WELT

special topics 2026

The perfect environment for your topics

konzipiert von

media impact_

dem kreativsten kundenversteher deutschlands_

Perfect environment

Special topics

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

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. The special topics appear integrated or as a separate book in the magazine.

Click here for the topic plan

WELT | media impact

Permanent presence

Special series

Maximum attention for your advertisement with a serial character.

With the editorial series in DIE WELT and WELT AM SONNTAG, the editorial team highlights a wide range of topics from mobility and finance to health.

WELT Editorial Studios is responsible for the content and reports independently and freely. The minimum frequency per series is three dates. Participation is possible per special page with an advertisement starting at a minimum format of 1,000 mm corner field. The scope of the special topic depends on the advertising volume.

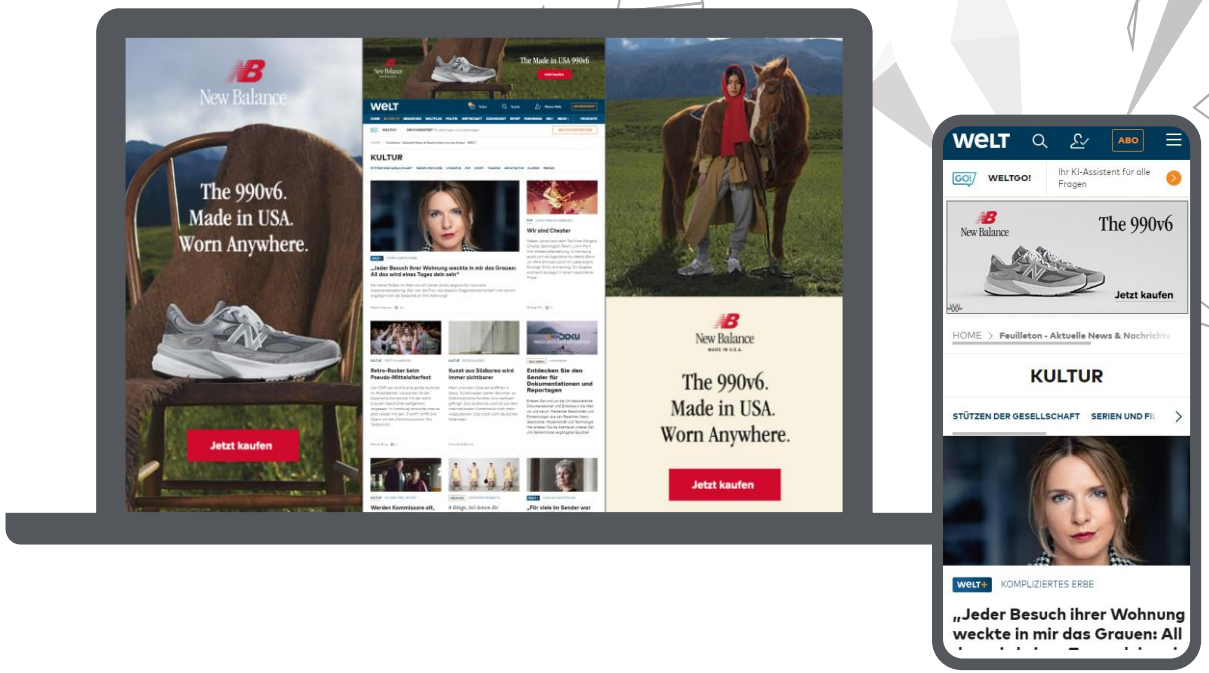
Your brand in the right environment

Content Presenting

The perfect environment for a lasting presence.

You position your brand where topics and target groups fit together perfectly – in the high-quality channels of WELT Digital. Logo integration and exclusive advertising materials ensure visibility in the direct context of relevant content – for maximum brand impact and credibility.

Reach is calculated individually, depending on the selected channel and duration. Billing is based on CPM.



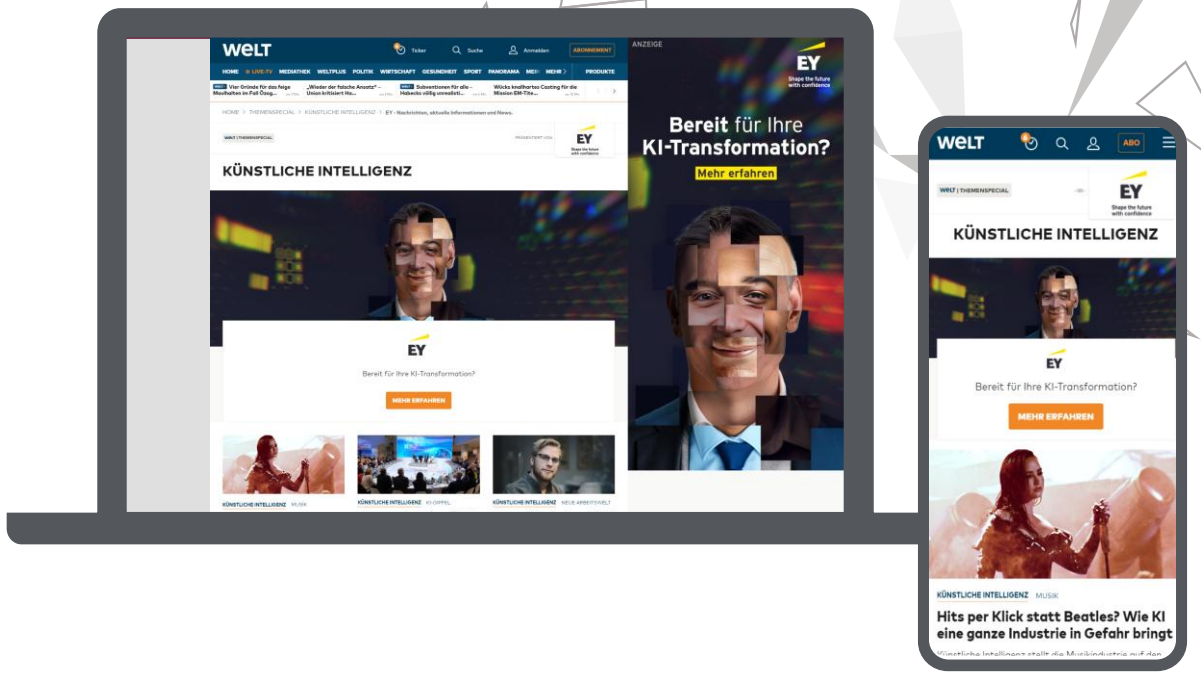
Case study: New Balance in Kultur Channel 09/2024

Topics that move you digital topic special

Your digital theme stage with guaranteed reach.

The theme special bundles editorial articles related to a specific topic on a landing page.

In the special, you appear as the exclusive sponsor of the editorial environment and are present there with advertising material[1]. As a highlight, you receive a navigation entry and logo integration on the WELT homepage[2]. Readers are directed to the special via traffic-generating advertising material[3].



1) Advertising material set: header + footer (MEW + app), sitebar + mobile medium rectangle (other formats available on request)
2) 2 days, logo integration within your own stage. Home stage only available with Theme Special M
3) Sitebar, medium rectangle
Case: Client: EY. Theme Special: Artificial Intelligence. Playout 2024. Topics can be found in the VKU; Additional topics available upon request.

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	102,600.00	58,250.00	136,720.00
1/2 page	56,750.00	31,700.00	75,150.00
1/3 page	53,450.00	27,400.00	68,700.00
1/4 page	40,050.00	20,500.00	51,450.00
1,000 format	38,100.00	19,500.00	48,950.00

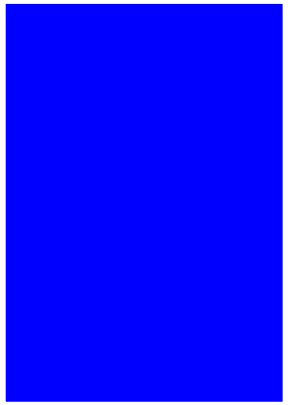
DIGITAL

WELT.de	Duration / advertising material	AI's	Gross price
Content Presenting	individual	depending on the channel	40.00 € CPM
Content Presenting Plus		depending on the channel	57.50 € CPM
Special topics[1]	Duration 4 weeks | Logo integration (Desktop/MEW)3, navigation entry, header & footer, sitebar4 + medium rectangle (multiscreen)4	400,000	25,000.00 €
Special topics XL[1] Logo integration within the theme stage on the homepage (2 days)		800,000	50,000.00 €

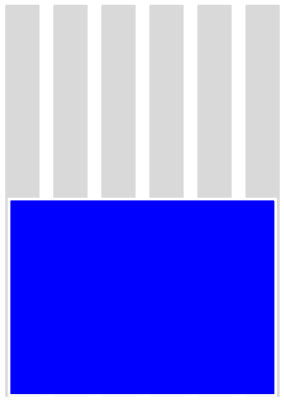
Print: Price list no. 104 applies, valid from January 1, 2026. For supplement pages of independent specials, a surcharge of 10% will be added to the gross price. ,
[1]WELT AM SONNTAG = WELT AM SONNTAG on Sat. + WELT AM SONNTAG on Sun. incl. WELT AM SONNTAG Kompakt. [2]DIE WELT = DIE WELT, Mon–Fri. [3]WELT Print Total = WELT AM SONNTAG + DIE WELT. [4]Fixed price / Advertisements in the WELT Print Total booking unit appear within 14 days. [5]For specials, fixed position page 1 . 1) Individual topics after consultation with the editorial team. 2) Plus creation costs: €4,000 (not eligible for discounts or AE) 3) The customer logo must be delivered 3 weeks before the live date. 4) Sitebar and Multiscreen Medium Rectangle = traffic-generating advertising media on WELT.de. All prices in euros plus VAT.

Standard formatS

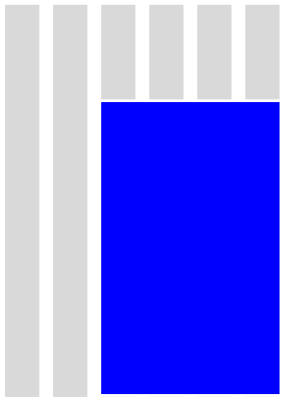
2/1 page
Format: 777 x 528 mm
Total millimetres: 8,976



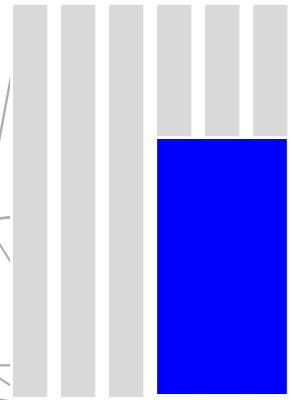
1/1 page
Format: 374.5 x 528 mm
Total millimetres: 4,224



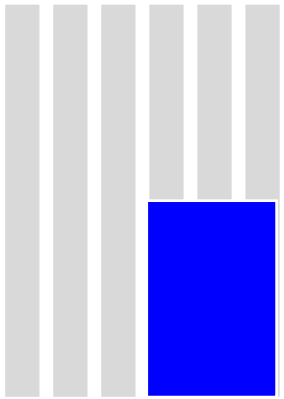
1/2 page
Format: 37.5 x 264 mm
Total millimetres: 2,112



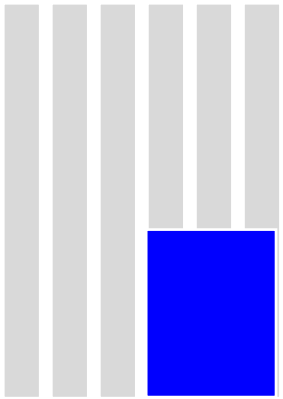
1/2 page corner
Format: 248.1 x 396 mm
Total millimetres: 2,112



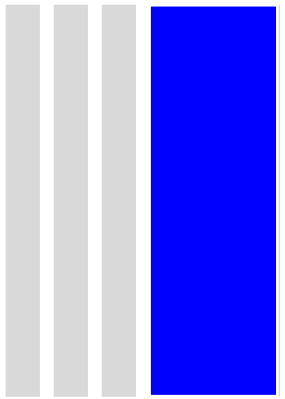
1/3 page corner
Format: 184.9 x 352 mm
Total millimetres: 1,408



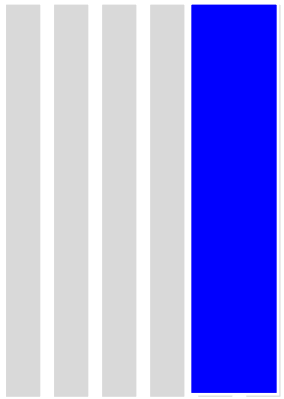
1/4 page corner
Format: 184.9 x 264 mm
Total millimetres: 1,056



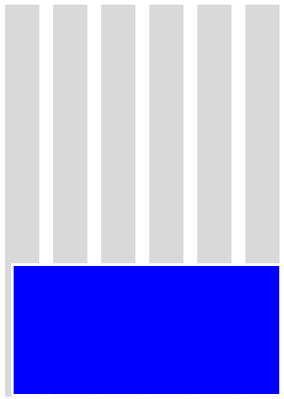
1,000 page corner
Format: 184.9 x 250 mm
Total millimetres: 1,000



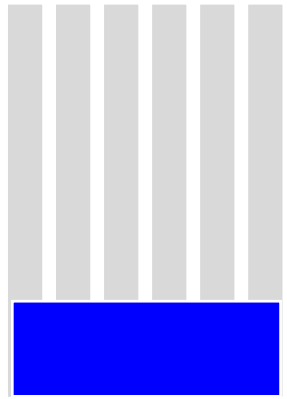
1/2 page portrait
Format: 184.9 x 528 mm
Total millimetres: 2,112



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

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