

WELT BASIC PRESENTATION

2024

impassioned by

media **impact**—

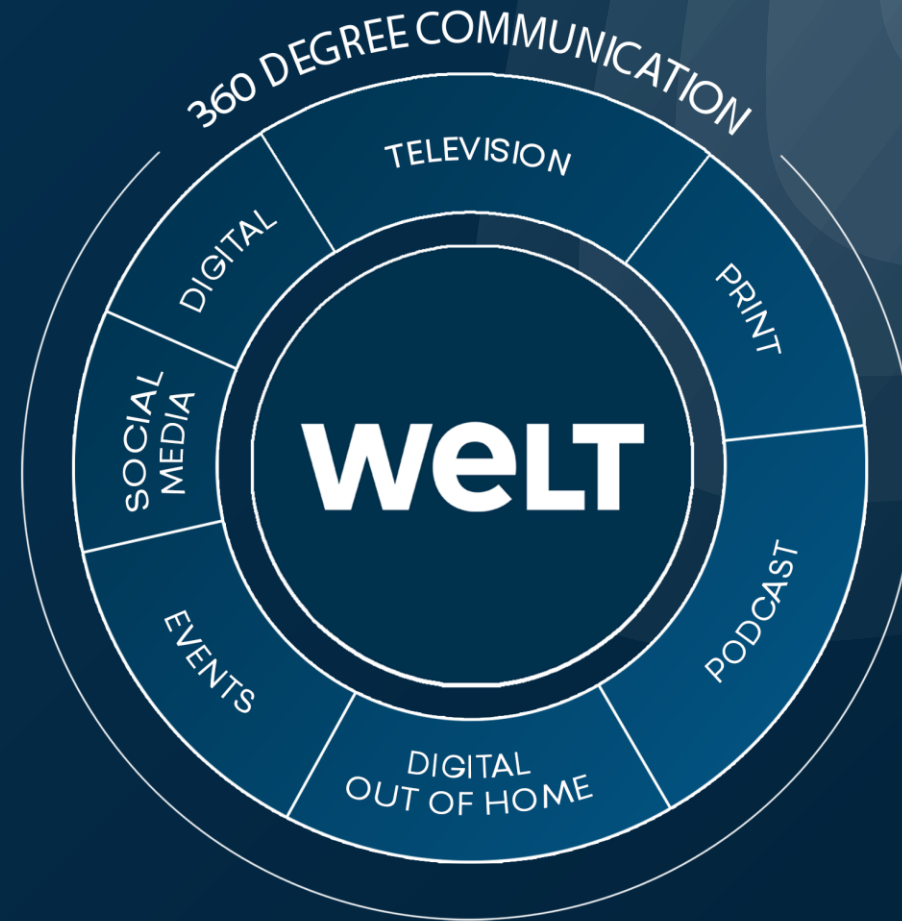
„We stand up for a better future:
For social and ecological responsibility,
sustainable business and maintaining
journalistic credibility.“

Dagmar Rosenfeld
Editor-in-Chief WELT AM SONNTAG



THE POWER OF WELT

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



WELT IS CLIMATE NEUTRAL

So is your ad – without any additional investment.

Since March 1, 2023, WELT AM SONNTAG and DIE WELT have carried a seal from TÜV-Nord as “climate-neutral products”. This certifies both the calculated carbon footprint and the ways of offsetting it. WELT.de and WELT events, as well as all related advertising materials, have also been climate-neutral since spring 2023.

New from 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 be also fully offset.

WELT is committed to fully transparency when it comes to climate neutrality. Read all information on climate neutrality at WELT [here](#).



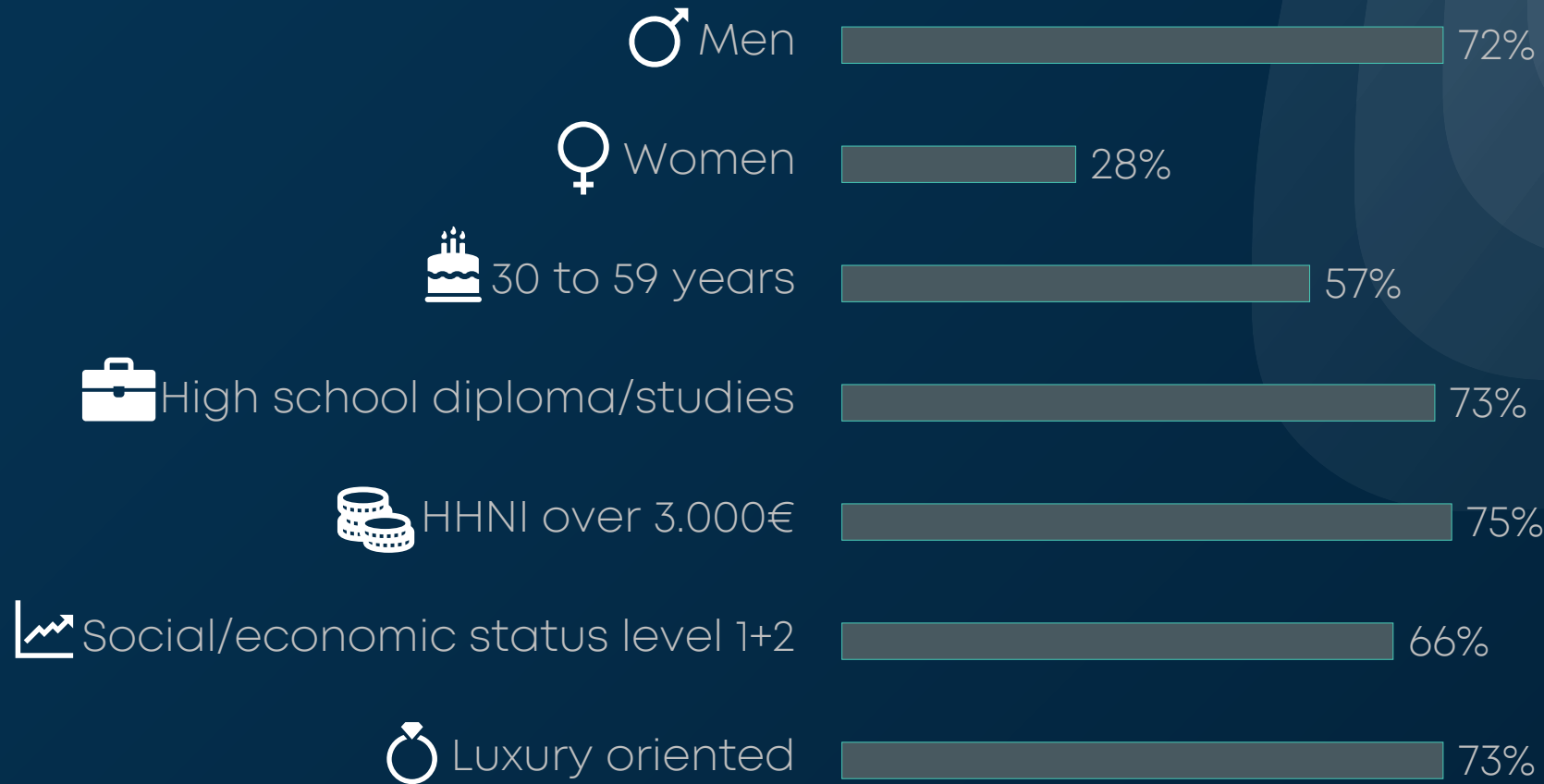
WEEKEND READING FOR DEMANDING READERS

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

WELT AM SONNTAG is published with one issue on Saturday and one on Sunday. This gives readers more flexibility to start their reading pleasure with **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 the weekend 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.



WELT AM SONNTAG – THESE ARE OUR READERS



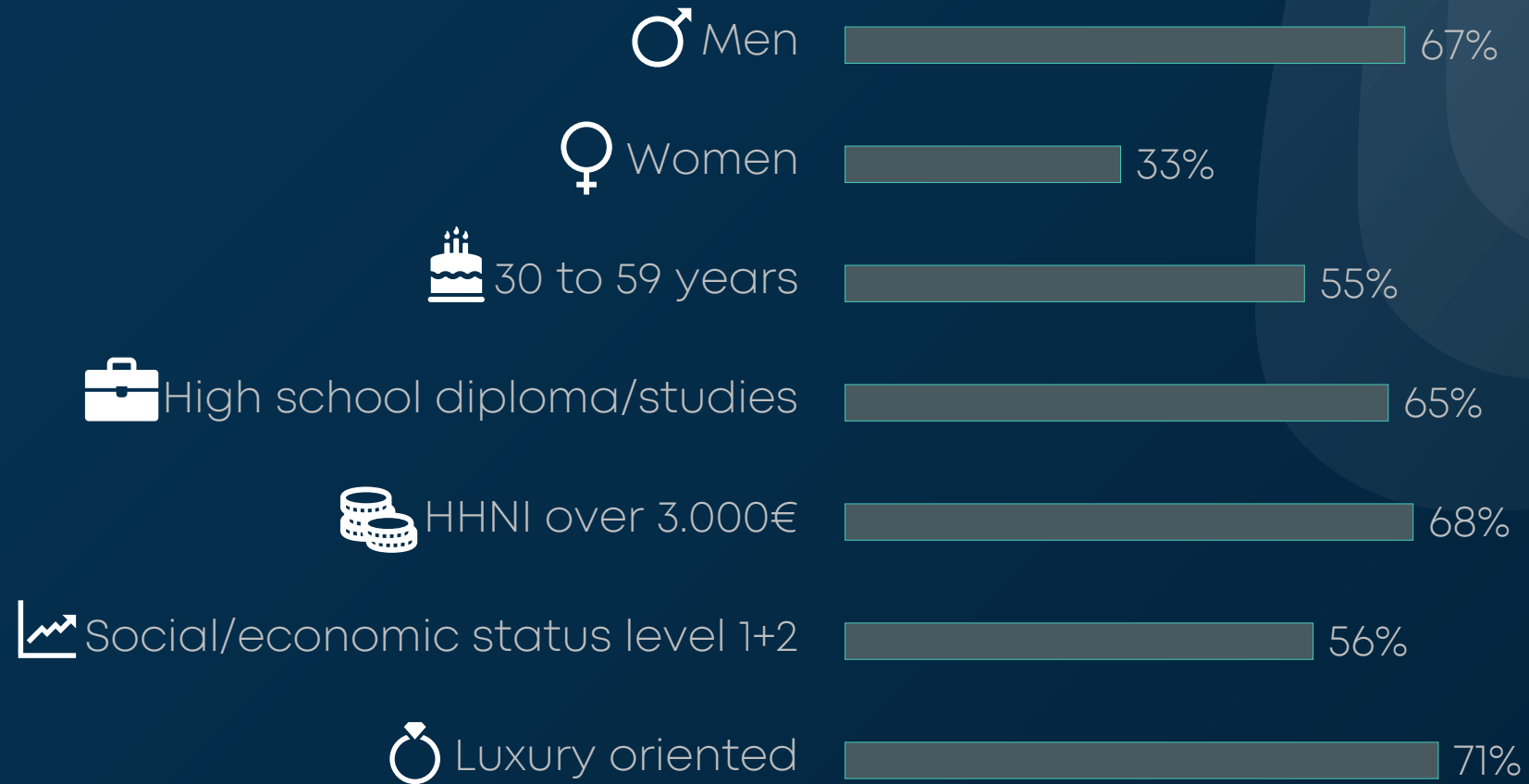
CONCENTRATION ON THE ESSENTIALS

From Monday to Friday, **DIE WELT** concisely presents the news and debates of the day. In a slim paper, it relies on pointed texts and a stringent structure that bundles content on a single topic. It is weighty without being heavy.

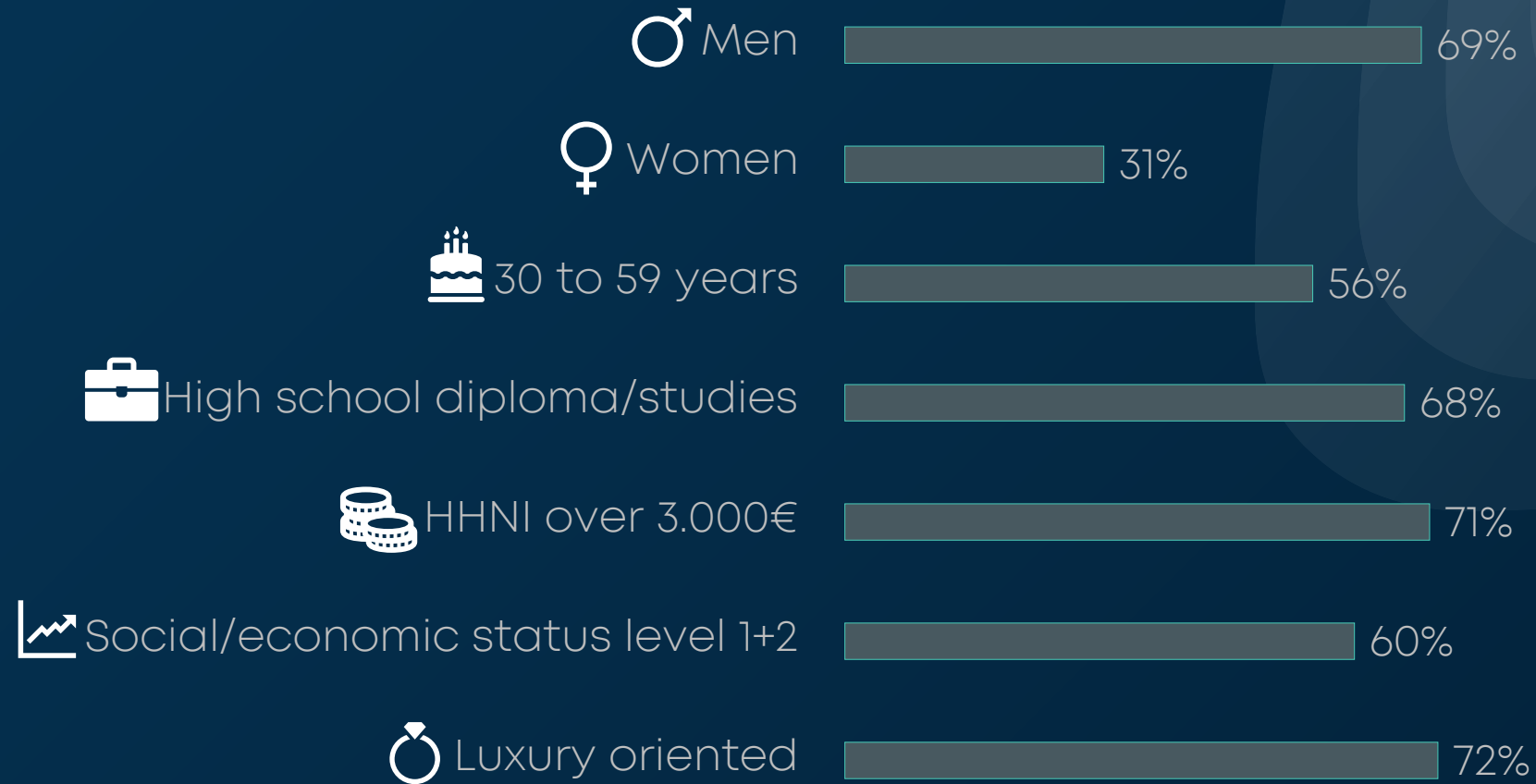
DIE WELT is aimed at decision-makers who want to be optimally informed in a limited time frame during the week. It offers concentration on the essentials and is a cutting edge for its readers in the flood of information.



DIE WELT – THESE ARE OUR READERS



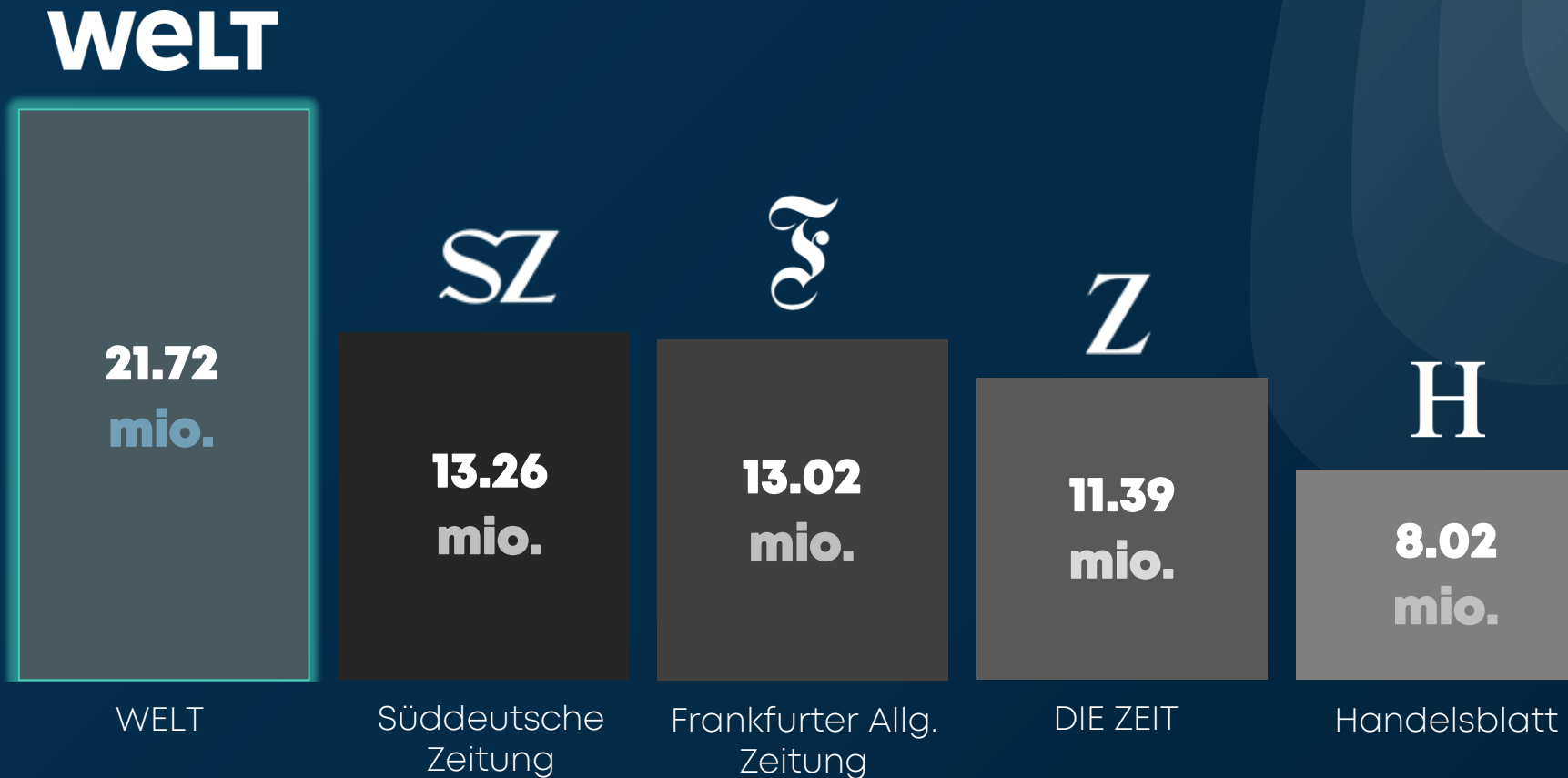
WELT PRINT TOTAL – THESE ARE OUR READERS



Source: b4p 2023 III; * Luxury makes life more beautiful (at least one)

WELT Print Total = WELT AM SONNTAG (Sat./Sun.) + DIE WELT (Mo.n-Fri.)

BEST CROSSMEDIA REACH



Source: b4p 2023 III; Basis: readers per issue, users per month (online, mobile use via smartphone / MEW, for the WELT also the app)
WELT = DIE WELT + WELT AM SONNTAG + WELT AM SONNTAG Kompakt + WELT Online + DIE WELT Edition
Crossmedia = Print, Digital = Homepage + App (if available), without TV

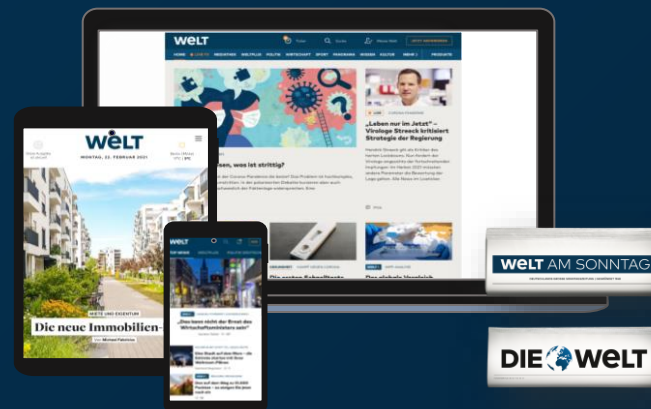
REACHING THE DECISION MAKERS

PRINT



407,000 decision makers¹
369,784 copies²
1.747 million readers³

CROSS-MEDIA



1,167,000 decision makers¹
21.72 million
net cross-media reach⁴

DIGITAL



816,000 decision makers¹
110,41 million visits⁵
295,04 million page impressions⁵
19,53 million unique users⁵

1) LAE 2023
2) Sold circulation WELT Print Total IVW IV 2023
3) ma 2024 Press I
4) b4p 2023 III (per month)
5) AGOF AGOF daily digital facts, Base: digital WNK 16+ years (61.63 million); Single month Dezember 2022

GREAT APPRECIATION OF THE READERSHIP

Long-term loyalty
Ø readership: 7 years

Great attention
Ø reading time: 52 minutes

Intensive use
Ø frequency of use: 4.2 times



Positive perception
I simply like WELT AM SONNTAG (97%).

Image
WELT AM SONNTAG has everything that makes a good newspaper of today (91%).

Advertising perception
Advertising in WELT AM SONNTAG is credible (82%).

Issue from 11./12.03.2023

FOCUSED, PRECISE AND EXCLUSIVE

DIE WELT has never been rated so well: Grade 1.9

Ø reading time: 59 minutes

Ø frequency of use: 3.3 times



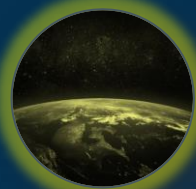
Issue from 29.10.2021

The new editorial concept is an added value for the reader (94%).

95% of readers perceive the changes positively.

DIE WELT has everything that makes a newspaper of today (93%).

HIGHLIGHTS 2024



22nd/23rd JANUARY

WELT
WIRTSCHAFTGIPFEL



23rd APRIL

WAMS BETTER FUTURE
CONFERENCE
SUSTAINABILITY



05th JUNE

WELT SUMMIT
VISION NOW
DIGITAL SECURITY



26th SEPTEMBER

GERMAN
AI-AWARD
(WELT)



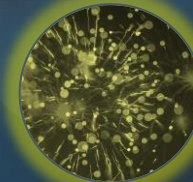
14th NOVEMBER

WAMS
BETTER FUTURE
CONFERENCE
FEMALE LEADERSHIP



10th OCTOBER

WELT x BI
FUTURE
PIONEERS
AWARD



DECEMBER

WELT AM
SONNTAG DES
JAHRES

01 02 03 04 05 06 07 08 09 10 11 12

14th FEBRUARY

Joint Perspectives:
A German-Israeli
Summit by WELT +
the JERUSALEM POST

22nd-28th APRIL

WELT Earth
Week



10/11th SEPTEMBER

WELT
EUROPEAN
SUMMIT AI



18th SEPTEMBER

WELT SUMMIT
VISION NOW
DEMENZ



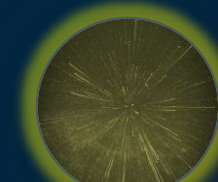
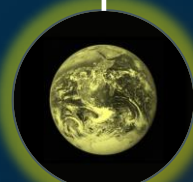
Q4

WELT
KÜNSTLERAUSGABE



18th June

WELT SUMMIT
VISION NOW
FUTURE OF HEALTH



OCTOBER

DIE WELT DES
JAHRES

FIND YOUR CONTACT PERSON IN SALES HERE

WE LOOK FORWARD TO TALKING WITH YOU



Media Impact GmbH & Co. KG | Zimmerstraße 50 | 10888 Berlin



www.mediaimpact.de