplified for the needs of the market!

WELCOME TO THE META CLUB: YOUR MESSAGE IN NEW WORLDS

New ways to connect: Axel Springer's Metaverse platform!

Use BILD as a start boost and expand your target audience through Twitch, YouTube and other channels. Together with creatives and brands, we create exciting virtual experiences. Let's set up apartments, build stadiums for concerts, build bars for get-togethers and much more.

Multiplier effect via streamers!



Discover Freedom Town*

*Link available until February 7th.

NOVA INNOVATION AWARD FOR A LIVE CONCERT AT THE METAVVERSE CLUB

Axel Springer and BILD were honored with the Nova Innovation Award from the BDZV Bundesverband Digitalpublisher und Zeitungsverleger in the category "Nova New Business Areas" for Knossi's live concert at the Metaverse Club!

The live concert by Knossi, Twitch star and singer Jens Knossalla, took place on November 30, 2022 at the Metaverse Club and was streamed live on BILD's then brand-new Twitch channel.



Together with launch partner Kia Deutschland GmbH, the Kia Niro was placed on stage during the event so that visitors could experience the vehicle digitally.

[Learn more](#)

TELL MI_ MORE ABOUT HIGHLIGHTS 2024

The pioneering spirit has literally infected you? TELL MI_ MORE! Let us continue to enchant you with cross-media highlights!



THE RETURN OF THE BUNDESLIGA SEASON 23/24 AT **MEDIA IMPACT**: OUR PACKAGES



REACH
221 million AIs

HIGHLIGHT CLIPS

Present the most spectacular and beautiful highlights of the current Bundesliga match day and use the enormous reach of our titles!

Digital, video, DOOH, print, events



REACH
119 million AIs

BUNDESLIGA THE FRIDAY / SATURDAY INCL. LAGE DER LIGA

Presenting the soccer shows on match day with the quickest analysis, the most important highlights and the big soccer talk round on Sunday!

Digital, video show (e.g. incl. rubric & product placement), DOOH, print, events



REACH
105 million AIs

REIF IST LIVE (2x)

The big preview on Fridays and the big review on Mondays. Benefit from the wide coverage and the emotional and professional expertise!

Digital, video show (e.g. incl. rubric & product placement), DOOH, print, events

360 DEGREES HANDBALL AND BASKETBALL AT BILD AND SPORT BILD

"Half of German sports fans are interested in soccer. We devote all our energy to the other half," says Matthias Brügelmann, Editor-in-Chief of Sports at the BILD and WELT Group.

You'll find the most comprehensive, informative and entertaining coverage of handball and basketball that Germany has ever seen.



[Learn more](#)

JANUARY 22/23, 2024

WELT WIRTSCHAFTSGIPFEL

Top decision-makers from business and politics meet for the 15th time at the WELT Economic Summit in Berlin.

The stage: a round table. This is where the most pressing issues of our time are exchanged: current ideas from the speakers are discussed openly among the participants at eye level, intensively and in strict confidence. A unique speed dating event with Europe's most exclusive decision-makers above the rooftops of Berlin.



WIRTSCHAFTSGIPFEL

PLACE TO BE: THE BILD INSECTION FOR THE BERLINALE 2024

You're in if you're in - our guest list is highly coveted and top-notch. With around 400 VIPs, BILD celebrates what is probably the hottest party of the year in Berlin under the motto "WE CELEBRATE FREEDOM".

The Borchardt restaurant is transformed overnight into a magical place that radiates freedom, breaks down boundaries and showcases diversity.

Accompanied by star photographers, social media teams, influencers and instagramable moments!

FEBRUARY 17, 2024



FITBOOK EXPERTS

In this **new video format**, FITBOOK is shooting snackable tips on everyday health, fitness and nutrition topics with doctors, trainers and other experts.

Possible topics: better sleep, less pain with arthrosis, more endurance and many more.

Use this video format as an authentic sponsorship opportunity.

FEBRUARY/MARCH 2024



WE ARE CELEBRATING 5 YEARS **MYHOMEBOOK**

Germany's biggest online magazine for home, garden and Do It Yourself ideas turns 5 in March 2024.

From heating systems and home technology to lawn mowers and drills: Everyone will find an affine (advertising) space here.

Look forward to exciting promotions and plan myHOMEBOOK already now!



MARCH 5, 2024

TRAVELBOOK ITB SUNDOWNER

During the ITB, TRAVELBOOK and Media Impact are once again inviting important decision-makers from the tourism industry to the JOURNALISTENCLUB in Berlin for a relaxed evening and exchange of ideas over food and drinks.

Attractive special offers will be waiting for you!



APRIL 18, 2024

THE BILD HERZ-GIPFEL

The first BILD Heart Summit is intended to fulfill the goal of the newly formed Heart Alliance: It is intended to bring comprehensive awareness to important topics relating to a healthy cardiovascular system. Innovative research approaches will also be discussed.

A themed series in BILD and BILD am SONNTAG as well as a dedicated stage in the new health section of BILD Digital on the topic of heart health will round off the event and give the participants the opportunity to gain enormous media power for their topics.



APRIL 22 to 28, 2024

WELT EARTH WEEK 2024

WELT AM SONNTAG, DIE WELT, WELT Digital and WELT Events are climate-neutral. With the annual WELT Earth Week, WELT puts the topic of sustainability in the focus of its reporting for one week.

You can expect a week full of highlights:

A special edition of WELT AM SONNTAG, daily changing topics in DIE WELT, special programs in WELT TV as well as themed stages on WELT Digital and the Better Future Conference.

360-degree
climate-
neutral



TÜVNORD
TÜV NORD CERT GmbH
Klimaneutrales Produkt
Zertifizierung gem. TN-Standard TN-CC 020
tuev-nord.de

APRIL 23, 2024

WAMS BETTER FUTURE CONFERENCE SUSTAINABILITY

At the BETTER FUTURE CONFERENCE organized by WELT AM SONNTAG, around 100 participants from the fields of politics, business, science, society and culture come together to discuss the most important sustainability issues: Energy of the future, sustainable living, sustainable production, consumption of the future. Accompanied by a livestream on WELT Digital.

All highlights of the conference will be communicated in the subsequent BETTER-FUTURE special in WELT AM SONNTAG and on WELT Digital.



MAY 14, 2024

WELT SUMMIT FUTURE OF HEALTH

As part of the WELT SUMMITS VISION NOW "Future of Health", we are engaging in an interdisciplinary knowledge transfer with experts on the focus topics: E-health, medical technology 2.0, Germany as a future location, research and new forms of therapy.

Around 80 top-level invitees and experts from the healthcare industry will be on site. In addition, the event will be streamed LIVE on WELT Digital. Post-event reporting will appear in WELT Print as well as in the [digital channel](#).



MAY 24, 2024

BILD100 **SPORT**

On the day before the DFB Cup final, BILD brings together the TOP100 decision-makers from sport and the 'Who's Who' from politics, business and the media for the sixth time in a row.

At BILD, the big names in the sports industry discuss current topics such as: The European Football Championship in Germany, diversity, sustainability and digitalization in sport. The invitees are members of the national and international sports elite.



BILD KINDER- GESUNDHEITSGIPFEL

BILD stands up for children AND young people! In 2024, top-level decision-makers and the highest political representatives will meet at BILD to talk about a topic that is particularly close to BILD's heart: The health of children and young people in Germany. A print series in BILD and BILD am SONNTAG as well as a dedicated stage on BILD Digitalround off the event and give the participants the opportunity to get enormous media power for their focus topics.

MAY/JUNE 2024

BildKINDER
GESUNDHEITSGIPFEL



BILD CANCER SYMPOSIUM VISION ZERO

JUNE 04, 2024

Cancer is one of the most common causes of death in Germany. This year, around 240,000 people will have died of cancer. Experts agree that too many die unnecessarily.

The "Vision Zero" cancer congress at BILD in the Axel Springer skyscraper will focus on precisely this question: How can these deaths be prevented? VISION ZERO expresses the desire not to lose anyone else to this terrible disease. It is certainly a bold vision - but if you don't set yourself high goals, you will never get anywhere near ideals.



JUNE 05, 2024

WELT SUMMIT VISION NOW DIGITAL SECURITY

At the WELT SUMMIT VISION NOW Digital Security, around 80 security experts from business, politics, IT and AI research will meet for the third time to discuss the latest security strategies and know-how, including: 'Generative AI', IoT cyberattacks, next-level phishing attacks, 'cyber resilience' and transatlantic cybersecurity (US vs. EU).

High-caliber panels, interviews and a diverse group of participants make this interdisciplinary knowledge transfer extremely exciting and create a common understanding of risk.



DIE STILISTEN

SYLT 2024

JUNE 29, 2024
TBC.

DIE STILISTEN regularly fascinates with unique stories from the North.

The magazine: Continuation of a success story! The special edition for the High Season on the island of Sylt.

The summer event on Sylt: ICON invites to a special event "SOMMERFREUDE" with actions of artists and numerous luxury suppliers.

Where? Kampen on the Strönwai.

For the consumer-savvy Sylt audience, luxury brands open their pop-up stores in summer and celebrate sales records.

Cooperation opportunities: More to come



JUNE TO JULY 2024

PURE EUROPEAN CHAMPIONSHIP **AT BILD**

... and the happily ever after is already waiting for us at home in 2024! The soccer highlight of the year is coming up at Media Impact and we are full of anticipation for a new summer fairytale.

The UEFA European Football Championship will take place on all our channels, making it more media-effective than ever before.

Benefit from the strong presence and our highlight rights and let us make fans' hearts beat faster together - we look forward to great games with you!



Learn more 

JULY TO AUGUST 2024

OLYMPIC GAMES PARIS 2024 AT **BILD**, **SPORTBILD & WELT**

Long live the games! We are looking forward to a sustainable, inspiring event in the heart of Europe. Just like the Olympians, we want to go higher, faster, further and achieve new cross-media best times as a team.

Whether natively integrated, printed as well as scrolled or live on-site: Together we are in the fast lane and together we are making history. Let the games begin - we look forward to a record-breaking performance!



Learn more 

NFL GOES GERMANY

BEI BILD

From September to February, few sports are more talked about than the National Football League. The biggest league in the world successfully hosted two regular season games in Germany in 2023, further increasing the hype surrounding the NFL.

With us, you will find exciting opportunities and strong coverage to connect with this unique sport. Present the German games on BILD or take advantage of many other advertising opportunities!

[More sports](#)

FROM SEPTEMBER 2024



SEPTEMBER 24, 2024

WELT SUMMIT VISION NOW DEMENTIA

There are currently around 1.8 million people living with Alzheimer's or another form of dementia in Germany. And the trend is rising. There is still a lack of information. What are the risk factors or the first signs of the disease? Will dementia be curable in the future? How far has drug research progressed? And what can relatives do?

As part of the WELT SUMMIT, we will engage in an interdisciplinary exchange with experts on the focus topics: Prevention and early detection, drug development, new forms of therapy, care for people with demential challenges and care insurance.



GERMAN AI AWARD AT WELT

SEPTEMBER 26, 2024

The German AI prize will be awarded for the sixth time for outstanding achievements in the field of artificial intelligence.

The award is intended to help promote AI research, accelerate the transfer of knowledge to industry and promote the ethically responsible use of AI. In this sense, this event is also an initiative for Germany as a business and science location.

The event will be streamed LIVE on WELT.de. Post-event reporting will appear both in WELT Print and in the [digital channel](#).



ICON COLLECTORS

ISSUE NO.4

Once a year, ICON realizes a multimedia project that is dedicated to a relevant, overarching topic beyond the current style scene and documents this with a portfolio of internationally prominent personalities. In addition to the regular supplement in WELT AM SONNTAG, this ICON issue is produced in a refined version and distributed with partners to highly selective target groups.

2021 – *Ikonen & Visionen mit Arnold Schwarzenegger*
2022 – *Gamechanger mit Khaby Lame & Sharon Stone*
2023 – *All eyes on women mit Monica Bellucci*
2024 – *tba*

END OF SEPTEMBER 2024



STYLEBOOK BEAUTY IMPACT REPORT

OCTOBER 2024 (tbd.)

On behalf of STYLEBOOK, AXEL SPRINGER Market Research conducted a population-representative online survey among women aged 16 to 79 for the third time.

The following topics were the focus in 2023 and were presented and discussed at an exclusive evening event as part of a panel talk at the JOURNALISTENCLUB in Berlin: Finances, cosmetic surgery, mental health & well-being, the impact of social media, sex & partnership and the desire to have children.



[Learn more](#)

TRAVELBOOK AWARD

AUTUMN 2024 (tbd.)

Germany's largest online travel magazine lends again in 5 different categories the TRAVELBOOK AWARD: **Germany's largest award ceremony in the tourism industry.**

The winners will be chosen during an impressive and entertaining evening event in the Ernst-Cramer-Saal and JOURNALISTENCLUB in the Axel-Springer-Hochhaus in Berlin.

Present yourself exclusively as a partner of this TRAVELBOOK AWARD within the framework of our sponsoring packages.



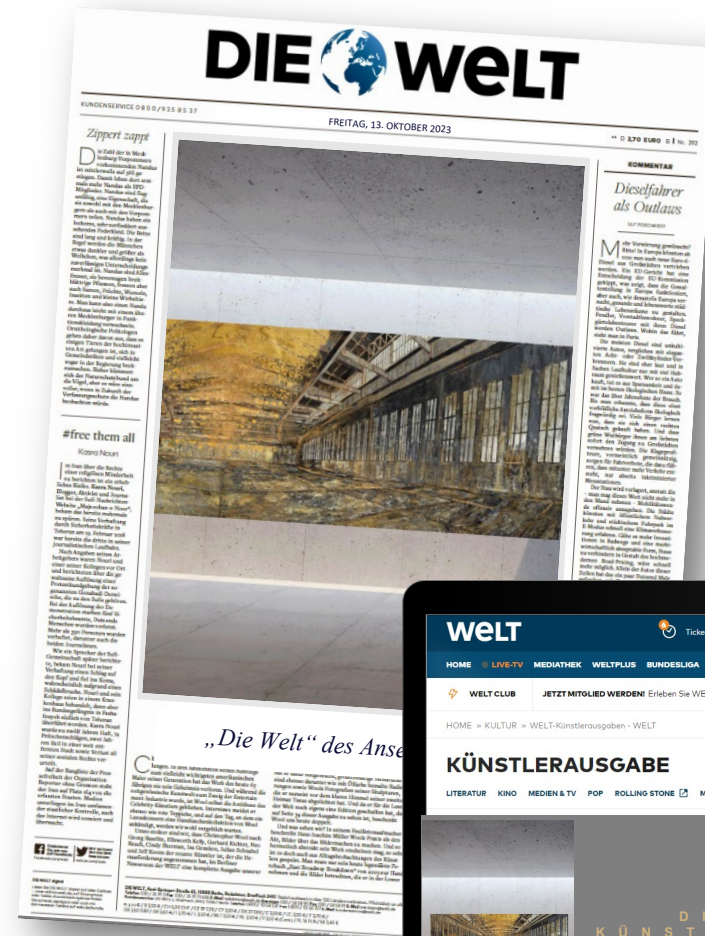
DIE WELT ARTIST EDITION

The fifteenth artist edition of DIE WELT will be published again this year! One of the most important and influential artists of our time will transform DIE WELT into a work of art for one day.

The details of how DIE WELT will be transformed into an artwork will remain a secret until the publication.

Plan now: art on all channels in print and digital.

Anselm Kiefer | Danae, 2016-2021 | Oil, acrylic, emulsion, shellac, gold leaf, charcoal and metal on canvas | 380 x 1330 cm, © Anselm Kiefer | Photo: Georges Poncet



AUTUMN 2024

OCTOBER 10, 2024

WELT AND BUSINESS INSIDER: FUTURE PIONEERS AWARD

A sustainable economy needs courage, innovation and exceptional pioneers!

The FUTURE PIONEERS AWARD recognizes outstanding talents from corporates and start-ups who stand out as thought leaders in various future-oriented topics. They will meet established top-level decision-makers from politics and business as well as the start-up scene.

The event will be streamed LIVE on WELT Digital. Follow-up reporting will appear in WELT Print as well as in the [digital channel](#).



OCTOBER 16, 2024

THE BILD VORSORGE GIPFEL

The healthcare industry summit is entering its third round.

Top-level decision-makers will meet at the BILD Healthcare Summit in Berlin to discuss initiatives, challenges and opportunities in the healthcare industry. BILD will be there live to report on this top-class event!

A themed series in BILD and BILD am SONNTAG as well as a dedicated stage on BILD Digital on the topic of prevention round off the event and give our partners the opportunity to gain enormous media power for their topics.



BILD
Vorsorge
Gipfel

BLACK WEEK: THE SHOPPING EVENT OF THE YEAR **IN OUR PORTFOLIO**

Black Week is one of the biggest spectacles at BILD & WELT that makes our users go crazy: Get the coolest deals and hottest promotions on Germany's media brands!

The best placements are always gone early - it pays to be quick!

In addition to BILD & WELT, other brands can also be booked, such as our music titles.

**PLACEMENTS IN HIGH DEMAND:
PLAN QUICKLY AND GRAB THEM!**



Bild

WELT

upday

TECHBOOK

Computer

Bild

RollingStone

musikexpress

METAL HAMMER

DIE WELT DES JAHRES

This issue combines the largest print run of the year with exclusive stories.
Benefit threefold now with the **largest print run of 450,000 copies.**

Reach premium readers in a targeted manner:
On a daily basis, DIE WELT des Jahres is distributed in selected areas with a high income structure in Germany's metropolitan regions.

Pure inspiration: Reading pleasure and a top environment for you thanks to exciting and exclusive content.

NOVEMBER 2024 (TBD.)



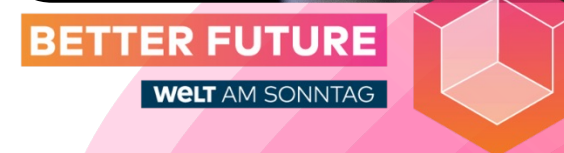
NOVEMBER 14, 2024

WELT AM SONNTAG

BETTER FUTURE CONFERENCE

The year-round BETTER FUTURE initiative will peak in autumn 2024 with a conference on diversity. What impact does social inequality have on society? What political measures are being taken to reduce social inequality? These questions are the starting point for a discussion with experts from business and politics.

All the highlights of the conference will be presented in the subsequent BETTER FUTURE special in WELT AM SONNTAG and on WELT DIGITAL in the [BETTER FUTURE channel](#).



THE BILD VERBRAUCHER-DIALOG

BILD's event guide format: This is where the topics that concern our readers in their everyday lives are put on the table.

Together with our partners, BILD acts as an expert and advisor when it comes to complex topics. We offer you a platform and connect you with experts who provide tips, clarify open questions and dispel uncertainties.

Reach not only your core target group with BILD, but also other customers. Together we can improve the reality of life in Germany!

DECEMBER 15, 2024

BILD
VERBRAUCHER
DIALOG



WELT AM SONNTAG DES JAHRES

DECEMBER 14/15, 2024
(TBC.)

An issue full of reading pleasure with a wonderful selection of editorial topics and a positive outlook for the new year.

With just one booking, you can secure WELT's largest circulation of the year with 750,000 copies.

Reach premium readers in a targeted manner:

By targeting the special edition, additional premium households* will become aware of your advertising message.

End the year 2024 with a powerful reach boost!



*Selected zip code areas with a high income structure in the metropolitan regions of Germany

DARTS WORLD CUP 2025

AT BILD AND SPORT BILD

Darts has become increasingly popular in recent years. This year, for the 31st time, fans are eagerly awaiting the World Championship at the end of the year. From December 15, '24 to January 3, '25, the best darts players will compete against each other at the Ally Pally.

With our digital sports portfolio and the highlight rights to the World Darts Championship, we are offering an optimal expansion of sponsorship in the darts environment this year.

Bild VIDEO

TV-STREAM SENDUNGEN VIDEOS DOKUS PODCASTS

Bild+

ANTETOKOUNMPO VERRÄT

DISQUALIFIKATION!

Darts-Spieler wirft Schiedsrichter Pfeil ins Bein

Ab dem 15. Dezember findet in London die 31. Darts-WM der PDC statt. Alle qualifizierten Spieler und deutsche Teilnehmer, Auslosung, Spielplan, TV-Zeiten, Prämien sowie alle Startzeiten und der Turnierbaum in unserer Übersicht.

Lutz Wöckener

WELT

DARTS

BUNDESLIGA 2. LIGA CHAMPIONS LEAGUE EM 2024

SPORT PR-TICKET

Nur ein Missverständnis? Der kalkulierte Wirbel um das neue Board bei der Darts-WM

Der Veranstalter und sein neuer Hauptsponsor hatten bekannt gegeben, dass bei der Darts-WM ein neues Board zum Einsatz komme. Man werde das rote Triple-20-Feld grün einfärben. Traditionalisten waren entrüstet, Fans und Spieler irritiert. Das konnte doch nicht wahr sein.

Lutz Wöckener 4

more sports

TELL MI_ MORE ABOUT **CROSSMEDIA** HIGHLIGHTS

Q1 24

FITBOOK EXPERTS

Video format with tips on health, fitness and nutrition.

FEBRUARY/MARCH 2024

ANNIVERSARY: 5 YEARS OF MYHOMEBOOK

Germany's biggest DIY online magazine.

MARCH 2024

Q2 2024

WELT EARTH WEEK

With WELT Earth Week, WELT is focusing on the topic of sustainability for one week. This includes a special edition of WELT AM SONNTAG and daily changing topics in DIE WELT.

APRIL 22 TO 28, 2024

DIE STILISTEN SYLT 2024

The special edition for the high season on the island of Sylt.

JUNE 29, 2024

Q3 2024

DIE WELT ARTIST EDITION

The 15th artist edition of WELT.

AUTUMN 2024

Q4 2024

ICON COLLECTORS ISSUE NO. 4

A multimedia project that is dedicated to a relevant, overarching theme beyond the current style scene.

END OF SEPTEMBER 2024

DIE WELT DES JAHRES

A print run of 450,000 copies.

NOVEMBER 2024

BILD BLACK WEEK

Get the coolest deals and hottest promotions!

NOVEMBER 2024

WELT AM SONNTAG DES JAHRES

The WELT's largest circulation of the year with 750,000 copies.

DECEMBER 14/15, 2024

TELL ME MORE ABOUT **EVENT HIGHLIGHTS**

Q1 24

WELT WIRTSCHAFTSGIPFEL

Top decision-makers from business and politics are meeting in Berlin for the 15th time.

JANUARY 22/23, 2024

BILD PLACE TO BE

The BILD production for the Berlinale and probably the hottest party of the year under the motto "WE CELEBRATE FREEDOM" with around 400 VIPs.

FEBRUARY 17, 2024

TRAVELBOOK ITB SUNDOWNER

Meeting of the tourism industry at the ITB in the JOURNALISTENCLUB in Berlin.

MARCH 2024

STYLEBOOK

BEAUTY IMPACT REPORT

Exclusive evening event as part of a panel talk at the JOURNALISTENCLUB in Berlin.

MARCH 2024

Q2 2024

BILD HERZ-GIPFEL

Comprehensive awareness of topics relating to a healthy cardiovascular system.

APRIL 18, 2024

WELT EARTH WEEK

With WELT Earth Week, WELT is focusing on the topic of sustainability for one week. The highlight: the BETTER FUTURE Conference Sustainability.

APRIL 22 to 28, 2024

WELT BETTER FUTURE CONFERENCE SUSTAINABILITY

Exchange on the most important sustainability topics with various experts from politics, business, science, society and culture.

APRIL 23, 2024

WELT SUMMIT VISION NOW FUTURE OF HEALTH

Interdisciplinary knowledge transfer on focus topics such as: E-health, medical technology 2.0 and more.

MAY 14, 2024

BILD100 SPORT

Decision-makers from sport and the 'Who's Who' from politics and business discuss current topics with the big names in the sports industry.

MAY 24, 2024

BILD KINDER-GESUNDHEITSGIPFEL

Top-level decision-makers and highest representatives from politics talk about the health of children and young people in Germany.

MAY/JUNE 2024

BILD CANCER SYMPOSIUM VISION ZERO

The "Vision Zero" cancer congress is all about one question: How can we prevent deaths from cancer?

JUNE 04, 2024

WELT SUMMIT VISION NOW DIGITAL SECURITY

For the 3rd time, around 80 security experts from business, politics, IT and AI research will meet to discuss the latest security strategies.

JUNE 05, 2024

DIE STILISTEN SYLT 2024

Event "SOMMERFREUDE" with activities by artists and numerous luxury suppliers in Kampen on the Strönwai.

JUNE 29, 2024

Q3 2024

WELT SUMMIT VISION NOW DEMENTIA

Interdisciplinary exchange on the focus topics: Prevention/early detection, drug development, new forms of therapy, care of dementia patients, etc.

SEPTEMBER 24, 2024

GERMAN AI AWARD AT WELT

The German AI prize will be awarded for the sixth time in 2024 for outstanding achievements in the field of artificial intelligence.

SEPTEMBER 26, 2024

TRAVELBOOK AWARD

Germany's largest award ceremony in the tourism industry.

AUTUMN 2024

STYLEBOOK BEAUTY IMPACT REPORT

Panel talk based on the results of previous market research.

OCTOBER 2024

Q4 2024

WELT & BUSINESS INSIDER FUTURE PIONEERS AWARD

Honoring outstanding talents who stand out as thought leaders in various future topics.

OCTOBER 10, 2024

BILD VORSORGE GIPFEL

Discussion on initiatives, challenges and opportunities in the healthcare sector.

OCTOBER 16, 2024

WELT BETTER FUTURE CONFERENCE DIVERSITY

This year-round initiative culminates in November with the topic of diversity.

NOVEMBER 14, 2024

BILD VERBRAUCHER-DIALOG

The event guide format of BILD.

DECEMBER 05, 2024

TELL ME MORE ABOUT **SPORT HIGHLIGHTS**

Q1 2024

BUNDESLIGA AT BILD

Daily 360 degree coverage! As an official partner of the DFL, we are publishing more Bundesliga video content than ever before. Special highlights: Our licensed content in the form of the BILD Bundesliga Show and the highlight clips as well as our soccer talk with Marcel Reif.

Q2 2024

OLYMPIC GAMES PARIS 2024 AT BILD, SPORT BILD & WELT

As a partner, you present all information, background reports and daily news about Team Germany.

JULY TO AUGUST 2024

Q4 2024

DARTS WORLD CUP 2025 AT BILD & SPORT BILD

We are accompanying the 31st Darts World Championship with highlight rights and sponsoring.

DECEMBER 15, 2024 TO JANUARY 03, 2025

PURE EUROPEAN CHAMPIONSHIP AT BILD

The soccer highlight of the year at Media Impact. The UEFA European Championship will take place on all our channels, making it more media-effective than ever before.

JUNE TO JULY 2024

NFL GOES GERMANY AT BILD

With us you will find exciting opportunities and strong coverage to connect you with this unique sport.

FROM SEPTEMBER 2024

360 DEGREES HANDBALL AND BASKETBALL AT BILD AND SPORT BILD

The most comprehensive, informative and entertaining coverage of handball and basketball ever seen in Germany.

FROM 2024

SPORTY YEAR 2024 AT A GLANCE



*Fame Fighting Event Datum tbd

CONTACT

You will find your contact persons in Sales [here](#).

impassioned by

media **impact**—



Media Impact GmbH & Co. KG | Zimmerstraße 50 | 10888 Berlin



www.mediaimpact.de