



## A setup only WELT can deliver.

**PREMIUM CONTENT** With the Guest Edition, WELT relies on a curated, artistic signature with a strong point of view. **ANDREAS GURSKY** is regarded as an icon of contemporary art; his works generate millions in sales and can be seen in New York and Paris in 2025.

**PREMIUM TARGET GROUP** Opinion leaders, decision-makers, affluent readers – with targeted distribution of the print edition to **PREMIUM-HOUSEHOLDS** 

**PREMIUM REACH 3.5 MILLION USERS AND READERS** cross-media\* and with **750,000 copies**, the highest-circulation print edition of the year.

**PREMIUM STAGING** WELT makes the Guest Edition a cross-media experience. It is more than just a journalistic product: it is a **COLLECTOR'S PIECE**. A **WORK OF ART**. A **STATEMENT**.

\*source. cross-media daily reach: calculated based on ma TZ 2024 and distribution data.

Trailer source: https://youtu.be/wijNSgPiGgM?si=\_\_3oE-rXKaEkKbER "Andreas Gursky | Interview | Louisiana Museum of Modern Art"

#### PRESENTED\_

**Andreas Gursky** is considered one of the most important artists of our time. His large-format works hang in leading museums, are represented by top galleries such as Gagosian and Sprüth Magers and achieve millions at auctions. Gursky expands the boundaries of photography with his digitally composed images: each work is created from many individual shots, which are assembled into an artful, detailed metarealism. With his unmistakable view of global structures, mass movements and the aesthetics of reality, Gursky does not merely create images — he creates perspectives.

In the WELT AM SONNTAG highlight edition, interviews, essays and award-winning visual worlds merge into a cross-media total work of art that presents your advertisement in a culturally outstanding environment.

"My works are often seismographs of world events, which is why I find it exciting to embed them directly in the context of a weekly newspaper. "Andreas Gursky



#### **REVIEW 2024**



The WELT AM SONNTAG Guest Edition is the project that unites journalism and art in a unique way.

After the impressive Guest Edition last year, in which **Donata und Wim Wenders** shaped WELT AM SONNTAG with their cinematic-poetic signature, we are once again setting a cultural exclamation mark in 2025.



Cross-media staging

#### **MEDIA 2025**

**PUB** 13./14.12.2025

AD CLOSE

28.11.2025

**MAT. CLOSE** 

05.12.2025

PRINT CLASSIC	GROSS PRICE*
1/4 corner ad	62,240.00 €
1/3 page	83,040.00 €
1/2 page	88,160.00 €
1/1 page	159,360.00 €
2/1 page	339,240.00 €
Opening spread	373,164.00 €
Title branding	445,536.00 €
4th cover page	175,296.00 €

DIGITAL	PRICE
HomeRun Deluxe 2.25M Als/day	Gross 76,500.00 €
All In Deluxe 7.75 M Als/day	Gross 176,500.00 €
Digital Viewer (Gallery) runtime 4 weeks I 12.6M Als	Net2 70,000.00 €
Theme Special M** runtime 4 weeks   800k Als	Gross 50.000,00 €

### Further formats on request

\*Supplement to the WELT price list No. 103, valid from 01.01.2025. A premium placement surcharge of 10% on the gross price applies. Premium placements are Opening Spread, page 5, page 7, last page in the first section as well as cover positions. All prices are before discounts and plus AE, 22% agency commission, and VAT. Promotional offers like "WELT-Joker" etc. do not apply to bookings in WELT Highlight Editions such as WELT AM SONNTAG Guest Edition. A booking for WELT AM SONNTAG of the year includes WELT AM SONNTAG (Sunday/Sunday) including WELT AM SONNTAG Kompakt plus WELT AM SONNTAG special edition on Sunday. ¹ Early closing date for premium placements. Premium placements are Opening Spread, page 5, page 7, last page in the first section as well as resort cover positions.

<sup>\*\*</sup>Plus creative costs: €4,000 (not eligible for discounts or agency commission)

# YOUR CONTACTS

can be found here.

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**WELT AM** 

SONNTAG

**GUEST**