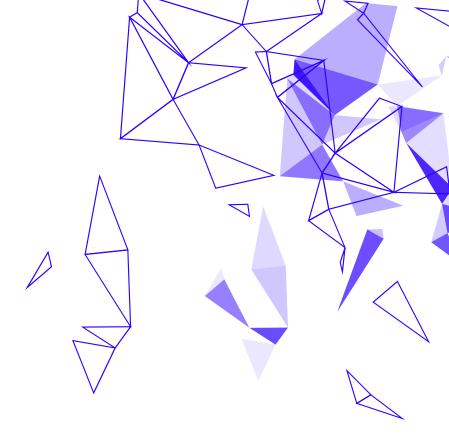
WELT advertorials

Your tailor-made presence!

Media Data 2025

media impact_

dem kreativsten kundenversteher deutschlands_



print advertorials

WELT's quality journalism provides the ideal framework to place your **individual** messages in a credible and effective way.

We support you with concept, design, and implementation – whether as an article in **DIE WELT, WELT AM SONNTAG**, or as an online contribution on **welt.de**.

In short: you craft the message, and we deliver it directly to our readers.



prices & formats

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Format examples	WELT AM SONNTAG (Sat./Sun.) ¹	DIE WELT (MonFri.) ²	WELT Print Total (MonFri. + Sat./Sun.) ³
Full page (1/1) B 374.5 mm x H 528 mm	99,600.00€	56,550.00 €	132,725.00 €
Design costs*	3,000.00 €	3,000.00 €	3,000.00 €
Half page (1/2, landscape) B 374.5 mm x H 264 mm	55,100.00 €	30,800.00 €	73,000.00 €
Design costs*	2,500.00 €	2,500.00 €	2,500.00 €
Quarter page (1/4, corner) B 184.9 mm x H 264 mm	38,900.00 €	19,900.00 €	49,955.00 €
Design costs*	2,500.00 €	2,500.00 €	2,500.00 €

Prices apply as a supplement to the WELT price list, No. 103, valid from 01.01.2025. 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.



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

² DIE WELT = DIE WELT Mon.-Fri.

³ WELT Print Total = DIE WELT Mon.-Fri. + WELT AM SONNTAG Sat./Sun. + WELT AM SONNTAG Kompakt (Sun.).

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

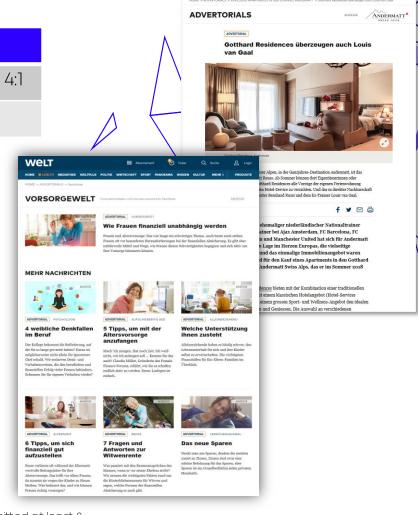
digital advertorials

Format examples	Ad Impressions	Package Price ¹		
Package: Multiscreen Medium Rectangle (ROS), Billboard & Content Ad 4:1				
WELT I 6 weeks	4M	25,000.00 €		

Communication goal: Your advertising content is embedded in the look and feel of WFLT

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



1) 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.

