

WELT special topics

2025

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

Perfect environment

Your ad in the right environment – without any additional investment.

With the editorial special topics in DIE WELT and WELT AM SONNTAG, we offer exciting themes from a wide variety of areas.

The special topics appear integrated in the newspaper or as a standalone booklet for readers to take out.

The Editorial Studio team is responsible for the content, reporting freely and independently to create a particularly credible environment.



Special series for permanent presence

The **WELT Editorial Studio** publishes a multi-part editorial series in **WELT AM SONNTAG** or **DIE WELT** on a broad topic such as fleet management, mobility or finance.

The editorial team covers a wide range of topics – always up to date and closely following developments in the industry. Its reporting is independent and unbiased.

The minimum frequency per series is three dates, and participation per special page is possible with an advertisement with a minimum format of 1,000 mm corner space. The scope of a special topic depends on the scope of the advertisement.



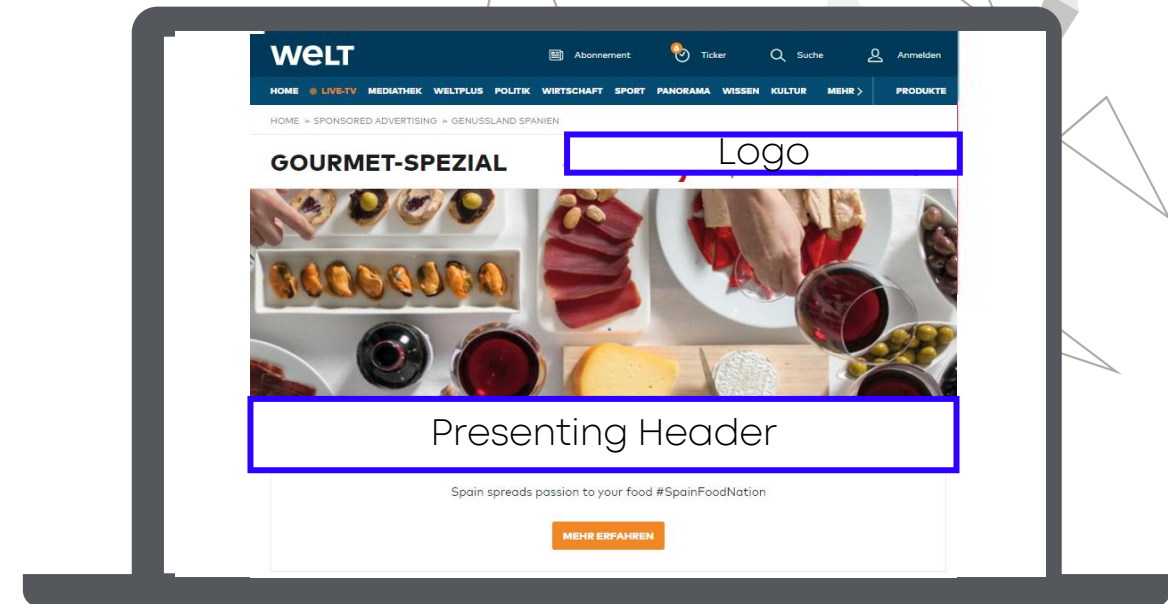
Special topic on all channels

Present your exclusive special topic digitally!

The special will be prepared in detail and in high quality on WELT.de. With a header and presenting footer, you will appear as the sponsor of the special on WELT.de in an eye-catching manner. Awareness and performance are the focus thanks to individual traffic-generating advertising media on WELT.de.

Special topic I Presented content traffic package

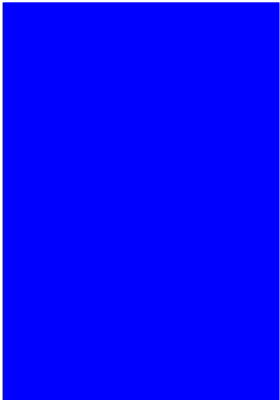
Duration 2–4 weeks | Header, presenting footer, sidebar, medium rectangle, (multiscreen)



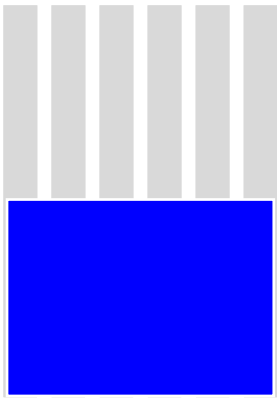
Standard formats



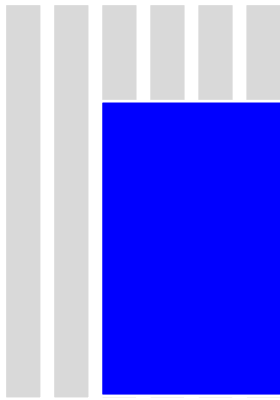
2/1 page
Format: 777 x 528 mm
Total millimetres: 8,976



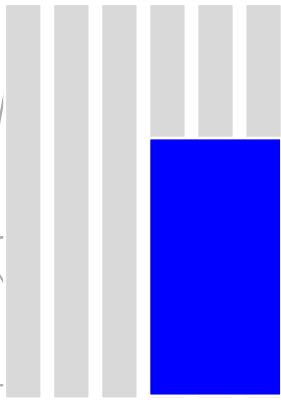
1/1 page
Format: 374.5 x 528 mm
Total millimetres: 4,224



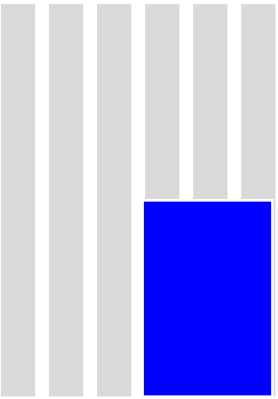
1/2 page
Format: 374.5 x 264 mm
Total millimetres: 2,112



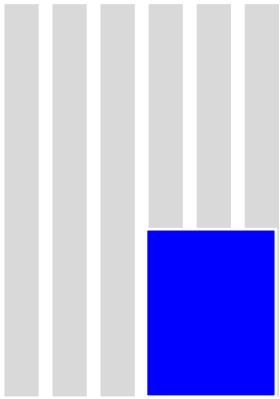
1/2 page corner
Format: 248.1 x 396 mm
Total millimetres: 2,112



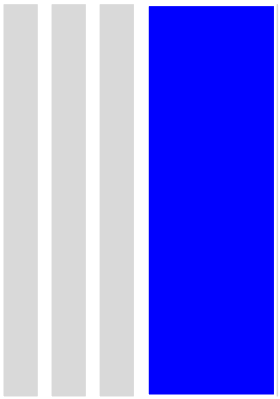
1/3 page corner
Format: 184.9 x 352 mm
Total millimetres: 1,408



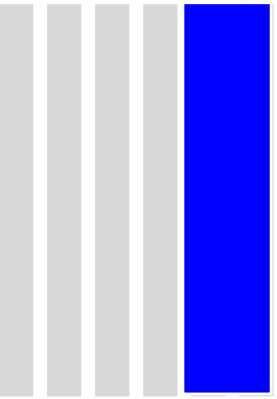
1/4 page corner
Format: 184.9 x 264 mm
Total millimetres: 1,056



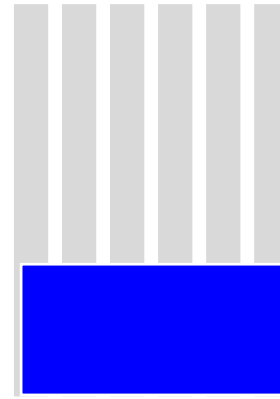
1,000 page corner
Format: 184.9 x 250 mm
Total millimetres: 1,000



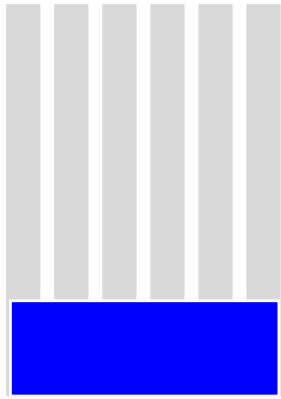
1/2 page portrait
Format: 184.9 x 528 mm
Total millimetres: 2,112



1/3 page portrait
Format: 121.7 x 528 mm
Total millimetres: 1,408



1/3 page landscape
Format: 374.5 x 176 mm
Total millimetres: 1,408



1/4 page landscape
Format: 374.5 x 132 mm
Total millimetres: 1,056

Formats & prices

PRINT

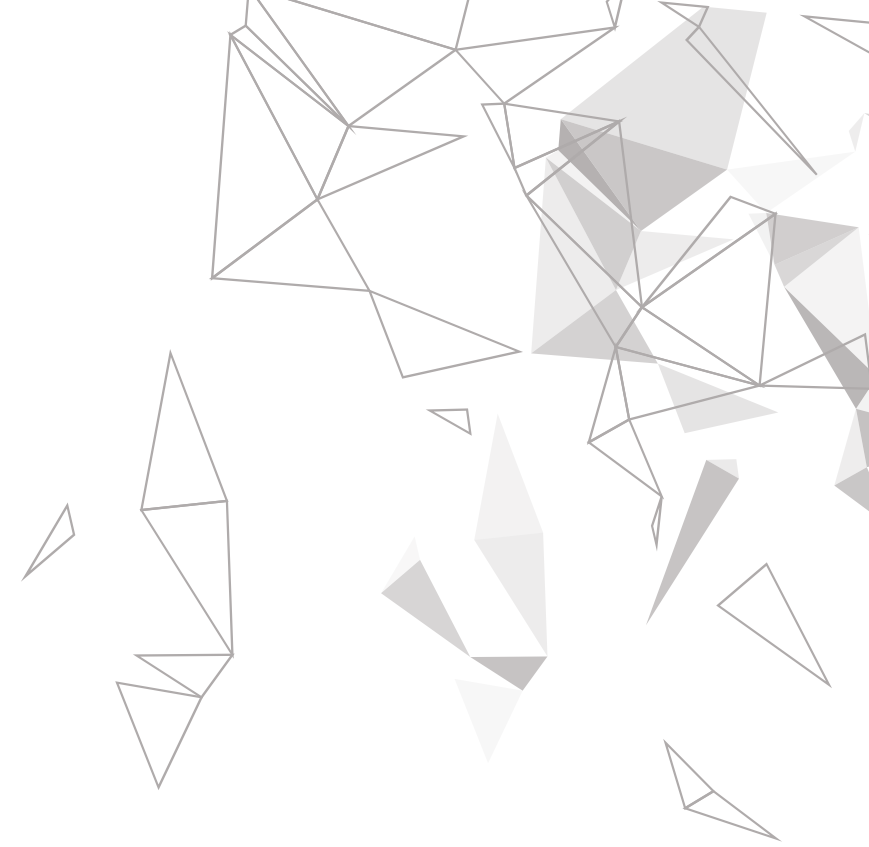
Format	WELT AM SONNTAG (Sat./Sun.) ^{1, 4}	DIE WELT (Mon.–Fri.) ^{2, 4}	WELT Print Total (Sat./Sun. + Mon.–Fri.) ^{3, 4}
1/1 page	99,600.00	56,550.00	132,725.00
1/2 page corner	55,100.00	30,800.00	73,000.00
1/4 page corner	38,900.00	19,900.00	49,955.00
1.000 format	36,950.00	18,900.00	47,450.00

DIGITAL

WELT.de	Cross-media special topic		Gross price
´package S	Duration 2–4 weeks Header, presenting footer, sidebar, medium rectangle, (multiscreen)	250,000 Ais	20,000.00
package M		500,000 Ais	40,000.00
package L		1,000,000 Ais	80,000.00

Price list no. 103 applies, valid from 01/01/2025. For supplement pages of independent specials, a surcharge of 10% will be added to the gross price. , Digital plus creation costs of €4,000. Can only be booked cross-media! ¹WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt. ²DIE WELT = DIE WELT, Mon–Fri. ³WELT Print Total = WELT AM SONNTAG + DIE WELT. ⁴Fixed price / Advertisements in the WELT Print Total booking unit appear within 14 days. ⁵For specials, placement on page 1 Special. All prices in euros plus VAT.

FIND YOUR CONTACT PERSON IN SALES HERE.



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media impact —
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deutschlands_



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