

welt

BETTER FUTURE

EARTH WEEK

22nd – 28th April 2024



A WHOLE WEEK

FOR YOUR SUSTAINABLE COMMUNICATION



WELT AM SONNTAG

Highlight issue

DIE WELT

Thematic specials



WELT DIGITAL

Theme stage



WELT TELEVISION

Special broadcasts



BETTER FUTURE
CONFERENCE

Sustainability

One week – 360 degrees – climate neutral

To mark WELT Earth Day, WELT is increasing ist focus on the topic of sustainability.

COMMITMENT TO WELT CONSCIOUS AND SUSTAINABLE



Mission

Our goals at WELT:

- Create awareness
- We want to reduce our emissions across all channels by 90% by 2045.
- Implementing long-term climate protection strategies

You can find more information on our calculation methods, reduction measures and compensation projects [here](#).



Achievements

Our products are climate-neutral:

- WELT AM SONNTAG (since 2022)
- DIE WELT (since 2022)
- WELT Digital (since 2023)
- WELT Events (since 2023)

Our products are TÜV-certified as „climate-neutral products“:

- WELT AM SONNTAG and DIE WELT (since March 2023)
- WELT Digital (since January 2024)



Outlook

CO2-neutral from 2025:

- WELT Television

BETTER FUTURE Brand Concept

- Bookable all year round with immediate effect A

THESE TOPICS

MOVE BETTER FUTURE EARTH WEEK



Climate protection & green energy concepts

Green electricity, renewable energies, wind and solar systems, sustainable materials



Mobility of the future & smart cities

E-mobility, AI, ecological footprint, circular economy, smart homes



Sustainable financing

Sustainability Scores, Green investments



Smart Home & sustainable living

Building for the future, plastic-free living, sustainable entertainment



Sustainable production & consumption

Packaging and supply chains, sustainable lifestyle & culture, AI

Reach up to
1.790.000
readers*

A new thematic focus in the issues from **April 22nd to 26th** every day.

PD: 22nd-26th April 2024
AC: 3 days each before PD
AD: 2 days each before PD



WELT DIGITAL GOES GREEN

A dedicated channel for BETTER FUTURE Earth Week

This is where the editorial team reports on topics such as climate protection and green energy*.

BETTER FUTURE Earth Week special

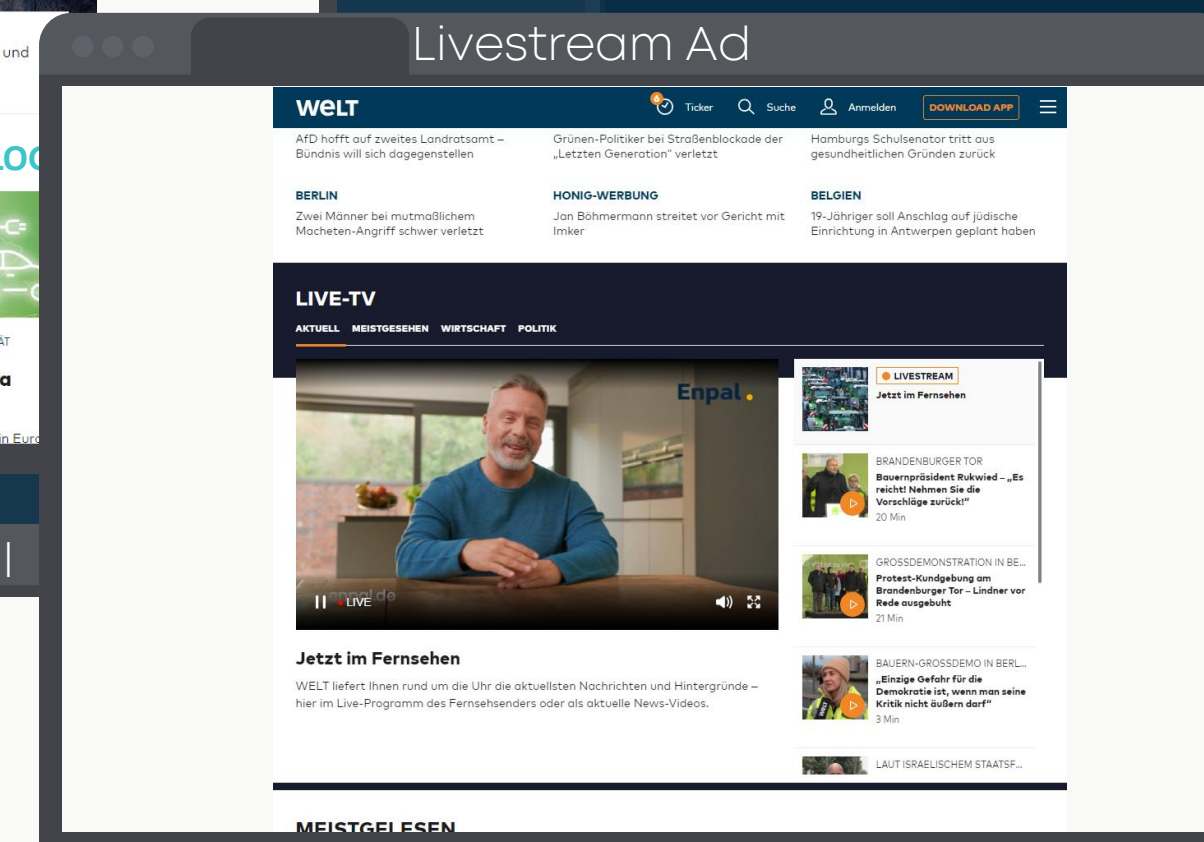
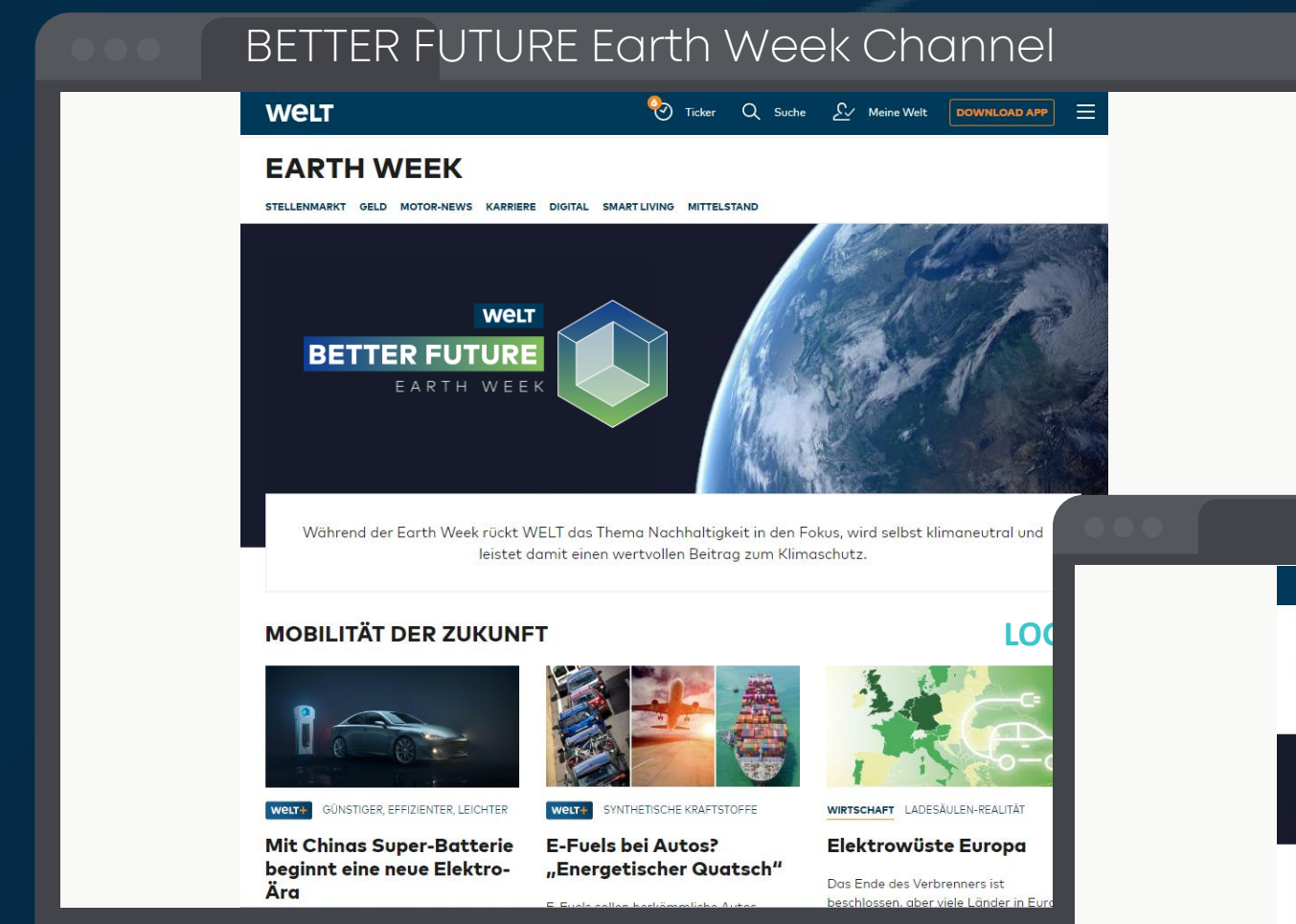
Become an ambassador for a themed special. You will appear in the selected special as an exclusive sponsor of the editorial environment. You can also supplement your appearance with a native brand story or an advertorial. The individual themed specials are bundled in the BETTER FUTURE Earth Week channel. You will also be integrated here with your logo.

Livestream ad during BETTER FUTURE Earth Week

Place your video spot in the livestream of WELT TV. The livestream is integrated on the WELT homepage and reaches **1 million ad impressions** during Earth Week.

Extend your campaign with a **WELT HomeRun** and receive an additional guaranteed reach of **2 million ad impressions** per day.

As of now
TÜV certified
climate neutrality



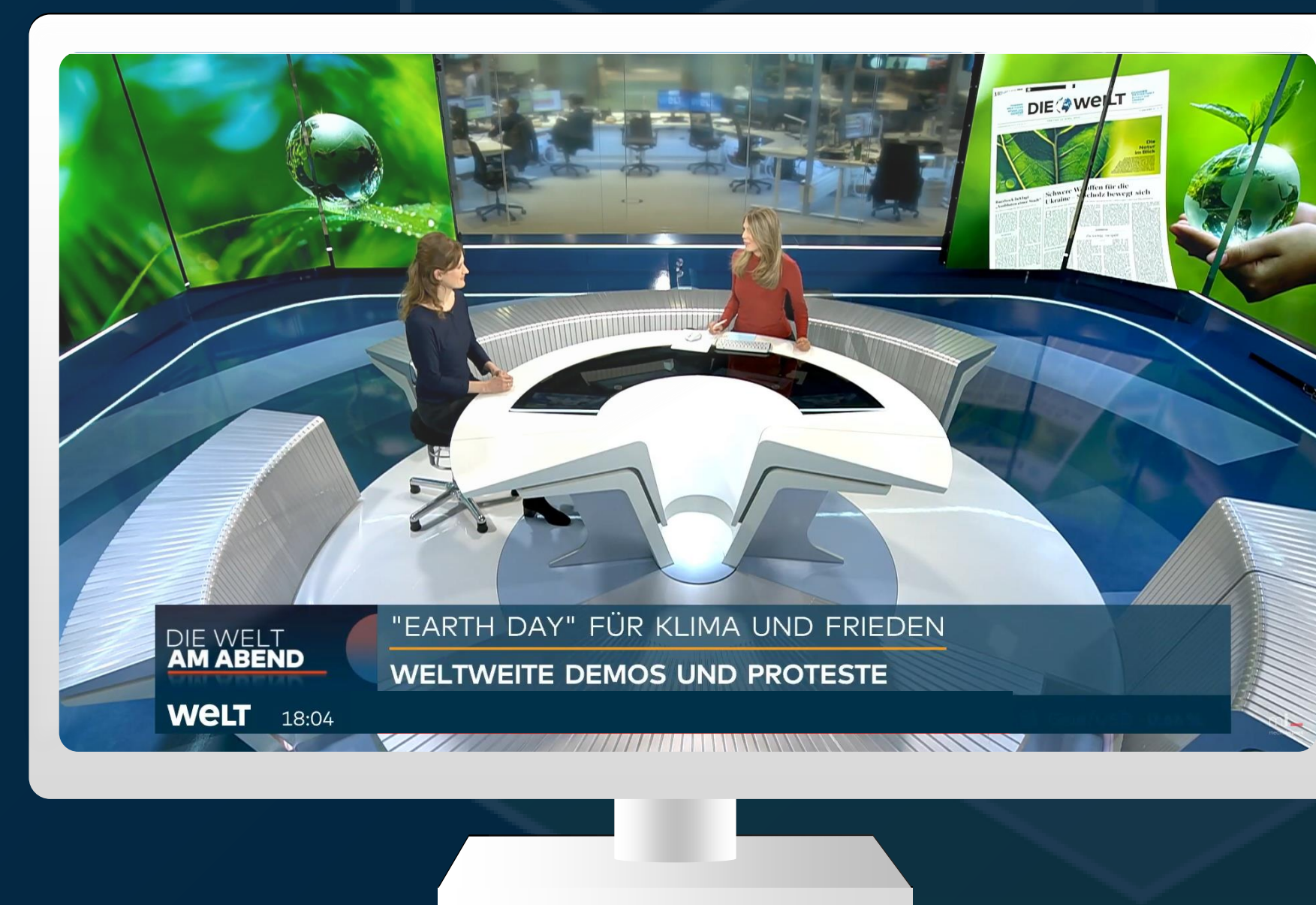
WELT TELEVISION MOVE SUSTAINABLY

During BETTER FUTURE Earth Week, **WELT Television** reports on various aspects of sustainability and shows **documentaries and reports** on renewable energies, environmental protection and nature around the globe.

All programs are also available after broadcast in the WELT media library and on the WELT TV app.

Become a part of BETTER FUTURE Earth Week on TV with a program and trailer sponsorship or attention-grabbing cut-ins.

Broadcasting will be climate-neutral during the entire BETTER FUTURE Earth Week from April 22nd to 28th, 2024.



4.378 million viewers 14+
0.398 million. decision-makers 14+*

BETTER FUTURE CONFERENCE

SUSTAINABILITY

WELT AM SONNTAG's **BETTER FUTURE CONFERENCE** will bring together 100 participants from the fields of politics, business, science, society and culture.

Keynotes, interviews, live Podcasts and inspiring panel discussion: Be there and experience > 25 speakers, an interdisciplinary transfer of knowledge and an open exchange*.

All **highlights of the conference** will be communicated in the subsequent BETTER FUTURE Special in WELT AM SONNTAG and on WELT Digital, and there will be a livestream on WELT Digital during the conference.

TIMING

April 23rd, 2024

LOCATION

Axel Springer HQ, Berlin

PARTICIPANTS

100 people from politics, business, science, society & culture, over 1000 viewers live via WELT Digital*

SPONSORING

Agenda setting, tickets, logo integration in communication media, possibility to use the BETTER FUTURE Logos

+ PRINT



+ TV



+ SOCIAL



+ DIGITAL



BETTER FUTURE EARTH WEEK

A WEEK FULL OF HIGHLIGHTS



PRINT & DIGITAL MODULES

YOUR INVESTMENT



PRINT	Gross-Invest WELT AM SONNTAG	Gross-Invest DIE WELT	Gross-Invest WELT PRINT TOTAL
Title branding	270,360.00 €	152,640.00 €	359,460,00 €
Opening Spread	226,435.00 €	128,975.00 €	303.820,00 €
2/1 page	205,850.00 €	117,250.00 €	276.200,00 €
1/1 page	96,700.00 €	54,900.00 €	128.800,00 €
1/2 page	53,500.00 €	29,900.00 €	70.900,00 €
1/4 page	37,800.00 €	19,350.00 €	48.500,00 €

DIGITAL	Gross-Invest WELT Digital
Theme special L: (1,450,000 AIs) 4 weeks, logo integration within the theme stage on the Earth Week Channel, in the special and on the homepage (1 day)	90,000.00 € ¹
HomeRun Deluxe (2,000,000 AIs)	69,000.00 €
HomeRun Supreme (2,000,000 AIs)	110,000.00 €
Advertorial (4,000,000 AIs)	25,000.00 € ¹
Livestream Ad ² (up to incl. 20 sec.)	85 € TKP
Brand Story (50,000 Views)	131,000.00 € ¹

WELT price list no. 102, valid from 01.01.2024. The gross prices are discount-forming and discount-taking, plus VAT 15%. Agency commission is granted when booking via an advertising agency recognized by us. Premium placements surcharge 10%.

1) Plus creation costs for theme special €4,000 | advertorial: €3,500 | brand story: €8,000 (not SR or AE capable)

2) Bookable in WELT TV livestream integrated on the WELT homepage; Longer spots (21-30 sec.) + 10€ CPM // Short spots (up to incl. 6 sec.) – 10€ CPM. Excess length (31+ sec.) on request, surcharge depending on excess length.

TELEVISION

YOUR INVESTMENT

TELEVISION	Gross-Invest WELT TV
Program sponsoring BETTER FUTURE Earth Week (Presentation of the documentaries and reports on BETTER FUTURE Earth Week using individually designed 10-second sponsor elements before and after the program, as well as between the commercial breaks (opener, closer, reminder. 84 integrations of 10 seconds each, Mon-Fri, 20:00-22:00, Sat-Sun, 15:00-17:00)	113,816.00 €*
Trailer sponsorship** (Presentation of the program information trailers by means of an individually designed 10-second sponsoring element. 60 trailer sponsorships of 10 seconds each in April, Mon-Sun, 06:00-01:00, placement in the trailer block)	137,807.00 €*
Cut In (Insertion of individually produced 10-second visuals during the ongoing BETTER FUTURE Earth Week program. The cut-in is integrated horizontally in the lower third of the image (static or animated possible). 14 cut-ins of 10 seconds each, Mon-Fri, 20:00-22:00, Sat-Sun, 15:00-17:00)	29,672.00€*

*Subject to price and program changes. Prices are subject to discount and AE. Production costs may apply.

**Can only be booked in combination with a program sponsorship

THE RIGHT PLACE FOR YOUR ADVERTISING MESSAGE

86 %

Environmentally conscious readers

86% of those surveyed
Sustainability is a very important concern.

80 %

Sustainable positioning

80% see the media brand WELT as a role model for other brands when it comes to sustainability.

+73 %

High advertising recall

Respondents' advertising recall was 73% higher than the benchmark thanks to relevant content.

Source 2022:

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

2: ZMG MM Rapid, Basis: all respondents, n = 200 DIE WELT readers. * Internal benchmark cross-media cases between 2016 and 2020, ads without sustainability reference. Brand advertising recall: 21%

YOU CAN FIND YOUR SALES CONTACT HERE.

WE LOOK FORWARD TO TALKING WITH YOU!



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BETTER FUTURE
EARTH WEEK



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