

POLITICO

welt

**BUSINESS
INSIDER**

PREMIUM-GROUP

MISSION STATEMENT HIGHLIGHTS

TARGET GROUP

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

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PREMIUM is our departure into a new era. Courageous, clear, full of ideas.

Linette Inderbiethen, Chief Operating Officer, PREMIUM-GROUP

FOR RELEVANCE AND IMPACT

The PREMIUM-GROUP is a **unique alliance** of three independent quality media brands: POLITICO, WELT, and Business Insider.

We are the driving force for the leaders of today and tomorrow. Together, we stand for **journalistic excellence, multimedia strength, and technological innovation.**

For content that people trust — and messages that provide orientation.

We offer **exclusive access** to the **key decision-makers** in politics, business, and society — people who shape, rethink, and strive for more.

We create relevance where it matters.

For partners who aim higher.

For impact that lasts,
among the audiences that count most.



STRONG ALLIANCE OF THREE BRANDS

POLITICO

stands for in-depth, impartial political journalism. Nationally rooted and European in outlook, POLITICO delivers sound analysis and background reporting for those who shape policy.

WELT

stands for journalistic excellence and editorial diversity. With presence in print, digital, and TV, WELT delivers maximum reach and societal relevance. It provides context, stimulates debate, and enables well-founded opinion-making.

BUSINESS INSIDER

represents digital business journalism that opens forward-looking perspectives on business, finance, and careers. It accompanies everyone who wants to grow professionally, financially, and personally.

Our shared ambition is to redefine quality, conviction, and relevance – every day.

WE REACH EVERYONE WHO...

POLITICO

... shapes change.

WELT

... thinks differently.

**BUSINESS
INSIDER**

... strives for more.

**premium
gruppe_**



PREMIUM is strength. We combine the powerful brands WELT, POLITICO, and BUSINESS INSIDER to make our journalism unbeatable in the areas of politics, business, news, and freedom of expression.

Jan Philipp Burgard, editor-in-chief of the WELT-Group

**THE
PREMIUM-GROUP
REACHES**

38.6 M.

PEOPLE.

NEARLY EVERY SECOND PERSON IN GERMANY ENGAGES WITH PREMIUM GROUP MEDIA.

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INSIDER**

PREMIUM-GRUPPE

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PREMIUM is the best of the best —
tailored to the target audience on
all platforms.

Moritz Seyffarth, editor-in-chief of BUSINESS INSIDER Germany

EACH BRAND

REACHES A CLEARLY DEFINED,

DISTINCTIVE TARGET GROUP.

THE PREMIUM-GROUP CREATES

PERFECT SYNERGY,

**WITH TARGET GROUPS THAT COMPLEMENT AND
STRENGTHEN EACH OTHER IDEALLY.**

SHAPERS, MAKERS AND VISIONARIES

POLITICO

- Policy-Makers
- Political & economic decision-makers
- Lobbyists & opinion influencers

WELT

- Top-Opinion-Maker
- Highly educated audiences with strong purchasing power
- Complemented by luxury & lifestyle target group (ICON)

BUSINESS INSIDER

- Business-Professionals
- Entrepreneurs & innovation drivers
- Start-up audiences (Gründerszene)

TOP-LEVEL AUDIENCE ENGAGEMENT

POLITICO

100 %

german ministries

WELT

1,2 Mio.

decision-makers

**BUSINESS
INSIDER**

30 %

innovators*

58% of professional leaders** in Germany are reached through
the PREMIUM GROUP's media.

Source: b4p 2024 III, Basis: Users per month aged 14 and above, WELT (digital/print/TV), Business Insider, Politico.eu, and Politico.com

* 30% of Business Insider users are early adopters or innovators.

**Higher Managerial, Administrative & Professionals

WHO WE REACH...

**premium
gruppe_**

54% male

46% female

57% hold an academic
degree

56% have a monthly
household net income >
€3,500

64%

of business
leaders and
managers are
reached by the
PREMIUM-GROUP.

67% of the **LUXURY TARGET GROUP** is reached with the PREMIUM GROUP.

INTERESTS OF THE TARGET GROUP

Our users show a strong interest in **politics, finance, and business*** – with **over 70%** consuming related content regularly.

FUTURE-ORIENTED & OPINION-FORMING:

The PREMIUM GROUP includes an above-average number of

- **Innovators** (Index 141),
- **Lifestyle enthusiasts** (Index 116),
- **Early adopters** (Index 111) und
- **Established financial experts** (Index 118).

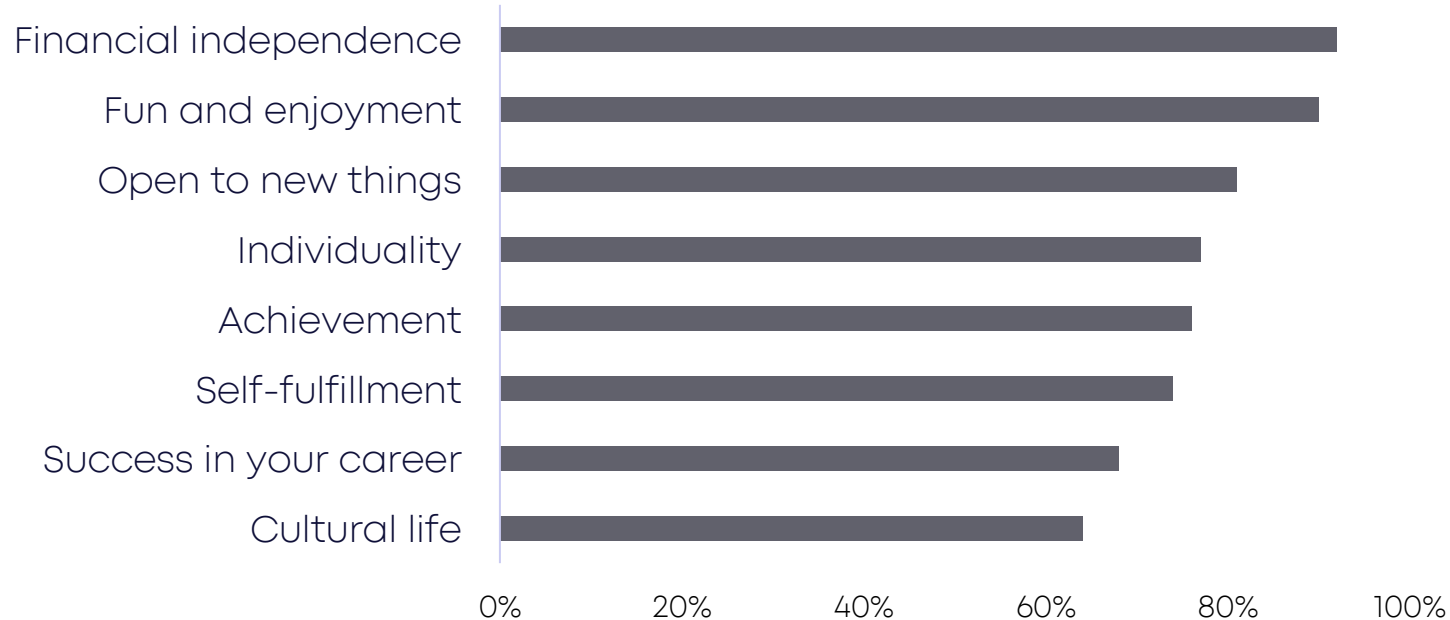


HOHER TECHNISCHER INNOVATIONSGRAD:

60.8% of **tech-savvy** people are users of the PREMIUM GROUP. AI tools are also already in use (index 112) or their use is planned for the next 1-2 years (index 121).

PREMIUM-GRUPPE NUTZER MIT HALTUNG

THESE SETTINGS DISTINGUISH THE PREMIUM GROUP OF USERS



**PREMIUM-GROUP
USERS have a
positive outlook
on life.**

**PREMIUM-GROUP
users are**

- confident
- open-minded
- curious
- ambitious

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PREMIUM-GROUP HIGHLIGHTS

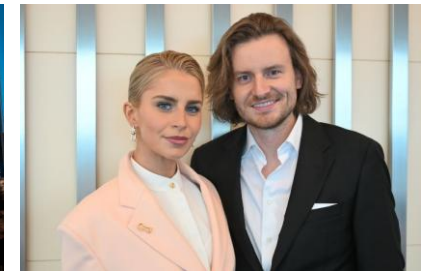
JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
05.06. THE POWER LIST 2025 - GERMANY'S TOP 50	08.07. Young. Female. In Politics x FTI		01.09.-16.10. AI Months WELT & BUSINESS INSIDER	08.10. German AI Award	07.11. WELT of the year – Generations in transition	11.12. POLITICO 28 – Gala Dinner in Brussels
13.06. WELT Artist Edition x KAWS			17.09. BUSINESS INSIDER FINANCE SUMMIT	09.10. FUTURE PIONEERS SUMMIT	10./11.11. WELT Security Summit	13./14.12. WELT AM SONNTAG Guest Edition x Andreas Gursky
			24./25.09. WELT AI Summit	18./19.10. WELT AM SONNTAG Asterix Edition		

THE POWER LIST 2025 – GERMANY'S TOP 50

**Three strong media brands.
Fifty individuals who move Germany.**

POLITICO, WELT, and BUSINESS INSIDER celebrated the premiere of THE POWER LIST – Germany's Top 50 in June, a joint award from the three media brands –including coverage across all channels.

The event honored for the first time personalities who are making a difference in Germany – in politics, business, culture, science, sports, and media. It sent a signal for impact, relevance, and the future.



HIGHLIGHT VIDEO



ARTIFICIAL INTELLIGENCE

Artificial intelligence is one of the most significant developments of our time and is shaping the economy, society, and communication.

With AI Months, WELT and BUSINESS INSIDER are creating a cross-platform 360° stage dedicated to the topic of AI.

What can you expect? Exciting editorial content, smart formats, and high-profile events such as the WELT AI Summit and the German AI Award.

NEW: The WELT AI Story, an interactive AI-powered storytelling chatbot that takes personalized communication to a new level.

**SEPTEMBER &
OCTOBER**

KI-MONATE BEI WELT UND BUSINESS INSIDER

EVENT

WELT AI SUMMIT

The AI event with the highest concentration of CxOs, approx. 130 top representatives from business, politics, and science.

**AI WELT
SUMMIT**

LEARN MORE

BUSINESS INSIDER, WELT AND POLITICO ARE LOOKING FOR REAL CHANGE-MAKER

GERMANY HAS EVERYTHING IT NEEDS FOR A STRONG COMEBACK.

With a new government that acts decisively. An economy that focuses on innovation. Now is the time to make Germany fit for the future. A new beginning with courage and determination.

With the Future Pioneers Summit, we are creating a unique platform and bringing together the pioneers who are seizing this new beginning as an opportunity and courageously leading the way: established and young innovation drivers from business and politics.



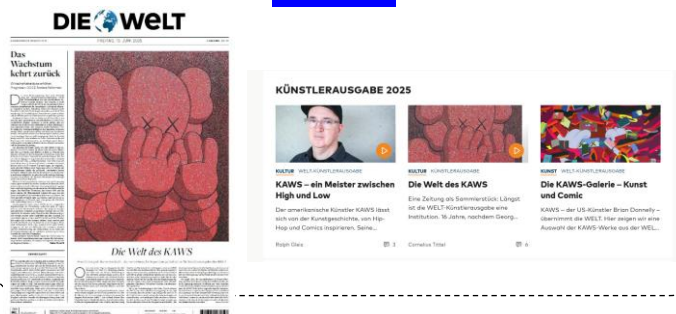
LEARN MORE

CLEAR PERSPECTIVE. STRONG CONTENT.

WELT ARTIST EDITION x KAWS

The exclusive edition has been published for 16 years, curated by the most famous artists of our time. In 2025, KAWS transformed the newspaper and WELT Digital into a total work of art.

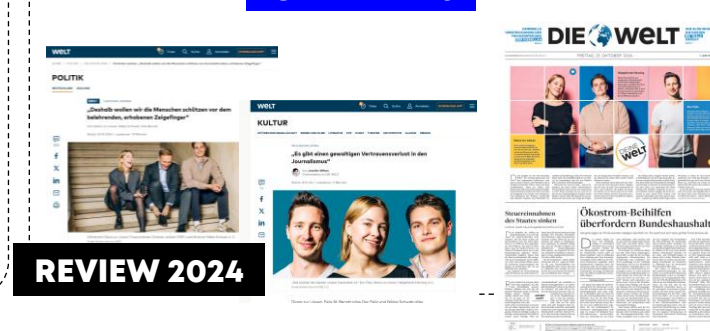
JUNE 13



WELT OF THE YEAR GENERATIONS

This cross-media highlight connects people of different ages. A wide range of topics highlight what connects them and focus on dialogue.

NOVEMBER 07



WELT AM SONNTAG GUEST EDITION BY ANDREAS GURSKI

The edition is a coveted collector's item and a statement bearing the unmistakable artistic signature of artist and photographer Andreas Gursky.

DECEMBER 13./14.



THE TABLE OF THE FUTURE

JANUARY 26-27, 2026

THE MOST EXCLUSIVE DECISION-MAKERS IN EUROPE.

The WELT Economic Summit brings together top decision-makers, politicians, top-level CEOs, and representatives from business and politics in Berlin.

The stage: a round table. Here, the most pressing issues of our time are debated. Current ideas from the speakers are discussed openly, intensively, and in strict confidence. A unique speed dating event with Europe's most exclusive decision-makers above the rooftops of Berlin.



WELT
WIRTSCHAFTSGIPFEL



TO THE BUNDLES



STRONG PREMIUM-BUNDLES

ONSITE-KOMBI

HomeRun Basic **WELT**

HomeRun Basic &
First Contact
BUSINESS INSIDER

Banner Germany
POLITICO

3.93 M. GARANTEED AIs

BEST OF-KOMBI

HomeRun Deluxe
WELT

Brand Story
BUSINESS INSIDER

Newsletter **POLITICO**

2.375 M. GARANTEED AIs

ADVERTORIAL-KOMBI

ONE STORY
on all brands

High-quality content in
the look & feel of the
brands

6.80 M. GARANTEED AIs

NEWSLETTER-KOMBI

1. POLITICS: 5nach12,
BI Daily, DECODED**

2. FINANCE: Alles auf
Aktien, Business Class***

3. ECONOMIC:
Gründerszene Daily, WELT
Wirtschaft****

OVER 2 M. SEND OUTS*

*Total reach over 4 weeks

**Distribution: 5nach12 – daily, BI Daily – weekdays, DECODED (POLITICO Pro offer) – weekdays

***Distribution: AAA – weekdays, Business Class – Mon+Thu

****Distribution: Gründerszene – weekdays, Wirtschaft – daily

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YOU CAN FIND YOUR **SALES CONTACTS** HERE.



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