

sept/oct 2025

AI MONTHS AT WELT AND BUSINESS INSIDER

For leading minds, strong content and relevant formats.

WELT

BUSINESS
INSIDER

| media impact

WE MAKE AI VISIBLE, UNDERSTANDABLE AND DISCUSSABLE

WELT and BUSINESS INSIDER are setting new standards in **AI journalism**, with a clear stance, strong reach and in-depth **AI expertise** from the editorial team and industry.

During the AI months of september and october, a cross-platform **360° stage** will be created with strong content, smart formats and high-calibre events.

Your brand benefits from relevant AI environments and high-conversion native formats, right at the centre of the technological discourse.

AI PIONEER

BECOME PART OF THE FUTURE OF AI: WITH WELT AND BUSINESS INSIDER

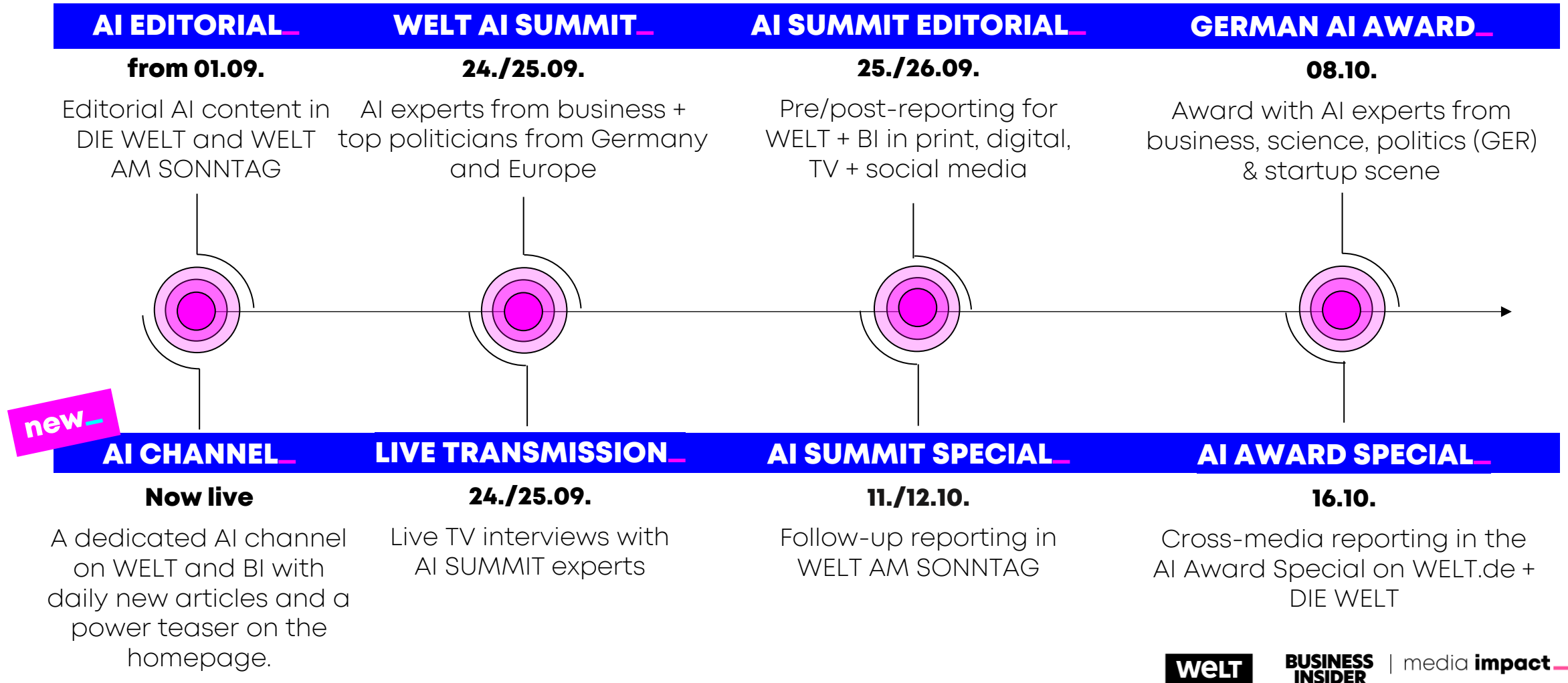
—AI months sept./ oct. 2025

—360° stage

—2. WELT AI SUMMIT

—7. German AI Award

AI JOURNEY WITH WELT AND BUSINESS INSIDER



THREE MODULES FOR YOUR AI STAGING

01

AI events

- **WELT AI SUMMIT**
- **GERMAN AI AWARD**

02

AI native

- **WELT AI STORY**
- **BRAND STORY**
Five questions for...
- **STATEMENT STORY**

03

AI environments

- **AI CHANNEL**
- **AI THEME SPECIAL**
- **AI SPECIAL PAGE**
- **AI-EVENT SPECIAL**
- **HOMEPAGE (BUNDLE)**

WELT AI SUMMIT

24/25 sept

FOR THE SECOND TIME, WELT IS BRINGING TOGETHER LEADING FIGURES FROM POLITICS AND BUSINESS IN BERLIN.

In september, the WELT media brand is once again inviting renowned AI experts from business, science and politics from Germany, Europe and the USA to the WELT AI SUMMIT in Berlin. Strategically, the WELT AI Summit sees itself as a bridge between Europe and the USA.

- 24/25 september 2025 at Axel Springer HQ in compliance with the Chatham House Rule
- approx. 130 top representatives from business, politics and science

AN INITIATIVE FOR EUROPEAN DATA SECURITY.

AI events

01

➤ Talk to us!



*In 2024, 43 CEOs had a full-day seat at the oval table

GERMAN AI AWARD

08 october

WELT AWARDS ONE OF THE LARGEST AI PRIZES IN EUROPE FOR THE SEVENTH TIME

The initiative focuses on practical AI applications from Germany that create economic added value. The aim is to promote AI research, accelerate knowledge transfer and anchor the responsible use of AI in the long term - for progress in the economy, society and in Germany as a business location.

08. october 2025 in Berlin, incl. Livestream

- AI experts from business & science, politics (GER) & the startup scene

AN INITIATIVE FOR GERMANY AS A BUSINESS AND SCIENCE LOCATION.

AI events

01

➤ Talk to us!



WELT AI STORY

new

AI native

02

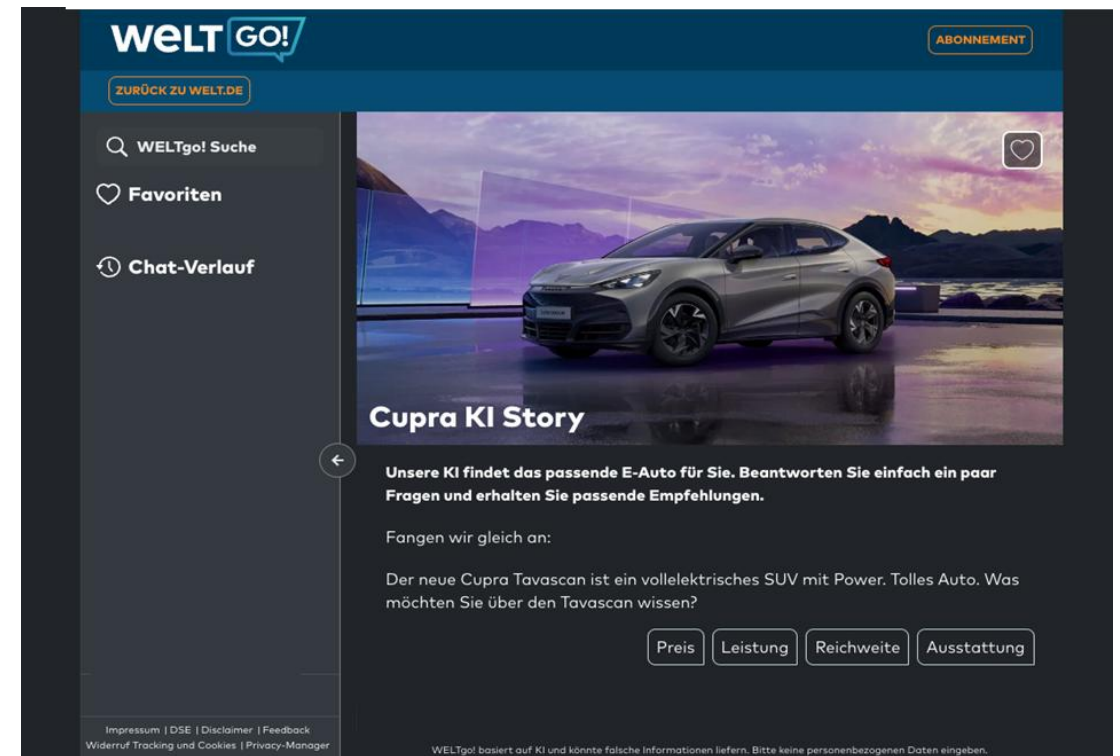
PERSONALIZED COMMUNICATION WITH THE AI-STORY!

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

AN AI CHATBOT FOR INDIVIDUAL DIALOGUE BETWEEN YOUR BRAND AND THE WORLD'S USERS.

➤ **WELT AI Story¹: € 120,000 gross² / 10,500,000 guaranteed AIs**

SAMPLE QUESTIONS FOR THE USER AS A STARTING POINT



¹ AI story Campaign duration: 6 weeks. Click here to get to the Native Factsheet. A lead time of 4 weeks is provided for the start of the campaigns. For AI stories from the pharmaceutical sector, prior review and approval by Legal is required.

² Package prices SR- and AE-eligible; plus creation costs including tech fee (these are not discount- and AE-eligible): 10.000 €

FIVE QUESTIONS FOR ...

AI native

02

THE BRAND STORY IN VIDEO FORMAR. THE IDEAL COMPLEMENT TO THE AI EVENT

Focus on your C-level: we produce a compact interview with you - 5 questions, 5 answers, recorded in the WELT TV studio including transcript. The story appears as video & text on WELT.de (homepage & relevant sections) and, if desired, on social networks such as LinkedIn - quickly and in line with your headlines & teasers.

➤ **WELT package S¹: € 94,500 gross, 30,000 views**

➤ **BUSINESS INSIDER package S²: € 20,000 gross, 5,000 views**

Level-up



¹ Incl. video production in the studio in Berlin, payout in the editorial environment, organic traffic, 28,000 guaranteed article views + social media. Additional options: Sponsored posts via LinkedIn, ¼ page print in DIE WELT and WELT AM SONNTAG. Price plus creation costs of € 10,000 N2, not eligible for discounts and AE. Lead time: 4-6 weeks.
² Editorial-style story! in the look and feel of BUSINESS INSIDER with a clear sender and message from your brand. Traffic is fed natively and across various channels. Plus €3,500 creation costs (Not SR-, AE- & AR-eligible).

STATEMENT STORY

THE PRODUCT STORY AS A STATEMENT STORY AS THE IDEAL COMPLEMENT TO THE AI EVENT

The statement story communicates your position in a powerful, modern and pointed way and in a serious environment. Your representative communicates your agenda directly to decision-makers, multipliers and consumers in the WELT audience. An appearance at a WELT event can be efficiently reinforced with this type of storytelling.

➤ **Price¹: € 47,000 gross, 4,700,000 AIs**

¹ Includes up to ten slides, graphic teaser with 4.7 million AIs, 100% WELT.de, plus two sponsored posts on LinkedIn via WELT (> 62,000 followers), guaranteed 8,000 article views, including creation, project management, technical setup, photos, infographics.
Print option: Additional ¼ page ad with photo, statement, accompanying short text and QR code / link to statement story on WELT.de incl. creation.

AI native

02

CASE: CUSTOMER DHL AS WELT STATEMENT STORY, PLAYOUT 2024

AI CHANNEL PRESENTING new

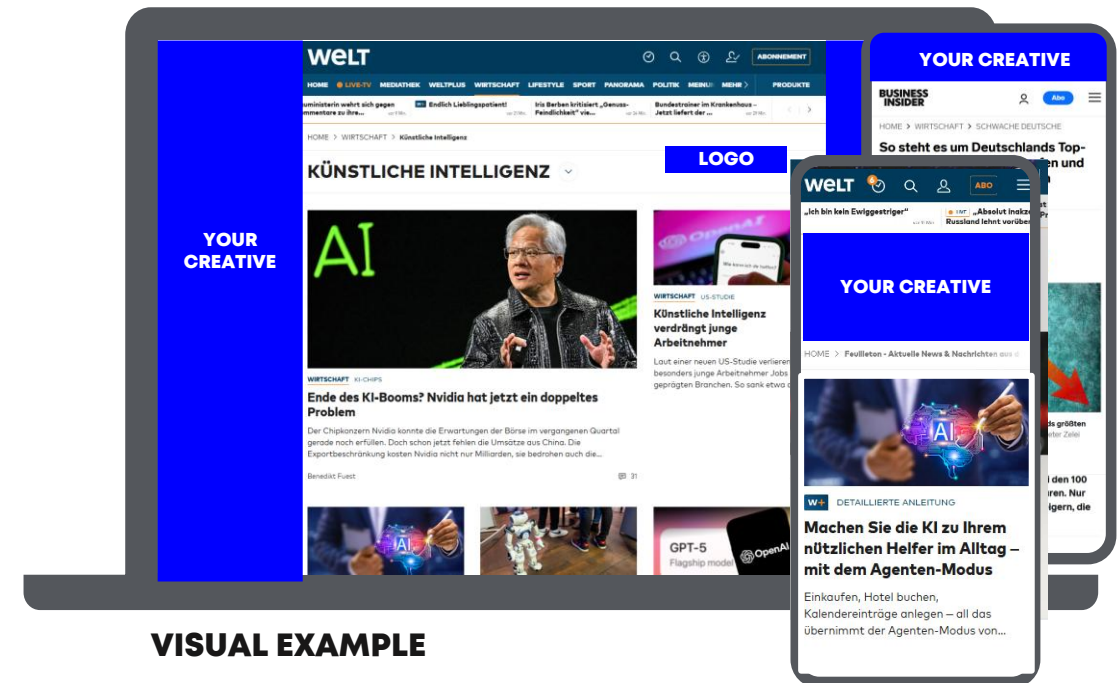
AI environments

03

NEW AI CHANNEL: LONG-TERM VISIBILITY FOR ARTIFICIAL INTELLIGENCE

The AI channel offers innovations a stage for discourse and communication, while providing users with reliable information, orientation, and practical use cases. As the exclusive presenter of the AI channel, you showcase your advertising formats prominently and reach C-level executives, innovators, tech-savvy audiences, and decision-makers.

- **WELT Content Presenting: from €35.00 gross CPM (BASIC version)***
- **BUSINESS INSIDER Content Presenting: Price on request***



VISUAL EXAMPLE

* For advertising formats, see the factsheet for WELT: https://www.mediaimpact.de/wp-content/uploads/WELT-Digital_Factsheet-2025-1-1.pdf and BUSINESS INSIDER: https://www.mediaimpact.de/wp-content/uploads/2025_ML_Businessinsider_Factsheet.pdf

AI THEME SPECIAL

AI environments

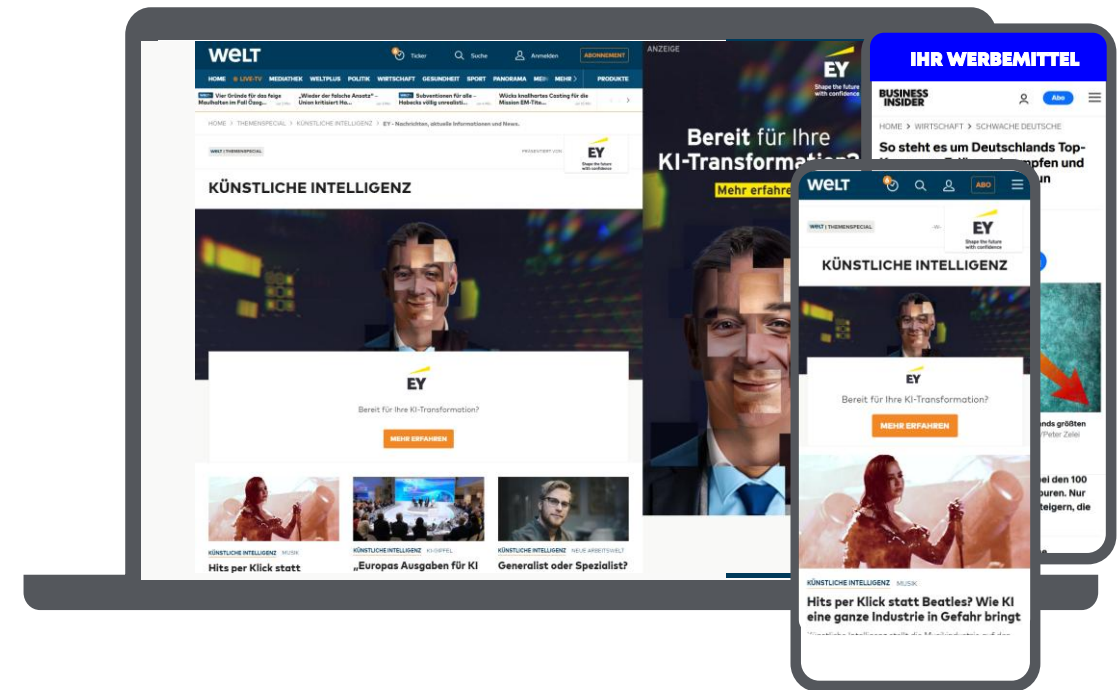
03

WHERE THE FUTURE OF AI IS PRESENTED; CONTEXT COUNTS.

In the AI topic special, high-quality editorial articles with AI relevance are bundled on a landing page. In the special, you appear as the exclusive sponsor of the editorial environment and are thus at the center of the AI discussion. Exclusive sponsorship on **WELT Digital¹** and/or **BUSINESS INSIDER²**:

- **WELT Theme special L: € 90,000 gross³, 1,450,000 AIs/4 weeks**
- **BUSINESS INSIDER Theme special: € 25,000 gross³, 400,000 AIs/4 weeks**

CASE: CLIENT EY IN THE WELT TOPIC SPECIAL ON ARTIFICIAL INTELLIGENCE, PLAYOUT 2024



¹ placement with a header and footer, a sitebar + multiscreen with a medium rectangle. Navigation entry and logo integration within the theme stage on the homepage (3 days).

Logo integration within the home stage. Home stage only possible from theme special M.

² Logo integration, sitebar or billboard and mobile banner (2:1 or 4:1).

³ Booking subject to availability. Plus creation costs of € 4,000, not eligible for discount or AE.

AI SPECIAL PAGE

year-round

FIRST-CLASS EXPERTISE, FIRST-CLASS ENVIRONMENT

Regular AI reporting in DIE WELT AND WELT AM SONNTAG on topics such as:

- Education, Mobility and much more
- Trends and innovations: Research, start-ups, industries & society
- AI in companies and everyday life
- Reflection on the ethical and social implications, responsible use.

➤ **1/4 corner ad:**
WELT AM SONNTAG € 38,900 gross
DIE WELT: € 19,900 gross

AI environments

03



AI EVENT SPECIAL

11/12 & 16 oct.

YOUR MESSAGE IN AN ENVIRONMENT OF EXCLUSIVE EVENT REPORTING AND FUTURE TOPICS

As part of the WELT AI SUMMIT and AI Award Special, readers receive in-depth reporting on the AI event. An ideal editorial environment for companies with a technological vision.

Position your brand at the center of the AI debate with an ad in the **WELT AM SONNTAG** AI SUMMIT Special!

- **WELT AI SUMMIT SPECIAL in WELT AM SONNTAG**
1/2 ad page: € 55,100 gross
- **WELT AI SUMMIT SPECIAL in DIE WELT**
1/2 ad page: € 30,800 gross

AI environments

03



HOMEPAGE BUNDLE

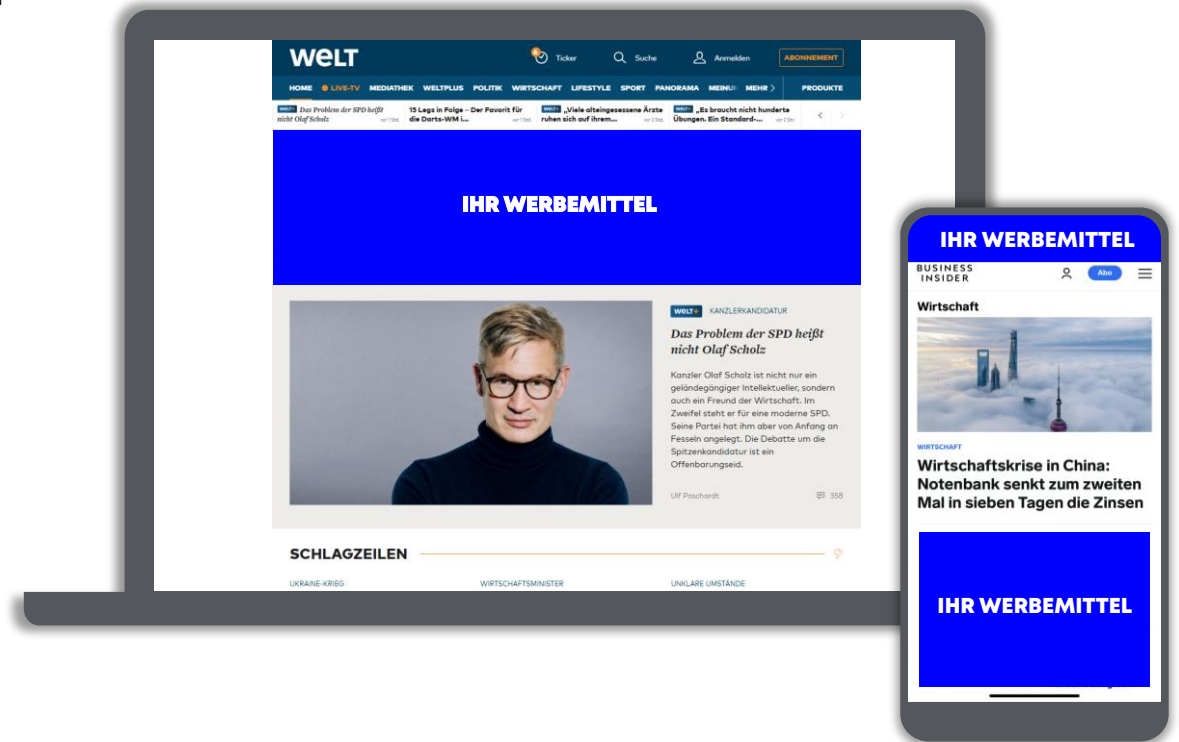
AI environments

03

REACH WELT AND BUSINESS INSIDERS ON THE DAY OF THE AI EVENT WITH JUST ONE BOOKING

Put your AI topics in the spotlight and benefit from maximum awareness with a large-scale advertising format with maximum impact on an AI event day. The campaign is played out multiscreen in order to reach your target group optimally in every usage situation.

➤ **Deluxe price*: € 66,000 gross, 2,450,000 AIs/day**



*Decision-maker Homepage Bundle: WELT Home, Business Insider Home + First Contact | 10-10 a.m.
Other formats available on request.

AI months sept./oct. 2025

YOUR CONTACT PARTNERS

Can be found [here](#).



Follow us on LinkedIn!



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WELT

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