

SUSTAINABILITY AT WELT DIGITAL

2024

impassioned by
media **impact** 

WELT AS SUSTAINABILITY - PLATFORM

The WELT target group is characterized by high sustainability standards.

The media brand WELT cares about our environment.

81 %

The media brand WELT is a role model for other media brands in the field of sustainability.

80 %

Sustainability is an important concern for readers.

85 %

Source: ZMG MM Rapid, basis: all respondents, n = 200 per medium. WELT brand = mean value across the users of the three WELT offerings.

Question: How important is the topic of sustainability to you personally in general and in relation to the following aspects?

WELT DIGITAL REMAINS CLIMATE - NEUTRAL!

**TÜV certified
climate neutral**

WELT Digital has been climate-neutral since the start of WELT Earth Week 2023.

Our goal: to reduce CO2 emissions and ensure the long-term implementation of climate protection strategies.

Current emissions are offset by certified climate protection projects from ClimatePartner. We support the ecological climate protection projects "wind energy" in Chile and "solar energy" in India.

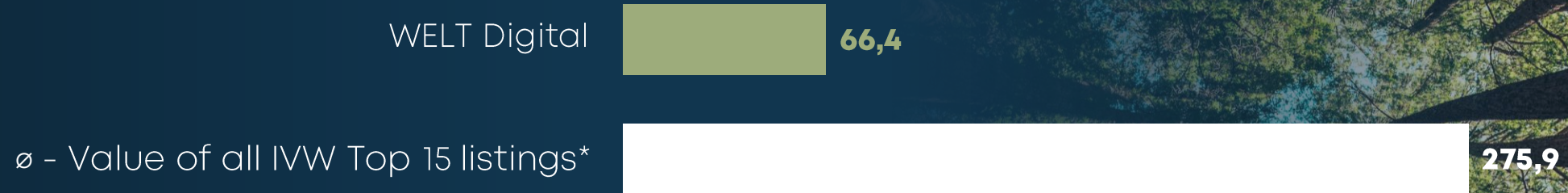
TRANSPARENT CLIMATE NEUTRALITY

WELT is committed to full transparency when it comes to climate neutrality.

At <https://www.welt.de/verantwortung/>, WELT publishes all climate targets, specific projects along and background information worth knowing. The site is always up to date thanks to constant content updates.

For you as an advertising customer, this means that all advertising material will also be CO2-neutral, with no additional costs for you.

PIONEER IN SUSTAINABLE ADVERTISING



Total emissions in CO2 per 1.000 Impressions (gCO2PM) December 2023

An independent measurement by the provider Scope3 shows: WELT Digital is much better than the average of the top 15 offerings according to IVW (as of 12/23).

More information on how this works?

* without media impact portfolio

Source: The data was collected by the external data provider Scope3.com, an expert in the field of green advertising technology (as of December 2023)).

OPTIMIZED AD STACK



"After years of optimizing our ad stack and due to our sustainable approach to our programmatic landscape, we are able to achieve these low values. We will continue to work steadily to reduce our carbon footprint",

says Carlos Bracho, Head of the Ad Technology department at Axel Springer National Media & Tech GmbH & Co. KG.

CO2 TRANSPARENT CAMPAIGN FROM KIA

Media Impact is able to precisely measure the CO2 emissions for each of its clients' campaigns. One example is the Kia Deutschland GmbH, who chose WELT Digital for a campaign for the all-electric Kia Niro with various motifs because of the low CO2 emissions when playing out advertising and the thematically appropriate environment "WELT EARTH WEEK", from the beginning of May 2023.

"For us, sustainability is an essential part of our corporate strategy. Together with our partner Media Impact, for the first time we have the opportunity to promote the topic of sustainability in media by transparently reporting the CO2 footprint of our digital campaign and reducing it as far as possible."

says Ann-Christin Kohl, Senior Specialist Campaigns & Media at Kia Deutschland GmbH.

Kia x Nachhaltigkeit (welt.de)

SUSTAINABILITY AT WELT DIGITAL

The topic of sustainability is highlighted in various environments at WELT Digital. As a customer, you have the opportunity to present your brand in these strong environments.

- ✓ HomeRun
- ✓ Theme special
- ✓ Data Special
- ✓ Better Future and Earth Week

Our users have a high affinity for sustainability.

9.08 Mio.

WELT Digital users pay attention to the sustainability of products when buying¹

7.75 Mio.

WELT Digital users prefer brands that pay attention to sustainable production when buying clothes.¹

7.66 Mio.

WELT Digital users have a strong product information interest in sustainable energy.²

THE GREEN WELT DIGITAL

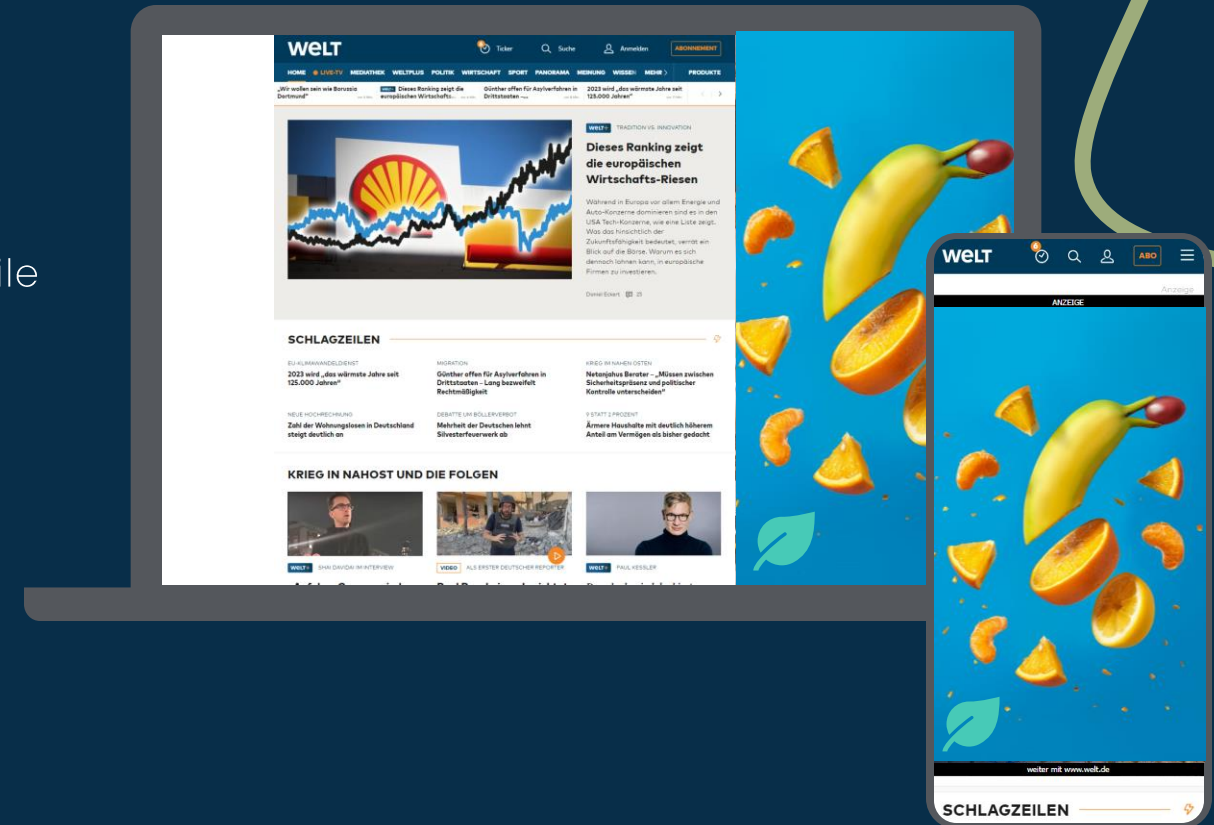
Without surcharge!

We make your WELT HomeRun + First Contact or your Decision maker Homepage Bundle **GREEN!**

- ✓ Control of your campaign via our CO2-optimized MI AdStack
- ✓ Advertising media¹: Dynamic Sitebar + Lead Ad 4:1 + Mobile Interscroller

You get from us:

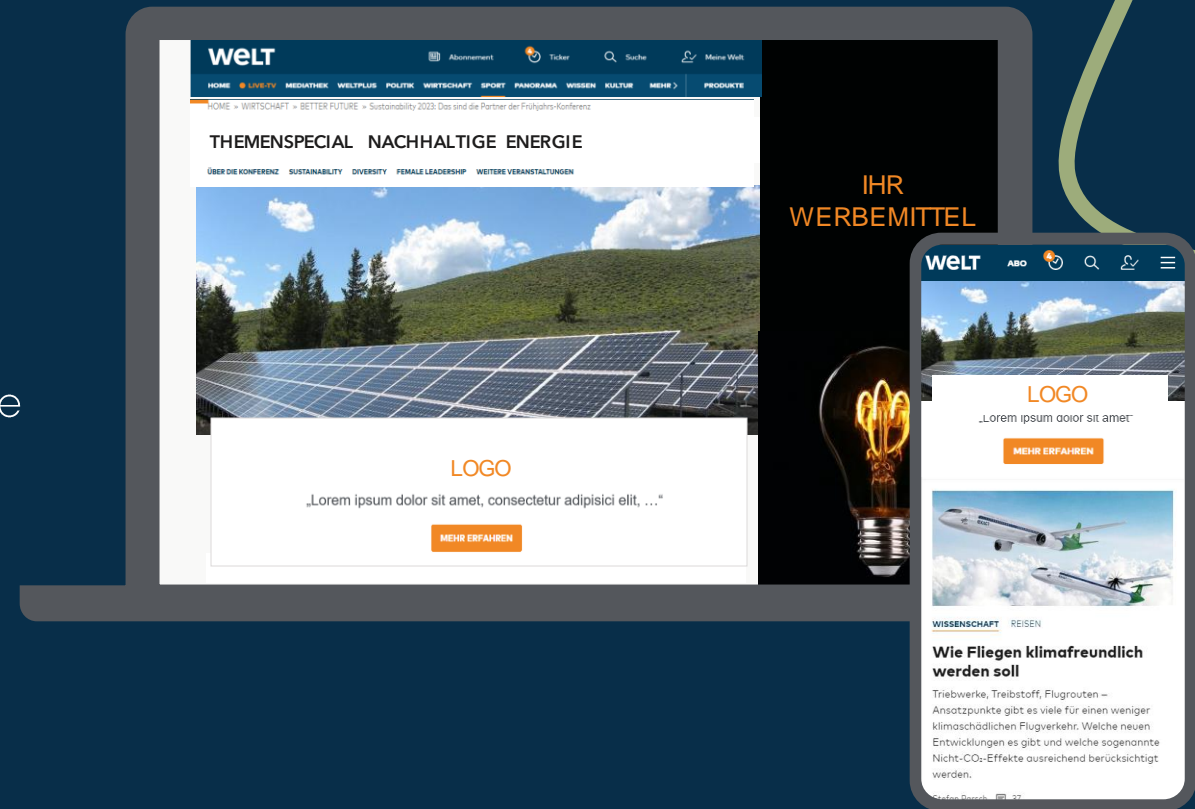
- ✓ **Final reporting** incl. CO2 emissions at advertising media level
- ✓ **100% compensation** of the resulting emissions
- ✓ **Green Leaf** labeling of your campaign



¹ Recommended advertising material combination // In-house production on request, only delivery of assets (images, texts, etc.) required, plus creative costs // In the case of self-delivery, the lowest possible advertising material weight must be ensured in order to reduce CO2 emissions.
² Corresponds to booking of WELT HomeRun Deluxe + First Contact Deluxe or Decision Maker Homepage Bundle with the recommended advertising material combination.

THEME SPECIAL SUSTAINABILITY

- ✓ Editorial articles on the topic of sustainability are summarized on a landing page in a topic special.
- ✓ Position yourself as a **sponsor** of the special
- ✓ with a header and footer, a sidebar and multiscreen with a medium rectangle¹
- ✓ In addition, your special will be featured on **WELT Home** for 2-3 days² with its own stage in which you are visible with your logo.
- ✓ The reader is guided to the special topic by traffic-generating advertising material and a **navigation point**.



1) Other formats on request, advertising banners created by customer
2) The days vary depending on the package size

SUSTAINABILITY DATA-SPECIAL

Your ad in suitable articles



Your ad for all "environmental fans"



NO-CONSENT & NO-COOKIE

COOKIEBASED

MEET CONSCIOUS CONSUMERS!

Your advertising in suitable articles¹

Your campaign is integrated into all articles on the topic of sustainability portfolio-wide.

Your advertising for all "environmental fans"²

Users who read several articles on the topic of sustainability are defined as "environmental fans". Your advertising will be displayed everywhere in the portfolio, regardless of the article content.

Formats: freely selectable
Placement: ROP or ROS
Gross CPM: 10€ surcharge³ on your display volume booking

1 cookieless via context 2 cookiebased 3 discountable

WELT EARTH WEEK

360-Degree
climate-neutral

April 22-28, 2024

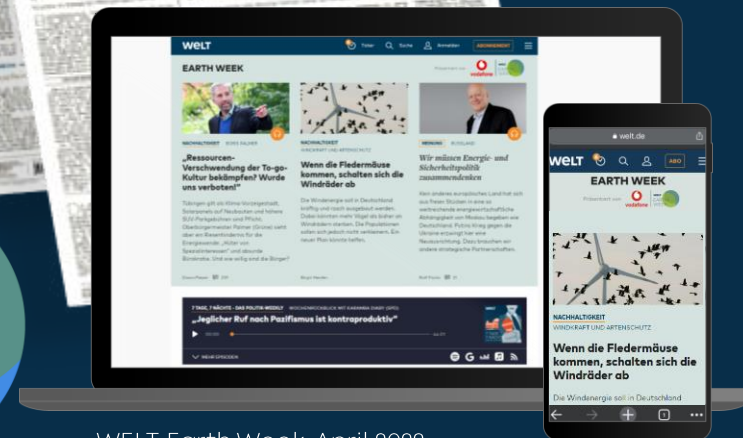
22.04.24 is Earth Day and thus the start of our annual WELT Earth Week.

You can expect: a special edition of WELT AM SONNTAG, daily changing topics in DIE WELT, special programs on WELT Fernsehen and specials on WELT Digital.

Our well-known Better Future Conference is also embedded in this week.



WELT
EARTH
WEEK



WELT Earth Week, April 2022

READY FOR A PARTNERSHIP WITH A SUSTAINABLE IMPACT?

FIND YOUR SALES CONTACT [HERE](#)

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