

# WELT AM SONNTAG LUCKY LUKE

The Comic Edition 24-25 October 2026



# Lucky Luke – 80 Years of Comic History

To mark the major anniversary, WELT AM SONNTAG is dedicating an extraordinary special edition to Lucky Luke. For 80 years, the lonesome rider with the red neckerchief has shaped comic culture.

The WELT AM SONNTAG edition honors this legacy with exclusive illustrations, captivating background stories and digital productions as a modern tribute to the cowboy who draws faster than his own shadow.



# Reason why

## **EXCLUSIVITY & COLLECTOR'S VALUE**

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

Strong domestic and international demand highlights the edition's strong appeal among fans and collectors.\*

## **ATTENTION & REACH**

The edition is promoted across digital, radio, print and at POS with over €0.8M in gross media value.

The special edition is already generating strong reader interest ahead of publication, driving robust demand in single-copy sales and individual issue orders.\*

## **READING ENJOYMENT & RECOGNITION**

Entertainment, art, culture: exciting stories and creative design connect tradition with modern retelling.

The edition delights readers and advertisers alike, creating strong attention and identification through its emotional brand world.

\*Benchmark Asterix special edition: Over 6,000 single-copy orders and +116% demand in single-copy sales compared to a regular WELT AM SONNTAG issue.

# An Edition with Collector's Value

For 80 years, Lucky Luke has been more than just a comic he is a piece of cultural history. With our special edition, we bring this unique spirit to the pages of WELT AM SONNTAG: exclusive illustrations never seen before, and stories that connect generations. For us as the editorial team, this is no ordinary issue it is a collector's item.



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

# Editorial Topics

## BUSINESS & FINANCE

**Finance in the Wild West:** From the Gold Rush through banks and gambling to current debates on inflation, central banks and cryptocurrencies. Analysis of the American Dream between departure and transformation.

## CULTURE & LIFESTYLE

**Portrait of Lucky Luke creator Morris** as well as essays on the cultural significance of the comic series. Contributions on art, pop culture and the cross-generational success of the cowboy.

## COVER STORY

**Exclusive interview with illustrator Achdé and author Jul** about the new album, political references to the present and the legacy of Morris and Goscinny. Including exclusive illustrations and advance insights into the new adventure.

## TRAVEL & STYLE

**Reports on iconic locations** of the Wild West and the Lucky Luke world from Monument Valley to New Orleans. Historical contextualization of the Gold Rush in Alaska as a defining chapter of American history.

## SPORTS & LEISURE

Stories about rodeos, horse racing and other classic **disciplines of the Wild West.**

Publication date **24-25 OCT 2026**

Ad closing deadline **14 OCT 2026**

Print material deadline **20 OCT 2026**

# Media and Pricing



## LUCKY DEAL 1+1\*

PRINT	GROSS PRICE
1/1 Page	102.600,00 €
2/1 Page	218.400,00 €
1/2 Page	56.750,00 €
1/4 Page	40.050,00 €
DIGITAL	
Themed Special <sup>1</sup> Duration 4 wks.   400,000 Als	25.000,00 €

## CLASSIC

DIGITAL	PRICE
Digital Viewer (Gallery) <sup>2</sup> Duration 4 wks.   12.6M ad impressions	Gross 132,000.00 €
HomeRun <sup>3</sup> 2.5M ad impressions	Gross 82,500.00 €
HomeRun plus <sup>3</sup> 2.5M ad impressions	Gross 115,000.00 €
Additional formats available on request.	

**\*LUCKY DEAL 1+1:** When booking a print ad in the Comic Edition Lucky Luke of **WELT AM SONNTAG**, an additional ad ad in the same format in **DIE WELT** on top is granted. Redemption of the free ad within 14 days. When booking the Themed Special at **WELT DIGITAL** the reach is doubled free of charge to 800,000 ad impressions.

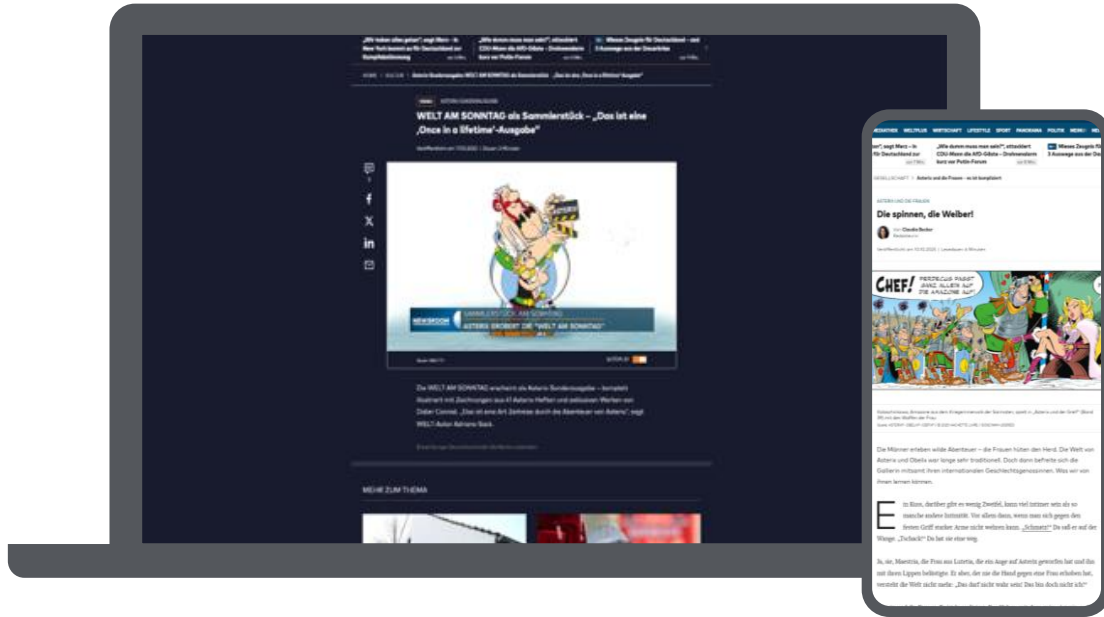
Price list WELT No. 104 applies, valid from 01.01.2026. All prices are discount-eligible, less agency commission, plus VAT. Premium placements WELT AM SONNTAG: Opening Spread, Page 5, Page 7, last page of Book 1 and opening pages.

<sup>1</sup>plus production costs: 4,000 € (not discount- and commission-eligible). <sup>2</sup>plus production costs: 8,000 € (not discount- and commission-eligible). <sup>3</sup>All desktop and mobile formats are guarantee- and billing-relevant. If any of these ad materials are not delivered, the selected main ad materials will be served as ROS placement on the booked date to reach the guaranteed impression volume.

Credit: Lucky Production S.A., Morris



# Asterix Edition 2025



# Your Contacts

can be found [here](#).