

# WELT **Advertorials**

Your tailor-made presence!

Media Data 2026

konzipiert von  
media **impact** —  
dem kreativsten kundenverstehender  
deutschlands\_

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# Prices & formats

| Format examples                                     | WELT AM SONNTAG<br>(Sat./Sun.) <sup>1</sup> | DIE WELT<br>(Mon.–Fri.) <sup>2</sup> | WELT Print Total<br>(Mon.–Fri. + Sat./Sun.) <sup>3</sup> |
|-----------------------------------------------------|---------------------------------------------|--------------------------------------|----------------------------------------------------------|
| Full page (1/1)<br>B 374.5 mm x H 528 mm            | 102,600.00 €                                | 58,250.00 €                          | 136,720.00 €                                             |
| Design costs*                                       | 3,000.00 €                                  | 3,000.00 €                           | 3,000.00 €                                               |
| Half page (1/2, landscape)<br>B 374.5 mm x H 264 mm | 56,750.00 €                                 | 31,700.00 €                          | 75,150.00 €                                              |
| Design costs*                                       | 2,500.00 €                                  | 2,500.00 €                           | 2,500.00 €                                               |
| Quarter page (1/4, corner)<br>B 184.9 mm x H 264 mm | 40,050.00 €                                 | 20,500.00 €                          | 51,450.00 €                                              |
| Design costs*                                       | 2,500.00 €                                  | 2,500.00 €                           | 2,500.00 €                                               |

<sup>1</sup> WELT AM SONNTAG = WELT AM SONNTAG Sat./Sun., incl. compact edition.

<sup>2</sup> DIE WELT = DIE WELT Mon.–Fri.

<sup>3</sup> WELT Print Total = DIE WELT Mon.–Fri. + WELT AM SONNTAG Sat./Sun. + WELT AM SONNTAG Kompakt (Sun.).

Prices apply as a supplement to the WELT price list, No. 104, valid from 01.01.2026. The version of the price list valid at the time of publication applies, including General Terms and Conditions for MI for newspapers as well as additional terms and conditions of the respective title in their current versions. A 15% agency commission/additional agency discount is granted when booking through a recognized advertising agency. All prices are subject to VAT and calculated after deduction of the applicable discounts for each object.

\*Design costs apply when advertorials are created through Media Impact and are neither commissionable nor eligible for further discounts, plus VAT.

# Digital advertorials

| Format examples                                                         | Ad Impressions | Package Price <sup>1</sup> |
|-------------------------------------------------------------------------|----------------|----------------------------|
| Package: Multiscreen Medium Rectangle (ROS), Billboard & Content Ad 4:1 |                |                            |
| WELT   6 weeks                                                          | 4M             | 25,000.00 €                |

**Communication goal:** Your advertising content is embedded in the look and feel of WELT.

**Focus:** Your products and messages appear in the style of the media brand and benefit not only from additional traffic but also from a trusted environment.

**Reporting / Monitoring:** Basic  
**Guaranteed:** Ad Impressions

<sup>1</sup> Additional creation costs: WELT €3,500 (not commissionable, not eligible for AE). Materials for advertorial stories must be submitted at least 2 weeks before campaign start. All prices (unless otherwise noted) are based on CPM or fixed price, plus agency commission, excl. VAT. Subject to change and errors excepted.

