

**welt**

**BUSINESS  
INSIDER**

# ARTIFICIAL INTELLIGENCE

**WELT and BUSINESS INSIDER Germany set new standards.**

konzipiert von **media impact** —  
dem kreativsten kundenverstehender  
deutschlands\_

# AI AS A GUIDE

**AI** is the defining topic of our time.

From business to lifestyle, from TV to digital. With WELT and Business Insider, we provide strong journalistic environments that create orientation and build trust. This enables targeted communication in one of the most important future-focused sectors of our time.

# Sam Altman honored with the **AXEL SPRINGER AWARD 2025**

With Sam Altman, CEO of OpenAI, Axel Springer honored one of the defining voices of the “Intelligence Age” at the Berlin publishing house on September 24, 2025.



# COMMUNICATION, WHERE AI MOVES PEOPLE

## AI TELEVISION

**FIRST AI NEWS  
FORMAT**

Avatar-hosted  
program

## AI DIGITAL

**PREMIUM  
ENVIRONMENT FOR  
AI**

AI Channel,  
AI Persona, AI Story

## AI PRINT

**IN A RELEVANT AI  
CONTEXT**

Editorial AI special  
page

## AI EVENTS

**LIVE EVENTS WITH  
AI EXPERTS**

WELT AI Summit,  
German AI Award

# AI WELT

WELT is setting new standards with its “AI-WORLD” format. It is the first nationwide news program in Germany to be fully produced by AI and hosted by an avatar. The focus is on current developments in AI, robotics, and future technologies. All editorial content is AI-generated while remaining journalistically supervised. Every Thursday at approx. 10:50 AM and 2:45 PM, duration: approx. 5 minutes.

- **Section Sponsoring On Air**
- **Single Spot**
- **Cut-In (in combination with Single Spot)**

**First AI News Format**



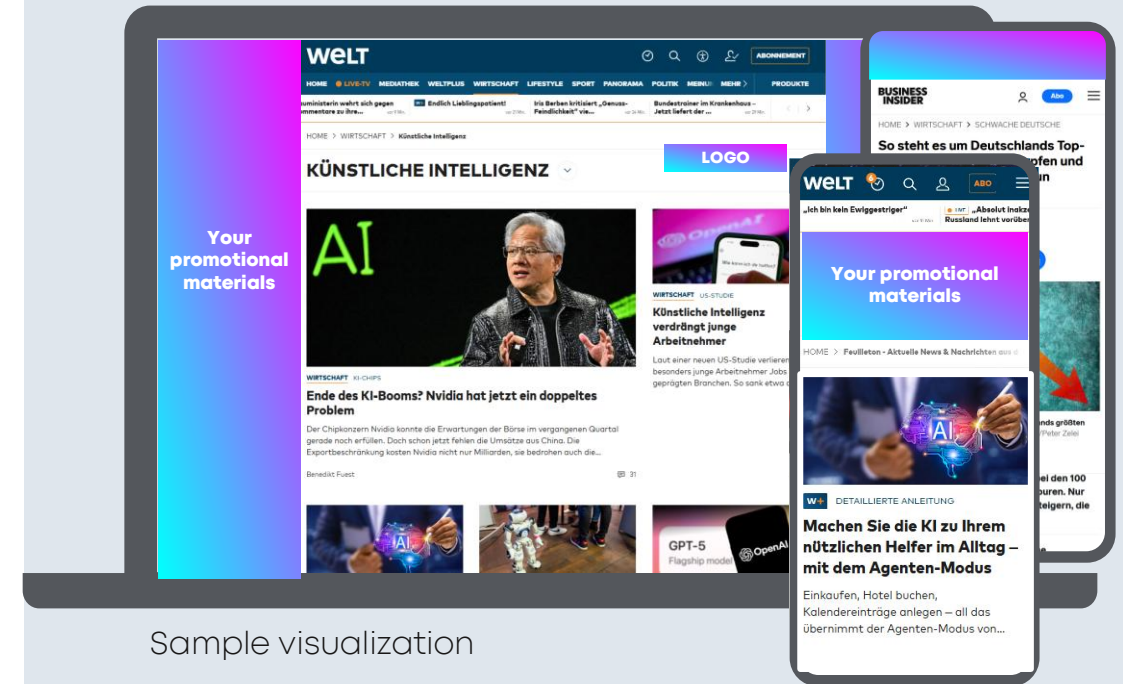
AI WELT airs every Thursday at approx. 10:50 AM and 2:45 PM, hosted by an avatar. The first episode of AI WELT aired on July 31, 2025.

# AI CHANNEL

The new AI Channel at WELT and BUSINESS INSIDER provides a stage for innovation, discourse, and communication while delivering reliable information, context, and use cases to users. As the exclusive presenter of the AI Channel, your advertising assets are prominently displayed, reaching C-level executives, innovators, tech enthusiasts, and decision-makers.

- **WELT AI Content Presenting:**  
**600,000 AIs/month** €24,000.00 gross
- **BUSINESS INSIDER AI Content Presenting:**  
**200,000 AIs/month** €8,000.00 gross

AI Presenting



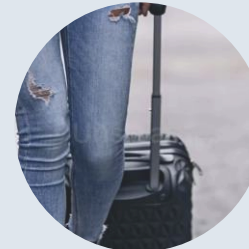
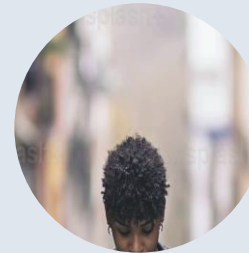
# AI PERSONA

Our AI Persona combines a young, tech-savvy target group that is curious, trend-conscious, and always at the forefront of innovation. With interests such as virtual reality, artificial intelligence, and consumer electronics, we offer advertisers direct access to tomorrow's trendsetters. Precisely modeled through machine learning and activated via high-reach environments, highly relevant and impactful audience profiles are created.

- **WELT AI Persona Targeting\*:**  
€20.00 surcharge on your volume booking

\* Formats freely selectable, placement: ROP (classic or programmatic). Price eligible for discounts, agency commission, and AR.

AI Targeting



## GENDER

69% men / 31% women



## AGE

18-49 years old



## INTERESTS

Virtual Reality, Cameras, Technology & Computing, AI, Homeoffice, Consumer Electronics, IAB Technology & Computing, and more



## SKILLS

Social, curious, affinity for technology, trendsetter, and more



## SPOTTED ON

Techbook.de,  
Computerbild.de

# AI STORY

The interactive AI Story on WELT.de, powered by WELTgo!, responds individually to every user, like in a personal conversation. With AI-supported storytelling chatbots, we make your brand communication dynamic, interactive, and highly personalized for our users: enabling longer dwell time, active engagement, product integration, and knowledge transfer.

## WELT AI Story:

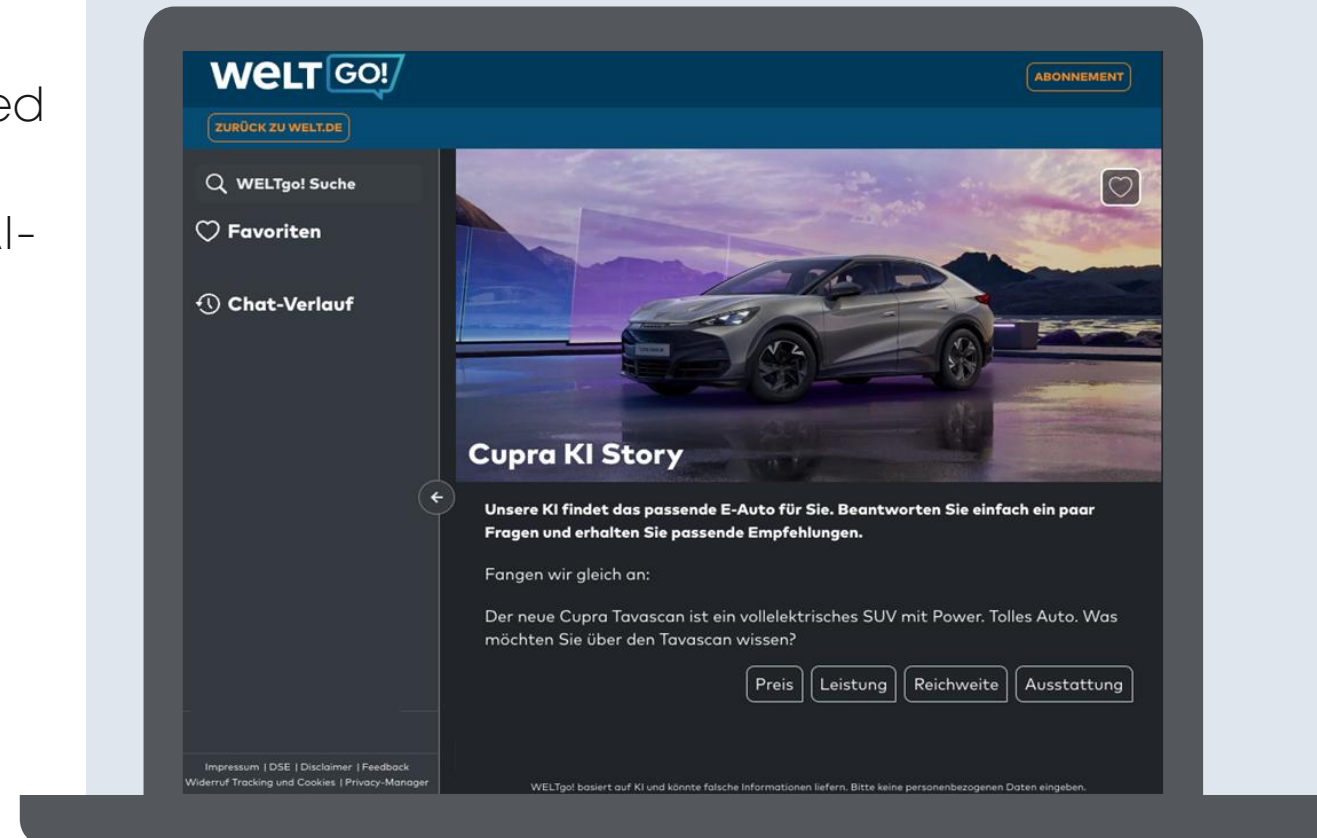
### ➤ **WELT AI Story<sup>1</sup>:**

€120,000 gross<sup>2</sup> / 10,500,000 guaranteed AIs

<sup>1</sup> AI Story campaign duration: 6 weeks. A lead time of 4 weeks is planned before campaign launch. AI Stories in the pharmaceutical sector require prior legal review and approval.

<sup>2</sup> Package prices eligible for SR and agency commission; plus creation costs including tech fee (not discountable or commissionable): €10,000.

AI Story



Sample visualization: an AI chatbot for individual dialogue between your brand and WELT users.

# AI SPECIAL PAGE

With the monthly “Artificial Intelligence” special page, WELT AM SONNTAG offers a unique platform for all aspects of this future-focused topic.

From research and start-ups to ethics and society, your brand reaches decision-makers and opinion leaders in the right environment.

➤ **¼ page horizontal:**  
WELT AM SONNTAG €40,050 gross\*

AI in WELT Print



Sample visualization

\* Additional formats available.

# AI EVENTS

The **WELT AI SUMMIT** brings together leading figures and experts from business, science, and politics from Germany, Europe, and the USA at Axel Springer HQ under the Chatham House Rule and strategically positions itself as a bridge between Europe and the USA.

For seven years, WELT has presented one of the largest AI awards in Europe, the **German AI Award**. It recognizes research, knowledge transfer, responsible use, and progress in business, society, and Germany as a business location.

- **With in-depth cross-media reporting:** your brand at the center of the AI debate with an ad in the cross-media event special.

Further information: <https://www.mediaimpact.de/advertise/events/>

AI Event Series

AI WELT  
SUMMIT



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