

Supplement to the Rate Card Sections, Supplement to WELT Rate Card No. 102, valid as of 01/04/2024.

REAL ESTATE

Offers Prospects



The Real Estate Market
in WELT AM SONNTAG

WELT AM SONNTAG
DIE  **WELT**

SECTION

The Real Estate Market in WELT AM SONNTAG

Do you have high-quality real estate to sell? If so, we have the optimal advertising environment for your ad: the Real Estate Market in WELT AM SONNTAG on Saturday and Sunday. The first-rate reporting on market trends and a large variety of well-written special topics with editorial content or as a collection guarantee that your offer attracts the attention of a large and interested readership.



Welcome to the perfect advertising environment – and benefit from the exclusive placements, innovative formats or individual design possibilities. With just one booking, you can optimally place your ad in the Real Estate Market in WELT AM SONNTAG on Saturday and Sunday. That gives you the best prospects of success.

RATES

Ads with Solus Position¹

Fixed rates	Colour
1/2 page	38.570,00€
1/1 page	76.045,00€
Other partial-page ad formats available on request.	

Rates per mm	B/W	Colour
1-2 text columns/10-100 mm, per text column mm	20,58€	27,30€

Placement:	On text pages and 1/1 pages
Publication:	In Real Estate Market of WELT AM SONNTAG Sat.+Sun. and WELT AM SONNTAG Kompakt
Ad deadline:	Wednesday, 1 week before publication, 3 p.m.
Print material deadline:	Tuesday, 5 p.m.

¹ Within the Real Estate Market for real estate sellers, buyers, agents and project developers; financiers excluded. When converting the text columns into ad columns, use a conversion factor of 1.333. For conversion to the format of WELT AM SONNTAG Kompakt and all further information, see WELT Rate Card No. 102, valid as of 01/04/2024. Scales of discount according to Rate Card Sections, supplement to WELT Rate Card No. 102, valid as of 01/04/2024.

All rates plus VAT.

WELT AM SONNTAG

56 WOHNEN

WELT AM SONNTAG 6. NR. 23 v. 6. JUNI 2024

UNGEMEIN beruhigend

Gehen sie die Traumfläche der Gärten, Sie part Sitze, Sofas, Teppiche und Kissen - und läßt für eine positive Stimmung sorgen.

THE LAND OF BEAUTY YOU CAN CALL HOME.

Eviana Resort Castellón

WELT AM SONNTAG Kompakt

WELT AM SONNTAG 6. NR. 23 v. 6. JUNI 2024

REISEN 53

Reisen in den phantastischen Süden...

THE LAND OF BEAUTY YOU CAN CALL HOME.

Eviana Resort Castellón

RATES

Ads without Solus Position

Formats and Rates	B/W	Colour
WELT/WELT AM SONNTAG Sat.+Sun.		
Section rate per mm	13,30€	17,45€
Minimum size: 10 mm		
Rate in special publication per mm ¹	14,90€	19,54€
Coloured fixed formats for residential and commercial real estate²		
Fixed format: 1 column/50 mm or 2 columns/25 mm	-	515,00€
Fixed format: 1 column/80 mm or 2 columns/40 mm	-	770,00€
Fixed format: 1 column/100 mm or 2 columns/50 mm	-	1.028,00€
Fixed format: 2 columns/100 mm	-	2.035,00€
Fixed format: 2 columns/150 mm or 3 columns/100 mm	-	3.136,00€
Module ads²		
Fixed format: 4 columns/100 mm	-	2.058,00€
Fixed format: 4 columns/200 mm	-	4.105,00€
Design according to publisher's guidelines		
Colour classified ads²		
Fixed formats: 1 column/10-49 mm Format 1: Yellow or red font Format 2: Headline and boilerplate in red lettering per mm	13,30€	Extra charge for colour 44,00€
Private ads^{2,3}		
Fixed formats: 1 column/30 mm or 2 columns/15 mm	170,00€	-
Capital ads⁴		
Minimum size: 10 mm	14,30€	17,70€
Colored classifieds: 1 column/10-49 mm Format 1: Yellow or red font Format 2: Headline and boilerplate in red lettering	14,30€	Extra charge for colour 45,00€

Agency commission: 15% agency commission is granted for the placement of third-party ads.

¹ Ads within special publications are prolonged digitally at WELT.de for 30 days.

² Rate deviates in special publication.

³ The private rate includes VAT and private invoice address and applies only for privately- and owner-occupied residential real estate (detached house/flat/apartment).

⁴ Orders for capital ads only in written form and with advance payment.

All rates plus VAT.

Box number fees	per publication	Rate
	Delivery domestically and abroad by post	11,00€
	Delivery abroad by airmail	16,00€



SPECIAL FORMATS

Coloured Fixed Formats

With the coloured fixed formats in the national Real Estate Market in WELT AM SONNTAG on Saturday and Sunday, your real estate can be presented in a very eye-catching format and at reasonable rates. Make your potential buyers curious by providing a photo with your offer (also possible without a photo).

Fixed Formats and Rates	WELT AM SONNTAG Sat.+Sun.	WELT AM SONNTAG Sat.+Sun./WELT.de ^{1,2}
Fixed format 1: 1 column (45 mm)/50 mm or 2 columns (92 mm)/25 mm	515,00€	545,00€
Fixed format 2: 1 column (45 mm)/80 mm or 2 columns (92 mm)/40 mm	770,00€	818,00€
Fixed format 3: 1 column (45 mm)/100 mm or 2 columns (92 mm)/50 mm	1.028,00€	1.088,00€
Fixed format 4: 2 columns (92 mm)/100 mm	2.035,00€	2.155,00€
Fixed format XL: 2 columns (92 mm)/150 mm or 3 columns (139 mm)/100 mm	3.136,00€	3.316,00€

Placement:	In Real Estate Market
Publication:	Saturday and Sunday in WELT AM SONNTAG
Ad deadline:	Tuesday, 2 p.m.
print material deadline:	Wednesday, 3 p.m.

¹ Ads within special publications are prolonged digitally at WELT.de for 30 days.

² Digital share is not discountable.

All rates plus VAT.



Nähe Stuttgart
EFH im Bauhausstil, Bj. 2013, Gepfl. Grdst. 1.500 m², Wfl. 230 m², Nitzfl. 80 m², solarbeh. Pool, Verbrauchsausweis, 75 kWh/(m²a), Erdgas, Bj. 2012, Energieeffizienzklasse A, KP: € 1,8 Mio. **Mustermann GmbH, 00000 Stadt, Stadtstraße 0, Tel.: 030/12 34 56, mustermann@immobilien.de**

Fixed format 1:

2 columns/25 mm
Rate 1: 515,00€
Rate 2: 545,00€



Hamburg-Othmarschen
Klassische Stadtvilla Bj. 1932, Denkmalschutz, 2001 hochwertig saniert, Neue Gasheizung, 2.500 m² Grst., 350 m² Wfl., 12 Zi., 2 Bäder, G-WC, 40 m² Diele mit Kamin, Eichenparkett, Von Privat, KP: € 2,7 Mio, Kontakt: mustermann Tel.: 040/123 64 59

Fixed format 1:

1 column/50 mm
Rate 1: 515,00€
Rate 2: 545,00€



Hamburg-Othmarschen
Klassische Stadtvilla Bj. 1932, Denkmalschutz, 2001 hochwertig saniert, Neue Gasheizung, 2.500 m² Grst., 350 m² Wfl., 12 Zi., 2 Bäder, G-WC, 40 m² Diele mit Kamin, Eichenparkett, Von Privat, KP: € 2,7 Mio.
Kontakt: **mustermann** Tel.: 040/123 64 59

Fixed format 2:

2 columns/40 mm
Rate 1: 770,00€
Rate 2: 818,00€



Nähe Stuttgart
EFH im Bauhausstil, Bj. 2013, Gepfl. Grdst. 1.500 m², Wfl. 230 m², Nitzfl. 80 m², solarbeh. Pool, Verbrauchsausweis, 75 kWh/(m²a), Erdgas, Bj. 2012, Energieeffizienzklasse A, KP: € 1,8 Mio. **Mustermann GmbH, 00000 Stadt, Stadtstraße 0, Tel.: 030/12 34 56, mustermann@immobilien.de**

Fixed format 2:

1 column/80 mm
Rate 1: 770,00€
Rate 2: 818,00€



Nähe Stuttgart
EFH im Bauhausstil, Bj. 2013, Gepfl. Grdst. 1.500 m², Wfl. 230 m², Nitzfl. 80 m², 50 m² WZ, 5 Zi., 2 Bd., Designer-Küche, HWR, solarbeheizter Pool, D.-Garage, Verbrauchsausweis, 75 kWh/(m²a), Erdgas, Bj. 2012, Energieeffizienzklasse A, KP: € 1,8 Mio. **Mustermann GmbH, 00000 Stadt, Stadtstraße 0, Tel.: 030/12 34 56, mustermann@immobilien.de**

Fixed format 3:

2 columns/50 mm
Rate 1: 1.028,00€
Rate 2: 1.088,00€



Hamburg-Othmarschen
Repräsentative hanseatische Kaufmannsvilla, Bj. 1932, Denkmalschutz, 2001 hochwertig saniert, Neue Gasheizung, 2.500 m² gepflegtes Grdst. mit altem Baumbestand, 350 m² Wfl., 12 Zimmer, 2 Bäder, G-WC, 40 m² Diele mit Kamin und Eichen-Fischgrätparkett, große voll ausgestattete Wohnküche mit Ausgang zum Garten, Von Privat, KP: € 2,7 Mio Kontakt: **mustermann** Tel.: 040/123 64 59

Fixed format 4:

2 columns/100 mm
Rate 1: 2.035,00€
Rate 2: 2.155,00€



Nähe Stuttgart – EFH im Bauhausstil
Baujahr 2013, Gepfl. Rasengrundstück 1.500 m², Wfl. 230 m², Nitzfl. 80 m², 50 m² WZ, 5 Zimmer, 2 Bäder, Designer-Küche, HWR, solarbeheizter Pool, Doppel-Garage, Verbrauchsausweis, 75 kWh/(m²a), Erdgas, Bj. 2012, Energieeffizienzklasse A, Kaufpreis: € 1,8 Mio.
Mustermann GmbH, 00000 Stadt, Stadtstraße 0, Tel.: 030/12 34 56, mustermann@immobilien.de

Fixed format XL:

3 columns (139mm)/100 mm
Rate 1: 3.136,00€
Rate 2: 3.316,00€

SPECIAL FORMATS

Real Estate of the Week

You can present your real estate in Germany or another country in a prominent position on page 3 in the real estate section in WELT AM SONNTAG on Saturday and Sunday. With optimal placement, your ad will reach the right target group, next to the latest news from the real estate world. You send us your picture and text material, contact data and logo – and we will create your ad in the format 3 text columns/228 mm.

Format	Rate
3 text columns (184,9 mm wide), 228 mm high, four-colour	9.000,00€

Placement:	In the editorial environment of the real estate section in WELT AM SONNTAG Sat.+Sun. on page 3
Design:	According to publisher's guidelines
Ad deadline:	Friday of previous week

All rates plus VAT.



SPECIAL FORMATS

Real Estate Tip

You can present your real estate in exclusive format in a section or a special topic in the real estate section in WELT AM SONNTAG on Saturday and Sunday. Optimally positioned and in editorial look, your ad will reach the right target group. You send us your picture and text material, contact data and logo, and we will create your ad in the format 4-columns/250 mm.

Format	Rate
4 columns (186 mm wide)/250 mm high, four-colour	9.000,00€

Placement:	Best possible positioning in Real Estate Market
Design:	According to publisher's guidelines
Ad deadline:	Monday before publication

Placement in special publication	Rate
Publication: WELT AM SONNTAG Sat.+Sun. + WELT.de, 30 days online	10.080,00€

All rates plus VAT.

SPECIAL FORMATS

Exposé Ad

Prefab house manufacturers, project developers, providers of high-quality commercial premises and providers of residential and business buildings value this advertising option for their exclusive property or project presentation.

Format	Rate
4 columns/250 mm high, four-colour	6.800,00€
Placement:	In Real Estate Market in WELT AM SONNTAG on Saturday and Sunday, in the following week in DIE WELT (Mon.-Fr.)
Design:	According to publisher's guidelines
Ad deadline:	Tuesday before publication
Placement in special publication	Rate ¹
Publication:	WELT AM SONNTAG Sat.+Sun. + DIE WELT (Mon.-Fr.) + WELT.de, 30 days online
	7.616,00€

All rates plus VAT.

SPECIAL FORMATS

The Special Property

Prefab house manufacturers, project developers and providers of residential and commercial buildings use this advertising option to present their exclusive property or project.

Format	Rate
8 columns/110 mm high, four-colour	6.440,00€
Placement:	In Real Estate Market in WELT AM SONNTAG Sat.+Sun.
Design:	According to publisher's guidelines
Ad deadline:	Tuesday before publication
Placement in special publication	Rate ¹
Publication:	WELT AM SONNTAG Sat.+Sun. + WELT.de, 30 days online
	6.968,00€

¹ Digital share is not discountable.

All rates plus VAT.

IMMOBILIENEXPOSÉ

Smart but simple: HOMEPILOT macht smartes Wohnen leicht

Hochwertiges Smart-Home-Equipment zum einfachen Selbstanbau. Sie finden Smart-Home-Apparate, denken aber dabei an umfangreiche Verkabelung und viel Aufwand? Dann kennen Sie HomePilot nicht. Die Produkte sind 100 Prozent smart, aber ohne komplizierte Installation. Sie sind für Zuhause smart und lassen sich bequem per App steuern. Alle HomePilot-Produkte können per Plug-and-play ohne Vorwissen eingebaut werden. Es gibt für jeden Bedarf eine Lösung, sei es die vollständige Umrüstung des Hauses oder lediglich ein Einzelkomponente wie eine Rolladenautomatik, smarte Beleuchtung oder die Automatische Gasprüfung. Und wenn man doch einmal Hilfe braucht, unterstützt HomePilot seine Nutzer mit einem starken Online-Support und How-to-Videos unter www.homepilot-smart-home.com. Die smarten Produkte von HomePilot lassen sich in fast alle Bereiche des Alltags integrieren: Rolladensteuerung, Sonnenschutz, Beleuchtung, Heizung oder Garage – alles wird smart und effizient gesteuert. Intelligente Sensoren erkennen Veränderungen und setzen passende Automationen in Gang. Steht zum Beispiel ein Fenster offen, regulieren sie die Klimaanlage im Raum, indem sie die Heizung runterfahren. Das spart Energie und bares Geld. Mit der App steuert der Nutzer sein Smart-Home, trägt Zustände ab und kann seine smarten Geräte über Routinen automatisieren. Die Basis für das HomePilot Smart-Home ist ein komplett eigenständiges Funknetzwerk in Germany. Ein weiteres Plus: Sämtliche Gerichte, Dosen und Router sind über das HomePilot Gateway gesammelt, sodass man sein Smart-Home jederzeit auch ohne Internetverbindung bedienen kann.

DELTA DORE RADEMACHER GmbH
HOMEPILOT
Buschhorn 7
46414 Rhode

HOMEPILOT

DAS BESONDERE OBJEKT

Neubau eines Mehrfamilienhauses mit 3 Wohneinheiten und Tiefgarage, KfW 40 EE in Lutjensee

- Trauungsstück mit Hanglage und unverbaubarem Blick in das Grüne
- Wohnungsgröße von 105 - 135 m² Wohnfläche
- Kaufpreise ab 700.000,00 Euro
- Aufzug
- Exposé auf Anfrage

HF
Projektbau GmbH

Beratung & Vertrieb
Peiner Straße 35A
38176 Wendeburg
Tel.: 05303/990152
www.hfbauunternehmen.de

Neubau von 2 Mehrfamilienhäuser in Bad Harzburg mit Hanglage

- Wohnungsgröße von 55 m² - 115 m²
- Kaufpreise ab 230.000 €
- Aufzug
- Fertigstellung 11/2023
- Exposé auf Anfrage

Neubau von 2 Doppelhäusern in Hamburg - Poppenbüttel, KfW 40 EE

- Grundstücksgröße von 245 m² - 410 m²
- Wohnfläche 125 m²
- Kaufpreise ab 700.000 €
- Exposé auf Anfrage

SPECIAL FORMATS

Module Ad

Advertise your real estate in the best possible way. Use our attractive module ad formats to present your residential or investment properties in the Real Estate Market in WELT AM SONNTAG on Saturday and Sunday.

Formats	WELT AM SONNTAG Sat.+Sun.	WELT AM SONNTAG Sat.+Sun./WELT.de ^{1,2}
4 columns/100 mm, four-colour	2.058,00€	2.298,00€
4 columns/200 mm, four-colour (XL)	4.105,00€	4.585,00€

Placement:	In Real Estate Market
Design:	According to publisher's guidelines
Ad deadline:	Tuesday, 2 p.m.

All rates plus VAT.

SPECIAL FORMATS

Advertorial

Create awareness for your company and your real estate portfolio. The editorially designed advertorials in WELT AM SONNTAG on Saturday and Sunday are the perfect supplement to the classic real estate ad.

Formate	WELT AM SONNTAG Sat.+Sun.	WELT AM SONNTAG Sat.+Sun./WELT.de ^{1,2}
1/4 page: 186 mm x 264 mm	11.964,00€	13.399,68€
1/2 page: 374 mm x 264 mm	22.900,00€	25.648,00€
1/1 page: 374 mm x 528 mm	47.858,00€	53.600,96 €

Placement:	In Real Estate Market
Design:	According to publisher's guidelines ³
Ad deadline:	Friday of previous week

¹ Ads within special publications are prolonged digitally at WELT.de for 30 days.

² Digital share is not discountable.

³ Advertorials are designed according to the publisher's guidelines. Design costs are charged additionally. These costs are listed in the creative rate card. Please request further details.

All rates plus VAT.

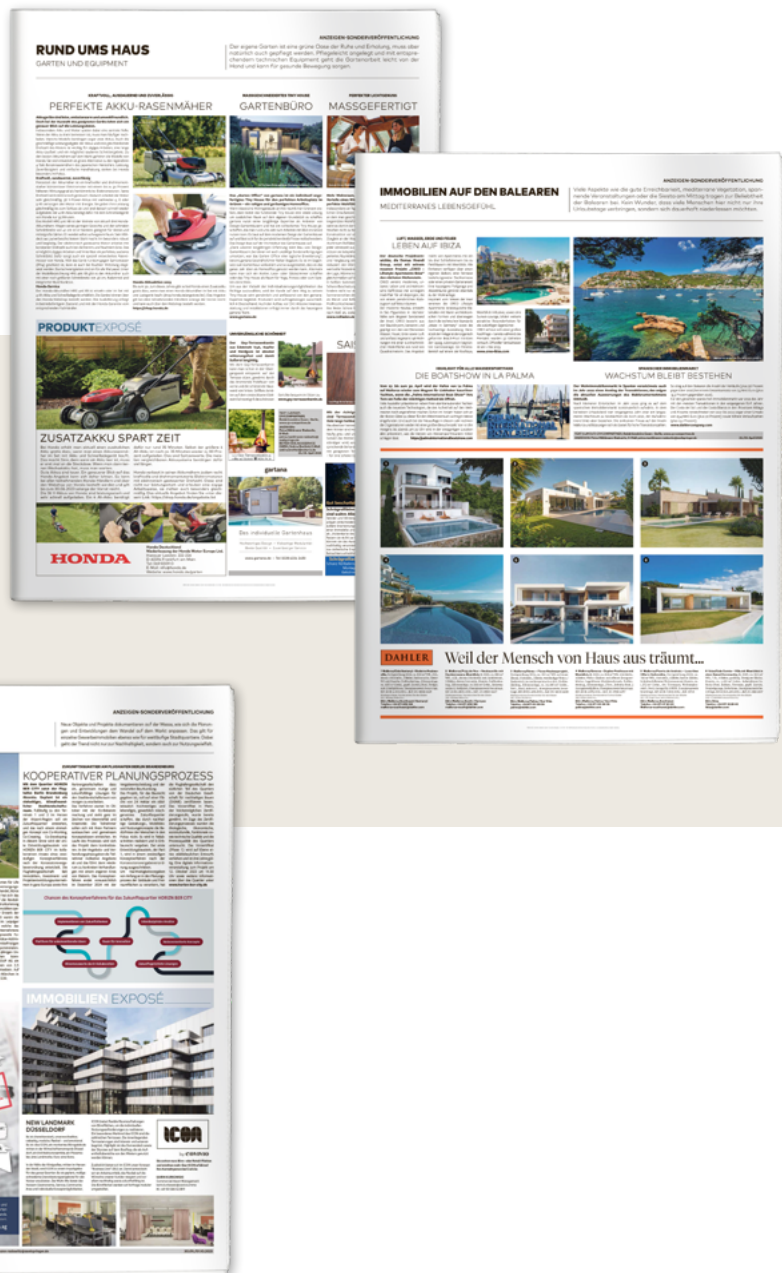
SPECIAL TOPICS

Wide range of advertising possibilities

With special topics, you can advertise in WELT AM SONNTAG on Saturday and Sunday in a very individual, topic-oriented and region-relevant way or with a seasonal focus.

Place your ads in the special topics with a PR environment of "Immobilien Exklusiv" (Real Estate Exclusive) to "Rund ums Haus" (Around the House) or in the eye-catching ad collectives such as "Immobilien auf Mallorca" (Real Estate on Majorca).

TOPICS AND DEADLINES



GENERAL INFORMATION

Scales of Discount

Frequency Scale		Euro Scale		
Minimum Quantity	Discount Rates	On Sales from/to		Discount Rates
6 Ads	5%	> 25.000€	≤ 50.000€	15%
12 Ads	10%	> 50.000€	≤ 100.000€	17%
24 Ads	15%	> 100.000€	≤ 150.000€	19%
36 Ads	18%	> 150.000€	≤ 200.000€	21%
52 Ads	20%	> 200.000€		23%

% = discount rate for volumes within respective interval

% = discount rate for volumes within respective interval

The Frequency Scale applies only to millimetre ads starting at a minimum size of 10 mm. Ads booked for WELT AM SONNTAG (Sat. + Sun.) are counted as one ad in the Frequency Scale. The Euro Scale is applied to ad sales. In the case of ad orders, a discount is granted only when it is claimed in writing vis-à-vis the publisher by 31 March of the calendar year following the publication of the respective ad. In the case of commitment contracts, the discount for the ads delivered during the advertisement period must be claimed in writing vis-à-vis the publisher within 3 months of the end of the insertion period.

All rates plus VAT.

GENERAL INFORMATION

Publisher Information

Type Area:	Width	374,5 mm
	Height	528,0 mm

Column Width in ad section:	1-column	45,0 mm
	2-columns	92,0 mm
	3-columns	139,0 mm
	4-columns	186,0 mm
	5-columns	233,0 mm
	6-columns	280,0 mm
	7-columns	327,0 mm
	8-columns	374,0 mm

Printing Process:	(Coldset) web-fed offset, ISO 12647-3:2005	
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Basic Font:	Positive	6 point
	Negative	8,75 point and larger, semi-bold

Image Resolution:	Photos	250 dpi
	Line	1270 dpi max.

Profile:	ISO Newspaper 26V4	
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File Format

We recommend the file format PDF/X-4:2008. The file formats PDF/X-1a:2001 and PDF/X-3:2002 remain valid and are also accepted. In general, we do not use any open formats. The data must be set up in the original size of the ad; please do not set up trim signs.

Data Delivery

The electronic data transmission of print materials is effected via the internet (<https://transfer.axelspringer.de>). Delivery is also possible via e-mail in exceptional cases (apdtp-berlin@axelspringer.de). Before commencing regular operations, please contact us in order to configure the transmission account.

General Terms and Conditions

Ad orders are handled in accordance with our General Terms and Conditions for Newspapers and the additional Terms and Conditions of the respective title. Our complete General Terms and Conditions are given at: www.media-impact.de/de/agb.

Publisher

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

CONTACT

Your Contacts

At the Publisher**Consulting and Marketing**

Petra Mählmann-Radowitz
 Mobile: +49 (0) 151 27 71 76 04
 petra.maehlmann-radowitz@axelspringer.com

Ad Service

E-mail: as-regional-operations@axelspringer.de

Ad placement via telephone

Tel: +49 (0) 30 58 58 90

Postal Address for Ad Orders

DIE WELT/WELT AM SONNTAG
 Anzeigenabteilung Immobilien
 Brieffach 24 50
 10867 Berlin

Address of Publisher

Axel Springer Deutschland GmbH
 Axel-Springer-Straße 65
 10969 Berlin

In Your Region**Publisher's Representation Spain**

Sylvia Löck
 Calle Papa Gregorio IX, 6
 07015 Palma de Mallorca
 Islas Baleares
 Tel: +34 (0) 971 22 92 97
 Mobile: +34 (0) 676 35 10 51
 E-mail: sylvia.loeck.extern@axelspringer.com

In Your Region**1. Hamburg, Bremen, Schleswig-Holstein, Lower Saxony, Mecklenburg-Western Pomerania, Saxony, Saxony-Anhalt, Thuringia**

Publisher's Representative
 Stefanie Baltruschat
 Milchgrund 1 a, 21075 Hamburg
 Tel: +49 (0) 40 70 70 89-0
 Fax: +49 (0) 40 70 70 89-70
 E-mail: info@buero-baltruschat.de

2. North Rhine-Westphalia, Hesse, Rhineland-Palatinate, Saarland

Reiter Verlagsservice GmbH
 Sabine Bretfeld
 Uhlandstraße 58, 60314 Frankfurt am Main
 Tel: +49 (0) 69 40 58 64-15
 Fax: +49 (0) 69 40 58 64-22
 E-mail: kontakt@reitervs.de

3. Baden-Württemberg

Verlags- und Marketingservice
 Jörg Bachmann
 Im Geiger 23, 70374 Stuttgart
 Tel: +49 (0) 711 24 89 22-60
 Fax: +49 (0) 711 24 89 22-61
 E-mail: joerg.bachmann.extern@axelspringer.com

4. Bavaria

Medien & Marketing an Rott & Inn
 Toni Brugger
 Krummaustr. 13, 94060 Pocking
 Tel: +49 (0) 8531 249 23 00
 Mobile: +49 (0) 173 353 45 16
 Fax: +49 (0) 8531 249 23 01
 E-mail: brugger@brugger-medien.de

5. Berlin, Brandenburg

Publisher's Representative
 Sabine Falk
 Mobile: +49 (0) 174 34 099 09
 E-mail: sabine.falk.extern@welt.de

