

EUROPEAN SOCCER CHAMPIONSHIP 2024

WELT Digital

impassioned by

media **impact** —

WELT DIGITAL

WELT Digital stands for the core topics of politics, business and debate and is one of the leading news sites in Germany.

With online, mobile and the apps, WELT is an established and strong multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.

19,53 MILLION UNIQUE USER¹

2,35 MILLION DAILY UNIQUE USER^{1,2}

295,04 MILLION PAGE IMPRESSIONS³

GENDER	56% ARE MALE
AGE	51% ARE 20 - 49 YEARS OLD
EDUCATION	48% MIN. STAT EXAM
INCOME	34% 4.000 € OR MORE
EMPLOYED	67% ARE EMPLOYED

SOURCE: 2

1) SOURCE: agof daily digital facts, Basis: digitale WNK 16+ Jahre (61,63 Mio.); Einzelmonat Januar 2023; abgerufen am: 10.02.2023; 2) agof daily digital facts; Basis: 16+ Jahre, Durchschnittstag Dezember 2022; 3) IVW September 2023

WHY WELT DIGITAL?



Soccer - Fans

With more than 19 million UUI per month, WELT DIGITAL is one of the most visited AGOF digital offerings in Germany. With this strong reach, WELT Digital **reaches 30%** of soccer fans in Germany.²



Decision Maker

WELT is Germany's **only trimedial decision-maker brand** and offers information in digital, print and TV.

WELT Digital reaches 816,000 decision-makers.³



Sustainability

WELT Digital is a **TÜV -certified sustainable product⁴**.

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

1) Source: agof daily digital facts, basis: digital WNK 16+ years (61.63 million); single month January 2023; retrieved on: 10.02.2023;

2) b4p 2023 II with Sinus-Milieus -- structural analysis; total potential: 100.0%, 30,086 cases, 70.08 million; soccer fans: watch/read about/play football/go to the stadium

3) LAE 2023

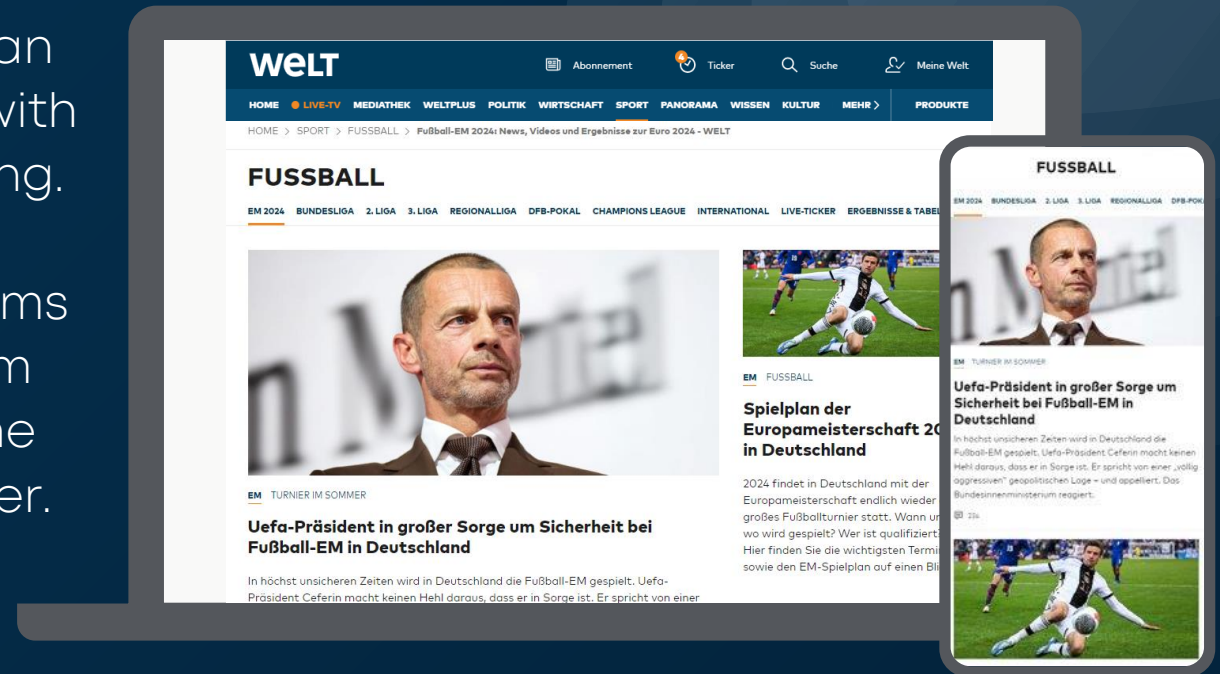
4) More information on our calculation methods, reduction measures and compensation projects at welt.de/responsibility."

CONCEPT & ENVIRONMENT

WELT Digital is accompanying the European Football Championship 2024 in Germany with comprehensive, up-to-the-minute reporting.

This includes editorial news about the teams and players, opinions and discussions from and with soccer experts and, of course, the latest results and all events in the live ticker.

Including licensed moving image content:
All highlight clips of the EM 2024 on WELT! *



* Subject to purchase of rights

LET'S REACH THE GOAL TOGETHER

#beexclusive

PRESENTING

Present the EM 2024 soccer content on WELT Digital and place your brand on all articles and the Olympic Section within the WELT homepage.

#bevisible

FIXED PLACEMENT

Maximum power in one day: With the daily fixed placement on the WELT homepage, you achieve the best possible impact in one day. There are no limits to the staging of your brand.

#bedifferent

SPECIAL PRODUCTION

Media Impact tailors your campaign to your needs. With products from our Brand Studios, we place your brand natively in the desired environments combined with excellent storytelling.

EM 2024 CONTENT PRESENTING

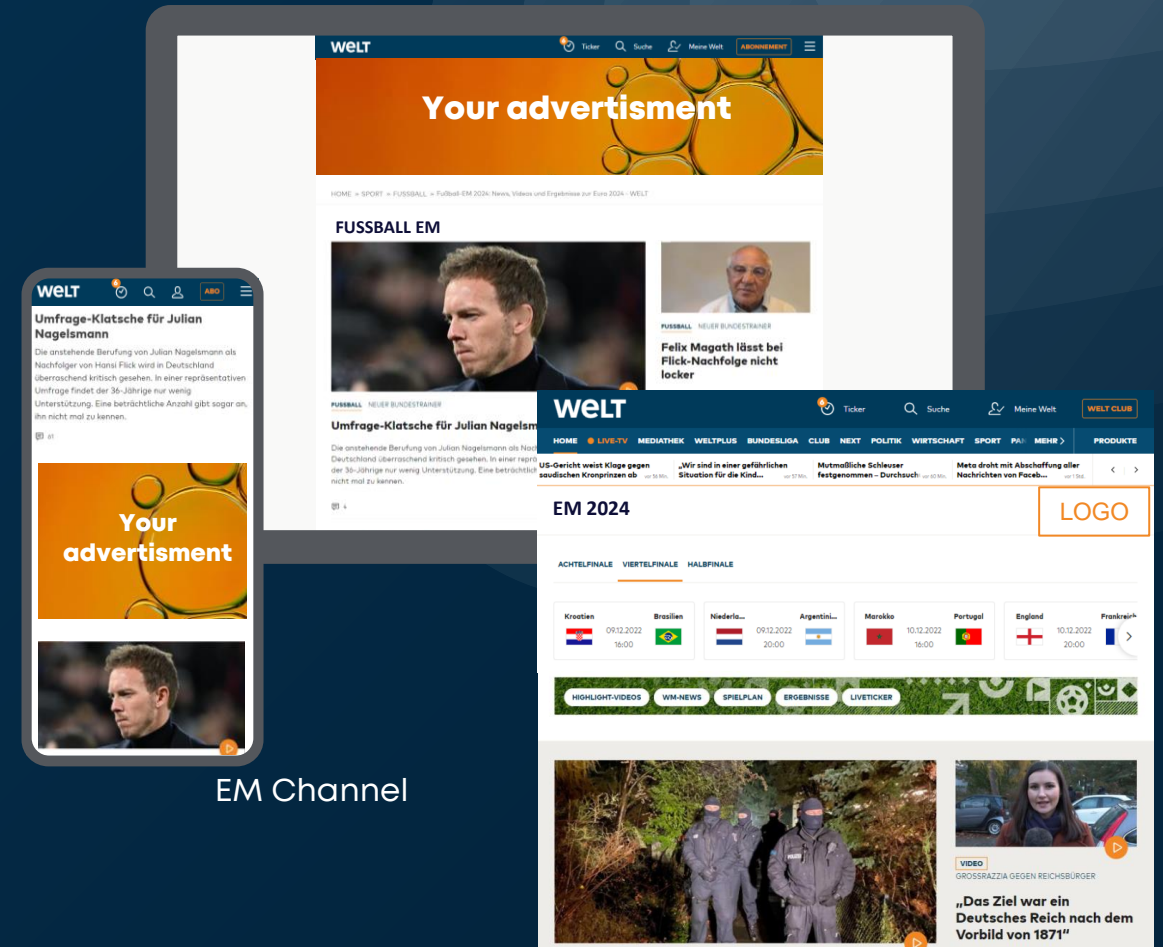
The excitement increases - only a few months to go until the 2024 European Championships in Germany!

Exclusively present the entire coverage of our national team and the entire European Championship - from daily news to detailed background information.

In addition, we place your brand as close to the action as possible - in the WELT live ticker and the official highlight clips of the European Football Championship 2024!

In addition, your logo will be prominently integrated on the WELT homepage within the European Championship section - from the opening match to the final, you will be permanently present directly in the first viewpoint of the page.

1) Subject to purchase of rights



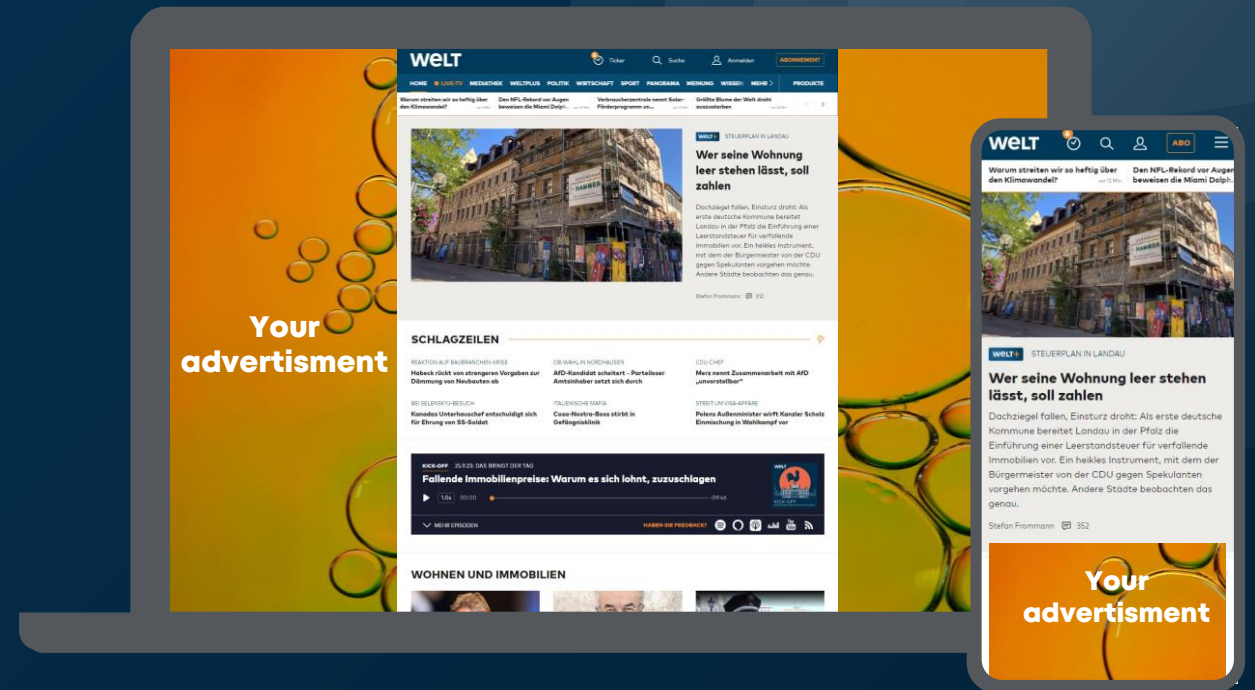
EM Channel

Homepage: EM - Stage

THE PERFECT STAGING FOR THE MATCH DAY

The WELT HomeRun achieves a strong reach of more than 1.5 million ad impressions within 24 hours, e.g. on the match day of the German national team.

Your brand is permanently placed on all platforms (Desktop, MEW & App).



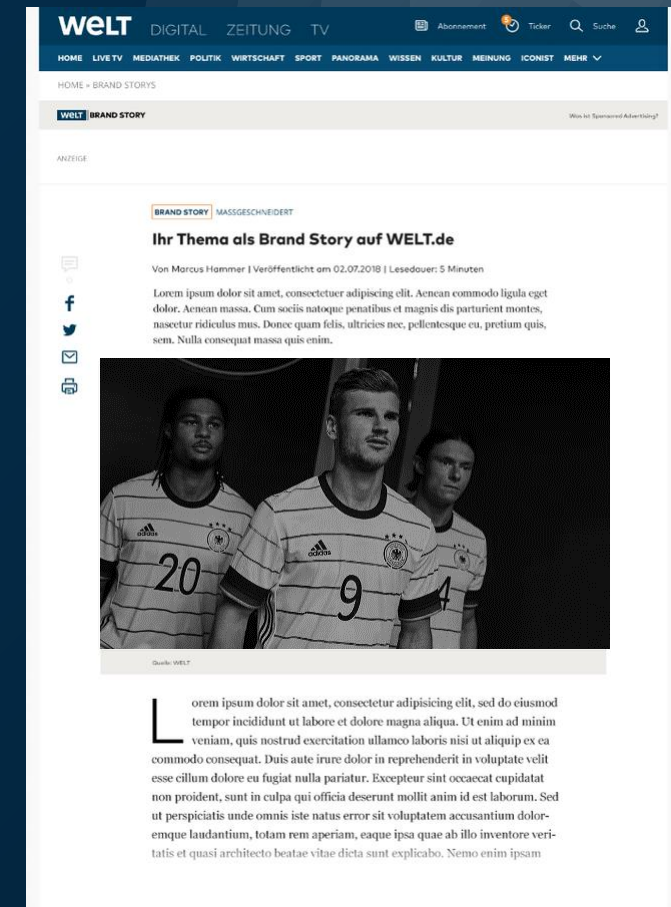
SUCCESS STORIES FOR STRONG BRANDS

BRAND STORY

The best journalists and photographers from our Brand Studio editorial team turn your topic into an exciting and informative story. Our reporters go out, research on location, photograph, film and stage your topic in the style of WELT Digital.

The result is stories that interest the whole of Germany, stories that generate real emotions.

The best part: as the customer, you are the director, all steps from the idea to implementation are coordinated 1:1 with you.



PRICING

#beexclusive

PRESENTING

Billboard (stationary), Medium Rectangle (multiscreen), Logo (multiscreen)

40.000.000 Als

300.000 €

1) Plus creation costs WELT: up to 50,000 views € 8,000; up to 100,000 views € 10,000; from 100,000 views € 12,000 (not SR- or AE-capable)

#bevisible

FIXED PLACEMENT

WELT Homerun Deluxe

Fixed placement multiscreen 24 hours running time

1.500.000 Als

56.500 €

#bedifferent

SPECIAL PRODUCTION

WELT Brand Story basic package²

Success story on WELT Digital, customized campaign, support during the entire campaign, ongoing optimization

50.000 Page Views

131.000 €

FIND YOUR SALES CONTACT HERE



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



www.mediaimpact.de

impassioned by

media **impact** 

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

www.mediaimpact.de