

THEME SPECIAL

WELT Digital 2026

impassioned by

media **impact** 

THEME Special  THEME Special  THEME Special  THEME Special 

WHY A THEME SPECIAL?

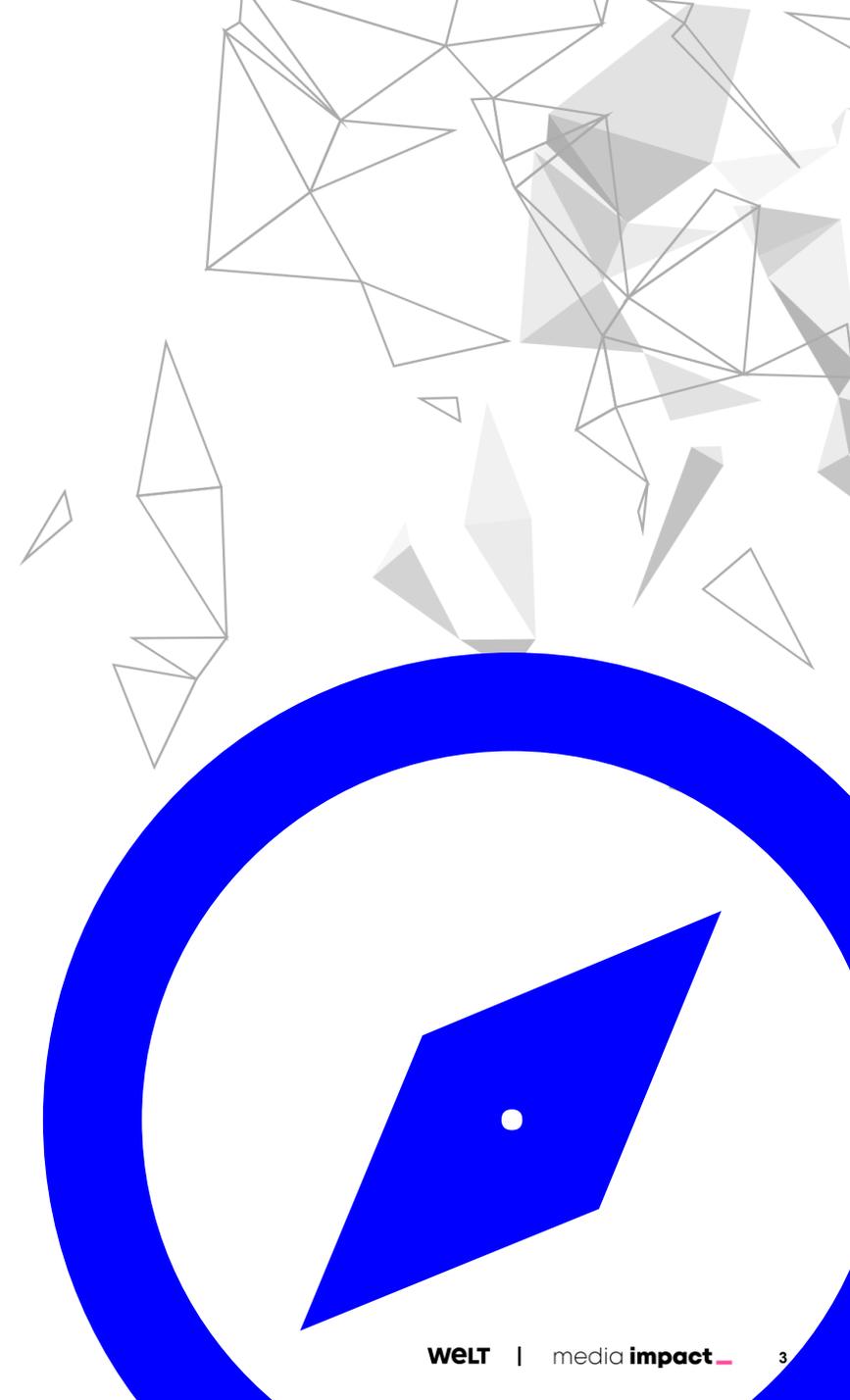
- In a THEME SPECIAL, **high-quality** articles from our renowned editors are bundled **on a landing page.**
- The editorial articles are selected to perfectly match the topic of your choice, creating **an ideal communication environment for your brand and target audience.**
- You, as the **sponsor** of the special, are at the center and will be positioned there with your **advertising materials** in close proximity to the editorial content.

Your Benefits

- high-quality editorial environment
- high relevance of the content for your target audience
- guaranteed reach
- exclusivity
- navigation entry

TOPIC FOCUS AREAS

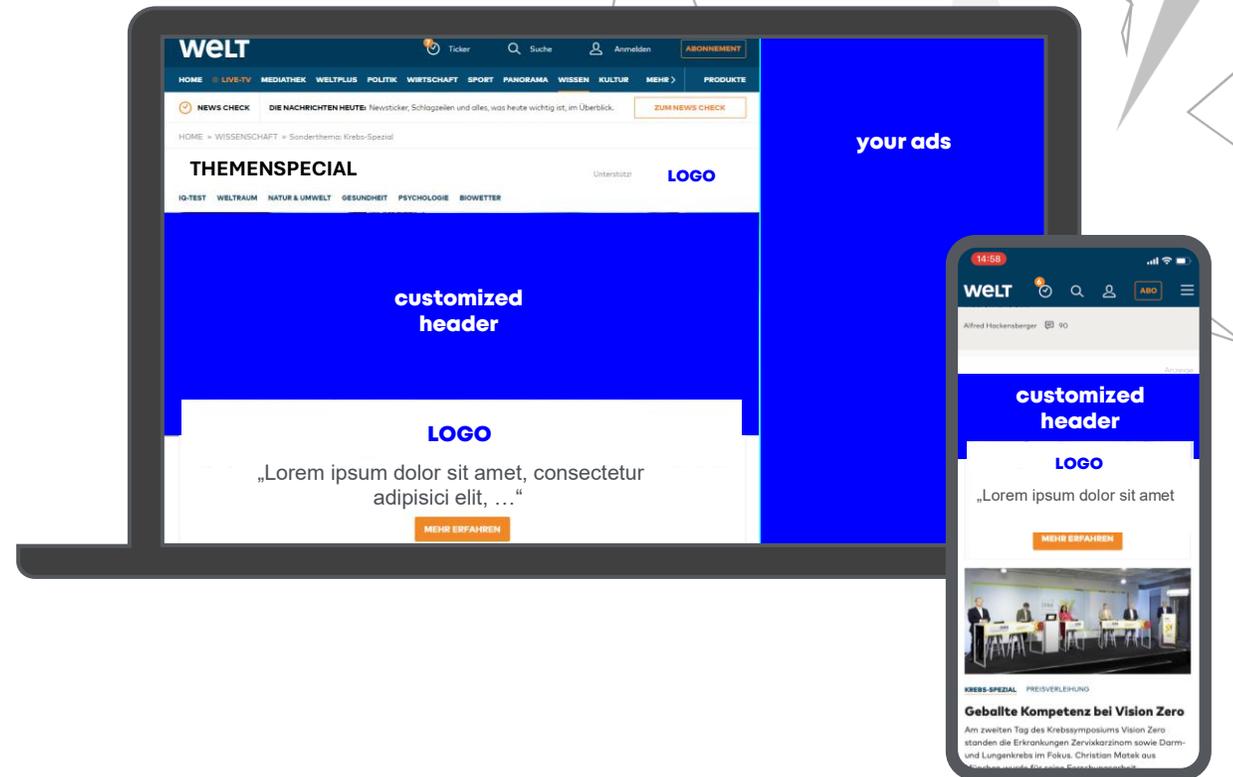
- Travel & Vacation Special
- Food Special
- Diversity
- Smart Living
- Health
- Sustainability
- Lifestyle & Fashion
- Work & Career
- Family & Parenting
- New Mobility
- Knowledge & Education
- Real Estate
- Insurance & Finance
- SMEs (Small and Medium-Sized Enterprises)



PRESENTING

As an advertiser, you will be placed within the THEME SPECIAL with a **Sitebar** format on desktop and a **Medium Rectangle** in a multiscreen setup.

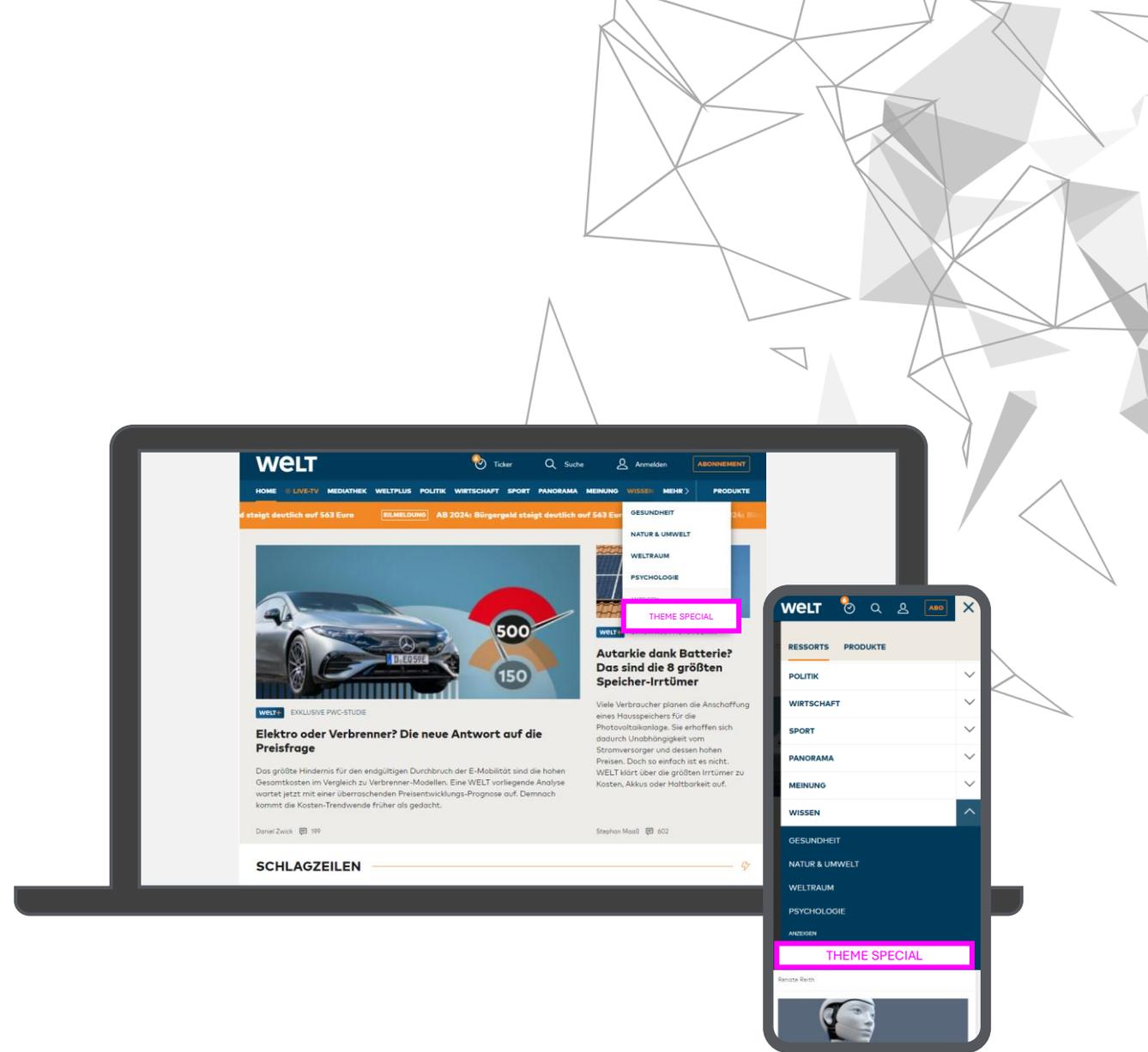
Throughout the entire campaign period, you will appear prominently as the sender of the special — both in **the header and in the presenting footer**.



NAVIGATION ENTRY AND TRAFFIC DELIVERY

Throughout the **entire duration** of the special, you receive a **fixed navigation entry** on WELT Digital, ensuring maximum awareness for your special.

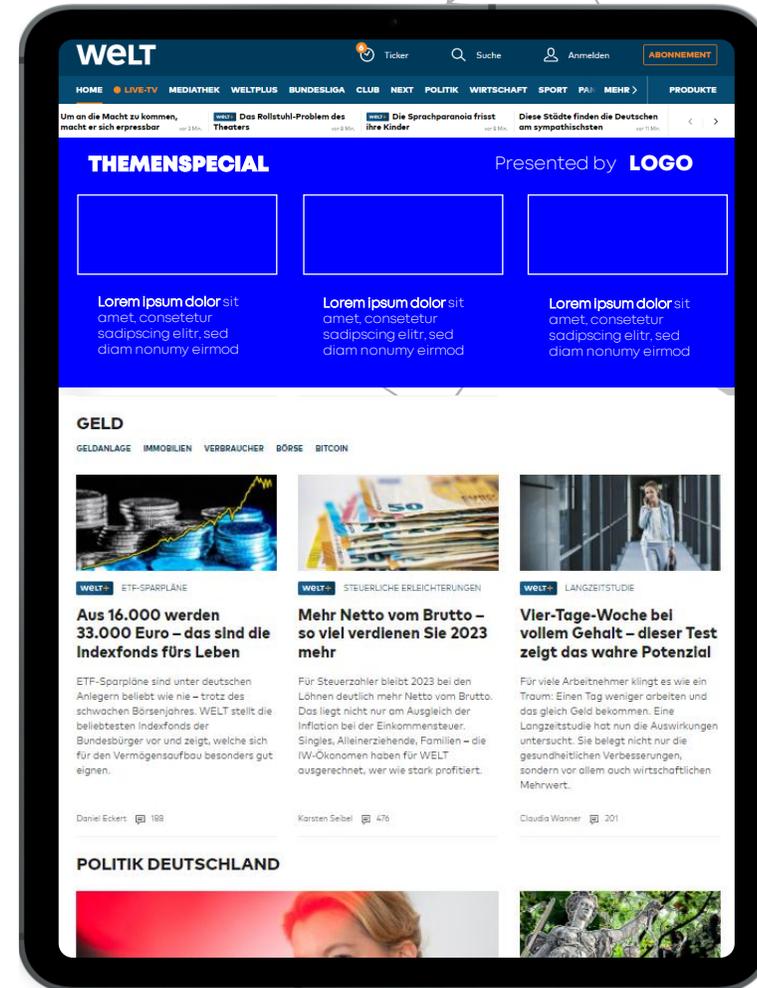
Custom, traffic-driving ad formats on WELT Digital (sitebar* + mobile medium rectangle) strategically drive additional traffic to the special feature.



HOME PRESENCE

When booking a THEME SPECIAL in package size XL, you benefit from a **stage presence on the WELT homepage**.

Your brand is prominently featured with a fixed logo, allowing users to access your special directly.



INVESTMENT

THEME SPECIALS ¹

campaign period: 4 weeks

- ✓ logo integration: desktop and MEW ²
- ✓ navigation entry
- ✓ header & footer
- ✓ medium rectangle (multiscreen) ³

400,000 AIs

PACKAGE PRICE ⁴

25,000 €

THEME SPECIALS XL ¹

campaign period: 4 weeks

- ✓ logo integration: desktop and MEW ²
- ✓ navigation entry
- ✓ header & footer
- ✓ medium rectangle (multiscreen) ³
- ✓ Logo integration within the homepage topic stage (2 days)

800,000 AIs

PACKAGE PRICE ⁴

50,000 €

1) Individual topics subject to editorial approval.

2) The client logo must be delivered 3 weeks prior to the go-live date.

3) Sitebar und Multiscreen Medium Rectangle = trafficzuführende Werbemittel auf WELT.de

4) Additional creation costs: €4,000 (not eligible for discounts or agency commission).

You can find your sales contact HERE.



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