

WELT AM SONNTAG

WELT AM SONNTAG is the most important weekend read for discerning readers. It stands for outstanding journalistic competence and inspiration. It is very close to people and their everyday lives and always offers strong investigative stories from business and politics.

Surprising backgrounds, up-to-date analyses, exclusive interview partners and entertaining topics at a high level determine the editorial bandwidth. The editorial diversity includes analyses and forecasts from the world of finance, exciting sports reports as well as exclusive articles on style and culture, real estate, travel and motoring.

WELT AM SONNTAG is published with one issue on Saturday and one on Sunday. This gives readers more flexibility to start their reading pleasure with WELT AM SONNTAG as early as Saturday. The content of WELT AM SONNTAG will be restaged in tabloid format in **WELT AM SONNTAG Kompakt** for a young, well-educated and urban target group.

The **WELT AM SONNTAG** booking unit comprises WELT AM SONNTAG on Sat. and WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt.

WELT Print Total comprises the WELT AM SONNTAG booking unit plus the DIE WELT booking unit. Ads in the booking unit WELT Print Total are published within 14 days (Sat./Sun. and Mon.-Fri.).



KEY DATA

• Publication

WELT AM SONNTAG:	Sat
WELT AM SONNTAG:	Sun
WELT AM SONNTAG Kompakt:	Sun

• Copyprice

WELT AM SONNTAG:	5,50 €
WELT AM SONNTAG Kompakt:	3,50 €

• Reach	924,000 reader ¹
• Decision makers	227,000 reader ²
• Sold circulation	286,020 copies ³ , thereof 113,926 e-paper

RATES AND FORMATS WELT AM SONNTAG

FORMATS	Rates Sat./Sun.
1/1 page, 4c	96,700.00 €
1/2 page, 4c	53,500.00 €
1/4 page, 4c	37,800.00 €

READERSHIP

Readership ¹ WELT AM SONNTAG		Structure in %	Index
Gender	Men	72	146
	Women	28	56
Age	30-59 years	58	122
Education	University	71	196
Net household income	> 3.000 €	76	143
Consumers	Luxury oriented	67	178

RATES AND FORMATS WELT PRINT TOTAL

FORMATS	Rates Sat./Sun. + Mon.-Fri.
1/1 page, 4c	128,800.00 €
1/2 page, 4c	70,900.00 €
1/4 page, 4c	48,500.00 €

WELT Rate Card No. 102 is valid as of 1st January, 2024. All rates plus VAT.