

MORE

HEALTH

impassioned by

media **impact**—

The background of the slide features a blurred image of laboratory glassware, including a petri dish and a test tube, with a blue color overlay.

MORE welt

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

MORE HEALTH

The topic which needs the right
answers WELTwide. Strongly
research- and application-driven,
highly invested, funded and
evaluated.

Further focus topics for 2024:

MORE
DECISION MAKERS

MORE
ARTIFICIAL INTELLIGENCE

MORE
SUSTAINABILITY

WELT GIVES THE **HEALTHCARE INDUSTRY** A RELEVANT **VOICE**

and reaches political and economic decision makers, experts and innovators as well as consumers.

FOCUS HEALTH WTH 360° WELT-VIEW

360 days crossmedia highlights

PRINT-Special topics

e.g. Welt-Heart-Day,
Welt-Rheumatism-Tag

Welt-DIGITAL-health channel

Indication hub, indication
assignment, advertorial,
brand story

Daily: editorial knowledge in WELT and WELT AM SONNTAG
Native: Health tip, column

EVENTS

September 18,
2024



WELT CONTINUES TO ROTATE

WELT INCREASES DAILY CROSS-MEDIA
REACH BY

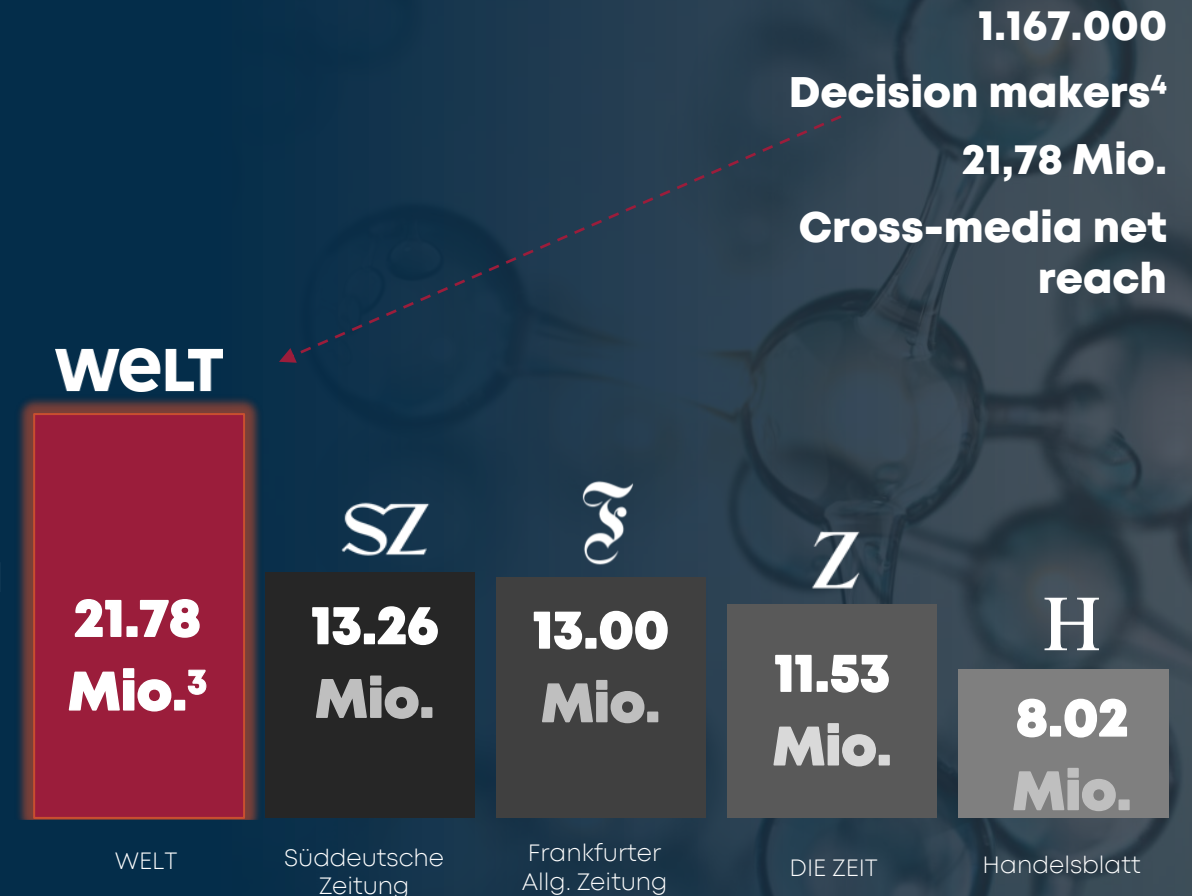
25% ^{to} **4,19**

MIO. PEOPLE
(21,78MIO./MONTH)¹

PLACE 2 DIGITAL SUBSCRIPTIONS GERMANY WITH

224.103

SUBSCRIBERS!² AHEAD OF SZ, FAZ AND CO.



¹ b4p 2023 I (Print, Digital)

² IVW, Stand Februar 2024

³ Source: b4p 2023 I; Basis: reader per issue, user per month (online, mobile use via smartphone / MEW, for WELT also the app WELT = DIE WELT + WELT AM SONNTAG + WELT AM SONNTAG Kompakt + WELT Online + DIE WELT Edition Crossmedial = print, digital = homepage + app (if available), without TV

⁴ LAE 2023

WELT EDUCATES AND REACHES ...

12,41 Mio.
MEN
These are 57 %¹

9,37 Mio.
WOMEN
These are 43 %¹

6,94 Mio.
FAMILIES
These are 32 %¹

17,57 Mio.
OTC-BUYER
These are 88 %²

... the relevant target groups for the healthcare industry with healthcare-specific editorial topics: including prevention and early detection, drug development, new forms of therapy, care and insurance.

¹ b4p 2023 II with Sinus-Milieus (70.1 million n=30,086) WELT brand per month | Families: HH with children < 18 y
² b4p 2023 II t.o.m . Pharma (65.5 million n=28,144) WELT brand per month, at least 1 purchase

WELT BRINGS INNOVATORS TOGETHER!

24 % Advisors in the areas of health/pharmaceuticals or affected optimizers¹

37 % Innovators & Early Adopter³

13 % Healthcare and social services²

55 % Millennials³

WELT brings together healthcare experts and decision-makers!

Editorial focus: Business location, research, supply chains, digitization in the healthcare industry.

¹ b4p 2023 II mit Sinus-Milieus (70.1 Mio. n=30.086) WELT Brand per month

² LAE 2023 (3.1 Mio. n= 7.739) DIE WELT + welt.de + App(s)

³ Statista Consumer Insights Global as of August 2023, AGOF Digital Facts

WELT DEEP DIVE HEALTH AND ITS MESSAGE AT THE CENTER

from WELT Gesundheitschannel Digital as well as from the health special topic in DIE WELT and WELT AM SONNTAG!

BOOK YOUR INDIVIDUAL INDICATION



Indication booking
(can be booked
individually)

INDICATION HUB

Navigation entry,
logo integration,
traffic-directing
advertising media

OMNIPRESENT WITH THE INDICATION HUB

Assign an **indication topic** exclusively within the health channel, available are:

Dementia, heart, vaccination, cancer, mental health, business and **psychology***.

Further indications available on request!

The **indication hub** also consists of

- a navigation entry
- logo integration in the channel and temporarily within the topic stage on the WELT homepage
- Advertising media within the editorial articles and traffic-directing advertising media.

Promotion at the start

A special introductory price applies for bookings made by

**31.08.24
(-20%)!**

BRAND PRESENCE WITH INDICATION BOOKING

The **indication topics** can also be booked as **indication booking**.

In this case, the respective editorial environment is occupied exclusively.

Indication assignments are calculated individually:

Available as a **3-, 6- or 12-month** package!

Promotion at the start

A special introductory price applies for bookings made by

31.08.24
(-30%)!

ACHIEVE MORE WITH THE INDICATION HUB – ADD ON

Expand the indication hub with the following components:

- Single or multi-part topic in DIE WELT / WELT AM SONNTAG
- Storytelling products, such as advertorial, brand story or column
- Social media posts (LinkedIn, Instagram, Facebook)



PRODUCT OVERVIEW INDICATIONS

HEALTH

INDICATION BOOKING

Advertising material within the editorial articles
3, 6 or 12 months

INDICATION HUB

Navigation entry,
logo integration in the channel & temporarily on the WELT homepage,
Advertising media within the editorial articles,
header & footer, traffic-directing advertising material
3, 6 or 12 months

+ ADD ONS

Single or multi-part topic in WELT / WELT AM SONNTAG

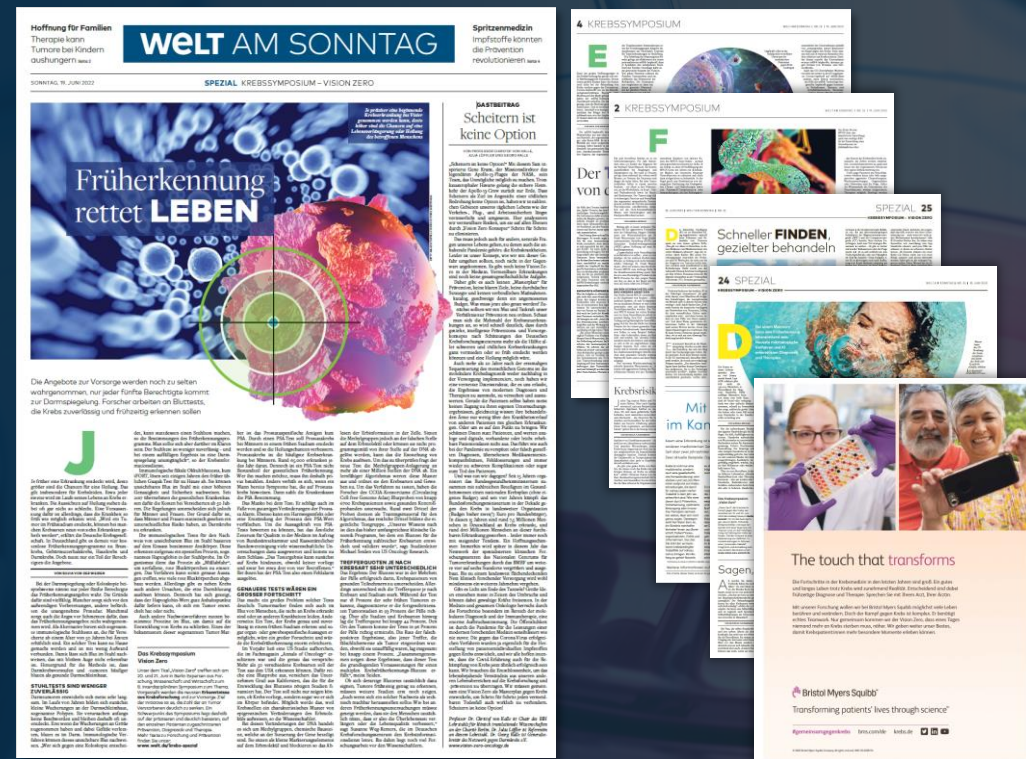
Storytelling products, such as advertorial, brand story or column

Social media posts (LinkedIn, Instagram, Facebook)

SPECIAL TOPICS TO WELT HEALTH DAYS!

Special topics appear integrated in the paper or as a separate book to take out. The editorial team of the Editorial Studio is responsible for the content and reports freely and independently in-order-to create a particularly credible environment.

- 07.03. **Day of healthy eating**
- 07.05. **Welt-Asthma-Day**
- 10.05. **Stroke prevention day**
- 11./12.05. **International Day of Care**
- 30.05. **WELT-MS-Day**
- 14.06. **Day of Cholesterol**
- 21./22.09. **Welt-Alzheimer's-Day**
- 28./29.09. **Welt-Heart-Day**
- 12./13.10. **Welt-Rheumatism-Day**
- 29.10. **Welt-Psoriasis awareness day**
- 14.11. **Welt-Diabetes Day**
- 29./30.11./1.12. **Welt-AIDS-Day**



We plan the topics **cross-medially** - more are available on request! Series on topics such as nutrition, vaccination etc. are also possible.

Special editorial topic "Cancer" in WELT AM SONNTAG

WELT-RECIPE FOR STORYTELLING IN THE HEALTHCARE SECTOR

Your health expertise natively prepared, whether trends, agenda setting, developments, new health products or consumer information - with WELT your message reaches both experts and medical laymen.

HEALTHY STORYTELLING FROM COMMERCIAL TO NATIVE

ADVERTORIAL

Promotional
and product-
centered.

Content is
delivered.

We deliver:
Ad impressions

PRODUCT STORY

Native and
product-
centered.

Content is
created by the
Brand Studio.

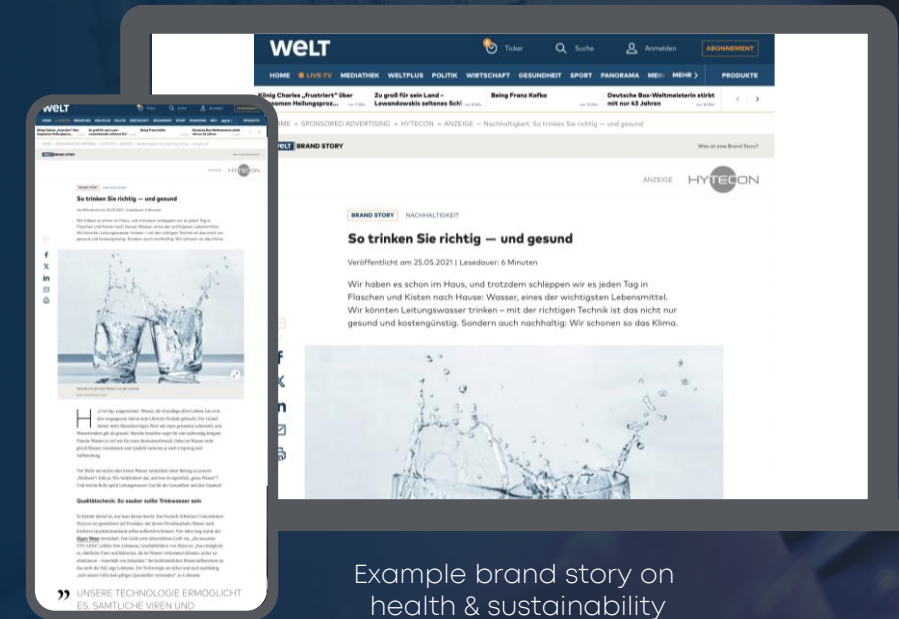
We deliver: Ad
impressions &
page views

BRAND STORY

Native and
focused on the
brands USPs.

Content created
by the Brand
Studio

We deliver: Page
Views



Example brand story on
health & sustainability

CROSSMEDIA HEALTH TIP

Use our cross-media advertorial format, full-page in print and digital with the look and feel of WELT!

DIGITAL

Your content is integrated into stories about your products & purchase messages.

The advertising content supplied by you is presented in the style of WELT Digital and is thus given a trusting brand environment in addition to the traffic. The focus is on awareness and performance.

+

PRINT

Placement is best possible on a weekday in DIE WELT or at the weekend in WELT AM SONNTAG. You supply the content and the advertisement, we take care of the design for you.

Benefit from the price advantage of this offer and our service offer.



"YOUR OPINION PLEASE!"

THE COLUMN MAKES YOUR VOICE LOUD

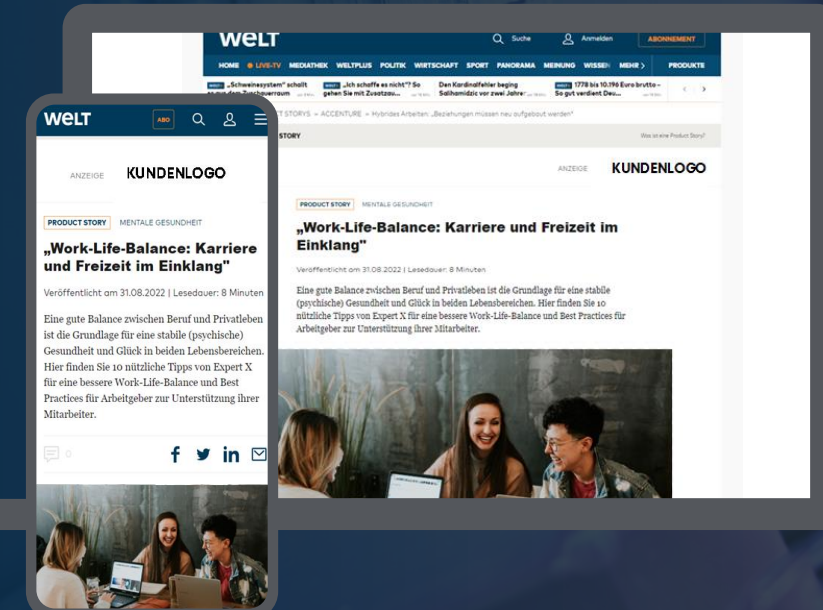


PRINT-COLUMN

in DIE WELT and/or
WELT AM SONNTAG



Individual frequency &
placement



CONTENT HUB & SOCIAL POSTINGS

Content Hub with all columns on welt.de Social media
postings per column

TALKING IS THE BEST MEDICINE – WELT SUMMIT STAGE IS YOURS!

” **WHAT IT COSTS AGAIN ...** is all too often said about medical innovation. What a fatal, brutal mistake. After all, human life is not only priceless; in an ageing society, medical innovation ensures that the healthcare system remains financially viable. That's why we not only need to become even better in this area, but also faster, more individualized and - as is so often the case - more digital. Ulf Poschardt, Editor-in-Chief WELT

HEALTHCARE IN TRANSITION

AN INITIATIVE FOR THE FUTURE OF GERMANY 2024

The VISION NOW - Future of Health initiative at WELT will enter a second round in 2024. Here, key players from the worlds of business and politics will debate topics relating to the future, including drug safety and supply and how the pharmaceutical industry can meet the challenges, Germany's prospects as a location for innovation and research, demographic change, e-health, healthcare products, widespread diseases and medical technology.

CEO participation at the Summit, participation in panel discussions & interviews

WHEN?

SEPTEMBER 18, 2024

WHERE?

BERLIN, AXEL-SPRINGER SKYSCRAPER+ LIVESTREAM ON WELT.DE

WHO?

APPROX. 80 TOP-LEVEL REPRESENTATIVES FROM BUSINESS AND SCIENCE AS WELL AS EXPERTS FROM THE HEALTHCARE SECTOR

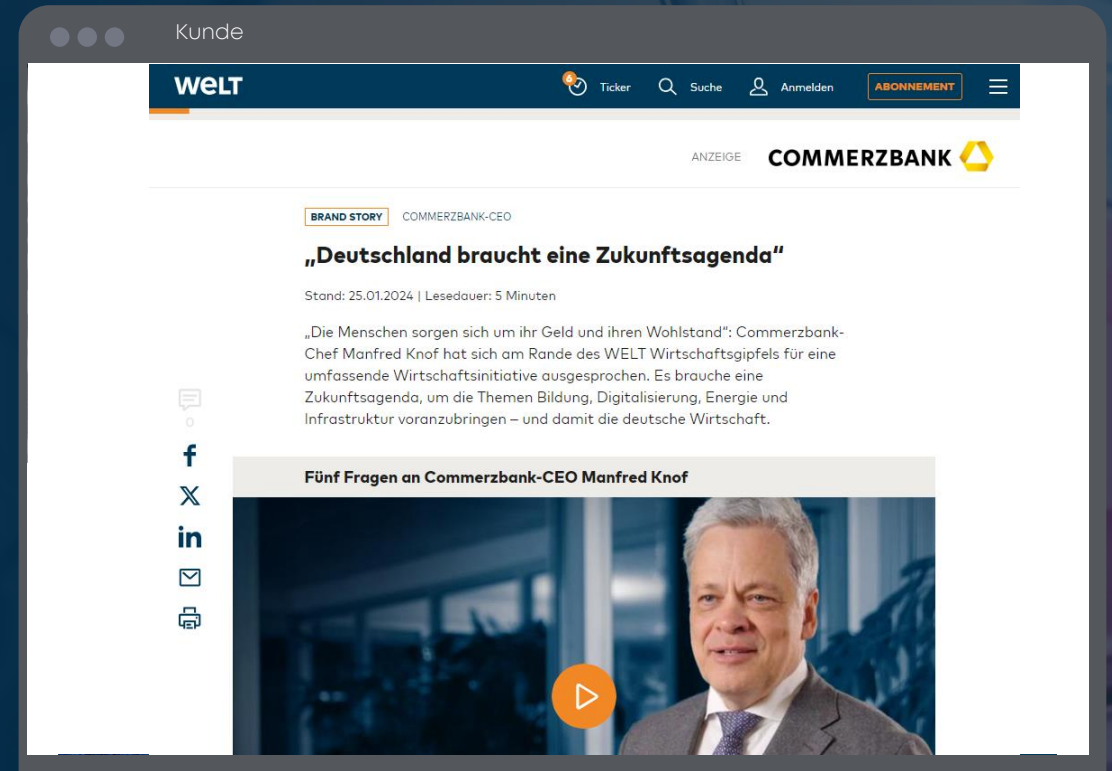
WELT EVENT ADD-ON

"Questions to"-the short interview format for the WELT events: expert statement as a moving image, in the form of a brand story on WELT.de and on relevant platforms such as LinkedIn.

Best Case: As a partner of the WELT Economic Summit, we interview the Commerzbank CEO and develop a brand story including social media extension on WELT and LinkedIn

Garantie: 30.000 Views

WATCH LIVE NOW



YOUR CONTACT

YOUR CONTACT PERSON

IN NATIONAL SALES



HERE

IN THE HEALTHCARE UNIT



HERE