

# WELT AM SONNTAG

**WELT AM SONNTAG** is the most important weekend read for discerning readers. It stands for outstanding journalistic competence and inspiration. It is very close to people and their everyday lives and always offers strong investigative stories from business and politics.

Surprising backgrounds, up-to-date analyses, exclusive interview partners and entertaining topics at a high level determine the editorial bandwidth. The editorial diversity includes analyses and forecasts from the world of finance, exciting sports reports as well as exclusive articles on style and culture, real estate, travel and motoring.

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. The content of WELT AM SONNTAG will be restaged in tabloid format in **WELT AM SONNTAG Kompakt** for a young, well-educated and urban target group.

The **WELT AM SONNTAG** booking unit comprises WELT AM SONNTAG on Sat. and WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt.

**WELT Print Total** comprises the WELT AM SONNTAG booking unit plus the DIE WELT booking unit. Ads in the booking unit WELT Print Total are published within 14 days (Sat./Sun. and Mon.-Fri.).



## KEY DATA

### • Publication

WELT AM SONNTAG: Sat  
 WELT AM SONNTAG: Sun  
 WELT AM SONNTAG Kompakt: Sun

### • Copyprice

WELT AM SONNTAG: 5,50 €  
 WELT AM SONNTAG Kompakt: 3,50 €

- Reach 924,000 reader<sup>1</sup>
- Decision makers 227,000 reader<sup>2</sup>
- Sold circulation 290.471 copies<sup>3</sup>

## READERSHIP

Readership <sup>1</sup> WELT AM SONNTAG	Structure in %	Index
Gender	Men	72
	Women	28
Age	30-59 years	58
Education	University	71
Net household income	> 3.000 €	76
Consumers	Luxury oriented	67

## RATES AND FORMATS WELT AM SONNTAG

FORMATS	Rates Sat./Sun.
1/1 page, 4c	96,700.00 €
1/2 page, 4c	53,500.00 €
1/4 page, 4c	37,800.00 €

## RATES AND FORMATS WELT PRINT TOTAL

FORMATS	Rates Sat./Sun. + Mon.-Fri.
1/1 page, 4c	128,800.00 €
1/2 page, 4c	70,900.00 €
1/4 page, 4c	48,500.00 €

WELT Rate Card No. 102 is valid as of 1st January, 2024. All rates plus VAT.