

welt

WELT HIGHLIGHT

generations in transition

sales deck

konzipiert von
media impact —
dem kreativsten kundenverstehender
deutschlands_

concept behind the biggest WELT highlight

On November 7, 2025, WELT cross-media highlight will be published – featuring 450,000 print copies and reaching 3.3 million* contacts in a single day.

The main theme **"Generations in Transition"** connects people of all ages by focusing on their life experiences, perspectives on the future, and everyday realities – embedded in key areas of interest such as finance, technology, health, mobility, and travel.

publication date
NOV 7, 2025

An intergenerational dialogue moves into focus – powerfully staged across all platforms.

reason why

CROSS-MEDIA:
Print, Digital und Social Media

Cross-
generational
relevance and
strong **personal
identification**

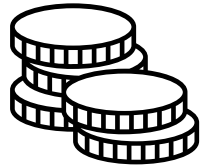
High **credibility**
and **authenticity**
through
quality journalism

**Broad editorial
spectrum:**
finance,
technology, health,
mobility & travel

**Expanded
reach:** 450,000
print copies plus
extended
attention across
social media

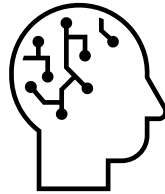
CROSS-MEDIA DAILY REACH:
3.3 million contacts*

focus topics



FINANCE

Investment &
Retirement
Planning



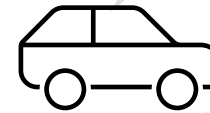
TECHNOLOGY

AI, Social Media
& Digitalization



HEALTHCARE

Wellbeing &
Nutrition



MOBILITY

Mobility needs
& Trends



TRAVEL

Travel trends,
Experiences, r
Retreat &
Sustainability

editorial topics
HERE

media und pricing

publication date
NOV 7, 2025

AD DEADLINE¹
OKT 17, 2025

PRINT DOCUMENTS
NOV 3, 2025

PRINT

AD SPECIALS

GROSS PRICE*

Cover branding XXL	307,630.00 €
Opening Spread	212,560.00 €
Open Back cover	99,528.00 €

CLASSIC

GROSS PRICE*

1/4 page	31,840.00 €
1/2 page	49,280.00 €
1/1 page	90,480.00 €
2/1 page	193,240.00 €

DIGITAL

Homerun Deluxe

2.25M Als/day

76,500.00 €

All In Deluxe

7.75M Als/day

176,500.00 €

Theme special M²

Duration: 4 weeks | 800k Als | logo integration, navigation item, Header & Footer, Sitebar + Medium Rectangle (Multiscreen)

50,000.00 €

Social Media Bundles M³

Duration: 2–4 weeks (3–5 days per post) | 1M Als
Young (individual) e.g. Instagram & X
Decision makers Facebook, LinkedIn & X

32,000.00 €
per bundle

NATIVE

Brand Story M⁴

Duration: 6 weeks | 50k Page Views

GROSS PRICE

131,000.00 €

Supplement to WELT Rate Card No. 103, valid from January 1, 2025. All prices are eligible for both discounts and commissions, excluding agency commission (AE) and plus VAT. ¹Advance ad submission required for premium placements. Premium placements include DIE WELT Opening Spread, page 5, and key right-hand pages. A surcharge of 10% applies to the gross price. ²Additional creation costs: €4,000 (not discountable or commissionable). Client logo must be provided 3 weeks prior to publication. Sitebar and multiscreen medium rectangle serve as traffic-driving ad formats on WELT.de. ³Additional creation costs: €800 (not discountable or commissionable). ⁴Additional creation costs: €10,000 (not discountable or commissionable).

You will find your contacts **here.**

konzipiert von **media impact** 
dem kreativsten kundenverstehender
deutschlands_



follow us on linkedin



or explore our website



BACKUP

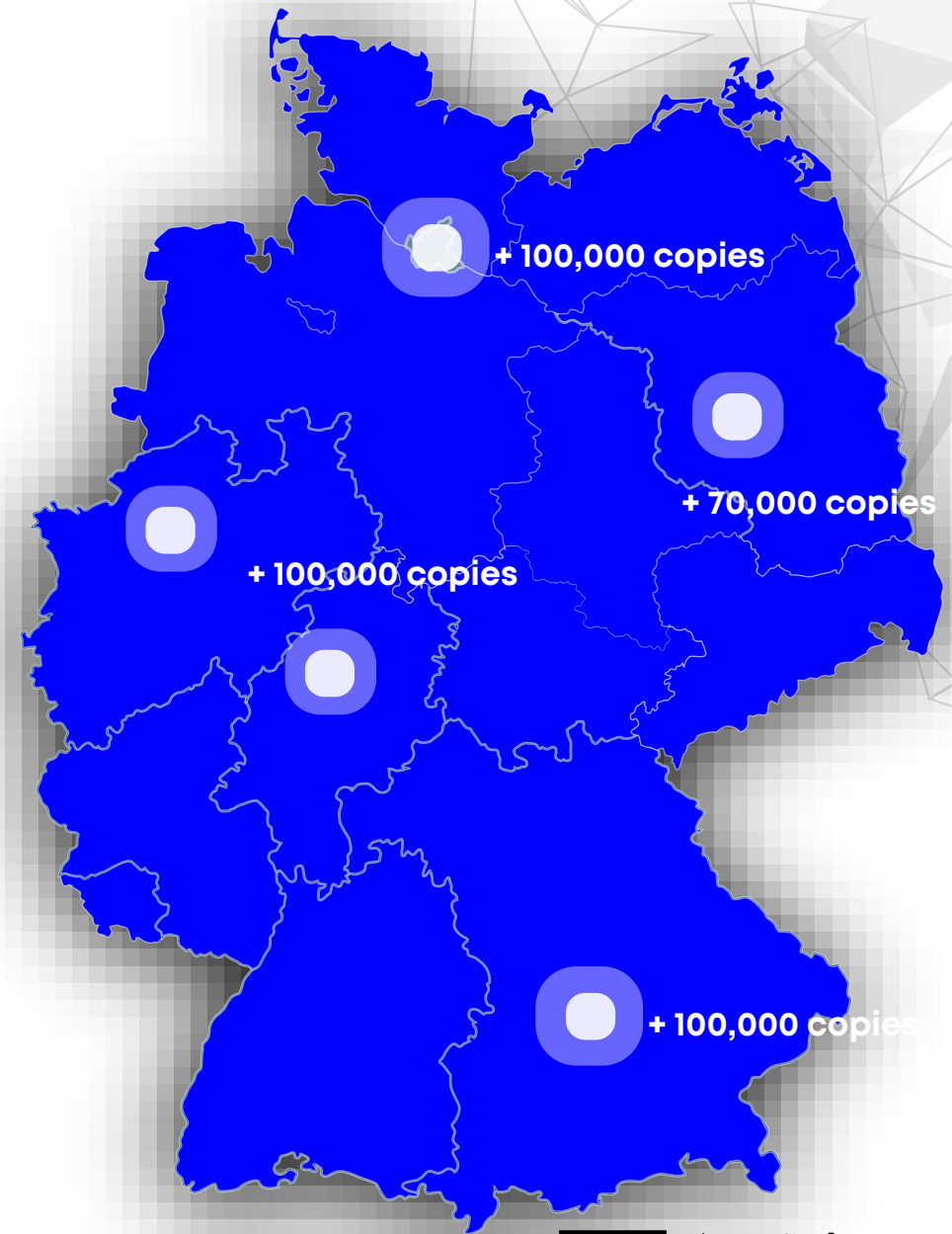
activated cross-media



reach more

With WELT of the Year on November 7, 2025, your print ad will benefit from almost five times the usual circulation – a total of 450,000 copies – compared to a normal day.

The special edition of WELT will be distributed on the day to selected, highly attractive locations with high-income demographics in Germany's metropolitan regions.



editorial topics

POLITICS

Fathers' rights: Interview with the Minister of Justice
Family support under review: Which of the 150 benefits actually help?

SOCIETY

Conflicts between generations in dealing with the climate crisis
Psychology assessment: When does one become an adult?
Report: Three generations, one home – opportunities and challenges

ECONOMY

Commentary: Gen Z, take care of your retirement planning!
Investments: What can I do early on to secure my child's financial future?
Saving for retirement? No! Spend your wealth wisely!

TRAVEL

Family travel XXL: Advantages, risks and tips
Traveling in the city, countryside or by the sea
Denmark, Sweden, Norway, Finland: Among the top 20 most child-friendly countries

VARIOUS

Definition of generations: Interview with a generational researcher
Guide: Inheriting better
Childhood killer smartphone: What can I do?

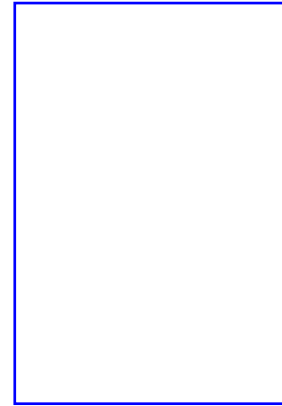
print classic



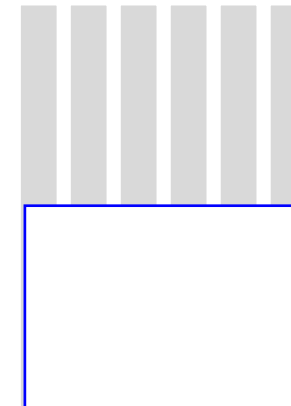
WELT highlight
25/10/2024, „Digital Minds“



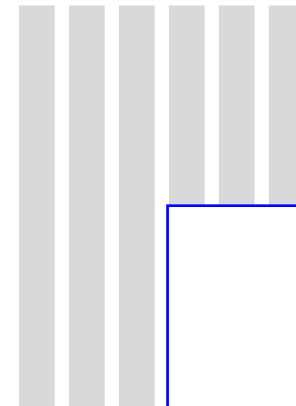
2/1 page
format: 777 x 528 mm



1/1 page
format: 374,5 x 528 mm



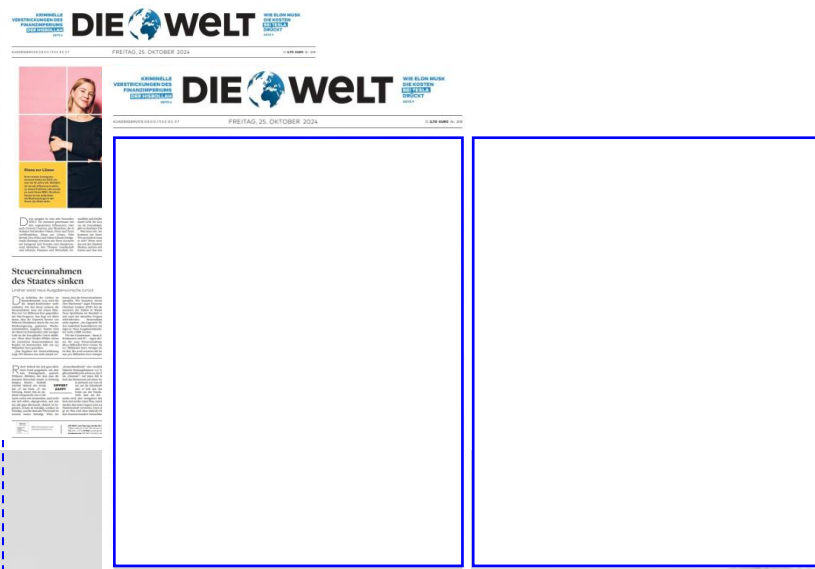
1/2 page
format: 374,5 x 264 mm



1/4 page
format: 184,9 x 264 mm

print ad specials

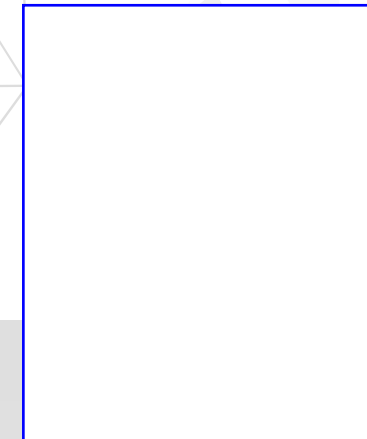
MORE FORMATS AVAILABLE
on request



COVER BRANDING XXL
Your message in spotlight



OPENING SPREAD
Pole-Position for your ad



OPEN BACK COVER
Perfect finish

WELT homerun

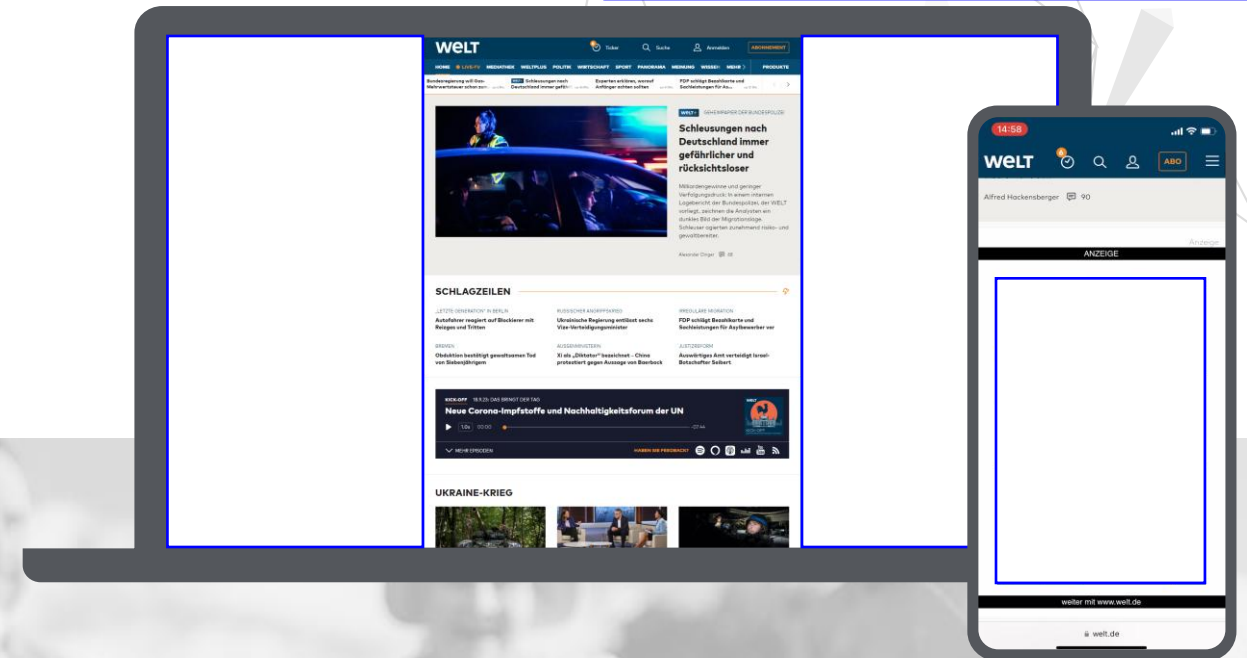
Get maximum visibility with a 24-hour fixed placement on WELT Digital homepage. Your brand will be prominently displayed across all platforms – desktop, MEW, and app.

Make the most of this unique opportunity to ensure maximum impact for your message.

2.25M

guaranteed ad impressions

MORE WAYS TO SHOWCASE
your brand digitally



WELT all in

Book the full WELT Digital power!

Your ads are displayed exclusively on WELT Digital homepage for 24 hours and additionally, non-exclusively on all channel homepages and their related article pages. Visible everywhere and on every device: desktop, mobile, and app.

7.75M

guaranteed ad impressions

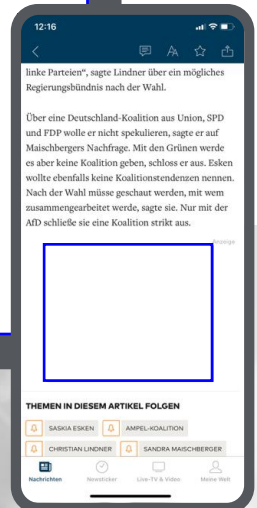
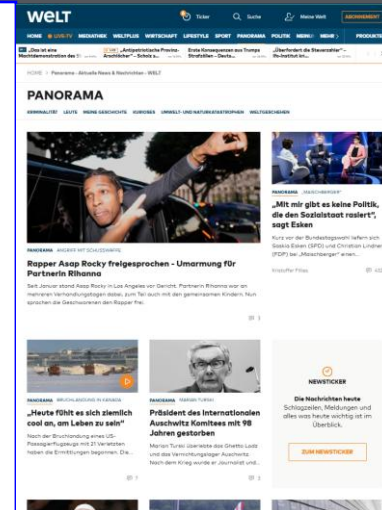
24h fixed placement: 10:00 a.m. to 10:00 a.m. Structure discount, agency discount and agency commission eligible. Ad placements are within the visible area. Excludes the "Alles auf Aktien" channel. No exclusive visibility within channels, on the homepage or on underlying article pages. If a Theme special is booked, the corresponding channel is excluded from the All-In.

Home Mobile



MORE WAYS TO SHOWCASE
your brand digitally

Channel homepage desktop



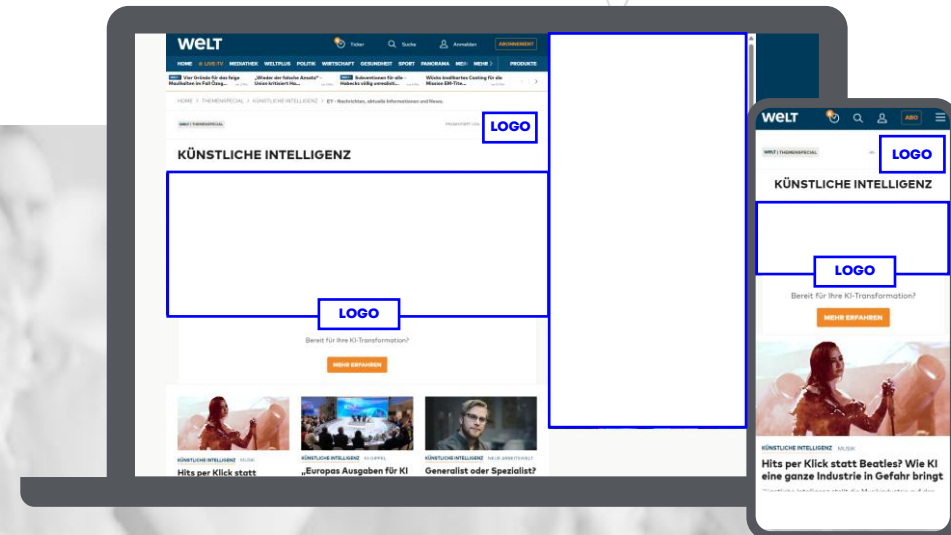
Article app

theme special

In a topic special, editorial articles related to the highlight are compiled on a dedicated landing page. You appear as the exclusive sponsor and are featured with a header and footer, a sidebar and mobile with a medium rectangle¹. Readers are directed to the special via traffic-driving ad formats.²

SPECIAL HIGHLIGHT:

Navigation entry and logo integration (2-3 days)³



¹Additional formats available on request

²Logo integration within your own stage. Home stage only possible starting from Topic Special M

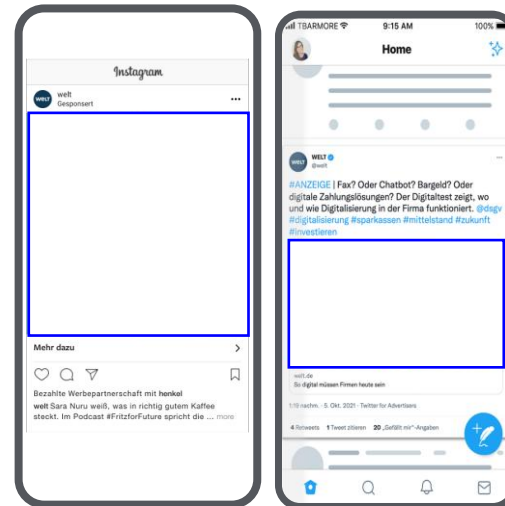
³Sitebar, Medium Rectangle

social media bundles

Do you want to share your message across multiple thematically relevant social media platforms – all under the unified sender brand WELT?

The Social Media Bundles make it possible!

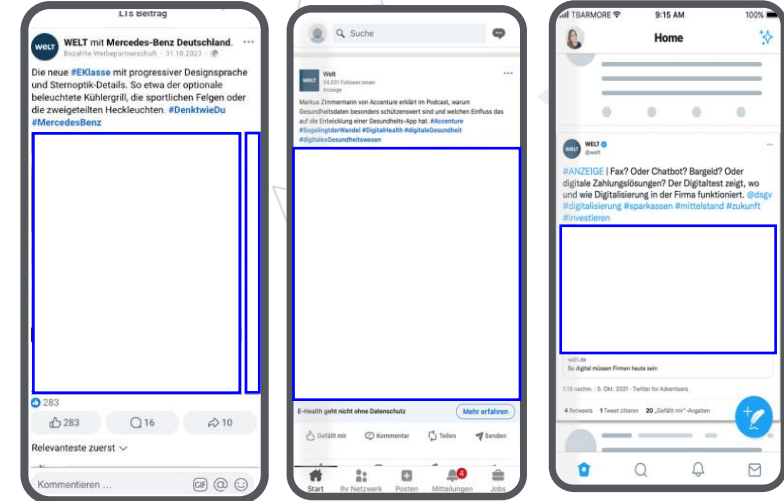
YOUNG (INDIVIDUAL)



TARGET GROUP:

- 📷 18–34 YEARS, MILLENNIALS & GEN Z
- ✂️ 18–49 YEARS, OPINION LEADERS

DECISION-MAKERS



TARGET GROUP:

- 📘 25–54 YEARS, INCREASINGLY OLDER USERS
- in 25–54 YEARS, PROFESSIONALS & ENTREPRENEURS
- ✂️ 18–49 YEARS, OPINION LEADERS

generation quiz for your brand

The topic of generations runs across all sections on WELT Digital – with the generation quiz. We create a friendly, thematically relevant digital quiz and combine it with a brand story – native advertising, tailored to your brand.

In each section, a different generation quiz is possible, linked to the editorial content – e.g., politics, economy, culture, science, tech – for contextual relevance.

