



JOKER

Special Offer 2026

created by **media impact** —
Germany's most creative customer
expert



70% discount with the WELT Joker*

GAME RULES

The Joker can be played once for print and once for digital in 2026 and applies to the following formats:

- 1/1 page in DIE WELT, WELT AM SONNTAG or WELT Print Total
- HomeRun or HomeRun Plus on WELT Digital



*70% discount. The promotional offer can be booked once per customer in print and digital formats.

Your moves



PRINT: 1/1 PAGE

WELT AM SONNTAG
(Sat./Sun.)

DIE WELT
(Mon.-Fri.)

WELT PRINT TOTAL
(Mon.-Fri. + Sat./Sun.)

	gross	net price level 2
WELT AM SONNTAG	102,600.00 €	30,780.00 €
DIE WELT	58,250.00 €	17,475.00 €
WELT PRINT GESAMT	136,720.00 €	41,016.00 €

DIGITAL: HOMERUN



	Ad Impressions	gross	net price level 2
HomeRun	2,500,000	82,500.00 €	24,750.00 €
HomeRun plus	2,500,000	115,000.00 €	34,500.00 €

Offer valid for a maximum of two bookings per customer for the specified formats in print and digital. Purchase in 2026. The offer is limited to one title (print) or placement (digital) and does not apply to highlight editions (print), DIE WELT of the Year, WELT AM SONNTAG of the Year. The offer is subject to a right of postponement. The WELT price list no. 104 valid from January 1, 2026 applies. Print: 64.70% discount when billing through an advertising agency. 70% discount for direct bookings. The above fixed price applies, no further discounts, but discount-forming, plus VAT. Homerun specifications: [Factsheet](#).



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PLAYMAKERS
IN SALES HERE.**