

# THE WORLD BELONGS TO THOSE WHO THINK IN A NEW WAY

Rate card no. 102, valid as of 01.01.2024

*impassioned by*  
media **impact**—

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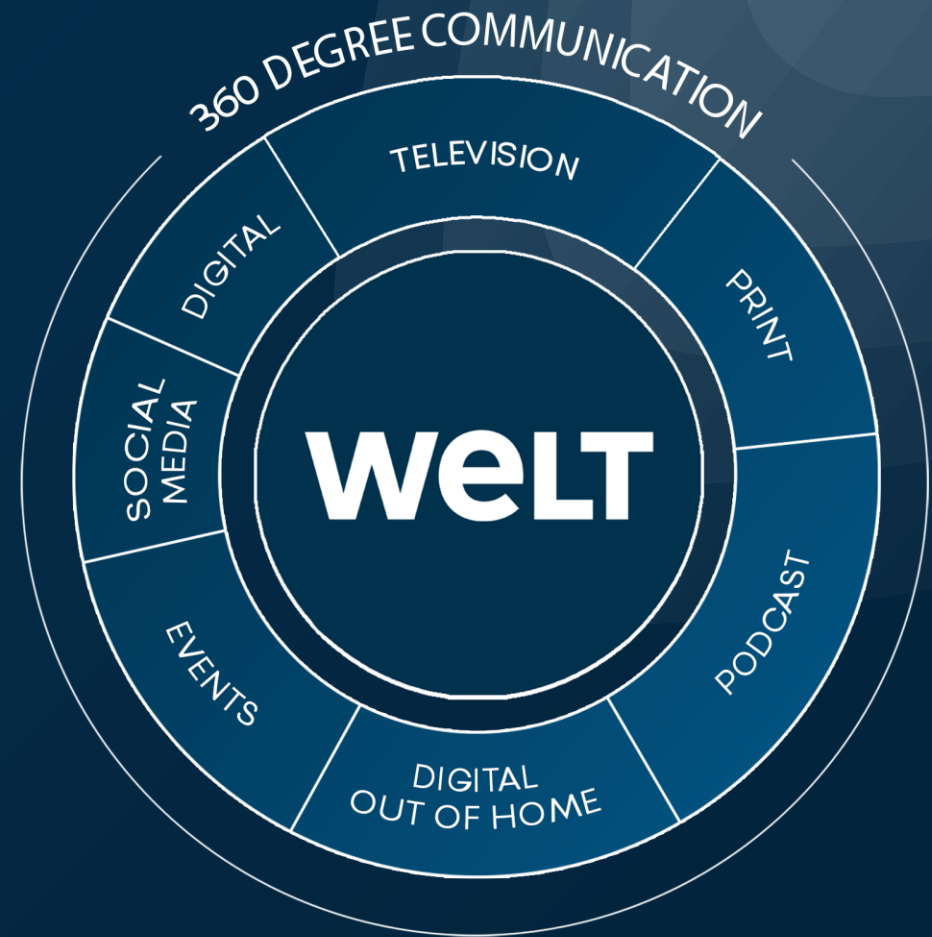
18. Digital transfer of printing material

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# 1. THE POWER OF WELT

**WELT** is a 360-degree media brand that offers information in print, digital and TV. It stands for intelligent quality journalism for every usage situation.



# 2. TITLE PORTRAIT

**WELT AM SONNTAG** is the most important weekend read for discerning readers. It stands for outstanding journalistic expertise and regularly offers strong investigative stories from business and politics.

**WELT AM SONNTAG** is published with one issue each on Saturday and Sunday. This gives readers more flexibility to enjoy reading WELT AM SONNTAG as early as Saturday. It is aimed at the target group of decision-makers in their private lives, who want to spend their weekends in a relaxed reading atmosphere, catching up on business and politics and devoting themselves to their personal reading interests, e.g. culture, style or travel.



## 2. TITLE PORTRAIT

**DIE WELT** concisely presents the news events and debates of the day every day from Monday to Friday. In a slim paper, it relies on pointed texts and a stringent structure that bundles content around a single topic. It is weighty without being heavy. DIE WELT is aimed at the target group of decision-makers who want to be optimally informed in a limited time frame during the week. Focusing on the essentials, it charts a path for its readers through the flood of information in today's world.





# 2. TITLE PORTRAIT

**WELT AM SONNTAG** and **DIE WELT** are climate-neutral thanks to continuous reduction measures and compensation. So is your ad – without any additional investment.

Since March 1, 2023, WELT AM SONNTAG and DIE WELT have been carrying a certificate issued by TÜV-Nord as "climate-neutral products". This certifies both the calculated carbon footprint and the ways in which it is offset. WELT.de and WELT events, as well as all related advertising materials, have also been climate-neutral since spring 2023.

New as of 2024: The climate neutrality of WELT Digital will also be TÜV-certified for the first time, and the emissions of the WELT TV station will also be fully offset.

WELT is committed to full transparency when it comes to climate neutrality. Read all about climate neutrality at [WELT here](https://www.welt.de/klimaneutralitaet).



### 3. BOOKING UNITS

**WELT AM SONNTAG** includes WELT AM SONNTAG on Saturday and WELT AM SONNTAG on sunday incl. WELT AM SONNTAG Kompakt.

**DIE WELT** is published monday to friday.

**WELT Print Total** includes the booking unit WELT AM SONNTAG plus the booking unit DIE WELT. Advertisements in the booking unit WELT Print Total are published within 14 days (Sat./Sun. and Mon.-Fri.).<sup>1</sup>

WELT AM SONNTAG, DIE WELT and WELT Print Total are the national ad booking units for branded product, service, tourism and financial advertising.

Title:  
Format:  
Publishing Day:

**WELT AM SONNTAG**  
Nordic  
Sat./Sun.

Title:  
Format:  
Publishing Day:

**WELT AM SONNTAG Kompakt**  
Tabloid  
Sun.

Title:  
Format:  
Publishing Day:

**DIE WELT**  
Nordic  
Mon.-Fri.

Title:  
  
  
Format  
/Publishing Day:

**WELT Print Total**  
(WELT AM SONNTAG / WELT AM SONNTAG Kompakt / DIE WELT)  
  
  
see above

<sup>1</sup> on consultation with the advertiser, the publisher reserves the right to move with a maximum of five working days for DIE WELT if technical reasons make this necessary.

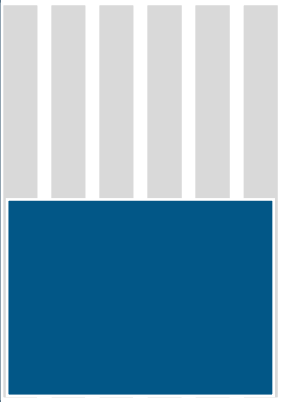
# 4. STANDARD FORMATS



**2/1 page**  
Format: 777 x 528 mm  
Total millimetres: 8,976



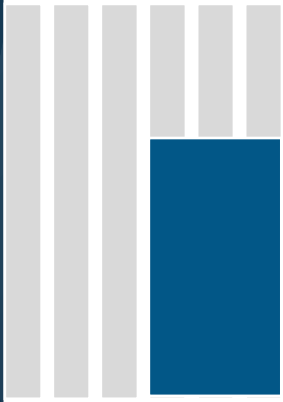
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Total millimetres : 4,224



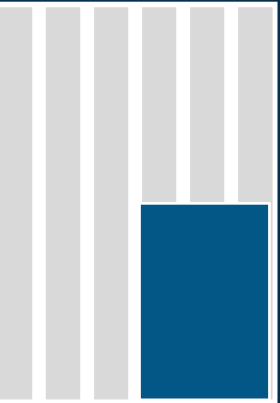
**1/2 page**  
Format: 374.5 x 264 mm  
Total millimetres: 2,112



**1/2 page corner**  
Format: 248.1 x 396 mm  
Total millimetres: 2,112



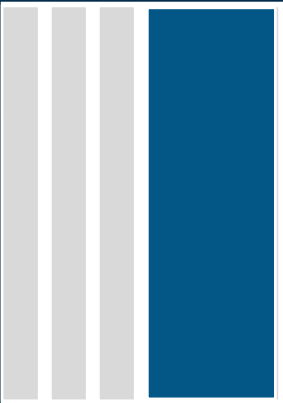
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Total millimetres: 1,408



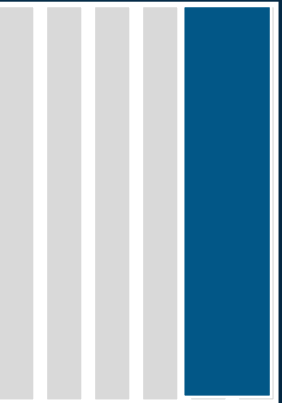
**1/4 page corner**  
Format: 184.9 x 264 mm  
Total millimetres: 1,056



**1,000 page corner**  
Format: 184.9 x 250 mm  
Total millimetres: 1,000



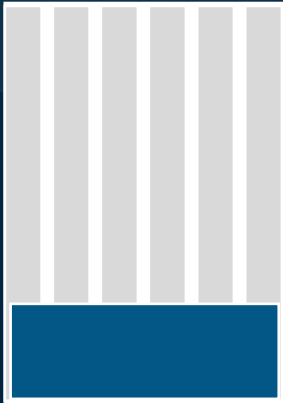
**1/2 page portrait**  
Format: 184.9 x 528 mm  
Total millimetres: 2,112



**1/3 page portrait**  
Format: 121.7 x 528 mm  
Total millimetres: 1,408



**1/3 page landscape**  
Format: 374.5 x 176 mm  
Total millimetres: 1,408



**1/4 page landscape**  
Format: 374.5 x 132 mm  
Total millimetres: 1,056



## 4. STANDARD FORMATS

Nr.	Format	WELT AM SONNTAG (Sat./Sun.) <sup>1, 4</sup>	DIE WELT (Mon.–Fri.) <sup>2, 4</sup>	WELT Print Total (Sat./Sun. + Mon.–Fri.) <sup>3, 4</sup>
1	2/1 page <sup>5</sup>	205,850.00	117,250.00	276,200.00
2	1/1 page	96,700.00	54,900.00	128,800.0
3	1/2 page landscape	53,500.00	29,900.00	70,900.00
4	1/2 page corner	53,500.00	29,900.00	70,900.00
5	1/3 page corner	50,400.00	25,800.00	64,700.00
6	1/4 page corner	37,800.00	19,350.00	48,500.00
7	1,000 corner	35,850.00	18,350.00	46,000.00
8	1/2 page portrait	53,500.00	29,900.00	70,900.00
9	1/3 page portrait	50,400.00	25,800.00	64,700.00
10	1/3 page landscape	50,400.00	25,800.00	64,700.00
11	1/4 page landscape	37,800.00	19,350.00	48,500.00

An extra charge of 10% will be made on the gross rate for premium placements. Premium placements are in DIE WELT opening spread, page 5, opening pages and in WELT AM SONNTAG opening spread, page 5, page 7, last page in 1st book and opening pages. For WELT AM SONNTAG and WELT Print Total, there is a placement guarantee only for WELT AM SONNTAG Nordic. Reservations for premium placements expire if no written booking order has been submitted four weeks before the ad deadline.

<sup>1</sup> WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt. <sup>2</sup> DIE WELT = DIE WELT, Mon.–Fri.

<sup>3</sup> WELT Print Total = WELT AM SONNTAG + DIE WELT. <sup>4</sup> Fixed price <sup>5</sup> Of which crossover surcharge WELT AM SONNTAG 12.450,00€ , DIE WELT 7.450,00€ and WELT Print Total 18.600,00€. / Ads in the booking unit WELT Print Total appear within 14 days.. Upon consultation with the advertiser, the publisher reserves the right to move with a maximum of 5 working days for DIE WELT if technical reasons make this necessary. See conversion table under section Format Adjustments to adjust the format for WELT AM SONNTAG Kompakt. All rates in euros plus VAT..

## 5. BASIC RATES

mm-rates b/w-colour	WELT AM SONNTAG (Sat./Sun.) <sup>1, 4</sup>	DIE WELT (Mon.–Fri.) <sup>2, 4</sup>	WELT Print Total (Sat./Sun. + Mon.–Fri.) <sup>3, 4</sup>
<b>Ads with solus position</b> starting at 1,000 mm	35.85	18.35	46.00
<b>Text passage ads</b> <sup>5</sup> 1–2 columns/10–100 mm, per text column mm	101.00	81.75	155.00
<b>Ads without solus position</b> , 10–2,112 mm	22.90	13.00	30.50
<b>Financial ads/ mandatory ads</b> <sup>6</sup> without solus position	-	2.50	-
<b>Financial ads</b> <sup>7</sup> without solus position, 10–2,111 mm	20.05	9.90	25.45
<b>Mandatory</b> <sup>6</sup> / <b>Financial ads</b> <sup>7</sup> with solus position, starting at 1,000 mm (max. height 390 mm)	26.25	14.90	34.98
<b>Family ads</b> (company obituaries are calculated at the basic rate)	-	7.45	
<b>Official proclamations</b> (without discounts), minimum size 1 column /10 mm, only b/w	-	7.45	-

Orders:

ampx@axelspringer.com or via OBS

Printing material:

Contact see 18. Printing material or Phone +49 (0) 151 194 708 19 / +49 (0) 175 728 493 3

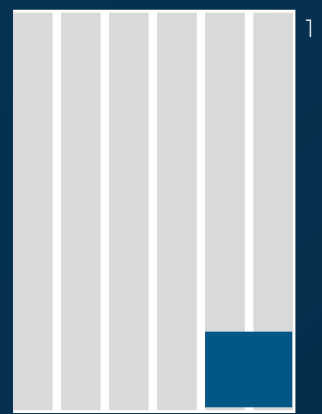
Beratung:

Contact see 20.

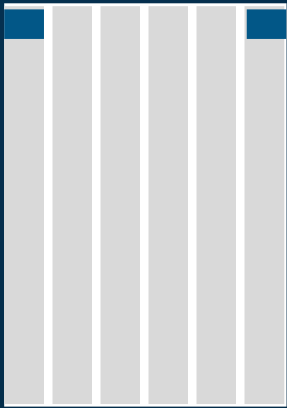
<sup>1</sup> WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt. <sup>2</sup> DIE WELT = DIE WELT, Mon.–Fri. <sup>3</sup> WELT Print Total = WELT AM SONNTAG + DIE WELT. <sup>4</sup> Ads in the booking unit of WELT Print Total appear within 14 days. On consultation with the advertiser, the publisher reserves the right to move with a maximum of 5 working days for DIE WELT if technical reasons make this necessary. <sup>5</sup> Text passage ads without conversion factor. When converting the text columns into advertisement columns, please use a conversion factor of 1.333. <sup>6</sup> Text-only announcements with company logo, without special design, without placement instruction. Announcements that have been stipulated through legislation on stock-exchange publicity such as invitations to shareholders' meetings, dividend announcements, applications for registration, rights offerings, annual and interim reports of corporations listed on the stock exchange, as well as prospectuses for stock exchange listings. <sup>7</sup> Voluntary publicity on capital-market activities (warrant offerings, certificates, tombstones, financial statements and reports, new issues that announce the security identification number, the period for subscription and the issuing price). For ad and print materials deadlines, technical specifications and format specifications, please see section 4. All rates in euros plus VAT.

# 6. SPECIAL FORMATS

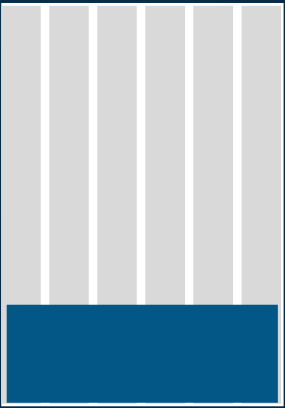
Nr.	Format	WELT AM SONNTAG (Sat./Sun.) <sup>1, 4</sup>	DIE WELT (Mon.–Fri.) <sup>2, 4</sup>	WELT Print Total (Sat./Sun. + Mon.–Fri.) <sup>3, 4</sup>
1	Gripping corner	16,200.00	10,300.00	-
2	Title header ads	-	10,300.00	-
3	Title strip	-	44,510.00	-



Gripping corner  
Format:  
Sat./Sun.: 103.8 x 100 mm  
Mon.– Fri.: 118 x 120 mm



Title header ads  
Format:  
2 x 46 mm x 28 mm



Title strip, 1/4 page  
landscape  
Format: 374.5 x 132 mm  
Total millimetres: 1,056

Find more special formats [here](#)

Consultation: For contact persons, see 20.

<sup>1</sup> WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt.

<sup>2</sup> DIE WELT = DIE WELT, Mon.–Fri.

<sup>3</sup> WELT Print Total = WELT AM SONNTAG + DIE WELT.

<sup>4</sup> Fixed price. / All placements upon request, limited offer /All prices in euros plus VAT.

# 7. MAGAZINES

ICON



SUPPLEMENT IN  
WELT AM SONNTAG (SAT./SUN.)

ICON I	10./11.02.2024
ICON II	09./10.03.2024
ICON III	13./14.04.2024
ICON IV	18./19.05.2024
ICON VI	31.08./01.09.2024
ICON VII	21./22.09.2024
ICON VIII	12./13.10.2024
ICON IX	09./10.11.2024
ICON X	30.11./01.12.2024

Contacts:

ICON, Mr ICON: Jacqueline Ziob, phone: +49 (0) 151 440 478 77, E-mail: jacqueline.ziob@axelspringer.com

UHREN: Elette-Nabila Korte, phone: +49 (0) 151 150 895 50, E-mail: eliette-nabila.korte@axelspringer.com

Die Stilisten Hamburg: Marc Hussein, phone: +49 (0) 151 730 26 692, E-mail: marc.hussein@axelspringer.com

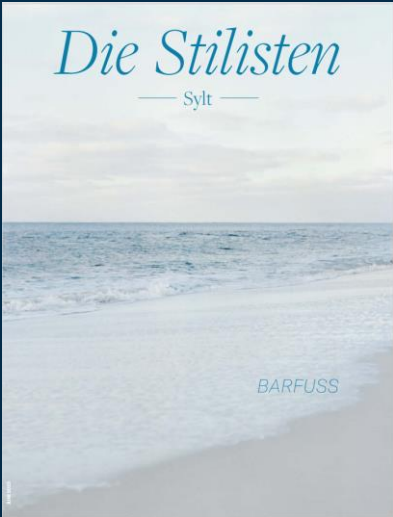
Mr ICON



SUPPLEMENT IN  
WELT AM SONNTAG (SAT./SUN.)

Mr ICON I	23./24.03.2024
Mr ICON II	26./27.10.2024

Die Stilisten



SUPPLEMENT IN  
WELT AM SONNTAG (SAT./SUN.)  
NORTHERN GERMANY

DIE STILISTEN Sylt	29./30.06.2024
DIE STILISTEN II	28./29.09.2024
DIE STILISTEN III	23./24.11.2024

UHREN



SUPPLEMENT IN  
WELT AM SONNTAG (SAT./SUN.)

UHREN I	20./21.04.2024
UHREN II	16./17.11.2024



## 8. SPECIAL TOPICS

With our editorial special topics, we offer exciting environments with competent and in-depth reporting. The special topics are published as a separate book to take out of the paper, as special pages in the paper or online in the look and feel of the respective medium. The WELT Editorial Studio is responsible for the content and reports freely and independently. Discover the variety of our editorial special topics on <https://www.mediaimpact.de/welt/themen>.





# 9. RUBRICS AND BOOK PUBLISHERS



WELT classifieds are characterized by a competent editorial team and a wide variety of offers. Our customers have a wide range of advertising formats at their disposal to reach the high-class target group of WELT AM SONNTAG and DIE WELT.

Book publisher advertisements are placed from monday to friday in the book-related section of WELT and on saturdays and sundays in WELT AM SONNTAG in the culture book or Die Literarische WELT.

# 10. REGIONAL ISSUES



## **WELT AM SONNTAG / DIE WELT HAMBURG**

phone: +49 (0) 151 730 26 692

## **WELT AM SONNTAG NORTH-RHINE WESTFALIA**

in any combination of the Essen/Dortmund + Düsseldorf  
+ Köln + Münster/Bielefeld subissues

phone +49 (0) 151 16 15 69 43

## **WELT AM SONNTAG BAVARIA**

phone: +49 (0) 151 209 602 25

<https://www.mediaimpact.de/welt-regional>

Orders:

[welt-regio@axelspringer.de](mailto:welt-regio@axelspringer.de)

Printing material:

<https://transfer.axelspringer.de>

# 10. REGIONAL ISSUE HAMBURG

Rates b/w-colour		WELT AM SONNTAG (Sat./Sun.)	DIE WELT (Mon.–Fri.) <sup>1</sup>	WELT Print Total (Sat./Sun. + Mon.–Fri.) <sup>2</sup>
1/1 page	8 col. (374.5 mm) x 528 mm	31,258.00	20,529.00	36,115.00
1/2 page	8 col. (374.5 mm) x 264 mm	15,629.00	10,264.00	18,057.00
1/4 page corner <sup>3</sup>	3 t. col. (184.9 mm) x 264 mm	9,464.00	7,168.00	10,850.00
1,000 corner <sup>3</sup>	3 t. col. (184.9 mm) x 250 mm	8,963.00	6,788.00	10,275.00
Fixed format 1 <sup>4</sup>	1 t. col. (58.5 mm) x 150 mm	1,425.00	927.00	1,635.00
Fixed format 2 <sup>4</sup>	2 t. col. (121.7 mm) x 150 mm	2,850.00	1,854.00	3,270.00
Fixed format 3 <sup>4</sup>	3 t. col. (184.9 mm) x 150 mm	4,275.00	2,781.00	4,905.00
Fixed format 4 <sup>4</sup>	4 t. col. (248.1 mm) x 150 mm	5,700.00	3,708.00	6,540.00
Strip 1 <sup>4</sup>	8 col. (374.5 mm) x 250 mm	14,800.00	9,720.00	17,100.00
Strip 2 <sup>4</sup>	8 col. (374.5 mm) x 150 mm	10,755.00	8,145.00	12,330.00
Strip 3 <sup>4</sup>	8 col. (374.5 mm) x 90 mm	6,453.00	4,887.00	7,398.00
Text section ad	from 10 mm per text column mm	32.00	-	-
Title header ads page 1 WELT <sup>4</sup>	2 x 46 mm x 28 mm	-	3,200.00	-
Gripping corner page 1 WELT <sup>4,5</sup>	Mon.–Fri., 118 mm x 120 mm	-	3,200.00	5,470.00

For special topics and special pages, please request our separate price list plus topic schedule at <https://www.mediaimpact.de/portfolio/welt-wams-hamburg> or contact us at +49 (0) 151 730 26 692.

<sup>1</sup>DIE WELT = DIE WELT Hamburg subissue · <sup>2</sup>WELT Print Total = DIE WELT Hamburg subissue and WELT AM SONNTAG Hamburg incl. the occupancy of this subissue in the compact edition. Ads in the booking unit WELT Print Gesamt will be published within 14 days. After consultation with the advertiser, the publisher reserves the right to postpone publication for a maximum of 5 working days for DIE WELT if technical reasons make this necessary. · <sup>3</sup>Without claim on a standalone position. · <sup>4</sup>DIE WELT Right to push within one week after agreement. Without standalone position. <sup>5</sup>WELT AM SONNTAG Ad placement as best as possible. All prices in euros plus VAT.

# 10. REGIONAL ISSUE NORTH-RHINE WESTFALIA

Single occupancy NRW subissues Essen/Dortmund, Düsseldorf, Cologne, Münster/Bielefeld and total NRW occupancy	WELT AM SONNTAG (Sat./Sun.)	
Rates	b/w	colour
<b>mm-basic rates<sup>1</sup></b>		
1 issue	2.68	2.94
2 issues of choice	4.02	4.89
3 issues of choice	5.25	6.49
North Rhine Westfalia Total	6.90	8.29
<b>1/1-page rates – 8 col. (374.5 mm) x 528 mm</b>		
1 issue	11,320.00	12,419.00
2 issues of choice	16,980.00	20,655.00
3 issues of choice	22,176.00	27,414.00
North Rhine Westfalia Total	29,145.00	35,017.00
<b>Text section ad <sup>2</sup> - per text column mm</b>		
1 issue	9.79	11.43
2 issues of choice	12.67	14.88
3 issues of choice	16.33	19.11
North Rhine Westfalia Total	20.09	23.54

# 10. REGIONAL ISSUE NORTH-RHINE WESTFALIA

Single occupancy NRW subissues Essen/Dortmund, Dusseldorf, Cologne, Münster/Bielefeld and total NRW occupancy	WELT AM SONNTAG (Sat./Sun.)	
Rates	b/w	colour
<b>Corner ads on text pages<sup>3</sup> - per text column mm</b>		
1 issue	3.14	3.64
2 issues of choice	4.84	5.82
3 issues of choice	6.18	7.31
North Rhine Westfalia Total	8.14	8.99
<b>Island ads NRW fixed price - 2 text columns /100 mm</b>	2,750.00	3,300.00
<b>Events<sup>4</sup> - Theatre, opera, concert</b>	minus 30 % on rate card	
Placement surcharge for 1st page or society page	10 %	
Subject split per issue	180.00	

Please request our theme plans/prices for special publications, the NRWselect magazine, special advertising formats or brochure inserts by phone +49 (0) 151 16 15 69 43 or via e-mail at [sabrina.van-der-holst@axelspringer.com](mailto:sabrina.van-der-holst@axelspringer.com).



# 10. REGIONAL ISSUE BAVARIA

Rates b/w-colour		WELT AM SONNTAG (Sat./Sun.)
Fixed formats		
1/1 page	8 col. (374.5 mm) x 528 mm	12,990.00
1/2 page	8 col. (374.5 mm) x 264 mm	6,600.00
1.000 corner <sup>1</sup>	3 t. col. (184.9 mm) x 250 mm	3,360.00

Please request our special topics schedule by calling +49 (0) 151 209 602 25.

# 11. BROCHURE INSERTS

	DIE WELT (Mon.–Fri.)		WELT AM SONNTAG (Sat./Sun.)	
Weight up to	Total	Partial booking	Total	Partial booking
20 g	157.70	163.20	165.60	171.10
25 g	161.40	166.90	168.80	174.30
30 g	164.60	170.10	171.95	177.45
35 g	167.75	173.25	175.65	181.15
40 g	171.45	176.95	179.35	184.85
Every add. 5 g	3.35	3.35	3.35	3.35

Coordination: beiprodukte@axelspringer.com  
Consultation: see 20. Contact

Maximum weight 75 g. Greater weights on request. Insert orders are not discountable. The rate for a complete booking applies to bookings of all Nielsen regions (N1–N7). The rate for a partial booking applies to print runs of at least 10,000 copies.

Joint advertising: Inserts that are jointly used by a number of advertisers are possible only with a special contract and an extra charge.

Minimum print run: 10,000 copies  
Booking possibilities: upon request  
Exclusion of competitive advertising: will not be granted  
Cancellation deadline: 4 weeks before publication  
Delivery deadline: 4 working days before publication franco domicile  
Addresses for delivery: delivery addresses and quantities available upon request

It must be possible to process the inserts by machine.  
Smallest format: 10.5 x 14.8 cm (post card)  
Largest format: 26.0 x 38.0 cm

Larger formats can be inserted if they are folded down to the highest format. All multiple page inserts should be folded along the longest side. If the insert consists of several parts, a fixed connection between these parts is required. Different types of folding such as double-gate and zigzag folding cannot be processed. If the brochure inserts contain postcards, these should be glued to the inside. Insert orders are binding for the publisher only after presentation of a binding sample of the insert and its confirmation.

The publication of a note about the insert for which no charge is made is up to the discretion of the publisher. Costs that arise due to a late delivery of the inserts will be borne by the client. The publisher will distribute the inserts with due care, whereby up to 3% wrong delivery or loss is considered to be ordinary diligence. The publisher reserves the right to move inserts for partial areas in favour of inserts for larger booking units. Reservations for inserts expire if no booking order is received four weeks before publication.

# 12. E-PAPER ONLY

Formats	WELT Print Total (Sat./Sun. + Mon.–Fri.) <sup>1</sup>
<b>Ads</b>	<b>Sat.–Fri.</b>
2/1 page 16 col. (777.0 mm) x 528 mm	42,000.00
1/1 page 8 col. (374.5 mm) x 528 mm	30,900.00
<b>Inserts</b>	<b>Thu.–Sun.</b>
Price per 1,000 copies <sup>2</sup>	85.95

Ad formats:

Duration:

Ad deadline:

Deadline printing material:

Orders:

Printing material:

Consultation:

1/1 or 2/1 page

1 week (sat.–fri.)

Wednesday, 10 a.m.

Thursday, 12 p.m.

ampx@axelspringer.com

or via OBS

For contact see 18. Printing material

For contact see 20. Contact or

call: +49 (0) 170 375 3177

Inserts:

Duration:

Ad deadline:

Deadline printing material:

Orders:

Printing material:

Consultation:

max. 16 pages

4 days (Thu.–Sun.)

Tuesday, 10 a.m.

Tuesday, 10 a.m.

beiprodukte@axelspringer.com

For contact see 18. Printing material

For contact see 20. Contact or call

+49 (0) 151 584 420 06

Limited offer<sup>1</sup>WELT Print Total = WELT AM SONNTAG + DIE WELT / day occupancy upon request. <sup>2</sup>All prices per 1,000 copies or part thereof, in euros plus VAT.

# 13. WELT DIGITAL

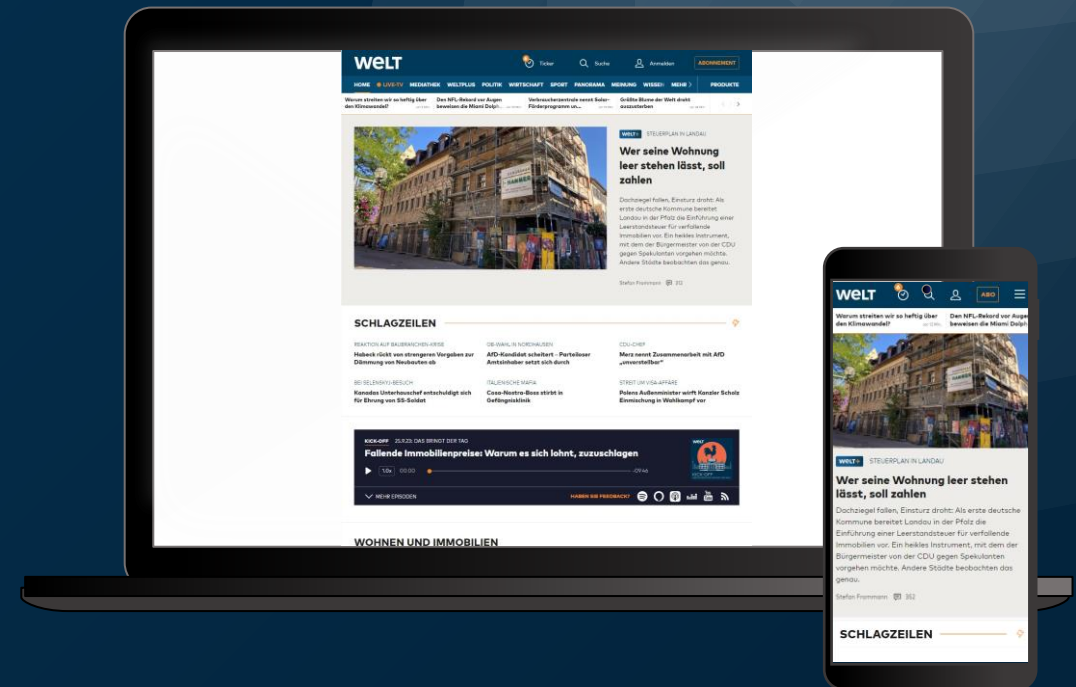
## EDITORIAL CONCEPT

Position yourself digitally in WELT, which stands for passionate journalism and reaches over 20 million unique users a month. WELT covers all journalistic formats – from news and opinions to documentaries. Every story – whether in text, video, photo or live coverage – follows the claim to provide reliable and user-oriented information and to inspire our audience with passionate journalism, innovative products and the joy of experimentation in equal measure.

Thanks to the large number of award-winning authors, WELT is particularly strong in opinion and also serves a broad spectrum of diverse areas of interest. For example, WELT offers ICON and Lifestyle, one of the largest digital fashion and style magazines covering all luxury and lifestyle topics.

## KPIs (PER MONTH) – DIGITAL

Unique users: <sup>1</sup>	20,56 Mio.
Visits: <sup>2</sup>	109,94 Mio.
Page Impressions: <sup>2</sup>	296,63 Mio.



1) agof daily digital facts, basis: digital WNK 16+ years (61.14 million); single month January 2023; retrieved on: Feb. 10, 2022 2) IVW August 2023. Current data and prices at <https://www.mediaimpact.de/de/portfolio/welt-digital-2>

# 14. BRAND CONCEPTS

## WELT ERKLÄRT

The brand concept for complex subject content and products in need of explanation



Use our holistic crossmedia communication solutions for high-reach target group communication. Benefit from the joint dispatch and the full service of WELT for the eye-catching presentation of your communication objectives. More information on WELT brand concepts is given at: <https://www.mediaimpact.de/welt/markenkonzepte>

## WELT PREMIERE

The eye-catching presentation for product innovations

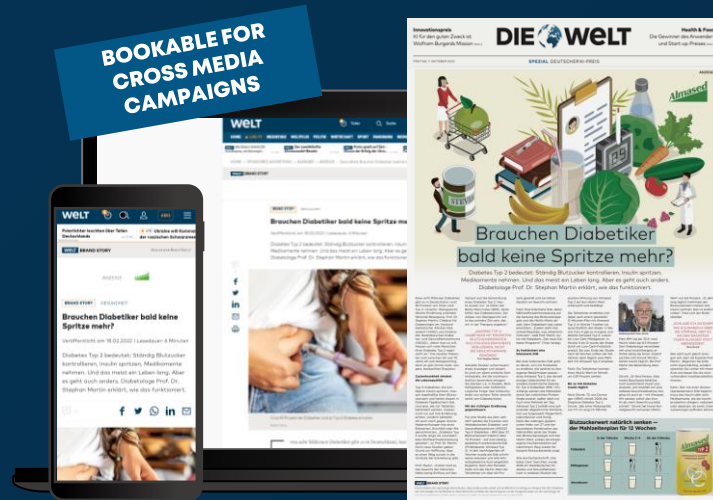




# 15. STORYTELLING

AXEL SPRINGER BRAND STUDIOS: Journalists, video producers, digital strategists and social media experts translate your brand objectives into customized storytelling and 360° campaigns with maximum ad impact.

## BRAND STORY



Storytelling with journalistic narrative expertise: The best journalists and photographers from our Brand Studios editorial team stage your topic individually in an exciting and informative story in the style of WELT!

## PRODUCT STORY



Your product / brand is the focus of the story. The product story is particularly suitable for products that require explanation, new features and current offers from our partners.

## ADVERTORIAL



In an advertorial on WELT.de, we present your content on a customized landing page that integrates your story about products and purchase messages.

# 16. GENERAL PUBLISHER INFORMATION

## **Publisher**

Axel Springer Deutschland GmbH  
Axel-Springer-Straße 65  
10888 Berlin

## **National Marketer**

Media Impact GmbH & Co. KG  
Zimmerstraße 50  
10888 Berlin

## **Regional Marketer**

Axel Springer Deutschland GmbH  
Regionalvermarktung  
Axel-Springer-Straße 65  
10888 Berlin

## **ZIS Numbers**

WELT AM SONNTAG	104650
DIE WELT	104148
WELT Print Total	104651

## **Bank Information**

Deutsche Bank AG, Berlin  
IBAN DE73 1007 0000 0083 4747 00  
BIC DEUTDEBB

## **Current data and services**

[www.mediaimpact.de](http://www.mediaimpact.de)  
[www.die-zeitungen.de](http://www.die-zeitungen.de)  
[ampx@axelspringer.com](mailto:ampx@axelspringer.com)

## **Order Management**

[ampx@axelspringer.com](mailto:ampx@axelspringer.com)

## **Contact**

Judith Umlauf  
phone: +49 (0) 170 375 3177  
E-mail: [judith.umlauf@axelspringer.com](mailto:judith.umlauf@axelspringer.com)  
(not for printing material)

## **Terms of Payment**

Payable immediately net cash after invoice date.

1% cash discount when a SEPA Direct Debit Mandate is set up if outstanding invoices are not past due and cash discount has not been explicitly excluded. For new clients, the publisher reserves the right to require cash in advance up to the ad deadline. In the event of late payment or deferment, interest will be charged at a rate corresponding to standard banking practices for overdraft facilities.

## **Terms and Conditions**

Advertising orders are carried out in accordance with our General Terms and Conditions for Newspapers, the additional Terms and Conditions of the respective title and the General Terms and Conditions for Advertising Orders in Online Media. Our complete General Terms and Conditions are given at [www.mediaimpact.de/de/agb](http://www.mediaimpact.de/de/agb)



# 17. TECHNICAL SPECIFICATIONS, CLOSING DATES

## WELT AM SONNTAG / DIE WELT

Type area Nordic format: 374.5 mm wide, 528.0 mm high /  
Number of columns Ad section 8, text section 6

## WELT AM SONNTAG Kompakt

Type area tabloid: 247.8 mm wide, 370.0 mm high / Number of columns 5

Column width	Ad section	Text section	WELT AM SONNTAG Kompakt <sup>1</sup>
1 column	45.0 mm	58.5 mm	45.0 mm
2 column	92.0 mm	121.7 mm	95.7 mm
3 column	139.0 mm	184.9 mm	146.4 mm
4 column	186.0 mm	248.1 mm	197.1 mm
5 column	233.0 mm	311.3 mm	247.8 mm
6 column	280.0 mm	374.5 mm	-
7 column	327.0 mm	-	-
8 column	374.0 mm	-	-

Waistband pressure	Nordic format	Tabloid format
Type area	777 mm wide, 528 mm high	530 mm wide, 370 mm high
Minimum size	½ page, 777 mm wide, 264 mm high, the gutter (28 mm) is calculated with surcharge	Gutter margin 34 mm
Placement	According to prior arrangement	According to prior arrangement

<sup>1</sup> see conversion table

WELT AM SONNTAG	
Advertisement closing dates / cancellation dates	
General advertising deadline	Monday before publication, 12.00 a.m.
LITERARISCHE WELT	Friday of the previous week, 4:00 p.m.
Special formats	4 weeks before publication
Printing material deadlines	
General printing material deadline	3 days before publication, 10.00 a.m.

DIE WELT	
Advertisement closing dates / cancellation dates	
General advertising deadline	2 days before publication, 2:00 p.m.
Montag-Ausgabe	Friday before publication, 2:00 p.m.
Special formats	2 weeks before publication
2/1 page, Opening Spread	1 week before publication
Printing material deadlines	
General printing material deadline	1 day before publication, 10:00 a.m.

WELT Print Gesamt	
Advertisement closing dates / cancellation dates	
General advertising deadline	See above
Special formats	4 weeks before publication
Printing material deadlines	
General printing material deadline	See above

# 18. PRINT DOCUMENTS

## Data transmission

Electronic transmission of print documents takes place via the internet (<https://transfer.axelspringer.de>). Receipt by E-mail is possible in exceptional cases (apdtp-berlin@axelspringer.de).

## File format

We recommend the file format PDF/X-4:2008. The file formats PDF/X-1a:2001 and PDF/X-3:2002 are still valid and are also accepted. In principle, no open formats are used. The data must be created in the original size of the advertisement.

## Contact

The advertisement management is available Monday–Friday from 9.00 a.m. to 6.00 p.m.  
Phone: +49 (0) 151 194 708 19  
Phone: +49 (0) 175 728 493 3

## Address for printing material

Axel Springer Deutschland GmbH  
Production / Planning and Advertising Management  
Zimmerstraße 50  
10888 Berlin

## Fonts

All fonts used must be embedded. Positive fonts from 6 point, negative fonts from 8.5 point, semi-bold, sans-serif

## Line width

Line width from 0.2 mm (positive)/from 0.3 mm (negative)

## Tabloid format

Printing underlays for the Nordic broadsheet format are automatically converted to the size for the Nordic tabloid format. Alternatively, a separate printing carpet pad can be supplied. Please contact us for format specifications. For ads scaled to tabloid format, we recommend the following sizes and line widths to ensure optimal readability. Positive fonts from 9 point, negative fonts from 12 point, semi-bold, sans serif, positive strokes min. 0.3 mm, negative strokes min. 0.45 mm.

## Printing process

(Coldset) web offset, ISO 12647-3:2005

## TECHNICAL SCREEN

**Tonal range:** Printing tonal range from 3 % to 95 %.

**Tonal value increase:** 50 % tone of the original increases by approx. 26% in newspaper offset printing.

**Colors:** Euroscale ISO 2846-2 (samples of HKS colors, 2006 version in CMYK composite available on request).

**Register tolerance** ≤ 0.3 mm

**Image resolution:** 250 dpi, with stroke max. 1,270 dpi

**Color preparation:** Please use ICC color profile ISOnewspaper26v4.icc.

This takes into account the parameters of achromatic build-up, max. total ink coverage and the dot gain of the newspaper print.

Download profile:

<https://transfer.axelspringer.de/download/icc/ISOnewspaper26v4.icc>

**QR-Code** For the readability of QR code images in newspaper printing, a minimum format of 25 x 25 mm and a resolution of 300 dpi are recommended. The advertiser is responsible for the content of the link.

## Print failure

In the case of deviating data structures, no guarantee can be given for print failure. Color variations within and between printing locations are process-related and do not justify any claims for compensation. No guarantee is given for the correctness of the conversion of 4c advertisements via ICC color profiles. The dimensional stability of newsprint is subject to minor fluctuations due to the process.



# 19. FORMAT ADJUSTMENTS

## PLEASE NOTE FOR DELIVERY OF PRINTING MATERIAL FOR WELT AM SONNTAG AND WELT AM SONNTAG KOMPAKT.

Due to the different type area of WELT AM SONNTAG and WELT AM SONNTAG Kompakt, the publisher automatically adjusts the printing material for WELT AM SONNTAG Kompakt, as long as it is suitable and corresponds to the format coordinates of WELT AM SONNTAG. If the print documents are to be supplied for both objects, the conversion factors listed below must be taken into account. WELT AM SONNTAG / DIE WELT, type are Nordic format: 374.5 mm wide, 528 mm high, number of columns advertising section 8, text section 6 WELT AM SONNTAG Kompakt, type area: Tabloid: 247.8 mm wide, 370 mm high, number of columns 5.

	WELT AM SONNTAG / DIE WELT			WELT AM SONNTAG Kompakt				
	Columns	Wide (mm)	Height (mm)	Columns	Wide (mm)	Height (mm)	Factor %	Reduction after
Text part/corner field-/strip displays	1	58.5	max. height 406	1	45.0	Height x 76,92 %	76,92	Wide
	2	121.7	max. height 406	2	95.7	Height x 78,64 %	78,64	Wide
	3	184.9	max. height 406	3	146.4	Height x 79,18 %	79,18	Wide
	4	248.1	max. height 406	4	197.1	Height x 79,44 %	79,44	Wide
	5	311.3	max. height 406	5	247.8	Height x 79,60 %	79,60	Wide
1/1 page	6	374.5	max. height 406	5	247.8	Height x 66,17 %	66,17	Wide
Page height ads Ads are scaled to 370 mm placed in the center on white space	1	58.5	528.0	1	45.0	370.0	70,08	Height
	2	121.7	528.0	2	95.7	370.0	70,08	Height
	3	184.9	528.0	3	146.4	370.0	70,08	Height
	4	248.1	528.0	4	197.1	370.0	70,08	Height
	5	311.3	528.0	5	247.8	370.0	70,08	Height
Strips	8	374.0	66.0	5	247.8	43.7	66,26	Wide
	8	374.0	100.0	5	247.8	66.3	66,26	Wide
	8	374.0	132.0	5	247.8	87.5	66,26	Wide
	8	374.0	176.0	5	247.8	116.6	66,26	Wide
	8	374.0	264.0	5	247.8	174.9	66,26	Wide
Corner field	3	184.9	308.0	3	146.4	243.9	79,18	Wide
	3	184.9	231.0	3	146.4	182.9	79,18	Wide
	3	184.9	250.0	3	146.4	198.0	79,18	Wide
	3	184.9	264.0	3	146.4	209.0	79,18	Wide



## 20. CONTACTS

### **Chief Sales Officer**

#### **BILD Group & Portfolio**

Media Impact GmbH & Co. KG  
Benedikt Faerber  
Zimmerstraße 50  
10888 Berlin  
Tel.: +49 (0) 151 64 17 30 34  
benedikt.fauber@axelspringer.com

### **Chief Sales Officer**

#### **WELT Group**

Media Impact GmbH & Co. KG  
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### **Office North-East**

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### **Office West**

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### **Office South & Sport Brand Partnerships**

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### **International Sales**

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rodwell@mediawire.nl

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WE ARE LOOKING FORWARD TO TALKING TO YOU



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