An edition of

WELT AM SONNTAG of the Year 2026

12/13 December 2026

GUEST EDITION by Anton Corbijn

A concept by premium gruppe

WELT | media impact

Publication date
12/13 DEC 26

GUEST EDITION

Designed differently. Achieve more.

For the third consecutive time, WELT AM SONNTAG opens the stage for a defining personality of the international cultural scene.

Interviews, essays and visual worlds curated by Anton Corbijn interweave to create a cross-media highlight edition that reaches a large audience and clearly differs from a classic Sunday newspaper.

David Bowie, U2, Herbert Grönemeyer and Courtney Love – Anton Corbijn has portrayed them and many other figures of international cultural history.

- Highest-circulation WELT AM SONNTAG of the year with **800,000 copies***
- **4.1 million cross-media contacts**** through the accompanying staging on WELT Digital
- An edition designed by **Anton Corbijn** with its own photographic signature and collector's value

*Publisher's information
**Source: Cross-media daily reach, calculation based on b4p 2025 III + projection based on ma TZ 2004
Photo credit: Herbert Grönemeyer, London 1998 ©Anton Corbijn

A PHOTOGRAPHIC MASTERPIECE
by Anton Corbijn

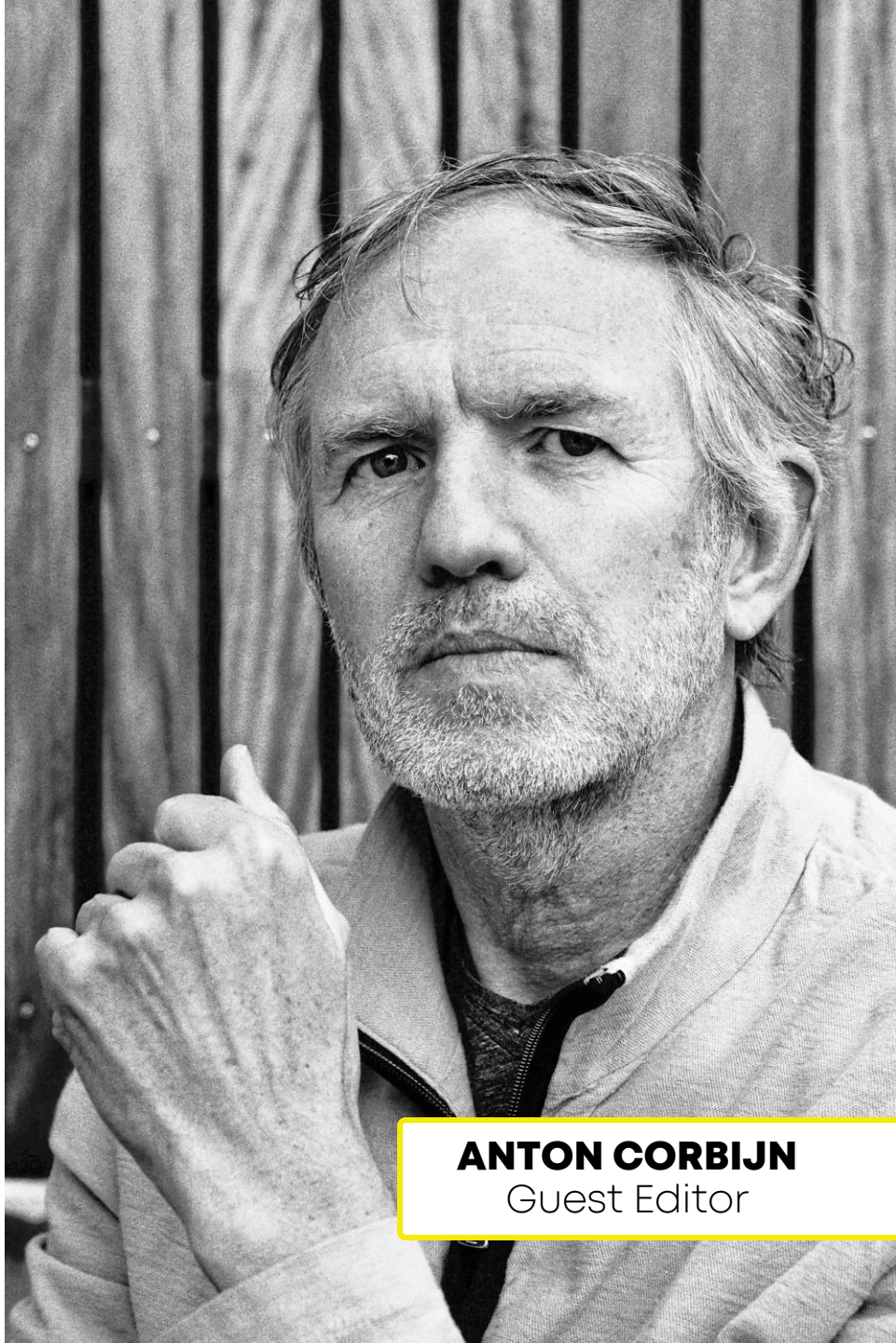
Herbert Grönemeyer, London, 1998 © Anton Corbijn

Courtney Love, Orlando 1995 ©Anton Corbijn

ANTON CORBIJN
On the WELT stage

"It is a great honour for me to design the upcoming WELT AM SONNTAG Guest Edition and thereby follow in the footsteps of Andreas Gursky as well as Donata and Wim Wenders, who realised this task so wonderfully in past years.

What appeals to me most is the opportunity to use the entire newspaper as an exhibition space for my photography. Now I will dive into my archive and search for well-known, lesser-known and some as yet unpublished photographs – in the hope of making the winter a little warmer with them."



ANTON CORBIJN
Guest Editor

Credit: Anton Corbijn, Amsterdam 2020 ©Nimi Ponnudarai

DISTRIBUTION

More circulation. Precisely targeted.

With its tripled circulation, WELT AM SONNTAG of the Year offers an exceptional stage for strong brands.

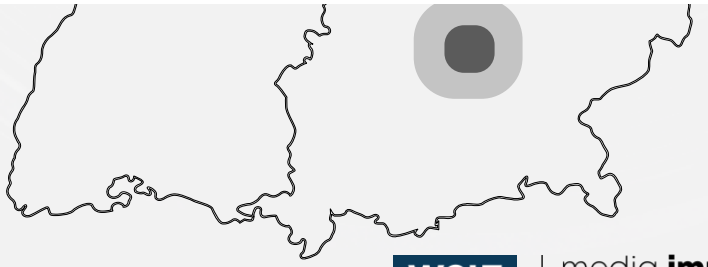
The additional distribution at premium locations and, for the first time, to WELT PLUS subscribers ensures maximum reach among particularly discerning, loyal and high-income target groups.

This combination creates a unique advertising environment that exists only once a year.

800,000

copies

of which 25% e-paper



The additional print run is distributed daily to selected postal-code areas with a high income structure in Germany's metropolitan regions.

REVIEW
Guest Edition 2024/2025

For the third consecutive time, the WELT AM SONNTAG Guest Edition creates an iconic total artwork that unites journalism and art in a unique way.

WELT AM SONNTAG Guest Edition
Cross-media staging

- 14/15 Dec 2024 – Donata & Wim Wenders
- 13/14 Dec 2025 – Andreas Gursky

Pub. date 12/13 Dec 2026
Ad close 20 Nov 2026[1]
Print material 07 Dec 2026

MEDIA & FORMATS
Print and Digital

PRINT CLASSIC	GROSS PRICE[2]
1/4 page	64.080,00 €
1/3 page	85.520,00 €
1/2 page	90.800,00 €
1/1 page	164.160,00 €
2/1 page	349.440,00 €
Opening Spread	384.384,00 €
Cover branding	458.928,00 €
4th cover page	180.576,00 €

DIGITAL	PRICE
HomeRun 2.5 million AIs/ day	82.500,00 €
HomeRun plus 2.5 million AIs/day	115.000,00 €
Digital Viewer (Gallery)[3] Duration 4 wks I 12.6 million AIs	132.000,00 €
Topic Special XL[4] Duration 4 wks I 800k AIs	50.000,00 €

Further formats on request.

[1]Advance advertising deadline for premium placements. Premium placements are in WELT AM SONNTAG Opening Spread, page 5, page 7, last page in the 1st book as well as section opening pages. [2]Supplement to price list WELT No. 104, valid from 01/01/2026. For premium placements a surcharge of 10% on the gross price applies. Premium placements are in WELT AM SONNTAG Opening Spread, page 5, page 7, last page in the 1st book as well as opening pages. All prices are discount-forming and discount-taking, less agency commission, plus VAT. A booking of WELT AM SONNTAG of the Year comprises WELT AM SONNTAG (Sat./Sun.) incl. WELT AM SONNTAG Kompakt plus the WELT AM SONNTAG special run of WELT AM SONNTAG on Sunday.
[3]Plus creation costs: €8,000 (not eligible for discount or agency commission). Details see Back Up
[4]Plus creation costs: €4,000 (not eligible for discount or agency commission)

12.6 MILLION
ad impressions

DIGITAL VIEWER
Guest Edition 2024/2025

A world-class digital event with Anton Corbijn and your brand! WELT brings the Guest Edition to life as a digital gallery. With selected works by Anton Corbijn, the 4-week digital event starts on 12/12/2026 at WELT.de.

All photographic works published in the WELT AM SONNTAG edition of 12/13 December appear on WELT Digital as a digital gallery – sponsored by you.

Product = Presenting with 12.6 million AIs, customer present on every teaser. Editorial integration: editorial teasers (with a "Presented by" reference and customer logo), editorial linking to the gallery.
Photo credit: 1) Anton Corbijn, Amsterdam 2020 ©Nimi Ponnudarai 2) Herbert Grönemeyer, London 1998 ©Anton Corbijn 3) Courtney Love, Orlando 1995 ©Anton Corbijn

YOUR CONTACTS

you will find here.

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