

# MORE

## ARTIFICIAL INTELLIGENCE

*impassioned by*

media **impact**—

# MORE welt

has set itself the goal of filling the MORE  
with even more selected focus topics in  
2024.

## MORE ARTIFICIAL INTELLIGENCE

The topic that moves WELT. Heavily  
discussed, highly invested in and  
already used in many different ways.

Further focus topics for 2024:

**MORE**  
DECISION MAKER

**MORE**  
SUSTAINABILITY

**MORE**  
HEALTH

# WHY DOES **welt** REVOLVE AROUND AI?

# WELT

Only a few topics are  
currently as  
controversial as  
artificial intelligence.

# WHY AI AND WELT?

## GLOBALE FOCUS TOPIC

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Rapid development of AI technologies is influencing the economy, education, healthcare, politics and social interactions.

## FIRST-CLASS EXPERTISE

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WELT categorizes disruptive and multifaceted AI developments for an interested readership.

## INNOVATIVE & INTERESTED

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With 4.5 million innovators and early adopters in its readership, WELT is the leader among media brands.\* WELT users act as opinion leaders in their environment.

## AI SURROUNDINGS

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WELT as a multimedia AI media brand creates innovative environments across all channels for more artificial intelligence.

\* b4p 2023 II; Innovatoren / Frühe Übernehmer (Marke pro Monat): WELT 4,5 Mio., FAZ 3,0 Mio. ZEIT 2,7 Mio., Süddeutsche Zeitung 2,8 Mio., Handelsblatt 1,9 Mio.



# THE 360-DEGREE-AI-MEDIA BRAND



## WHAT'S NEW?

- WELT launches digital assistant **WELT GO!**: a completely new product experience for WELT subscribers. WELTgo! can take over tasks, entertain and inform.
- Due to the new partnership between Axel Springer and OpenAI, the WELT ChatGPT plugin is the first German media brand to be available in the OpenAI Store (Dec. 2023)
- First WELT SUMMIT AI (Sept. 2024)

## DID YOU KNOW?

- 360-degree AI event marketing: with intelligent storytelling and branded content formats in digital, print and TV!
- Editorial content and tailor-made cross-media AI environments
- WELT has already awarded the German AI Prize for the 5th time in 2023
- "Ok, AI?" - First and unique podcast from a media brand on AI
- AS founds global team for generative AI (Jul. 2023)
- AI-supported newsletter ("Best of" / "Money Mail" newsletter)

## MORE TO COME

- AI theme stage: 365 days on WELT Digital and reach 19.35 million unique users<sup>1</sup>
- Further formats in planning - stay tuned!

1) Agof daily digital facts, basis: digital WNK 16+ years (61.63 million); single month January 2023; retrieved on: 10.02.2023;

# DIGIDAY MEDIA AWARD 2024 IN THE CATEGORY „BEST NEWSLETTER“

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**Olaf Gersemann**  
Head of Economy, Finance, Real Estate





"Our activities at WELT are among the most innovative work the industry has to offer. At least that's what a jury of two dozen American communications experts appointed by the New York media magazine Digiday said. This week, the jury honored our AI-powered best-of newsletters with the 'Digiday Media Award' 2024. A nice confirmation of our approach of using AI not only for more efficient processes, but also for new products. And a nice confirmation that cross-discipline cooperation pays off."

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**WELT AS**  
A STRONG PARTNER  
FOR YOUR  
**MESSAGE**



# 365 DAYS PRESENT

	01	02	03	04	05	06	07	08	09	10	11	12
PRINT	EXCLUSIVELY POSITIONED AND EVERY 2 WEEKS IN THE PRINT-AI-SERIES OF DIE WELT AM SONNTAG!											
DIGITAL	DIGITAL AI-THEMED SPECIAL ON WELT DIGITAL											
EVENTS						 WELT VISION NOW DIGITAL SECURITY		 WELT EUROPEAN SUMMIT AI	 WELT GERMAN AI-AWARD	 WELT x BUSINESS INSIDER FUTURE PIONEERS AWARD		

# AI-SPECIAL PAGE. FIRST-CLASS EXPERTISE, FIRST-CLASS SURROUNDINGS

- AI topics: Education, Mobility and much more.
- Trends and innovations: Research, start-ups, industries & society
- AI in companies and in everyday life
- Reflections on the ethical and social implications, responsible handling

Your ad

- Every 2nd Sat./Sun. of the month
- Format example\*: ¼ page landscape or corner field ad
- Price: € 37,800.00 gross



Format example\*: ¼ page landscape or corner panel ad  
Price: 37.800,00 € gross

# YOUR EXCLUSIVE APPEARANCE IN WELT AI SURROUNDINGS!

In topic specials, editorial articles matching the AI topic are summarized on a landing page. You act as the exclusive sponsor of the editorial environment and are presented there with

- a header and footer &
- a sidebar and multiscreen with a medium rectangle<sup>1</sup>.

Highlights: Navigation entry and logo integration<sup>2</sup> on WELT Home

- Term: 4 weeks, 3 packages possible:
- Package S: 400,000 AIs, Package M: 800,000 AIs, Package L 1.45 million AIs
- Price: from €25,000 gross

1) Other formats on request

2) Logo integration within your own stage, home stage only possible from theme special M onwards





# WELT SUMMIT VISION NOW DIGITAL SECURITY

For a common understanding of risk

## WHEN?

JUNE 4, 2024

## WHERE?

AXEL SPRINGER HQ  
+ LIVESTREAM ON WELT.DE

## WHO?

EXPERTS FROM POLITICS, INDUSTRY, IT,  
SCIENCE AND PUBLIC INSTITUTIONS  
(APPROX. 80 PARTICIPANTS)

## POSITION YOURSELF AS A SECURITY EXPERT!

Top-class panels, expert interviews & interdisciplinary knowledge transfer at the 3rd WELT VISION NOW SUMMIT Digital Security. Security experts talk about digitalization, data protection, transatlantic cybersecurity and artificial intelligence.



# WELT EUROPEAN SUMMIT AI

The AI table of the future

**DISCUSSION ROUNDS ON THE  
LATEST DEVELOPMENTS AND  
APPLICATIONS OF AI WITH THE  
WELT-EDITORIAL TEAM!**

## WHEN?

SEPTEMBER 10./11, 2024

## WHERE?

HEILBRONN, BILDUNGSCAMPUS

## WHO?

APPROX. 100 PEOPLE FROM POLITICS,  
INDUSTRY, SCIENCE AND THE START-  
UP SCENE

In cooperation with the Schwarz Group, the media brand WELT is inviting renowned AI experts from industry, science and politics from Germany and Europe to the WELT EUROPEAN SUMMIT AI. The event will kick off with an exclusive pre-event dinner. The subsequent full-day conference with impulses and panel discussions will focus on European sovereignty with regard to developments in artificial intelligence, application examples and data security in cloud computing.



# GERMAN AI-AWARD

An initiative for Germany as a business and science location

## WHEN?

SEPTEMBER 26, 2024

## WHERE?

AXEL SPRINGER HQ  
+ LIVESTREAM ON WELT.DE

## WHO?

POLITICIANS AND APPROX. 120 AI  
EXPERTS FROM INDUSTRY, RESEARCH  
AND THE GERMAN START-UP SCENE



DEUTSCHER  
KI-PREIS  
WELT

**PRESENT THE  
AI SPECIAL AWARD!**

For the 5th time, the media brand WELT is honoring outstanding achievements in the field of artificial intelligence with the AI Award. The largest and most important recognition in Germany and Europe. Event live stream on WELT.de!



# FUTURE PIONEERS AWARD

Exclusive networking between founders and top-level decision makers

## WHEN?

OCTOBER 10, 2024

## WHERE?

AXEL SPRINGER HQ  
+ LIVESTREAM ON WELT.DE  
+ BUSINESSINSIDER.DE

## WHO?

APPROX. 130 PEOPLE FROM POLITICS, INDUSTRY, SCIENCE, SOCIETY, CULTURE AND THE GERMAN START-UP SCENE

**PRESENT THE WINNER OF YOUR  
AWARD CATEGORY!**

A sustainable economy needs innovation, courage and pioneers who are passionate about their ideas and want to make the world a better place!

The FUTURE PIONEERS AWARD from Business Insider & WELT will be presented in October 2024 to thought leaders for future topics.

# YOUR CONTACT

YOUR CONTACT PERSON IN  
SALES FIND HERE.

