

THE WORLD BELONGS TO THOSE WHO THINK IN A NEW WAY

Rate card no. 103, valid as of 01.01.2025

impassioned by

media **impact**—

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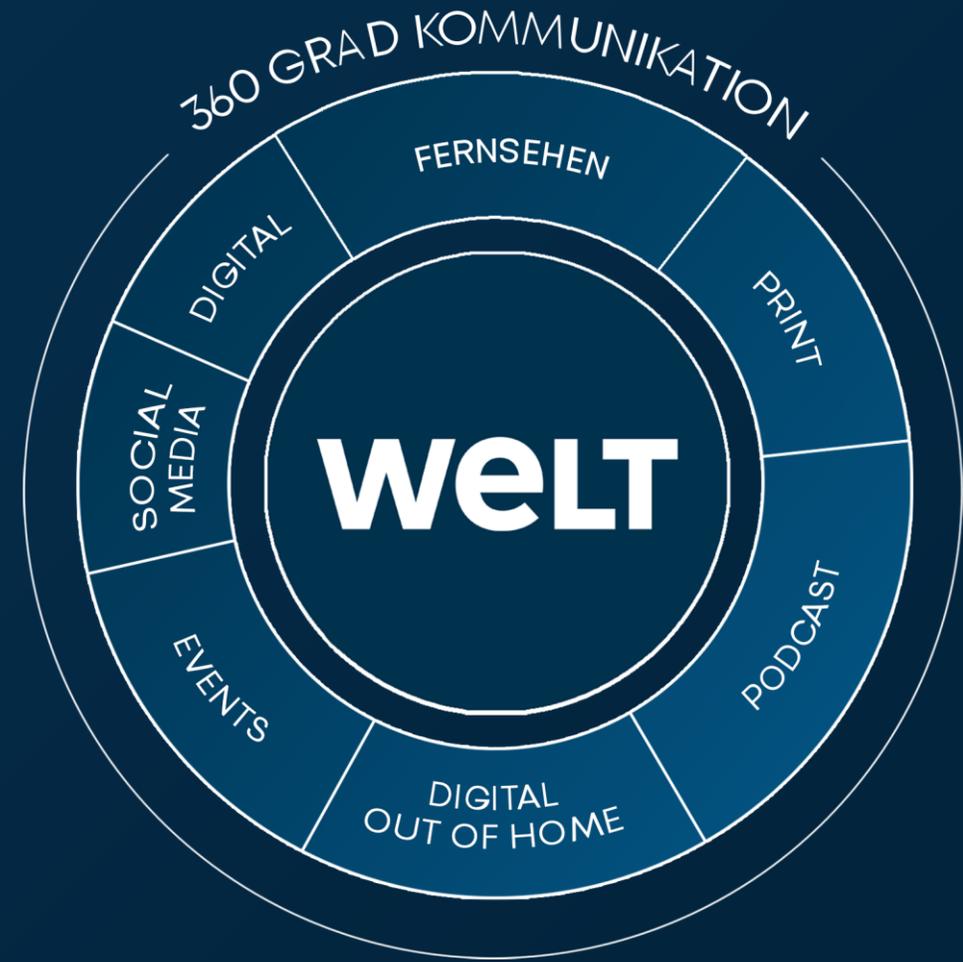
13. Contact

01. THE POWER OF WELT

WELT provides wide-ranging journalism for digital, TV, print, podcast and event formats. By linking journalism and technology, WELT ensures that journalism is fit for the future. The focus at WELT is firmly on news, analyses and commentaries from the worlds of politics, business, finance, culture, sport and lifestyle.

Every story – no matter whether as text, video, photo or live reporting – aims to provide reliable, user-friendly information and appeal to readers and viewers alike with passionate journalism, innovative products and a commitment to experimentation. WELT stands for quality journalism, diversity of opinion, debate and independence.

WELT AM SONNTAG, DIE WELT, WELT Digital and WELT Events are climate-neutral with ongoing reduction measures and compensation. WELT Print and WELT Digital are additionally certified with a seal of the technical inspection agency TÜV-Nord as climate-neutral products. Read all about climate neutrality at WELT [here](#).



02. TITLE PORTRAIT

WELT AM SONNTAG is the most important weekend read for discerning readers. It stands for outstanding journalistic expertise and regularly offers compelling investigative stories from the worlds of business and politics.

WELT AM SONNTAG, published with one issue on Saturday and Sunday respectively, is aimed at the target group of decision-makers in their private lives who want to spend their weekends in a relaxed reading atmosphere and pursue their personal reading interests.

DIE WELT concisely presents the current news events and debates every day from Monday to Friday. In a slim paper, it relies on pointed texts and a stringent structure that bundles content around a single topic. DIE WELT is aimed at the target group of decision-makers who want to be optimally informed in a limited time frame during the week.



03. BOOKING UNITS

WELT AM SONNTAG includes WELT AM SONNTAG on Saturday and WELT AM SONNTAG on Sunday incl. WELT AM SONNTAG Kompakt.

DIE WELT is published Monday to Friday.

WELT Print Total includes the booking unit WELT AM SONNTAG plus the booking unit DIE WELT. Advertisements in the booking unit WELT Print Total are published within 14 days (Sat./Sun. and Mon.-Fri.).¹

WELT AM SONNTAG, DIE WELT and WELT Print Total are the national ad booking units for branded product, service, tourism and financial advertising.

Title: WELT AM SONNTAG
Format: Nordic
Publishing Day: Sat./Sun.

Title: WELT AM SONNTAG Kompakt
Format: Tabloid
Publishing Day: Sun.

Title: DIE WELT
Format: Nordic
Publishing Day: Mon.-Fri.

Title: WELT Print Total
(WELT AM SONNTAG / WELT AM SONNTAG Kompakt / DIE WELT)

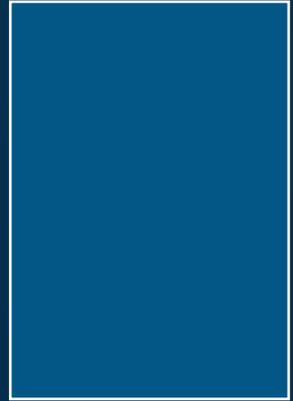
Format/Publishing Day see above.

¹On consultation with the advertiser, the publisher reserves the right to move with a maximum of five working days for DIE WELT if technical reasons make this necessary.

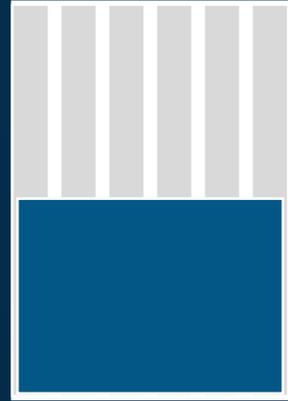
04. STANDARD FORMATS



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



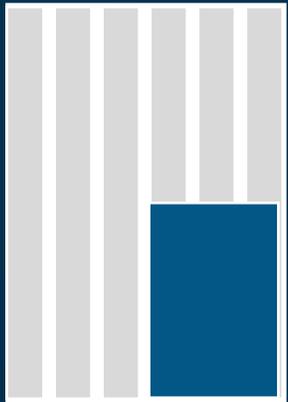
1/2 page
Format: 374.5 x 264 mm
Total millimetres: 2,112



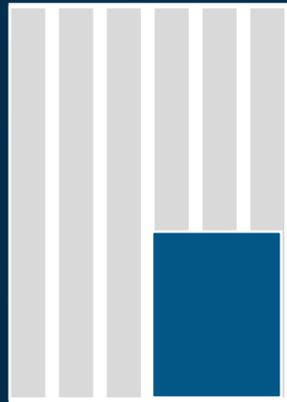
1/2 page corner
Format: 248.1 x 396 mm
Total millimetres: 2,112



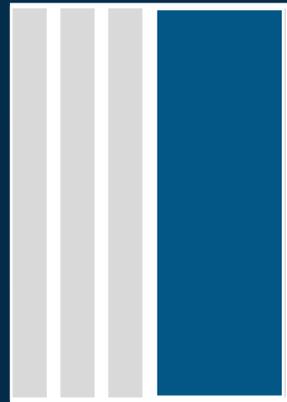
1/3 page corner
Format: 184.9 x 352 mm
Total millimetres: 1,408



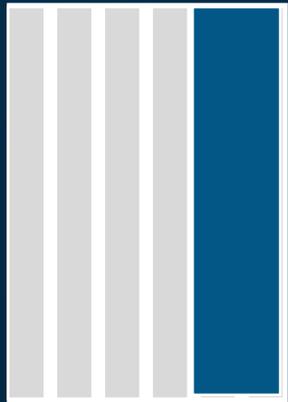
1/4 page corner
Format: 184.9 x 264 mm
Total millimetres: 1,056



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

04. STANDARD FORMATS

| Nr. | Format | WELT AM SONNTAG (Sat./Sun.) ^{1, 4} | DIE WELT (Mon.–Fri.) ^{2, 4} | WELT Print Total (Sat./Sun. + Mon.–Fri.) ^{3, 4} |
|-----|-----------------------|--|---|---|
| 1 | 2/1 page ⁵ | 212,025.00 | 120,775.00 | 282,875.00 |
| 2 | 1/1 page | 99,600.00 | 56,550.00 | 132,725.00 |
| 3 | 1/2 page landscape | 55,100.00 | 30,800.00 | 73,000.00 |
| 4 | 1/2 page corner | 55,100.00 | 30,800.00 | 73,000.00 |
| 5 | 1/3 page corner | 51,900.00 | 26,550.00 | 66,710.00 |
| 6 | 1/4 page corner | 38,900.00 | 19,900.00 | 49,955.00 |
| 7 | 1000 format | 36,950.00 | 18,900.00 | 47,450.00 |
| 8 | 1/2 page portrait | 55,100.00 | 30,800.00 | 73,000.00 |
| 9 | 1/3 page portrait | 51,900.00 | 26,550.00 | 66,710.00 |
| 10 | 1/3 page landscape | 51,900.00 | 26,550.00 | 66,710.00 |
| 11 | 1/4 page landscape | 38,900.00 | 19,900.00 | 49,955.00 |

An extra charge of 10% will be made on the gross rate for premium placements. Premium placements are in DIE WELT opening spread, page 5, opening pages and in WELT AM SONNTAG opening spread, page 5, page 7, last page in 1st book and opening pages. For WELT AM SONNTAG and WELT Print Total, there is a placement guarantee only for WELT AM SONNTAG Nordic. Reservations for premium placements expire if no written booking order has been submitted four weeks before the ad deadline. There is no placement guarantee for WELT AM SONNTAG Kompakt.

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 rate ⁵of which crossover surcharge WELT AM SONNTAG €12,825.00, DIE WELT €7,675.00 and WELT Print Total €17,425.00. / Ads in the booking unit WELT Print Total appear within 14 days. Upon consultation with the advertiser, the publisher reserves the right to move with a maximum of 5 working days for DIE WELT if technical reasons make this necessary. See conversion table under section Format Adjustments to adjust the format for WELT AM SONNTAG Kompakt. All rates in euros plus VAT.

05. BASIC RATES

| mm rates b/w-colour | WELT AM SONNTAG (Sat./Sun.) ^{1, 4} | DIE WELT (Mon.–Fri.) ^{2, 4} | WELT Print Total (Sat./Sun. + Mon.–Fri.) ^{3, 4} |
|--|--|---|---|
| Ads with solus position starting at 1,000 mm | 36.95 | 18.90 | 47.45 |
| Text passage ads⁵ 1–2 columns/10-100 mm, per text column mm | 104.00 | 84.20 | 160.00 |
| Ads without solus position , 10–2,112 mm | 23.60 | 13.40 | 31.45 |
| Financial ads / mandatory ads⁶ without solus position | - | 2.60 | - |
| Financial ads⁷ without solus position , 10–2,111 mm | 20.65 | 10.20 | 26.20 |
| Mandatory⁶ / Financial ads⁷ with solus position , starting at 1,000 mm (max. height 390 mm) | 27.05 | 15.35 | 36.00 |
| Family ads⁸ without solus position, only b/w | 14.00 | 7.70 | - |
| Company obituaries ⁸ without solus position, only b/w (with solus position see 4. Standard formats) | 23.55 | 13.40 | 31.45 |
| Official proclamations (without discounts), minimum size 1 column /10 mm. only b/w | - | 7.70 | - |

Orders: ampx@axelspringer.com or via OBS

Printing material: Contact see 11. Printing material or tel: +49 (0) 151 194 708 19 or +49 (0) 175 728 493 3

Consultation: Contact see 13. Contact or tel: +49 (0) 170 375 3177

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. ⁴Ads in the booking unit of WELT Print Total appear within 14 days. On consultation with the advertiser, the publisher reserves the right to move with a maximum of 5 working days for DIE WELT if technical reasons make this necessary. ⁵Text passage ads without conversion factor. When converting the text columns into advertisement columns, please use a conversion factor of 1.333.

⁶Text-only announcements with company logo, without special design, without placement instruction. Announcements that have been stipulated through legislation on stock-exchange publicity such as invitations to shareholders' meetings, dividend announcements, applications for registration, rights offerings, annual and interim reports of corporations listed on the stock exchange, as well as prospectuses for stock exchange listings. ⁷Voluntary publicity on capital-market activities (warrant offerings, certificates, tombstones, financial statements and reports, new issues that announce the security identification number, the period for subscription and the issuing price). ⁸No publication in WELT AM SONNTAG Kompakt. For ad and printing material deadlines see Technical specifications, closing dates. All rates in euros plus VAT.

06. REGIONAL ISSUE

NORTH RHINE-WESTPHALIA

| Single booking NRW issues Essen/Dortmund, Düsseldorf, Cologne, Münster/Bielefeld and total NRW booking | WELT AM SONNTAG (Sat./Sun.) |
|--|-----------------------------|
| Rates | b/w-colour |
| mm basic rates¹ | |
| 1 issue | 3.00 |
| 2 issues of choice | 5.05 |
| 3 issues of choice | 6.70 |
| North Rhine-Westphalia Total | 8.50 |
| 1/1-page rates – 8 col. (374.5 mm) x 528 mm | |
| 1 issue | 12,672.00 |
| 2 issues of choice | 21,331.00 |
| 3 issues of choice | 28,300.00 |
| North Rhine-Westphalia Total | 35,904.00 |
| Text passage ads² - per text column mm | |
| 1 issue | 11.75 |
| 2 issues of choice | 15.30 |
| 3 issues of choice | 19.70 |
| North Rhine-Westphalia Total | 23.95 |

06. REGIONAL ISSUE NORTH RHINE-WESTPHALIA

| Single booking NRW issues Essen/Dortmund, Dusseldorf, Cologne, Münster/Bielefeld and NRW complete booking NRW | WELT AM SONNTAG (Sat./Sun.) |
|--|--------------------------------|
| Rates | b/w-colour |
| Corner ads on text pages³ - per text column mm | |
| 1 issue | 3.75 |
| 2 issues of choice | 6.00 |
| 3 issues of choice | 7.55 |
| North Rhine-Westphalia Total | 9.20 |
| Island ads NRW fixed price - 2 text columns/100 mm | 3,400.00 |
| Events⁴ - theatre opera, concert | minus 30 % on rate card |
| Placement surcharge for 1st page or society page | 10 % |
| Subject split per issue | 190.00 |

Please request our theme plans/rates for special publications, the NRW select magazine, special advertising formats or brochure inserts via e-mail at sabrina.van-der-holst@axelspringer.com.

06. REGIONAL ISSUE HAMBURG

| Rates b/w colour | | WELT AM SONNTAG (Sat./Sun.) | DIE WELT (Mon.–Fri.) ¹ | WELT Print Total (Sat./Sun. + Mon.–Fri.) ² |
|--|-------------------------------|--------------------------------|--------------------------------------|--|
| 1/1 page | 8 col. (374.5 mm) x 528 mm | 32,102.00 | 21,120.00 | 37,171.00 |
| 1/2 page | 8 col. (374.5 mm) x 264 mm | 16,051.00 | 10,560.00 | 18,585.50 |
| 1/4 page corner ³ | 3 t. col. (184.9 mm) x 264 mm | 9,742.00 | 7,366.00 | 11,167.00 |
| Fixed format 1 ⁴ | 1 t. col. (58.5 mm) x 150 mm | 1,463.00 | 953.00 | 1,680.00 |
| Fixed format 2 ⁴ | 2 t. col. (121.7 mm) x 150 mm | 2,925.00 | 1,905.00 | 3,360.00 |
| Fixed format 3 ⁴ | 3 t. col. (184.9 mm) x 150 mm | 4,388.00 | 2,858.00 | 5,040.00 |
| Fixed format 4 ⁴ | 4 t. col. (248.1 mm) x 150 mm | 5,850.00 | 3,810.00 | 6,720.00 |
| Strip 1 ⁴ | 8 col. (374.5 mm) x 250 mm | 15,200.00 | 10,000.00 | 17,600.00 |
| Strip 2 ⁴ | 8 col. (374.5 mm) x 150 mm | 11,070.00 | 8,370.00 | 12,690.00 |
| Strip 3 ⁴ | 8 col. (374.5 mm) x 90 mm | 6,642.00 | 5,022.00 | 7,614.00 |
| Text passage ad mm | from 10 mm per text column | 32.95 | - | - |
| Title header ads page 1 WELT ⁴ | 2 x 46 mm x 28 mm | - | 3,300.00 | - |
| Gripping corner page 1 WELT ^{4,5} | Mon.–Fri., 118 mm x 120 mm | - | 3,300.00 | 5,650.00 |

For special topics and special pages, please request our separate rate card plus topic schedule at <https://www.mediaimpact.de/portfolio/welt-wams-hamburg> or contact us by e-mail: marc.hussein@axelspringer.com.

Ad deadline: Tuesday, 2.00 p.m.; orders and printing material to: welt-regio@axelspringer.de

¹DIE WELT = DIE WELT Hamburg-booking · ²WELT Print Total = DIE WELT Hamburg booking and WELT AM SONNTAG Hamburg incl. insertion of this issue in the Kompakt issue. Advertisements in the booking unit WELT Print Total are published within 14 days. On consultation with the advertiser, the publisher reserves the right to move with a maximum of 5 working days for DIE WELT if technical reasons make this necessary. · ³Without qualifying for solus position. · ⁴DIE WELT entitled to move ad within one week by agreement. Without solus position. · ⁵WELT AM SONNTAG ad placement optimally. All rates in euros plus VAT.

06. REGIONAL ISSUE BAVARIA

| Rates b/w-colour | | WELT AM SONNTAG (Sat./Sun.) |
|----------------------|-------------------------------|--------------------------------|
| Fixed formats | | |
| 1/1 page | 8 col. (374.5 mm) x 528 mm | 13,360.00 |
| 1/2 page | 8 col. (374.5 mm) x 264 mm | 6,790.00 |
| ¼ page ¹ | 3 t. col. (184.9 mm) x 264 mm | 3,460.00 |

Please request our special topics schedule via e-mail at lukas.wohlfarth@axelspringer.com an.

Advertising deadline: 9 days before publication. Printing material: 3 days before publication, 10 a.m. Contact: welt-regio@axelspringer.de. The publisher reserves the right to postpone publication. ¹Millimeters are calculated with the conversion factor 1.333. All rates in euros plus VAT.

07. BROCHURE INSERTS

| | DIE WELT (Mon.–Fri.) | | WELT AM SONNTAG (Sat./Sun.) | |
|----------------|-------------------------|-----------------|--------------------------------|-----------------|
| | Total | Partial booking | Total | Partial booking |
| Weight up to | | | | |
| 20 g | 162.00 | 167.65 | 170.00 | 175.65 |
| 25 g | 166.00 | 171.65 | 174.00 | 179.65 |
| 30 g | 170.00 | 175.65 | 177.00 | 182.65 |
| 35 g | 173.00 | 178.65 | 180.00 | 185.65 |
| 40 g | 177.00 | 182.65 | 185.00 | 190.65 |
| Every add. 5 g | 3.45 | 3.45 | 3.45 | 3.45 |

Coordination: beiprodukte@axelspringer.com
 Consultation: 13. Contact

Maximum weight 75 g. Greater weights on request. Insert orders are not discountable. The rate for a complete booking applies to bookings of all Nielsen regions (N1–N7). The rate for a partial booking applies to print runs of at least 10,000 copies.

Joint advertising: inserts that are jointly used by a number of advertisers are possible only with a special contract and an extra charge.
 Minimum print run: 10,000 copies

Booking possibilities:
 Exclusion of competitive advertising:
 Cancellation deadline:
 Delivery deadline:
 Addresses for delivery:

We will gladly provide more information on request
 will not be granted
 4 weeks before publication
 4 working days before publication franco domicile
 delivery addresses and quantities available upon request

It must be possible to process the inserts by machine.
 Smallest format: 10.5 x 14.8 cm (post card)
 Largest format: 26.0 x 38.0 cm

Larger formats can be inserted if they are folded down to the highest format. All multiple page inserts should be folded along the longest side. If the insert consists of several parts, a fixed connection between these parts is required. Different types of folding such as double-gate and zigzag folding cannot be processed. If the brochure inserts contain postcards, these should be glued to the inside. Insert orders are binding for the publisher only after presentation of a binding sample of the insert and its confirmation. The publication of a note about the insert for which no charge is made is up to the discretion of the publisher. Costs that arise due to a late delivery of the inserts will be borne by the client. The publisher will distribute the inserts with due care, whereby up to 3% wrong delivery or loss is considered to be ordinary diligence. The publisher reserves the right to move inserts for partial areas in favour of inserts for larger booking units. Reservations for inserts expire if no booking order is received four weeks before publication.

08. E-PAPER ONLY

| Formats | WELT Print Total (Sat./Sun. + Mon.–Fri.) ¹ | |
|------------------------------------|--|-----------|
| Ads | Sat.-Fri. | |
| 2/1 page | 16 col. (777.0 mm) x 528 mm | 43,260.00 |
| 1/1 page | 8 col. (374.5 mm) x 528 mm | 31,830.00 |
| Inserts | Thu.-Sun. | |
| Cost per 1,000 copies ² | | 88.50 |

Ad formats: 1/1 or 2/1 page
 Duration: 1 week (Sat.-Fri.)
 Ad deadline: Wednesday, 10 a.m.
 Deadline printing material: Thursday, 12 p.m.
 Orders: ampx@axelspringer.com
 or via OBS
 Printing material: for contact see 11. Printing material
 Consultation: for contact see 13. Contact or
 call: +49 (0) 170 375 3177 / +49 (0) 151 584 420 06

Inserts: max. 16 pages
 Duration: 4 days (Thu.-Sun.)
 Ad deadline: Tuesday, 10 a.m.
 Deadline printing material: Tuesday, 12 p.m.
 Orders: beiprodukte@axelspringer.com
 Printing material: for contact see 11. Printing material
 Consultation: for contact see 13. Contact

09. GENERAL PUBLISHER INFORMATION

Publisher

Axel Springer Deutschland GmbH
Axel-Springer-Straße 65
10888 Berlin

National Marketer

Media Impact GmbH & Co. KG
Zimmerstraße 50
10888 Berlin

Regional Marketer

Axel Springer Deutschland GmbH
Regionalvermarktung
Axel-Springer-Straße 65
10888 Berlin

ZIS Numbers

| | |
|------------------|--------|
| WELT AM SONNTAG | 104650 |
| DIE WELT | 104148 |
| WELT Print Total | 104651 |

Bank Information

Deutsche Bank AG, Berlin
IBAN DE73 1007 0000 0083 4747 00
BIC DEUTDEBB

Current data and services

www.mediaimpact.de
www.die-zeitungen.de
ampx@axelspringer.com

Order Management

ampx@axelspringer.com

Contact

Judith Umlauf
Tel: +49 (0) 170 375 3177
E-mail: judith.umlauf@axelspringer.com
(not for printing material)

Terms of Payment

Payable immediately net cash after invoice date.
1% cash discount when a SEPA Direct Debit Mandate is set up if outstanding invoices are not past due and cash discount has not been explicitly excluded. For new clients, the publisher reserves the right to require cash in advance up to the ad deadline. In the event of late payment or deferment, interest will be charged at a rate corresponding to standard banking practices for overdraft facilities.

Terms and Conditions

Advertising orders are carried out in accordance with our General Terms and Conditions for Newspapers, the additional Terms and Conditions of the respective title and the General Terms and Conditions for Advertising Orders in Online Media. Our complete General Terms and Conditions are given at www.mediaimpact.de/de/agb



10. TECHNICAL SPECIFICATIONS, CLOSING DATES

WELT AM SONNTAG / DIE WELT

Type area Nordic format: 374.5 mm wide, 528.0 mm high /
Number of columns ad section 8, text passage 6

WELT AM SONNTAG Kompakt

Type area tabloid: 247.8 mm wide, 370.0 mm high / number of
columns 5

| Column width | Ad section | Text passage | WELT AM SONNTAG Kompakt ¹ |
|--------------|------------|--------------|--------------------------------------|
| 1 column | 45.0 mm | 58.5 mm | 45.0 mm |
| 2 column | 92.0 mm | 121.7 mm | 95.7 mm |
| 3 column | 139.0 mm | 184.9 mm | 146.4 mm |
| 4 column | 186.0 mm | 248.1 mm | 197.1 mm |
| 5 column | 233.0 mm | 311.3 mm | 247.8 mm |
| 6 column | 280.0 mm | 374.5 mm | - |
| 7 column | 327.0 mm | - | - |
| 8 column | 374.0 mm | - | - |

| Crossover ads | Nordic format | Tabloid format |
|---------------|---|--------------------------------|
| Type area | 777 mm wide, 528 mm high | 530 mm wide, 370 mm high |
| Minimum size | ½ page, 777 mm wide, 264 mm high, the gutter (28 mm) is calculated with surcharge | Gutter margin 34 mm |
| Placement | According to prior arrangement | According to prior arrangement |

¹See conversion table

| WELT AM SONNTAG | |
|--|---------------------------------------|
| Ad closing dates / cancellation deadlines | |
| General ad deadline | Monday before publication, 12.00 p.m. |
| DIE LITERARISCHE WELT | Friday of previous week, 16.00 |
| Special formats | 4 weeks before publication |
| Printing material deadlines | |
| General printing material deadline | 3 days before publication, 10.00 a.m. |

| DIE WELT | |
|--|--------------------------------------|
| Ad closing dates / cancellation deadlines | |
| General ad deadline | 2 days before publication, 2:00 p.m. |
| Monday issue | Friday before publication, 2:00 p.m. |
| Special formats | 2 weeks before publication |
| 2/1 page, opening spread | 1 week before publication |
| Printing material deadlines | |
| General printing material deadline | 1 day before publication, 10:00 a.m. |

| WELT Print Total | |
|--|----------------------------|
| Ad closing dates / cancellation deadlines | |
| General ad deadline | See above |
| Special formats | 4 weeks before publication |
| Printing material deadlines | |
| General printing material deadline | See above |

11. PRINTING MATERIAL

Data transfer

Printing materials are transferred electronically by the internet (<https://transfer.axelspringer.de>). Receipt by e-mail is possible in exceptional cases (apdtp-berlin@axelspringer.de).

File format

We recommend the file format PDF/X-4:2008. The file formats PDF/X-1a:2001 and PDF/X-3:2002 are still valid and are also accepted. Basically we do not use any open formats. The files must be set up in the original size of the ad.

Contact

The ad management is available Monday–Friday from 9.00 a.m. to 6.00 p.m.

Tel: +49 (0) 151 194 708 19

Tel: +49 (0) 175 728 493 3

Address for printing material

Axel Springer Deutschland GmbH
Herstellung / Planungs- und Anzeigenmanagement
Zimmerstraße 50
10888 Berlin

Fonts

All fonts used must be embedded. Positive fonts from 6 point, negative fonts from 8.5 point, semi-bold, sans-serif

Line width

Line width from 0.2 mm (positive)/from 0.3 mm (negative)

Tabloid format

Printing materials for the Nordic broadsheet format will automatically be adapted to the size for the Nordic tabloid format. As an alternative, separate printing materials can be delivered. Please contact us for format specifications. For ads scaled to tabloid format, we recommend the following font sizes and line widths to ensure optimal readability. Positive fonts from 9 point, negative fonts from 12 point, semi-bold, sans serif, positive lines min. 0.3 mm, negative lines min. 0.45 mm.

Printing process

(Coldset) web offset, ISO 12647-3:2005

TECHNICAL SCREEN

Dynamic range: tonal gradations in print from from 3% to 95%.

Dot gain: 50% tone of the source material gains approx. 26% in newspaper offset printing.

Colours: Euroscale ISO 2846-2 (sample of the HKS colours, version 2006 in combined CMYK print on request).

Registration mark tolerance ≤ 0.3 mm

Image resolution: 250 dpi, for line max. 1,270 dpi

Colour processing: please use ICC colour profile ISOnewspaper26v4.icc.

This takes into account the parameters of achromatic composition, max. total colour application and dot gain in newspaper printing.

Download profile:

<https://transfer.axelspringer.de/download/icc/ISOnewspaper26v4.icc>

QR code

We recommend a minimum format of 25 x 25 mm and resolution of 300 dpi to ensure the readability of QR code illustrations in newspaper printing. The advertising client is responsible for the content of the link.

Print quality

In the event of different data structures, no guarantee can be given for the print quality. Colour variations within and between printing locations are process-related and do not justify any claims for compensation. No guarantee is given for the accurate realisation of 4c advertisements via ICC colour profiles. The dimensional stability of newsprint is subject to slight variations due to the processes used.

12. FORMAT ADJUSTMENTS

PLEASE OBSERVE WHEN DELIVERING PRINTING MATERIAL FOR WELT AM SONNTAG AND WELT AM SONNTAG KOMPAKT:

Owing to the different type area of WELT AM SONNTAG and WELT AM SONNTAG Kompakt, the publisher automatically adapts the printing materials for WELT AM SONNTAG Kompakt where this is suitable and corresponds with the format coordinates of WELT AM SONNTAG. If the printing materials are to be delivered for both titles, the conversion factors indicated below must be considered. WELT AM SONNTAG / DIE WELT, type area Nordic format: 374.5 mm wide, 528 mm high, number of columns ad section 8, text passage 6 WELT AM SONNTAG Kompakt, type area: tabloid: 247.8 mm wide, 370 mm high, number of columns 5.

| | WELT AM SONNTAG | | | WELT AM SONNTAG Kompakt | | | | |
|--|-----------------|------------|-----------------|-------------------------|------------|------------------|----------|-----------------|
| | Columns | Width (mm) | Height (mm) | Columns | Width (mm) | Height (mm) | Factor % | Reduction after |
| Text passage/corner/strip ads | 1 | 58.5 | max. height 406 | 1 | 45.0 | Height x 76.92 % | 76.92 | Width |
| | 2 | 121.7 | max. height 406 | 2 | 95.7 | Height x 78.64 % | 78.64 | Width |
| | 3 | 184.9 | max. height 406 | 3 | 146.4 | Height x 79.18 % | 79.18 | Width |
| | 4 | 248.1 | max. height 406 | 4 | 197.1 | Height x 79.44 % | 79.44 | Width |
| | 5 | 311.3 | max. height 406 | 5 | 247.8 | Height x 79.60 % | 79.60 | Width |
| 1/1 page | 6 | 374.5 | max. height 406 | 5 | 247.8 | Height x 66.17 % | 66.17 | Width |
| Page height ads Ads are scaled to 370 mm placed in centre on white space | 1 | 58.5 | 528.0 | 1 | 45.0 | 370.0 | 70.08 | Height |
| | 2 | 121.7 | 528.0 | 2 | 95.7 | 370.0 | 70.08 | Height |
| | 3 | 184.9 | 528.0 | 3 | 146.4 | 370.0 | 70.08 | Height |
| | 4 | 248.1 | 528.0 | 4 | 197.1 | 370.0 | 70.08 | Height |
| | 5 | 311.3 | 528.0 | 5 | 247.8 | 370.0 | 70.08 | Height |
| Strips | 8 | 374.0 | 66.0 | 5 | 247.8 | 43.7 | 66.26 | Width |
| | 8 | 374.0 | 100.0 | 5 | 247.8 | 66.3 | 66.26 | Width |
| | 8 | 374.0 | 132.0 | 5 | 247.8 | 87.5 | 66.26 | Width |
| | 8 | 374.0 | 176.0 | 5 | 247.8 | 116.6 | 66.26 | Width |
| | 8 | 374.0 | 264.0 | 5 | 247.8 | 174.9 | 66.26 | Width |
| Corner | 3 | 184.9 | 308.0 | 3 | 146.4 | 243.9 | 79.18 | Width |
| | 3 | 184.9 | 231.0 | 3 | 146.4 | 182.9 | 79.18 | Width |
| | 3 | 184.9 | 250.0 | 3 | 146.4 | 198.0 | 79.18 | Width |
| | 3 | 184.9 | 264.0 | 3 | 146.4 | 209.0 | 79.18 | Width |

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