

THE OLYMPICS GAMES

2024

WELT Digital

impassioned by

media **impact** —



WELT

media **impact** —

WELT DIGITAL

WELT Digital stands for the core topics 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}

281.73 MILLION PAGE IMPRESSIONS³

GENDER	56% MALE AND 44% FEMALE
AGE	51% ARE 20 - 49 YEARS OLD
EDUCATION	48% MIN. DIPLOMA
INCOME	34% 4,000 € OR MORE
EMPLOYED	67% ARE EMPLOYED

Quelle: 2

1) Source: agof daily digital facts, basis: digital WNK 16+ years (61.63 million); single month January 2023; retrieved on: 10.02.2022;

2) Agof daily digital facts; Basis: 16+ years, average day December 2022;

3) IVW December 2023

WHY WELT DIGITAL?



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.¹



Sustainability

WELT Digital is a TÜV-certified sustainable product². The Olympic Games in Paris 2024 are also set to become more sustainable. The aim is to reduce the Games' carbon footprint and set a good example to initiate a positive dynamic.



Sports

WELT Digital users have a high affinity for sports, especially for the Olympic disciplines tennis, golf and horse riding³.

1) LAE 2023

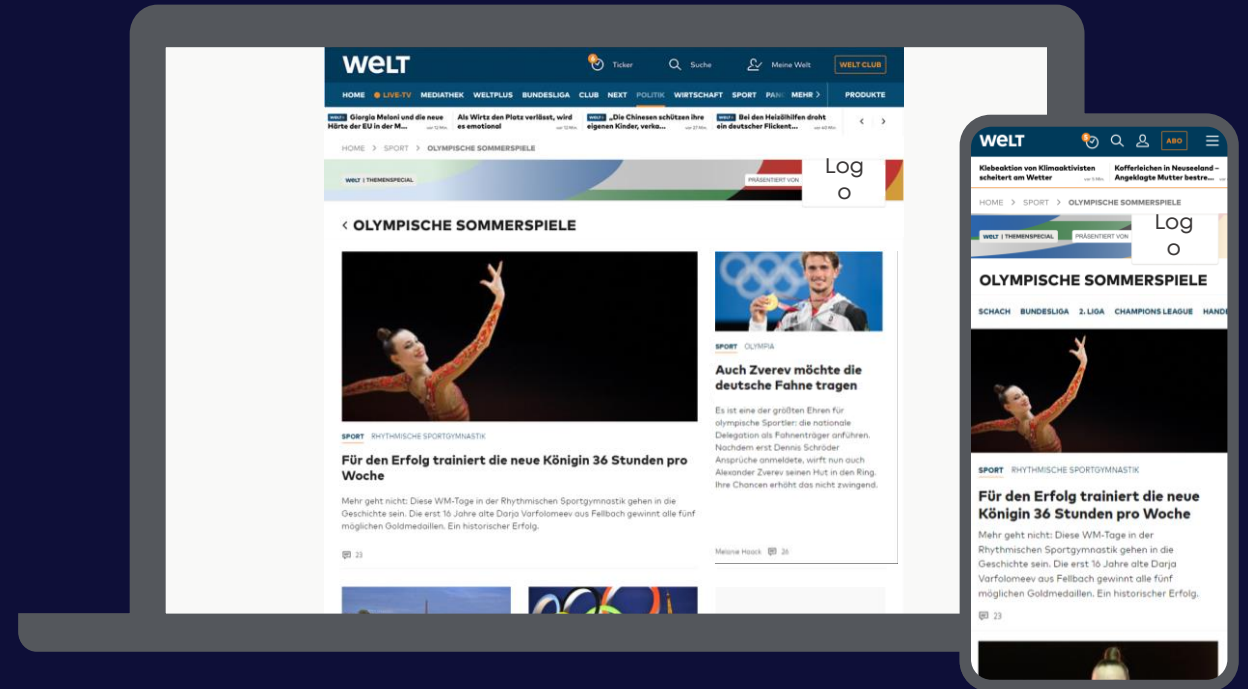
2) More information on our calculation methods, reduction measures and compensation projects at welt.de/verantwortung."

3) b4p 2023 II with Sinus-Milieus -- structural analysis; total potential: 100.0 %, 30,086 cases, 70.08 million; leisure activity: sport at least once a month

OLYMPICS 2024 CONCEPT & ENVIRONMENT

WELT Digital accompanies the Olympic Games with comprehensive, up-to-the-minute reporting.

This includes editorial news and videos about athletes and coaches, opinions and discussions from and with sports experts and, of course, the latest results and all events in the live ticker and medal table.



REACHING THE GOAL TOGETHER

#beexclusive

PRESENTING

Make yourself the exclusive sponsor of the Olympia 2024 Channel on WELT Digital!

Present your brand on all articles and the Olympia homepage stage.

#bevisible

DAILY 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

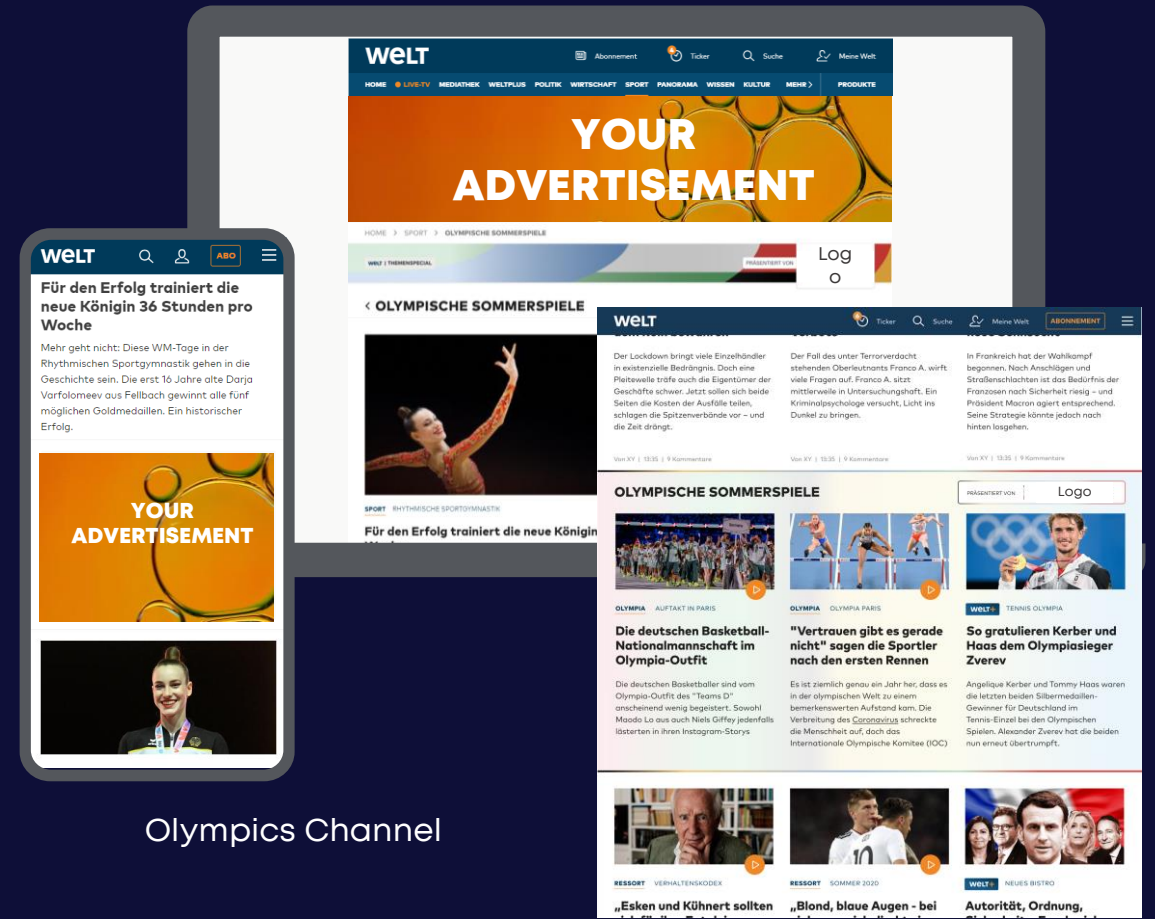
SPECIAL PRODUCTION

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.

OLYMPICS 2024 CONTENT PRESENTING

Become the exclusive sponsor of the Olympics 2024 Channel!

Exclusively present the entire coverage of the 2024 Olympic Games - from daily news to detailed background information. A billboard (desktop), medium rectangle (multiscreen) and the logo of your brand (multiscreen) are permanently integrated above each page of the channel¹⁾. In addition, your logo will be prominently integrated on the WELT homepage within the colored Olympic stage - permanently present from the opening ceremony to the last day of the competition.



Olympics Channel

Homepage: Olympics- Stage

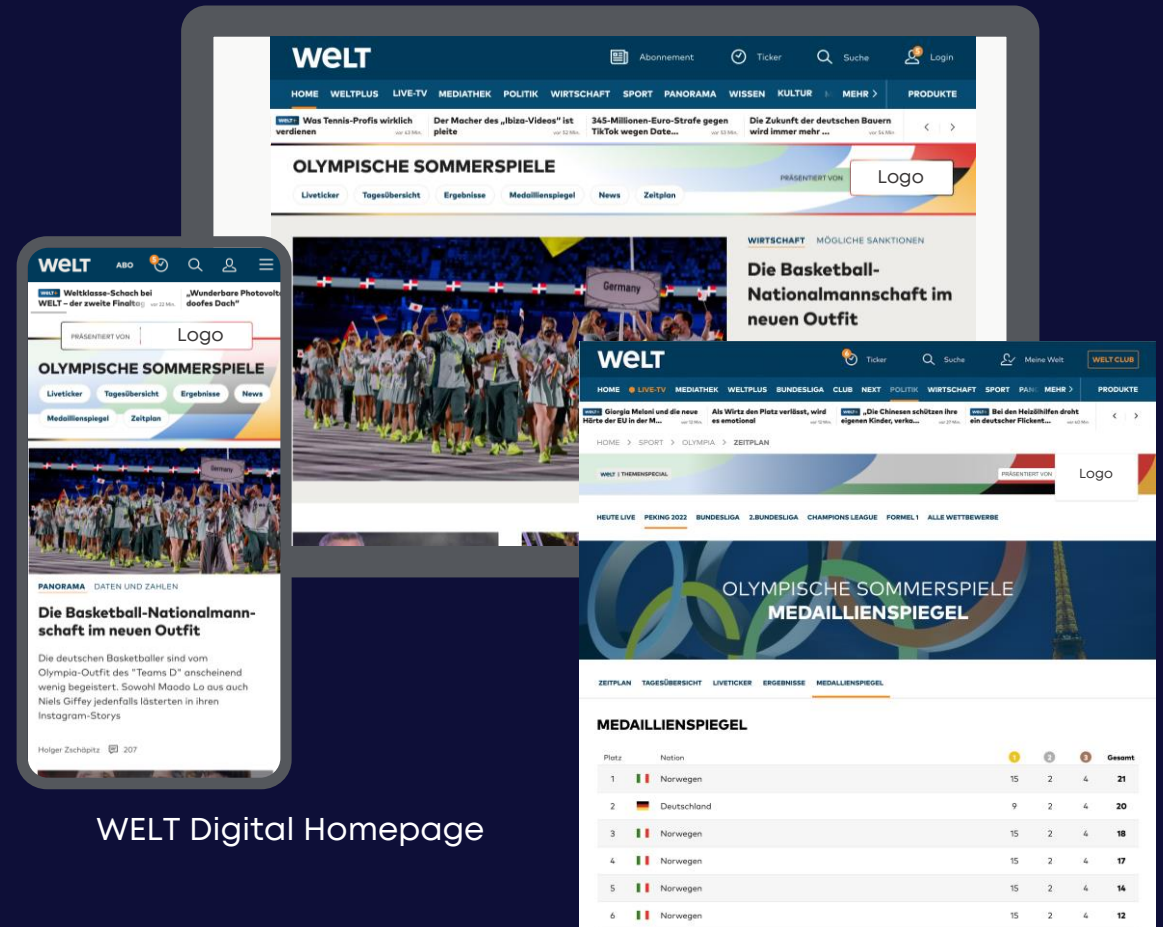
¹⁾ Other formats on request

BRANDED HEADER PLUS MEDAL TABLE

Put your company in the spotlight...

... with a prominent logo integration in the first screen of the **WELT Digital homepage!** Your customer logo will be presented in the branded header of the 2024 Olympic Games, the jumping-off point to the medal table, live ticker, results and daily overview.

Take advantage of this unique opportunity to position your brand on Welt Digital during the 2024 Olympic Games.



WELT Digital Homepage

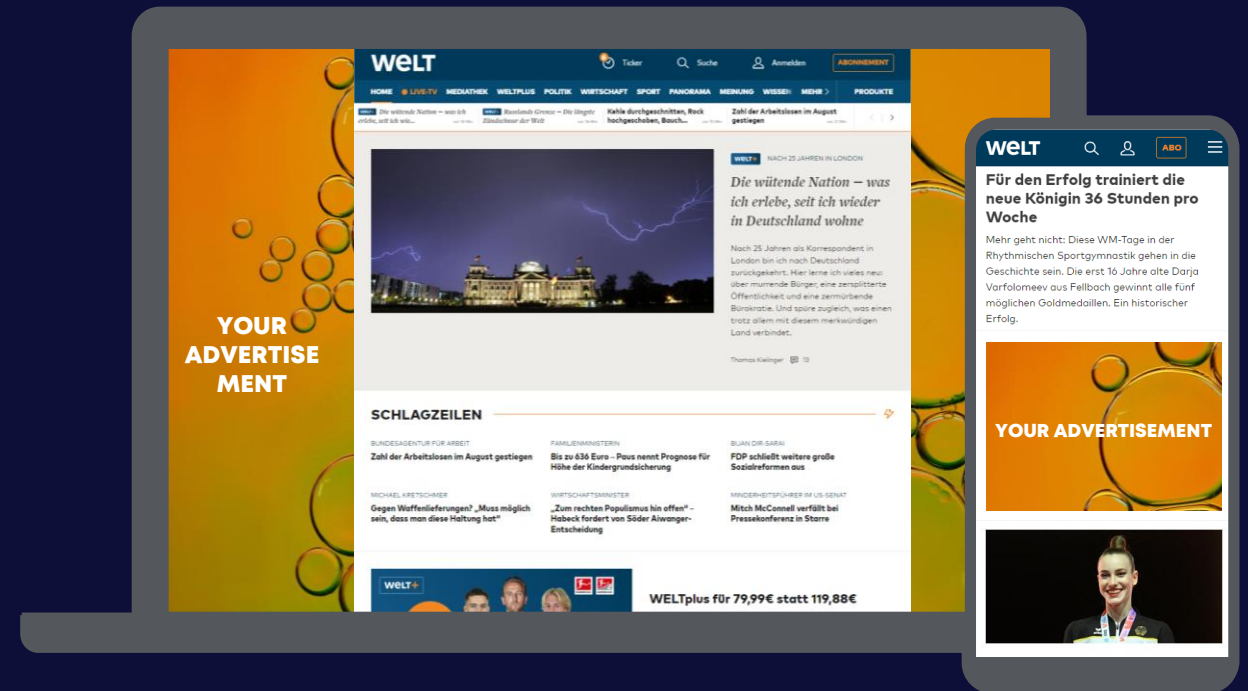
Medal table in the sports data center

Exemplary visualization
1) Possible in combination with Content Presenting

THE PERFECT STAGING FOR THE COMPETITION DAY

The **WELT HomeRun** achieves a strong reach of more than **2 million ad impressions** within 24 hours, e.g. on the day of the opening ceremony of the Olympic Games.

Your brand is permanently placed on all platforms (desktop, MEW & app).



¹ weitere Formate auf Anfrage

WELT QUIZ BRAND STORY

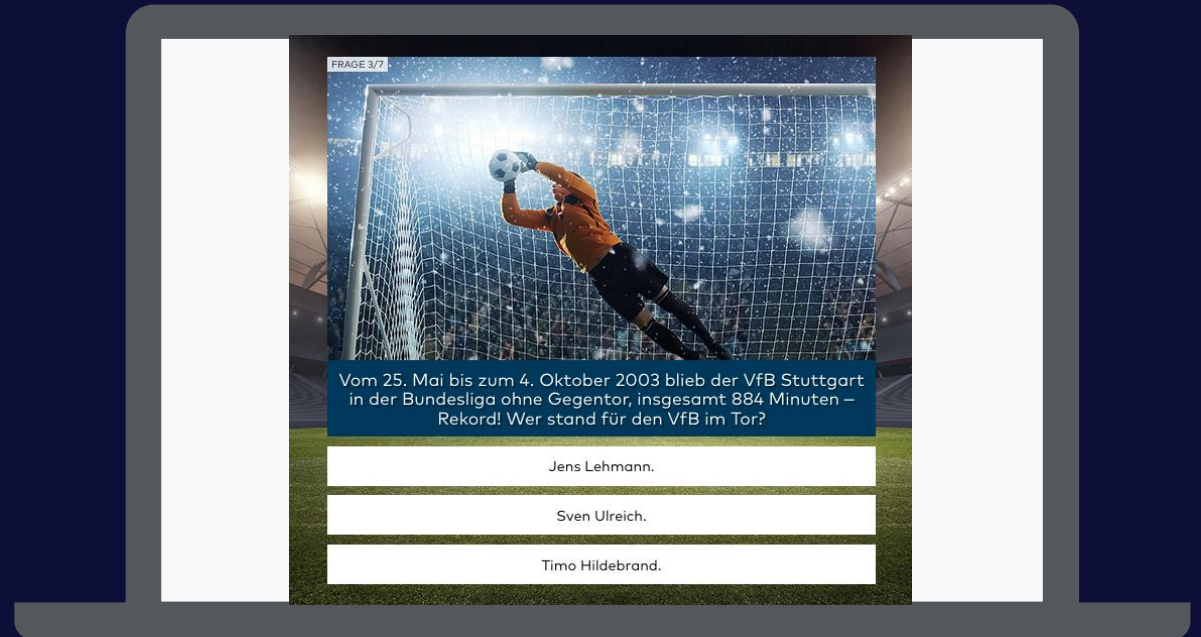
Also bookable interactively!!

In this version of the brand story, branding works in a playful way:

We create an entertaining quiz based on graphics, facts and figures from the client's field of activity/industry.

Advantages of the Quiz Brand Story:

- Highly visual, exciting and entertaining presentation for a playful approach to the topic
- Smart content, high-level entertainment and a subtle brand message that is fun!



PRICING

#beexclusive

CONTENT PRESENTING¹

Billboard (desktop), Mobile Lead Ad, Medium Rectangle (multiscreen), Logo (multiscreen)

24,000,000 Als

400,000 €

BRANDED HEADER¹

Logo (multiscreen) Homepage + Sportdaten; Billboard (desktop), Mobile Lead Ad, Medium Rectangle (multiscreen)

25,600,000 Als

155,000 €

#bevisible

DAILY 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 throughout the entire campaign, ongoing optimization

50,000 Page Views

131,000 €

1) Term: July 26, 2024 - August 11, 2024 (17 days), package prices are pre-discounted by up to 55%; SR- and AE-capable

2) 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)

YOU CAN FIND YOUR SALES CONTACT HERE



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