

POLITICO

WELT

BUSINESS
INSIDER

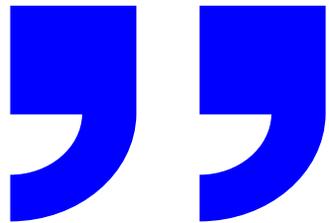
MISSION

TARGET GROUP

HIGHLIGHTS



**PREMIUM is our new
beginning.
Bold, clear, full of ideas —**



Linette Inderbiethen

Chief Operating 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 MATTER.

THE PREMIUM-GRUPPE REACHES

38,9 MILLION

PEOPLE.

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

POLITICO

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**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

1,2 Mio.

Decision-makers*

**BUSINESS
INSIDER**

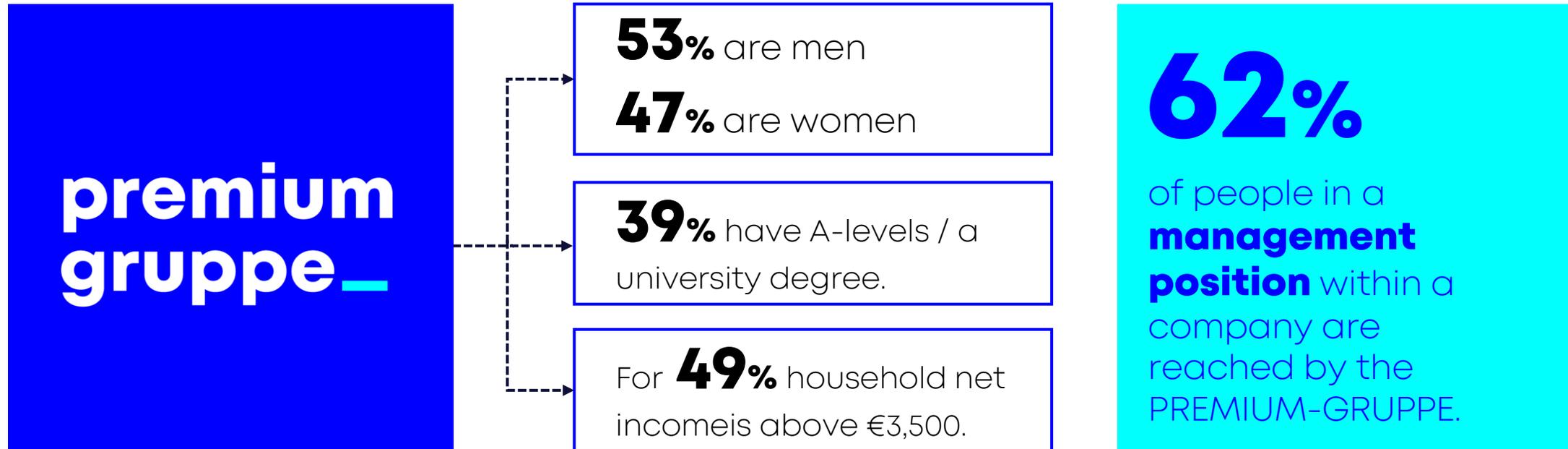
29%

Innovators**

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

* LAE 2025, cross-media monthly reach: WELT (print + digital; excl. TV); ** b4p 2025 II; base: total population aged 14+; innovators = innovators OR early adopters; professional leaders = self-employed or executives or senior civil servants or freelancers

WHO WE REACH...



63% of the **LUXURY TARGET GROUP** are reached by the **PREMIUM-GRUPPE**

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 130),
- **Lifestyle enthusiasts** (Index 113),
- **Early adopters** (Index 104) and
- **Affluent financial experts** (Index 116).

HIGH DEGREE OF TECHNOLOGICAL INNOVATION:

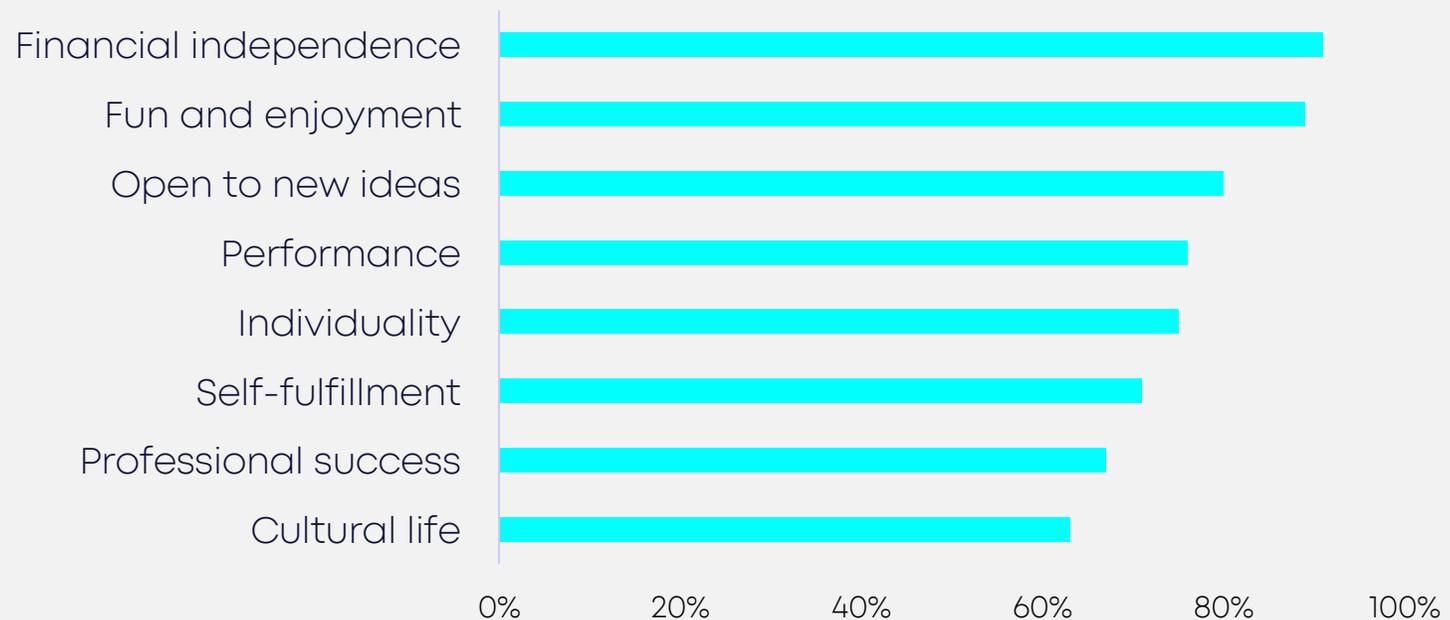
57 % of **technology-affine*** individuals are users of the PREMIUM-GRUPPE.

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

POLITICO

WELT

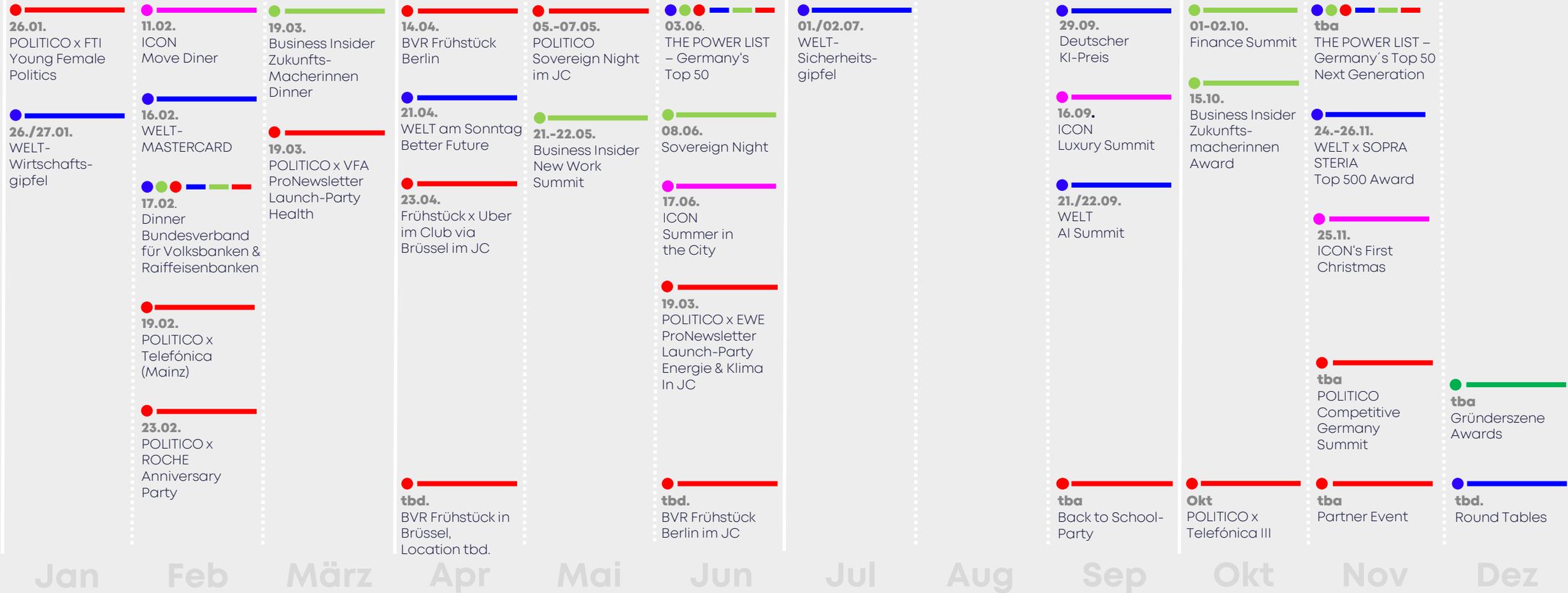
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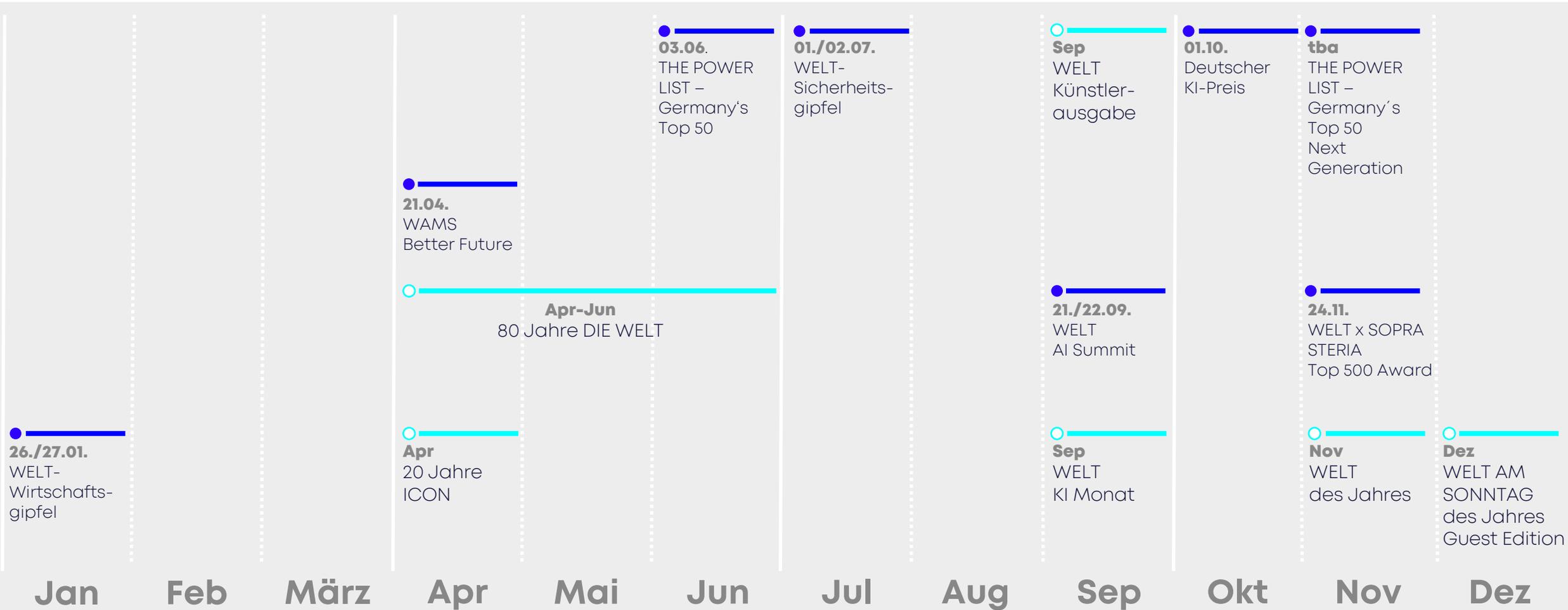
PREMIUM-GRUPPE EVENTS 2026



● WELT ● BUSINESS INSIDER ● ICON ● POLITICO ● GRÜNDERSZENE

As of February 2026, subject to change

WELT HIGHLIGHTS 2026



● Events ○ Specials

As of February 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 THEBUNDLES



* 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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YOUR SALES CONTACTS CAN BE FOUND HERE.



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