

AD SPECIALS 2024

DIE WELT | WELT AM SONNTAG

Supplement to price list WELT No. 102 valid from 01.01.2024

impassioned by

media **impact**—

IF INNOVATION, THEN WITH US

Do you want something different from the standard? We are the first point of contact and innovator for ad specials in the entire industry. With WELT AM SONNTAG and DIE WELT, we offer our customers climate-neutral advertising environments without additional investment.



DIE WELT WELT AM SONNTAG

Ad specials

COVER BRANDING XXL

Your large-scale message on the front page

For the special brand appearance on the cover of DIE WELT and WELT AM SONNTAG.

Formats:

Front page: W 374.5 mm x H 459 mm

Page 2: W 374.5 x mm x H 528 mm

Prices: DI

DIE WELT: 186,660.00 €

WELT AM SONNTAG: 328,780.00 €



regular title on page 3

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. A barcode must be included on the title page. Lead time: 4 weeks.

COVER BRANDING

Your Message on the front page

Awareness meets large-scale content - visibility of your ad, embedded on the front page of DIE WELT or WELT AM SONNTAG.

Formats:

Front page: W 374.5 mm x H 250 mm

Page 2: W 374.5 mm x H 528 mm

Prices:

DIE WELT: 152,640.00 €

WELT AM SONNTAG: 270,360.00 €



regular title on page 3

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 4 weeks.

COVER BRANDING RESSORT

Advertising on the resort front page

Your message on the resort title of your choice, for example Sport, Finance & Real Estate or Style & Travel.

Formats:

Front page Ressort: W 374.5 mm x H 250 mm

Page 2: W 374.5 mm x H 528 mm

Prices:

DIE WELT: 110,240.00 €

WELT AM SONNTAG: 195,260.00 €



Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 4 weeks.

GLOSSY COVER

Your message in magazine quality

With the glossy cover, we offer you a high-quality staging option as the cover of the entire newspaper.

WELT AM SONNTAG*

Prices

2-sided glossy cover	399,500.00 €
4-sided glossy cover	699,150.00 €
6-sided glossy cover	999,500.00 €

DIE WELT

Preise

2-sided glossy cover	235,390.00 €
4-sided glossy cover	405,460.00 €
6-sided glossy cover	601,150.00 €

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. The glossy cover covers the entire newspaper and encases the folded newspaper. *Realization without WELT AM SONNTAG Kompakt

Example of a 4-sided glossy cover



4-page glossy cover is the cover of the entire newspaper and encases the folded newspaper

GLOSSY COVER – SPECS

FORMATE

DIE WELT

WELT AM SONNTAG

2-sided glossy cover

- Titel: W 374,5 mm x H 459 mm
- U2: W 374,5 mm x H 528 mm

- Titel: W 374,5 mm x H 454 mm
- U2: W 374,5 mm x H 528 mm

4-sided glossy cover

- Titel: W 374,5 mm x H 459 mm
- U2: W 374,5 mm x H 528 mm
- U3: W 374,5 mm x H 528 mm
- U4: W 374,5 mm x H 528 mm
- (U2+U3 are possible as a panorama ad: W 777 mm x 528 mm)

- Titel: W 374,5 mm x H 454 mm
- U2: W 374,5 mm x H 528 mm
- U3: W 374,5 mm x H 528 mm
- U4: W 374,5 mm x H 528 mm
- (U2+U3 are possible as a panorama ad: W 777 mm x 528 mm)

6-sided glossy cover

- Titel: W 374,5 mm X H 459 mm
- U2: W 374,5 mm x H 528 mm
- U3: W 374,5 mm x H 528 mm
- U4: W 374,5 mm x H 528 mm
- U5: W 374,5 mm x H 528 mm
- U6: W 374,5 mm x H 528 mm

- Titel: W 374,5 mm X H 454 mm
- U2: W 374,5 mm x H 528 mm
- U3: W 374,5 mm x H 528 mm
- U4: W 374,5 mm x H 528 mm
- U5: W 374,5 mm x H 528 mm
- U6: W 374,5 mm x H 528 mm

TECHNICAL SPECIFICATIONS

DIE WELT & WELT AM SONNTAG

Closing date

- 10 weeks before date of publication

Motive input till

- 3 weeks before date of publication

Barcode

- Must be included on the front page

ICC-Profil

- Profil PSO Coated v3 (Fogra 51)

File format

- PDF/X-4:2008

Date transmission

- via Internet:
<https://transfer.axelspringer.de>
- by E-Mail (only in exceptional cases):
apdtp-berlin@axelspringer.de

Address

- Axel Springer Deutschland GmbH
Herstellung / Planungs- und
Anzeigenmanagement
Zimmerstraße 50
10888 Berlin

SUPERPANORAMA

Make your WELT bigger

Do you have a lot to tell? We'll create the space for you! Use the largest possible wide format for your advertising message with 8 pages.

Formats:

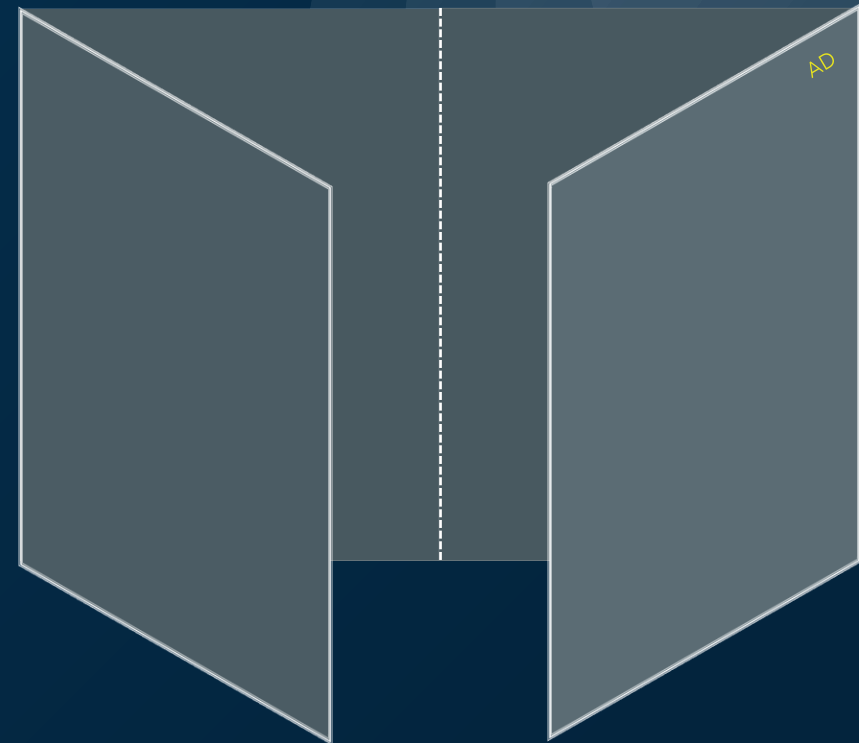
Outside: 4x 1/1 page, each W 374,5 mm x H 528 mm

Inside: W 1,557 mm x H 528 mm

Prices:

DIE WELT: 491,320.00 €

WELT AM SONNTAG*: 864,660.00 €



Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 6 weeks, placement following the departments. *Realization without WELT AM SONNTAG Kompakt

FLEXFORM-AD

A space for unusual formats

With a flex form ad, you can break through standardized advertising formats in DIE WELT and WELT AM SONNTAG.

Format: individual

Prices: on request



Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 2 weeks.

TIP-ON-CARD

A small format with great impact

Get in direct contact with your target group with the Tip-On-Card and use this ideal response element.

Format: W 148 mm x H 105 mm, 200 g/m²

Prices: on request



Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. ¹The Tip-On-Card appears in DIE WELT, Mon-Fri, no insertion in NRW, Hesse, Rhineland-Palatinate, Saarland, Baden-Württemberg sub-region, WELT AM SONNTAG = Sat + Sun, incl. compact edition. No booking in NRW, Hesse, Rhineland-Palatinate, Saarland, Baden-Württemberg region. Lead time: 6 weeks. Production included

PRESENTING FOND PAGE

Well invested

Present the fund page in DIE WELT (Tue.- Fri.) or in WELT AM SONNTAG (Sat./Sun.). We are also happy to offer you the weekly package at a preferential price.

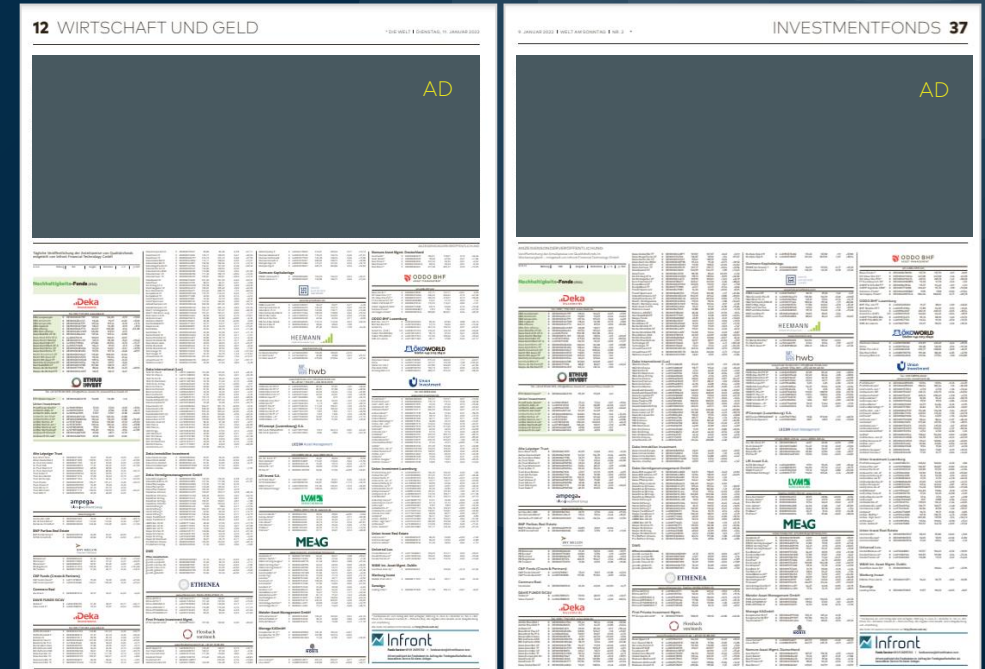
Format: W 374,5 mm x H 140 mm

Prices:

DIE WELT: 26,720.00 €

WELT AM SONNTAG: 52,200.00 €

WELT PRINT Total: 66,980.00 €



Visual example DIE WELT

Visual example WELT AM SONNTAG

DIE WELT

Ad specials

COVER WRAP

Big eye-catcher

With a four-sided wrapping on newsprint, we give you a first-class appearance. The cover is wrapped around the 1st book of DIE WELT.

Formats:

Front page: W 374.5 mm x H 459 mm

U2, U3, U4 each: W 374.5 mm x H 528 mm

Price:

DIE WELT: 329,400.00 €



U1 Front page

FLYING PAGE

Opening a new chapter

The Flying Page covers DIE WELT with four half-pages.

Formats:

Title page: W 173 mm x H 459 mm

IFC, IBC, OBC, each: W 173 mm x H 528 mm

Price:

DIE WELT: 175,680.00 €



TITLE ASSIGNMENT TIMES TWO

Optimal presence on page 1

With the combination of the title header strip* and the title strip at the bottom, you will attract full attention. No one is guaranteed to miss your advertising!

Formats:

Title header strip: W 374.5 mm x H 50 mm +

Bottom title strip: W 374.5 mm x H 132 mm

Prices:

Title header strip: 36,790.00 €

Bottom title strip: 44,510.00 €

Combination: 81,300.00 €

*Title header strips can only be booked in combination with an advertisement in the inside section in the format of your choice (min. 1,000 format). Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motifs must be approved by the publisher before publication. Lead time: 2 weeks.

Bookable individually

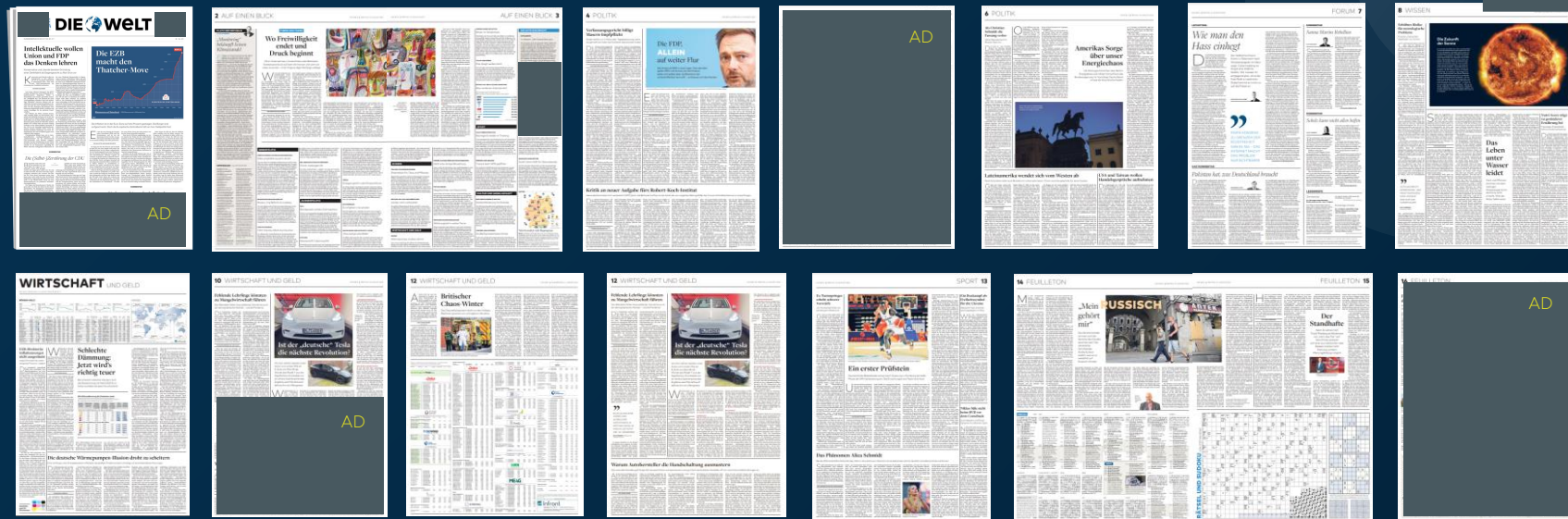


EXCLUSIVE BOOKING

Unrivalled happiness

Be exclusively visible with your advertising message in WELT on a publication day.

Coloring possible on request.
Formats, placements, color and price on request.



Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motifs must be approved by the publisher before publication. Exclusive booking means that no other large-format advertisers (except for presenting ads or possibly classified ads) will be represented on this day. Implementation from Mon.-Fri. possible. Lead time: 4 weeks, in color 8 weeks.

EVOLUTION AD

Storytelling in three episodes

Make a lasting impression on your recipients with the dramaturgical three-part structure of your message.

Formats:

Title page (1/4 strip ad):	W 374.5 mm x H 132 mm
Page 5 or 7 (1/2 page):	W 374.5 mm x H 264 mm
OBC 1.Book (1/1 page):	W 374.5 mm x H 528 mm

Prices:

Evolution Ad „Mini“	140,400.00 €
Evolution Ad „Maxi“	172,585.00 €

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The Evolution Ad is placed exclusively in the 1st book. The advertising motifs must be approved by the publisher before publication. Implementation in WELT AM SONNTAG possible in departments on request. Lead time: 4 weeks.



EDGE AD BRANDING

Give the content a frame!

Exclusively flank the editorial content in the first book of WELT.

Formats:

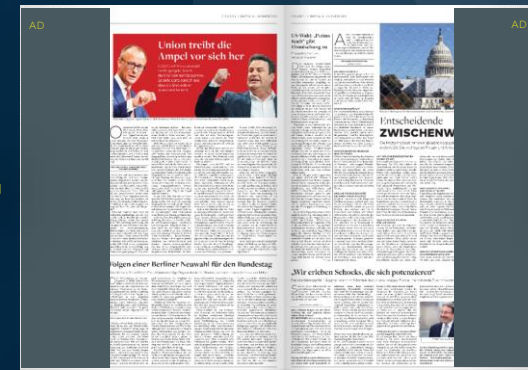
Page 1: 2 x W 52,5 mm x H 459 mm,

Page 4-5: each W 121,7 mm x H 528 mm,

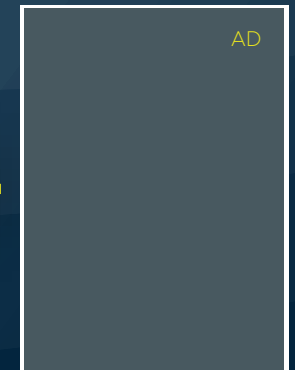
OBC 1. Book: W 374,5 mm x H 528 mm



p. 1



p. 4 + 5



p. 8

Price:

DIE WELT: 209,990.00 €

Acceptance as a discount in kind is excluded with this form of advertising. Limited availability, only on request. The advertising motif must be approved by the publisher before publication. Lead time: 4 weeks.

AT A GLANCE

Right in the heart of it

On pages 2 und 3, our readers find out what moves the world. Place your message here with a text section ad.

Format: W 58,8 mm x H 150 mm

Price:
DIE WELT: 14,720.00 €

Lead time: 2 weeks.

2 AUF EINEN BLICK | 1. DIE WELT | DONNERSTAG, 6. NOVEMBER 2020 | 2. DIE WELT | DONNERSTAG, 6. NOVEMBER 2020 | **AUF EINEN BLICK 3**

KLARTEXT
Politik
Wahlrecht
 Die Bundestagwahl am 26. September 2021 wird am 1. März 2022 durch die Bundestagswahl am 26. September 2021 ersetzt. Die Bundestagswahl am 26. September 2021 wird am 1. März 2022 durch die Bundestagswahl am 26. September 2021 ersetzt.

THEMA DES TAGES
Milliarden aus Brüssel – in Hinterzimmern vergeben
 Der Corona-Wiederaufbaufonds ist der größte Subventionstopf der EU-Geschichte. Doch an der Metakasse werden die Parlamentskassen betriebl...

WISSEN
Situation angespannt
 Die Weltgesundheitsorganisation (WHO) hat die Lage in der Türkei als 'hochgradig angespannt' eingestuft. Die WHO hat die Lage in der Türkei als 'hochgradig angespannt' eingestuft.

WISSEN
Welche Branche ist bedroht?
 Die Corona-Krise hat die Wirtschaft in Deutschland schwer getroffen. Welche Branchen sind am stärksten bedroht?

WISSEN
Stammesherkunft
 Die DNA-Analyse hat die Herkunft der Menschen in Europa aufgeklärt. Welche Stammesherkunft haben Sie?

WISSEN
Waldweiss-Tierchen
 Die Waldweiss-Tierchen sind eine seltene Art von Käfern. Woher kommen sie?

INNENPOLITIK
Wahlrecht
 Die Bundestagwahl am 26. September 2021 wird am 1. März 2022 durch die Bundestagswahl am 26. September 2021 ersetzt.

INNENPOLITIK
Grünen-Politikern Pop hört auf
 Die Grünen-Politikern Pop hört auf. Die Grünen-Politikern Pop hört auf.

WISSEN
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 Die Weltgesundheitsorganisation (WHO) hat die Lage in der Türkei als 'hochgradig angespannt' eingestuft.

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AD

WELT AM SONNTAG

Ad specials

PRESENTING STORY COVER

TOPIC presented by...

Every Sunday, a topic is highlighted in its own four-page book. They present the topic exclusively on the cover and OBC.

Formats:

Page 1: W 374.5 mm x H 30 mm

Page 4: W 374.5 mm x H 264 mm

Price:

WELT AM SONNTAG: 71,760.00 €



WEATHER PRESENTING

Sunny prospects

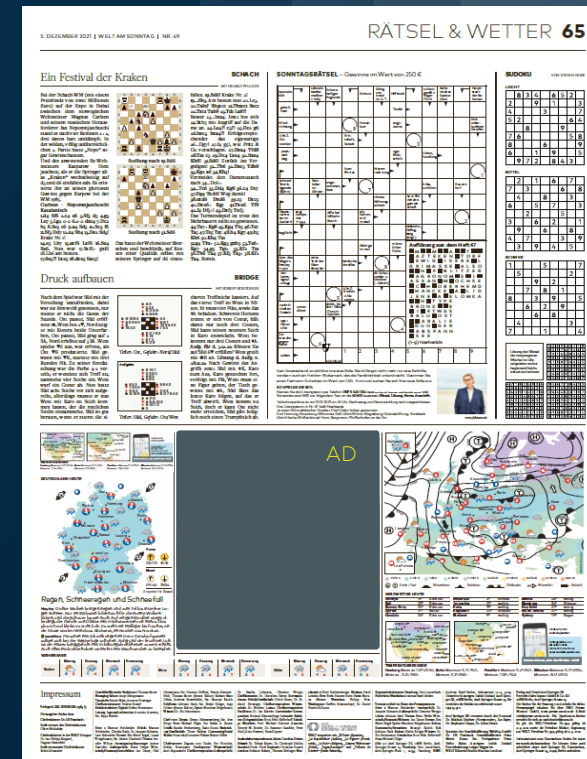
You are ideally placed here.
Present the weather in WELT AM SONNTAG on a weekly or monthly basis.

Formats: W 138 mm x H 150 mm

Price:

WELT AM SONNTAG: 16,140.00 €

Lead time: 2 weeks.



Exemplary illustration

FURTHER PRICES & FORMATS

	Format	Price	Medium
Opening Spread (1)	W 777 mm x H 528 mm	128,975.00 € 226,435.00 €	DIE WELT WELT AM SONNTAG
Center Page (2)	W 397.8 mm x H 528 mm	77,994.00 € 136,440.00 €	DIE WELT WELT AM SONNTAG
Half page top (3)	W 374.5 mm x H 264 mm	38,870.00 € 69,550.00 €	DIE WELT WELT AM SONNTAG
Tunnel display (4)	W 397.8 mm x H 264 mm	43,820.00 € 83,090.00 €	DIE WELT WELT AM SONNTAG
H-display (5)	2 x W 121.7 mm x H 528 mm + 1 x W 533.6 mm x H 80 mm	108,380.00 € 168,090.00 €	DIE WELT WELT AM SONNTAG
U-display on title (6)	2 x W 52.5 mm x H 130 mm + W 374.5 mm x H 120 mm	82,350.00 €	DIE WELT
Bridge Ad (7)	W 374.5 mm x H 120 mm + 2 x W 58.5 mm x H 144 mm	37,000.00 € 72,280.00 €	DIE WELT WELT AM SONNTAG



(1)

(2)

(3)

(4)

(5)

(6)

(7)

FURTHER PRICES & FORMATS

	Format	Price	Medium
L-display (8)	W 252.8 mm x H 120 mm + W 121.7 mm x H 528 mm	41,340.00 € 80,770.00 €	DIE WELT WELT AM SONNTAG
Four wins (9)	4 x W 121.7 mm x H 139 mm	80,740.00 € 157,740.00 €	DIE WELT WELT AM SONNTAG
Inner Circle (10)	Diameter max. 200 mm, colored	53,960.00 € 90,900.00 €	DIE WELT WELT AM SONNTAG
Edge Ad (11)	2 x W 52.5 mm x H 459 mm	85,100.00 €	DIE WELT
Stripes above (12)	W 374.5 mm x H 132 mm	25,160.00 € 49,140.00 €	DIE WELT WELT AM SONNTAG
Sandwich (12)	W 374.5 mm x H 132 mm	29,030.00 € 56,700.00 €	DIE WELT WELT AM SONNTAG
Duo Ad (12)	2 x W 374.5 mm x H 132 mm	50,310.00 € 98,280.00 €	DIE WELT WELT AM SONNTAG
TV program (13)	W 374.5 mm x H 30 mm	12,910.00 €	WELT AM SONNTAG



**WE LOOK FORWARD
TO TALKING TO YOU!**

**YOU CAN FIND YOUR
SALES CONTACT HERE.**



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www.mediaimpact.de