

WELT

WELT AM SONNTAG ASTERIX-EDITION

a very special edition

konzipiert von **media impact** —
dem kreativsten kundenverstehender
deutschlands_



a tribute to comic book heroes

A very special highlight is being released to mark the publication of the 41st album, “Asterix in Lusitania.” We are celebrating Europe's most famous comic hero with an Asterix edition of WELT AM SONNTAG and digital presentations featuring drawings and stories.

„This time, Asterix and Obelix find themselves in the far southwestern corner of the Roman Empire, in what is now Portugal. A former Lusitanian slave—who already made a brief appearance in The Mansions of the Gods—has asked the Gauls for help. Our heroes set off for the land of fado, tile art, and fish dishes...”

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NEW
BOOK:
**ASTERIX IN
LUSITANIA**

reason why

RELEASE DATE:
OCTOBER 18-19, 2025

CROSS-MEDIA
PRINT & DIGITAL

EXCLUSIVITY & COLLECTIBLE VALUE

WELT receives exclusive drawings that have never been seen before, ahead of the new comic's release.

ATTENTION & REACH

The edition will be advertised digitally, on the radio, in print, and at the point of sale with a gross media value of over €1 million, and will gain additional visibility at the Frankfurt Book Fair.

READING FUN & RECOGNITION

Entertainment, art, culture: exciting stories and creative design combine tradition and modern retelling in this issue.

what's special about this edition

We are delighted to present a special edition of WELT AM SONNTAG, created in collaboration with the makers of Asterix. The occasion is the new volume Asterix in Lusitania. The entire newspaper is designed in the Asterix style—creative, pointed, and tongue-in-cheek across all sections. With classic motifs and exclusive illustrations, this edition is a real collector's item.



*Jacques Schuster,
Editor-in-chief WELT AM SONNTAG*

media and prices

PRINT

CLASSIC

GROSS PRICE

1/1 page	99,600.00 €
2/1 page	212,025.00 €
Title corner	16,685.00 €
Center Page	140,540.00 €

MAGIC POTION

GROSS PRICE

1/4 page → 🧪 1/2 page	38,900.00 €
1/2 page → 🧪 1/1 page	55,100.00 €

NATIVE

GROSS PRICE

Brand Story M ⁴ Duration 6 weeks 50.000 Page Views	131,000.00 €
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DIGITAL

Theme special M²
Duration 4 weeks | 800k Als

Digital Viewer (gallery)³
Duration 4 weeks | 12.6 Mio. Als

MAGIC POTION

Homerun Deluxe
2,25 Mio. Als/ Day
→ 🧪 **Homerun Supreme**

Homerun Supreme
2,25 Mio. Als/ Day
→ 🧪 **Homerun Supreme**
+ WELTrun Supreme

Other formats available on request

RELEASE DATE
OCT. 18/19, 2025

ADVERTISEMENT DEADLINE
OCT. 13, 2025

PRINT TEMPLATE
OCT. 15, 2025

PRICE

gross 50,000.00 €
net 2 62,000.00 €

PRICE

gross 76,500.00 €
net 122,000.00 €

OUR MAGIC POTION



WE DOUBLE YOUR PRESENCE
Free upgrade to double the format.¹

The WELT No. 103 price list applies, valid from January 1, 2025. All prices are subject to discounts and surcharges, minus AE, plus VAT. Premium placements are in WELT AM SONNTAG Opening Spread, page 5, page 7, last page in the first book, and cover pages. 1Applies to the following formats: 1/4 page and 1/2 page and Homerun Deluxe and Supreme. 2Plus creation costs: €4,000 (not eligible for discounts or AE). 3Plus creation costs: €8,000 (not eligible for discounts or AE). 4Plus creation costs: €10,000 (not eligible for discounts or AE).

find your contact persons

here.

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or explore our website

Credit: ASTERIX® OBELIX® IDEFIX® © 2025 LES EDITIONS ALBERT RENE / GOSCINNY-UDERZO



learn more

cross-media productions



editorial topics

ECONOMY

Portrait of Anne Goscinny and Sylvie Uderzo, based on a conversation about the comic series, theme parks, films, Netflix series, and merchandising from the Asterix empire.

CULTURE

Article about the decades-long success of the German dialect editions of Asterix
Portrait of the new author Fabcaro

COVER STORY

Four-page interview with Didier Conrad about Uderzo's legacy and the cross-generational appeal of an eternally young comic book hero.

TRAVEL

Report on Erquy in Brittany: the place that inspired the Gaulish village (according to Uderzo)
Portrait of Carnac in southern Brittany (famous for its 3,000 menhirs)
Portrait of a destination in Portugal where the new Asterix book is set.

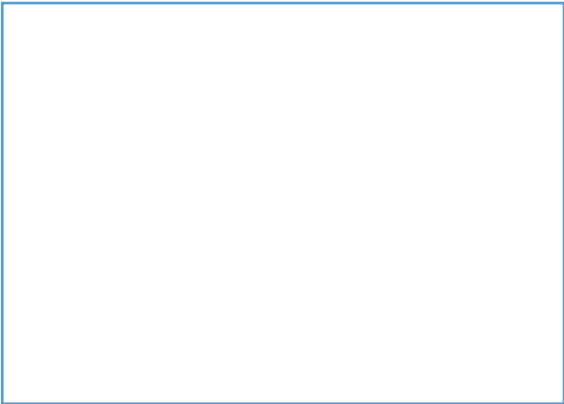
OTHER

Portraits of René Goscinny and Albert Uderzo, who are honored as great masters of French and European comic culture.

print classic



WELT AM SONNTAG,
October 10, 2013



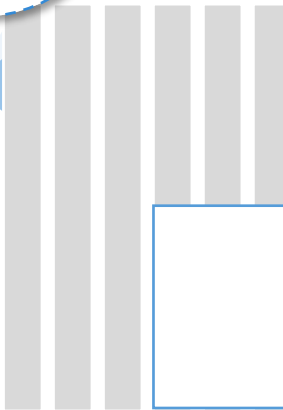
2/1 page
Format: 777 x 528 mm



1/1 page
Format: 374,5 x 528 mm



1/2 page
Format: 374,5 x 264 mm



1/4 page
Format: 184,9 x 264 mm

OUR MAGIC POTION

WE DOUBLE YOUR PRESENCE

Free upgrade to double the format size¹⁾

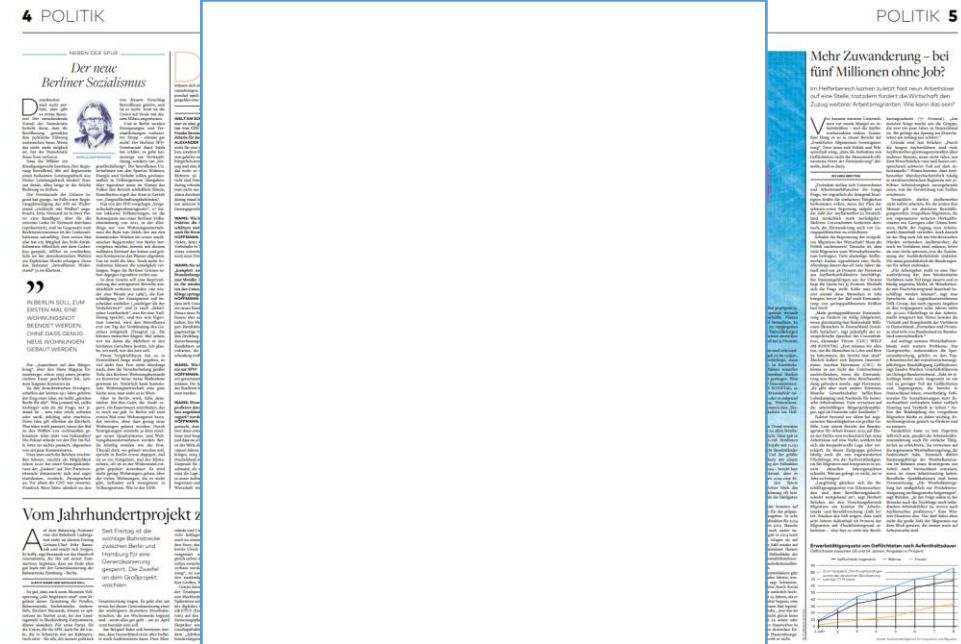
¹⁾ Applies to the following formats: 1/4 page and 1/2 page.

print ad specials

**OTHER FORMATS
UPON REQUEST**



**HANDLE CORNER TITLE
PAGE**



CENTER PAGE

brand story: Asterix-edition

We place a stage in a channel of your choice that fits well with your brand and products in terms of content.

In addition to the editorial teasers for the Asterix articles, we place a brand story created individually for you.

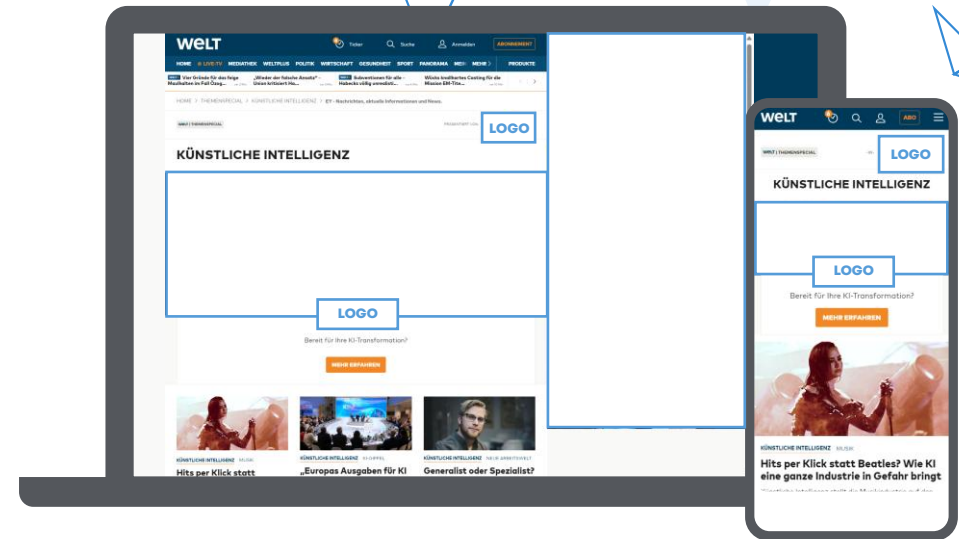
The thematic similarity of the two pieces increases attention and is good for your brand.



theme special

In a special feature, the editorial articles are summarized on a landing page as part of the highlights. You appear as the exclusive sponsor and are placed there with a header and footer, a site bar, and a medium rectangle¹ on mobile devices. Readers are directed to the special feature via traffic-generating advertising materials².

SPECIAL HIGHLIGHT:
Navigation entry and logo
integration (2-3 days)³



¹Other formats available on request

²Logo integration within your own stage. Home stage only available from Theme Special M onwards

³Sitebar, Medium Rectangle

digital viewer

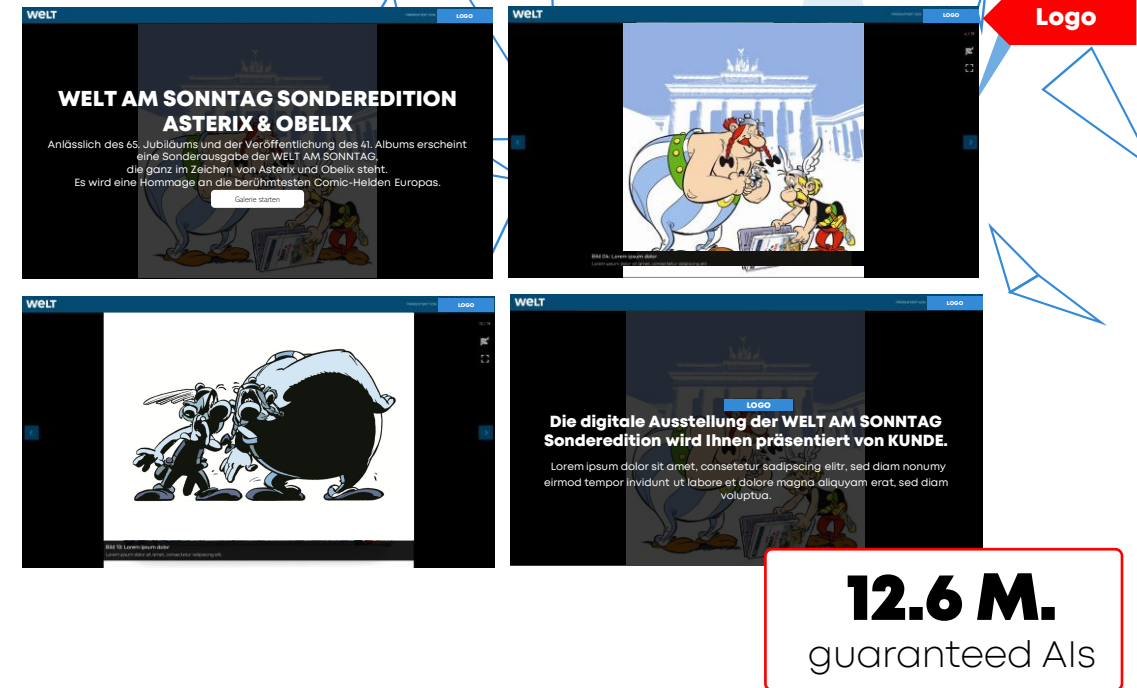
All drawings and images published in the exclusive edition will be converted into a gallery on WELT Digital.

Exclusive branding: Your logo and “Presented by” permanently visible & linked – on every teaser, in the gallery, and on the final page with CTA and text.

Editorial integration: Links from editorial content and teasers, as well as prominent placements on the homepage and section pages.

Credit: ASTERIX® OBELIX® IDEFIX® © 2025 LES EDITIONS ALBERT RENE / GOSCINNY-UDERZO
Product = Presenting with 12.6 million AI, customer featured on every teaser. Editorial integration: editorial teasers (with “Presented by” reference and customer logo), editorial link to the gallery.

The stage for your brand as an
**EXCLUSIVE PARTNER OF THIS
DIGITAL PREMIERE.**



WELT homerun

Get full attention with a 24-hour fixed placement on the WELT Digital homepage. Your brand will be permanently displayed on all platforms, desktop, MEW, and app.

Maximum visibility for your brand—take advantage of this unique opportunity!

2.25 M.
guaranteed Als

**OUR MAGIC
POTION¹**

**WE DOUBLE
YOUR PRESENCE**

Free upgrade from Homerun Deluxe to Homerun Supreme or Homerun Supreme to Homerun Supreme + WELTrun.

**FURTHER DIGITAL
STAGING OPTIONS**

WELTrun

WELT Run combines the channel start and article pages* with the widest reach in a single product. By placing you exclusively where the attention of our WELT users is highest, we guarantee optimal viewability and maximum engagement.

2.5 M.
guaranteed Als

FURTHER DIGITAL STAGING OPTIONS

