

POLITICO

WELT

BUSINESS
INSIDER

MISSION

TARGET GROUP

HIGHLIGHTS



“

With WELT, POLITICO, and BUSINESS INSIDER, the PREMIUM-GRUPPE is exceptionally positioned for the future. We are strengthening journalistic excellence, driving innovation, and developing new, relevant formats —

”

Mathias Sanchez

Chief Executive Officer, PREMIUM-GRUPPE

FOR RELEVANCE AND IMPACT

The PREMIUM-GRUPPE is a **unique alliance** of three independent quality media brands: POLITICO, WELT and BUSINESS INSIDER.

We are the key driver for the decision-makers of today and tomorrow. Together, we stand for **journalistic excellence**, **multimedia strength**, and **technological innovation** — for content people trust and messages that provide orientation.

We offer **exclusive access** to the **key minds** from politics, business, and society. People who shape change, rethink the status quo, and strive for more.

We create relevance where it matters —

- For partners who want more.
- For impact that lasts.
- For those who matter most.



A STRONG ALLIANCE OF THREE BRANDS

POLITICO

stands for in-depth, impartial political journalism. Nationally rooted and embedded across Europe, POLITICO delivers well-founded analyses and background reporting for everyone who shapes and influences politics.

WELT

stands for journalistic excellence and editorial diversity. With a strong presence across print, digital, and TV, WELT achieves maximum reach and social relevance. WELT provides context for complex topics, sets impulses, and enables well-informed opinion-building.

BUSINESS INSIDER

stands for digital business journalism that opens up future-oriented perspectives on business, finance and careers. BUSINESS INSIDER supports everyone who wants to advance professionally, grow financially, and develop personally.

Our shared ambition is to redefine quality, conviction, and relevance every day —

WE REACH EVERYONE, ...

POLITICO

**... WHO SHAPES
CHANGE.**

welt

... WHO RETHINKS.

**BUSINESS
INSIDER**

**... WHO STRIVES FOR
MORE.**

**premium
gruppe—**

... WHO MATTERS.

THE PREMIUM-GRUPPE REACHES

39,35 MILLION

PEOPLE.

Around one in two Germans uses the media of the PREMIUM-GRUPPE —

Source: b4p 2026 I, monthly users; base: German-speaking population aged 14+ (70.03 million); PREMIUM-GRUPPE CKB = WELT, BUSINESS INSIDER and POLITICO.

THE PREMIUM-GRUPPE REACHES

57%

OF ALL DECISION-MAKERS IN GERMANY.

Source: LAE 2026; CMR Premium-Gruppe (WELT total + BUSINESS INSIDER + GRÜNDERSZENE + POLITICO GESAMT) (Print + Website + App(s) + Newsletter + Podcast + TV)

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“

Three strong brands, a clear stance, and one shared goal: editorial excellence.

With WELT, POLITICO, and BUSINESS INSIDER, we are bringing together what is compelling on its own - and can achieve even more together —

”

Linette Inderbiethen

Chief Operating Officer, PREMIUM-GRUPPE

**EACH INDIVIDUAL
BRAND REACHES A
CLEARLY DEFINED,
UNIQUE
TARGET GROUP.**

**WITH THE
PREMIUM-GRUPPE, A
PERFECT INTERPLAY
IS CREATED – TARGET
GROUPS THAT IDEALLY
COMPLEMENT AND
STRENGTHEN EACH
OTHER.**

TOP-LEVEL TARGET GROUP REACH

POLITICO

100 %

German
federal ministries

WELT

2,40 Mio.

Decision-makers*

**BUSINESS
INSIDER**

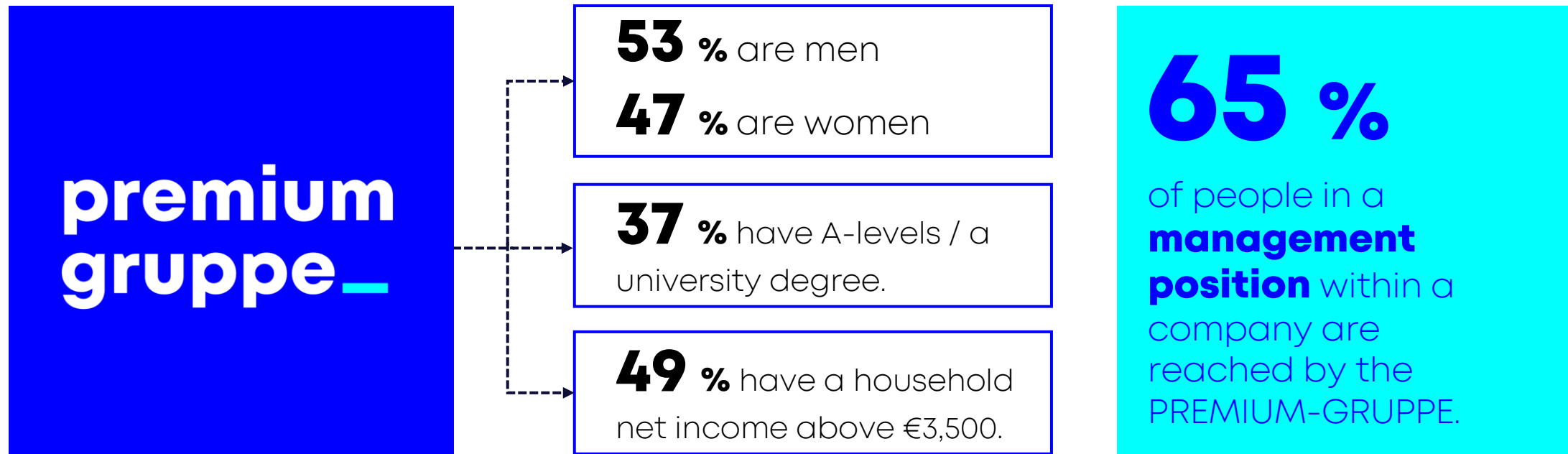
29 %

Innovators**

63 % of PROFESSIONAL-LEADERS in Germany are
reached by the media of the PREMIUM-GRUPPE —**

*Source: b4p 2026 I, monthly users; base: German-speaking population aged 14+ (70.03 million); WELT cross-media = print and digital, excluding TV; decision-makers = individuals who make decisions on budgets or financing options, or purchasing decisions regarding a specific offer or product. **Source and definitions for the remaining figures according to the respective analysis.

WHO WE REACH...



61 % of the LUXURY TARGET GROUP are reached by the PREMIUM-GRUPPE _

Source: b4p 2026 I, monthly users; base: German-speaking population aged 14+ (70.03 million); PREMIUM-GRUPPE CKB; management responsibility = overall or departmental management; education = A-level equivalent, university entrance qualification or university degree; HHNI = monthly household net income; luxury target group = broad luxury target group.

SHAPERS, DOERS AND VISIONARIES

POLITICO

- Policy-Makers
- Political & economic decision-makers
- Lobbyists & interest representatives

Welt

- Top-Opinion-Maker
- High level of education & high household net income
- Additionally: luxury & lifestyle target group from icon.

BUSINESS INSIDER

- Business professionals
- Founders & innovation drivers
- Start-up target group from Gründerszene

INTERESTS OF THE TARGET GROUP

Our users show a very strong interest in content related to **politics, finance, and business****. **Over 76 %** consume this content regularly.



FUTURE-ORIENTED & OPINION-SHAPING:

Within the PREMIUM-GRUPPE, there is an above-average share of

- **Innovators** (Index 126),
- **Lifestyle enthusiasts** (Index 113),
- **Early adopters** (Index 104) and
- **Affluent financial experts** (Index 116).

HIGH DEGREE OF TECHNOLOGICAL INNOVATION:

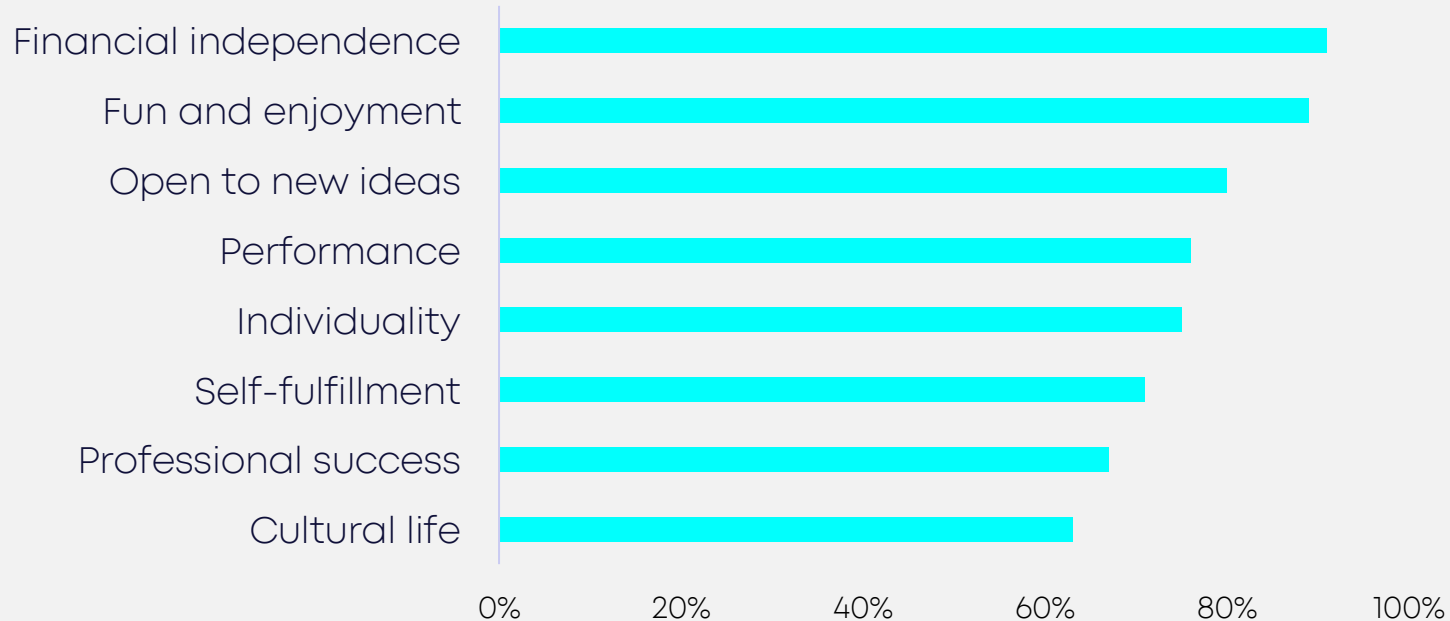
57 % of **technology-affine*** individuals are users of the PREMIUM-GRUPPE.

AI tools are already being used (index 104) or their use is planned within the next 1–2 years (Index 109).

Source: b4p 2025 II; base: total population aged 14+, CKB NpM /; * Technology-affine = "In technical matters, I am often asked for advice by friends and acquaintances" (applies / fully applies); ** Topic interest (strong to very strong): politics, current affairs, news OR business OR investments, insurance, tax tips

PREMIUM-GRUPPE USERS WITH A CLEAR STANCE

THESE ATTITUDES DEFINE PREMIUM-GRUPPE USERS



PREMIUM-GRUPPE
users have a
**positive
outlook on life.**

PREMIUM-GRUPPE Users are

- responsible
- Open to new ideas
- curious
- Performance-driven

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“

Our ambition is for the entire country to listen to us. Because we get the facts first, provide the most valuable research, and therefore lead the major debates —

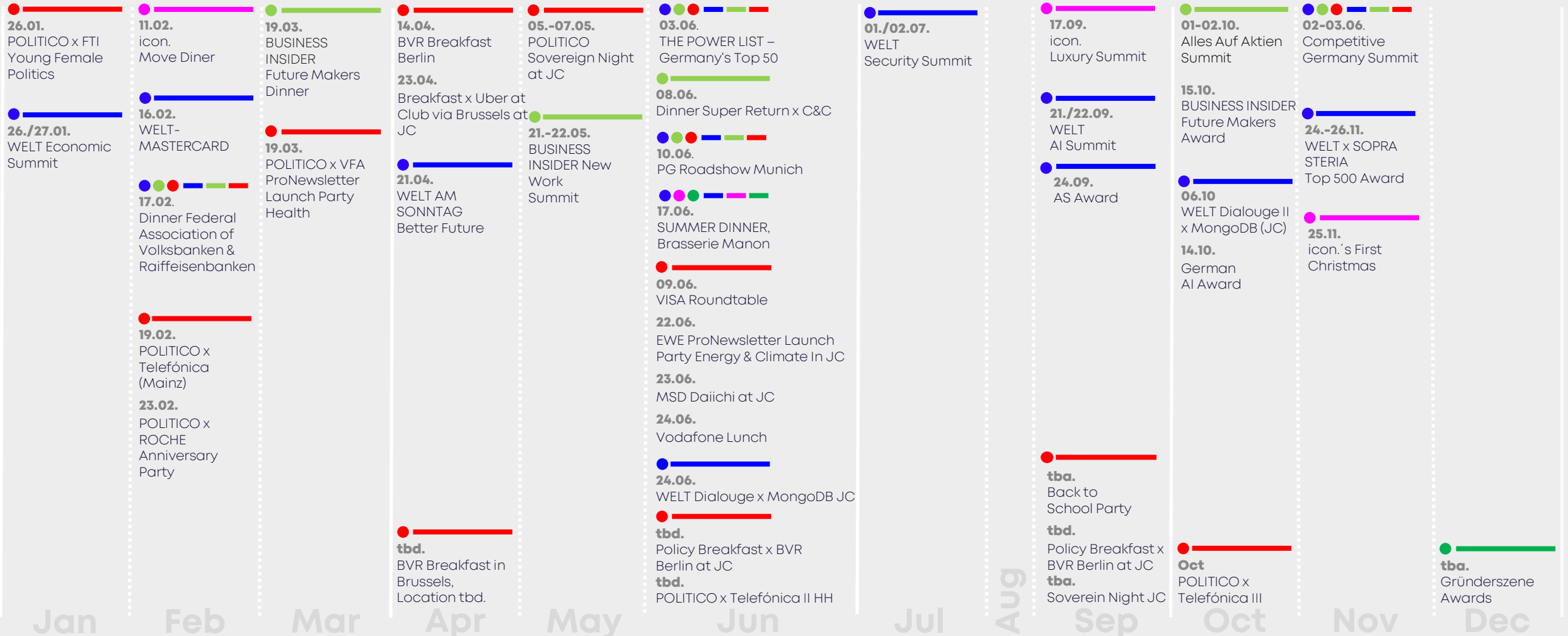
”

Helge Fuhst

Chairman of the Editorial Boards of the PREMIUM-GRUPPE
and Editor-in-Chief of DIE WELT

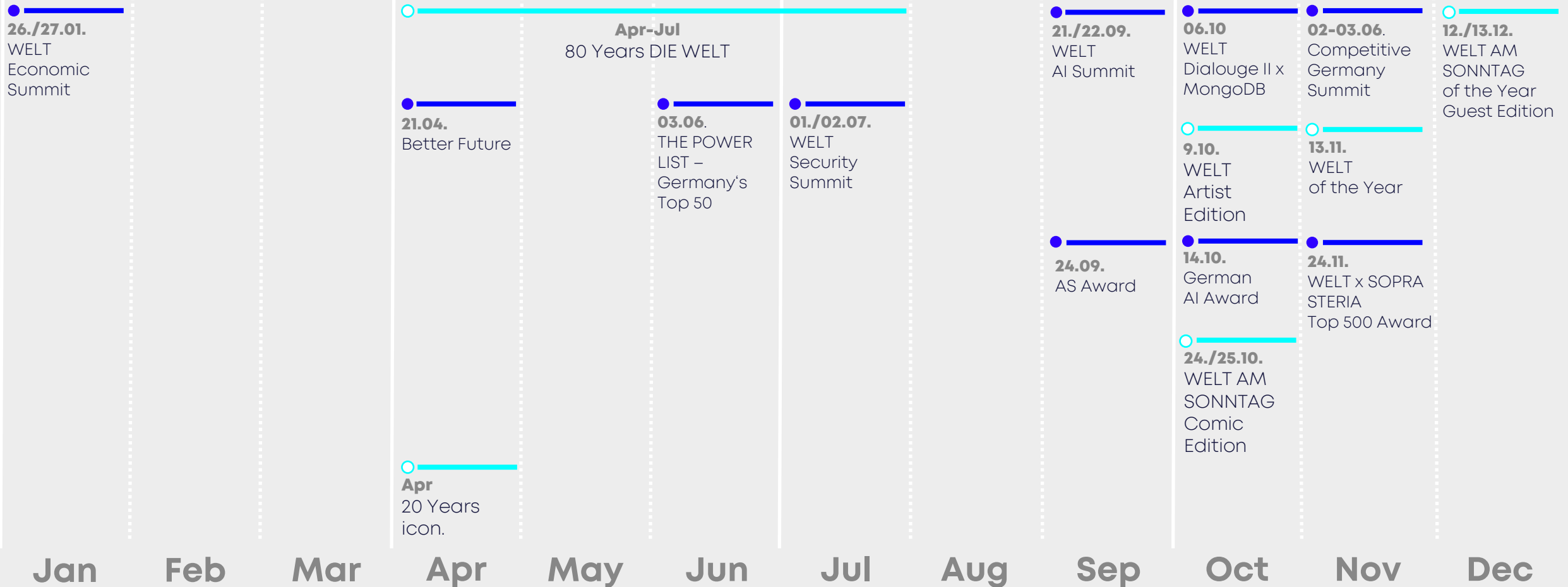
PREMIUM-GRUPPE EVENTS 2026

● WELT ● BUSINESS INSIDER ● icon. ● POLITICO ● GRÜNDERSZENE



Status as of February 2026, subject to change

WELT HIGHLIGHTS 2026



● Events ● Specials

As of Aug 2026, subject to change

STRONG PREMIUM BUNDLES

ADVERTORIAL COMBO

ONE STORY

across all three brands

Your story in
the look & feel of the
PREMIUM Brands

6.6 MILLION GUARANTEED AIs

NEWSLETTER COMBO

- 1. POLITICS:** 5nach12,
BI Daily, DECODED**
- 2. FINANCE:** Alles auf
Aktien Daily + Weekly***
- 3. BUSINESS:**
Gründerszene Daily,
WELT Business****

UP TO 1 MILLION SEND-OUTS*



GO TO THE BUNDLES



* Total reach over 4 weeks; ** Distribution: 5nach12 – weekdays, BI Daily – weekdays, DECODED (POLITICO Pro offering) – weekdays;
*** Distribution: AAA Daily – weekdays, AAA Weekly – Saturday; **** Distribution: Gründerszene Daily – weekdays, WELT Business – daily

POLITICO

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