

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

# TRAVEL

Inspires



The Travel Market in  
WELT AM SONNTAG

**WELT** AM SONNTAG

SECTION

# The Travel Market in WELT AM SONNTAG

WELT AM SONNTAG is the most important Sunday reading matter for sophisticated readers. It stands for outstanding journalistic competence, regularly presenting compelling investigative stories from business and politics. Its high topicality is a unique selling point in the premium Sunday market.

The Travel Market is published every Saturday and Sunday in WELT AM SONNTAG.



With its sophisticated design, captivating stories about the world's most beautiful places and a travel-affine readership, the Travel Market of WELT AM SONNTAG is market leader among the supraregional quality newspapers\*. It offers you superb premium environments: in the weekly section just as much as in the special publications and special editorial topics. Check in with us!

\*Media Summary, Q2/2023, net ad pages, cf. FAS, DIE ZEIT.

## RATES

## Ads with Solus Position

Formats	Rates B/W, Colour
3 text columns (184,9 mm) x150 mm	10.470,00€
1/4 page	19.800,00€
1/2 page	38.570,00€
1/1 page	76.045,00€

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

<b>Placement:</b>	Travel market
<b>Publication:</b>	WELT AM SONNTAG (Sat.+Sun.) + WELT AM SONNTAG Kompakt
<b>Ad and print material deadline:</b>	Wednesday of previous week, 3 p.m.

All rates in this Rate Card apply exclusively for travel clients unless otherwise indicated. Travel clients are: hotels, boarding houses, providers of holiday homes/apartments, restaurants, recreational and adventure parks, trade fairs and congresses, travel agencies, tourist offices, tourist associations, spa administrations and sanatoriums.

When converting text columns into ad columns, use a conversion factor of 1.333. Text passage ads are without a conversion factor. 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. All rates plus VAT. For discounts according to Scales of Discount, see under the General Information tab. Agency commission: 15% agency commission is granted for the placement of third-party ads.



## Ads without Solus Position

Rates per mm, section		B/W	Colour
<b>Travel basic rates</b>	Minimum format 10 mm	13,30€	17,45€
<b>Classified ads with colour</b>	Yellow or red font 10-49 mm	13,30€	Extra charge for colour 44,00€

<b>Placement:</b>	Travel Section
<b>Publication:</b>	WELT AM SONNTAG (Sat.+Sun.)
<b>Ad and print material deadline:</b>	Tuesday, 2 p.m.

Rates per mm, special publication <sup>1</sup>		B/W	Colour
<b>Publication:</b>	WELT AM SONNTAG (Sat.+Sun.) + WELT.de, 30 days online	14,90€	19,54€

<sup>1</sup> The rate applies for the crossmedia publication, print + online at WELT.de, for 30 days, from the following Monday.

All rates incl. VAT.



## SPECIAL FORMATS

## Reisetipp

The **Reisetipp (Travel Tip)** enables you to present your service in a prominent decorative frame, which makes your ad eye-catching. The Reisetipp guarantees a prestigious presentation.

Format	Rate
<b>Fixed format ad:</b> 118 mm/120 mm, 4C	2.215,00 €
<b>Overall format incl. decorative frame:</b>	3 columns (139 mm)/150 mm
<b>Placement:</b>	In ad section
<b>Publication:</b>	WELT AM SONNTAG (Sat.+Sun.)
<b>Ad and print material deadline:</b>	Tuesday, 2 p.m.

**Placement of special format in advertising special publications not possible.**

This format is also available for tourism clients (tour operators, airlines, cruise lines and rental car companies).  
A maximum of two travel tips are placed in one issue of the Travel Market.

All rates plus VAT.



## SPECIAL FORMATS

## Reise Highlight

The freely designable format **Reise Highlight (Travel Highlight)** enables you to advertise your service optimally and economically.

Format	Rate
2 columns (92 mm)/100 mm	1.490,00 €
<b>Placement:</b>	In ad section
<b>Publication:</b>	WELT AM SONNTAG (Sat.+Sun.)
<b>Ad and print material deadline:</b>	Tuesday, 2 p.m.

Placement in special publication	Rate <sup>1</sup>
<b>Publication:</b> WELT AM SONNTAG (Sat.+Sun.) + WELT.de, 30 days online	1.668,80 €

<sup>1</sup> The rate applies for the crossmedia publication, print + online at WELT.de, for 30 days, from the following Monday.

All rates plus VAT.



## SPECIAL FORMATS

# Module Ad

Advertise your travel service in an eye-catching way by presenting it in the attractive **Module Ad** special format to ensure your ad really comes into its own.

Format	Rate
4 columns (186 mm)/100 mm, 4C	2.058,00€

<b>Placement:</b>	In ad section
<b>Publication:</b>	WELT AM SONNTAG (Sat.+Sun.)
<b>Ad and print material deadline:</b>	Tuesday, 2 p.m.
<b>Special feature:</b>	We take care of the design of your ad for you.

Placement in special publication <sup>1</sup>	Rate <sup>1</sup>	
<b>Publication:</b>	WELT AM SONNTAG (Sat.+Sun.) + WELT.de, 30 days online	2.304,96€

<sup>1</sup> The rate applies for the crossmedia publication, print + online at WELT.de, for 30 days, from the following Monday.

All rates plus VAT.



## SPECIAL FORMATS

# Exklusive Hotels

Exclusive for hotels: that's the format **Exklusive Hotels**. Present your hotel under the special ornamental heading! The ideal environment for the special hotel.

Format	Rate
<b>Fixed format:</b> 1 column (45 mm)/80 mm	540,00€

<b>Placement:</b>	In ad section
<b>Publication:</b>	WELT AM SONNTAG (Sat.+Sun.)
<b>Ad and print material deadline:</b>	Tuesday, 2 p.m.
<b>Special feature:</b>	Only for hotels

Placement of special format in advertising special publications is not possible.

All rates plus VAT.



## SPECIAL FORMATS

## Reise Exklusiv

Advertise your special travel service in the compact **Reise Exklusiv (Travel Exclusive)** PR format. That's the way to present it remarkably well.

Format	Rate
<b>Overall size of PR format:</b> 1/4 page: 4 columns (186 mm)/264 mm including <b>Ad in format:</b> 2 columns (92 mm)/132 mm <b>Ad in format:</b> 4 columns (185 mm)/70 mm	5.900,00€

<b>Placement:</b>	In ad section
<b>Publication:</b>	WELT AM SONNTAG (Sat.+Sun.)
<b>Ad and print material deadline:</b>	Wednesday, 2 weeks before publication
<b>Special feature:</b>	You deliver the content – and we take care of the design for you.

Placement in special publication	Rate <sup>1</sup>
<b>Publication:</b> WELT AM SONNTAG (Sat.+Sun.) + WELT.de, 30 days online	6.608,00€

<sup>1</sup> The rate applies for the crossmedia publication, print + online at WELT.de, for 30 days, from the following Monday.

All rates plus VAT.



## SPECIAL FORMATS

## Reiseempfehlung

For the maximum presentation, **Reiseempfehlung (Travel Recommendation)** is the full-page PR format in an editorial look. Create awareness for your business or your region and awaken our readers' travel dreams.

Format	Rate*
<b>Overall size:</b> 1/1 page: 8 columns (374 mm)/528 mm including <b>1/4 page ad:</b> 4 columns (186 mm)/264 mm or <b>strip ad:</b> 8 columns (374 mm)/132 mm	17.250,00€

<b>Placement:</b>	In ad section
<b>Publication:</b>	WELT AM SONNTAG (Sat.+Sun.) + WELT AM SONNTAG Kompakt
<b>Ad and print material deadline:</b>	Wednesday, 3 weeks before publication

**Placement of Reiseempfehlung format in advertising special publications not possible.**

\* Advertorials are designed according to the publisher's guidelines. Design costs are charged additionally when the publisher assumes responsibility for the design. Please request further details.

All rates plus VAT.



## SPECIAL FORMATS

## Catalogue Ads

The format **Catalogue Ads** in the "Aktuelle Reisekataloge" (**Current Travel Catalogues**) special publications is the ideal advertising format for making our readers aware of your travel portfolio.

Format	Rate
<b>Fixed format:</b> Overall field size: 92 mm/50 mm high Print height for catalogue: approx. 35 mm wide, 50 mm high Text: max. 6 lines	818,00 €
<b>Placement:</b>	Aktuelle Reisekataloge (Current Travel Catalogues)
<b>Publication:</b>	The deadlines are given in the plan of topics under the tab "Special Topics".
<b>Ad and print material deadline:</b>	The ad deadlines are also given under "Special Topics".
<b>Special feature:</b>	Ad format for marketing of catalogues. Special offer advertising not possible.

This advertising special publication is not provided at WELT.de.

You receive the addresses via e-mail. The publisher covers the costs for the service, and you are responsible for distributing the catalogue.

All rates plus VAT.



## SPECIAL FORMATS

## Coloured Fixed Formats

Advertise your holiday property or hotel with the inexpensive coloured fixed formats by illustrating your offer with or without a picture.

Formats	Rates Section	Rates SP <sup>1</sup>
	WELT AM SONNTAG (Sat.+Sun.)	WELT AM SONNTAG (Sat.+Sun.) WELT.de
<b>Fixed format 1:</b> 1 column (45 mm)/50 mm	515,00 €	576,80 €
<b>Fixed format 2:</b> 1 column (45 mm)/80 mm	770,00 €	862,40 €
<b>Fixed format 3:</b> 2 columns (92 mm)/25 mm	515,00 €	576,80 €
<b>Fixed format 4:</b> 2 columns (92 mm)/40 mm	770,00 €	862,40 €

<b>Ad and print material deadline:</b>	Tuesday, 2 p.m.
<b>Special feature:</b>	For photo ads an illustration of a specific item/offer must be provided. Deviating content will be invoiced at the mm rate for colour ads.

<sup>1</sup> The rate applies for the crossmedia special publication, print + online at WELT.de, for 30 days, from the following Monday.

All rates plus VAT.



Formatbeispiel: 2-spaltig (92 mm)/40 mm hoch

SONDERTHEMEN

# Wide range of advertising possibilities

In the Travel Market of WELT AM SONNTAG, your travel services are always in the suitable environment, **subject-oriented with regional and seasonal focus.**

Present your travel service in the delightfully designed special publications – ranging from "Schleswig-Holstein" and "Holiday in South Tyrol" to "Wellness" and "Baden-Württemberg as a land of connoisseurs" and "camping holidays".

The Travel Market of WELT AM SONNTAG offers specific and superbly designed environments for every travel subject. Take advantage of our colourful Travel Market for your advertising! **Check in with us!**

Discover our special publications!  
Click here:

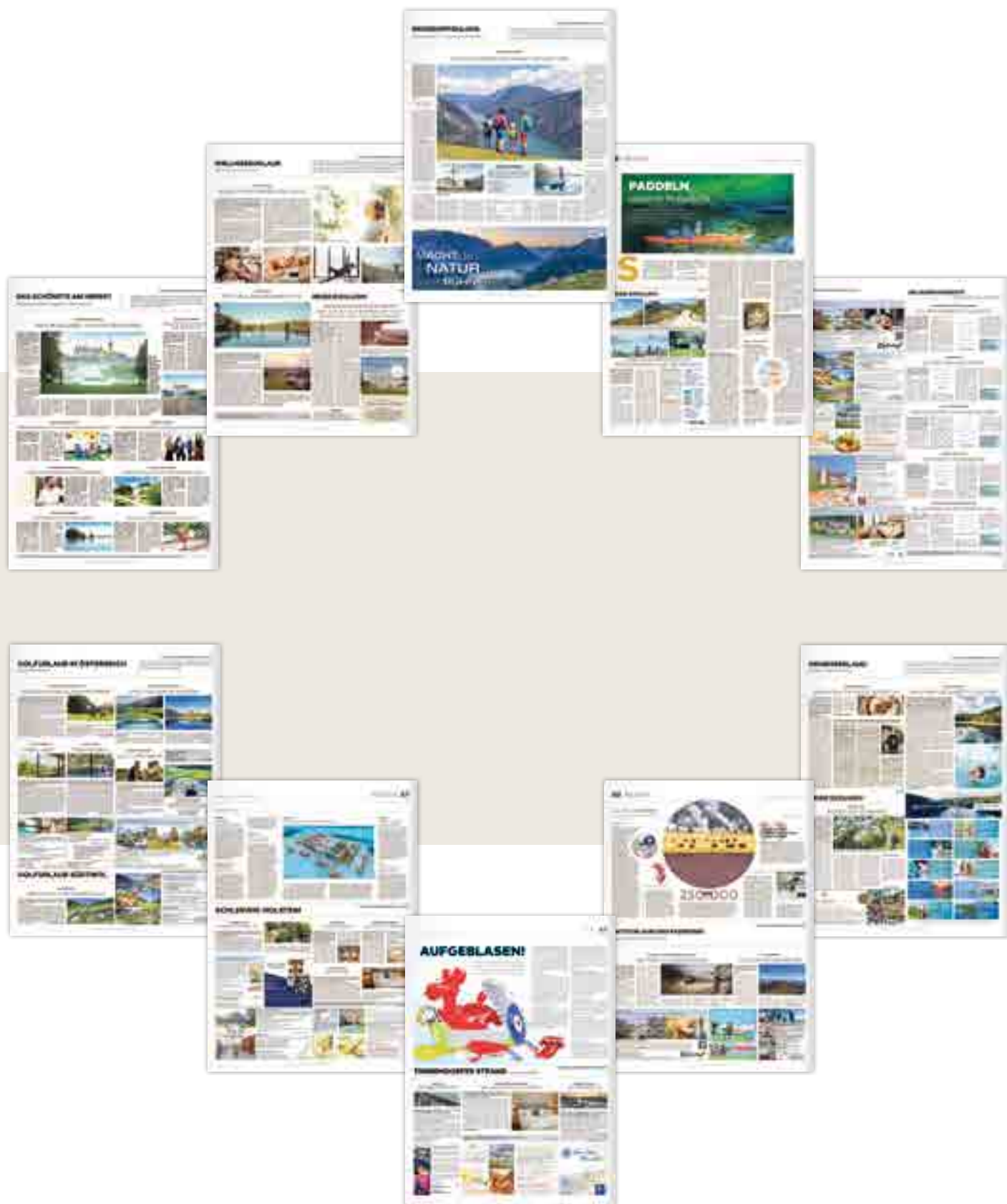
TOPICS AND DEADLINES





**SONDERTHEMEN**

# The WELT AM SONNTAG travel market offers a colorful variety.



## 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

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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

<b>Type Area:</b>	Width	374,5 mm
	Height	528,0 mm
<b>Column Width in ad section:</b>	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
<b>Printing Process:</b>	(Coldset) web-fed offset, ISO 12647-3:2005	
<b>Basic Font:</b>	Positive	6 point
	Negative	8,75 point and larger, semi-bold
<b>Image Resolution:</b>	Photos	250 dpi
	Line	1270 dpi max.
<b>Profile:</b>	ISO Newspaper 26V4	

**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](mailto: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](http://www.media-impact.de/de/agb).

**Publisher**

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