

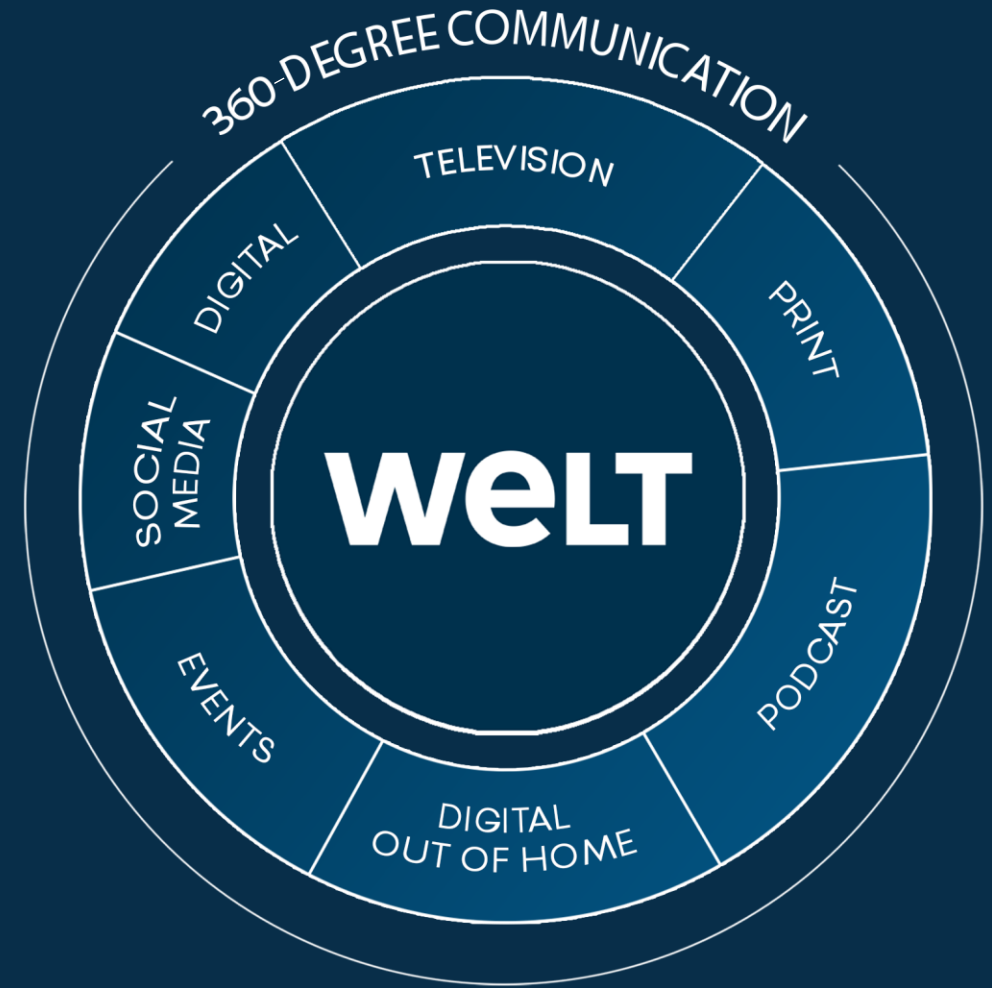
A person in a dark hoodie and sneakers sits on the edge of a skyscraper, looking down at a city at dusk. The city is filled with lights and tall buildings. The sky is dark with some clouds. Three dashed lines (yellow, red, and pink) curve across the image from the top left towards the right.

THE WORLD BELONGS TO THOSE **WHO THINK NEW**

THIS IS WELT.

media **impact**—

WELT
IS A 360-DEGREE
MEDIA BRAND AND
STANDS FOR INTELLIGENT
QUALITY
JOURNALISM.





WELT REACHES **37M** PEOPLE

Source: b4p 2024 III, per month (Base: total population, German-speaking residential population aged 14 and older (70.48 million)
WELT: Digital + Print + TV

WELT PIONEERS NEW STANDARDS IN REPORTING ON *THE ECONOMY, FINANCE AND POLITICS*



JAN PHILIPP BURGARD
Editor-in-Chief WELT
Group & bestselling
author



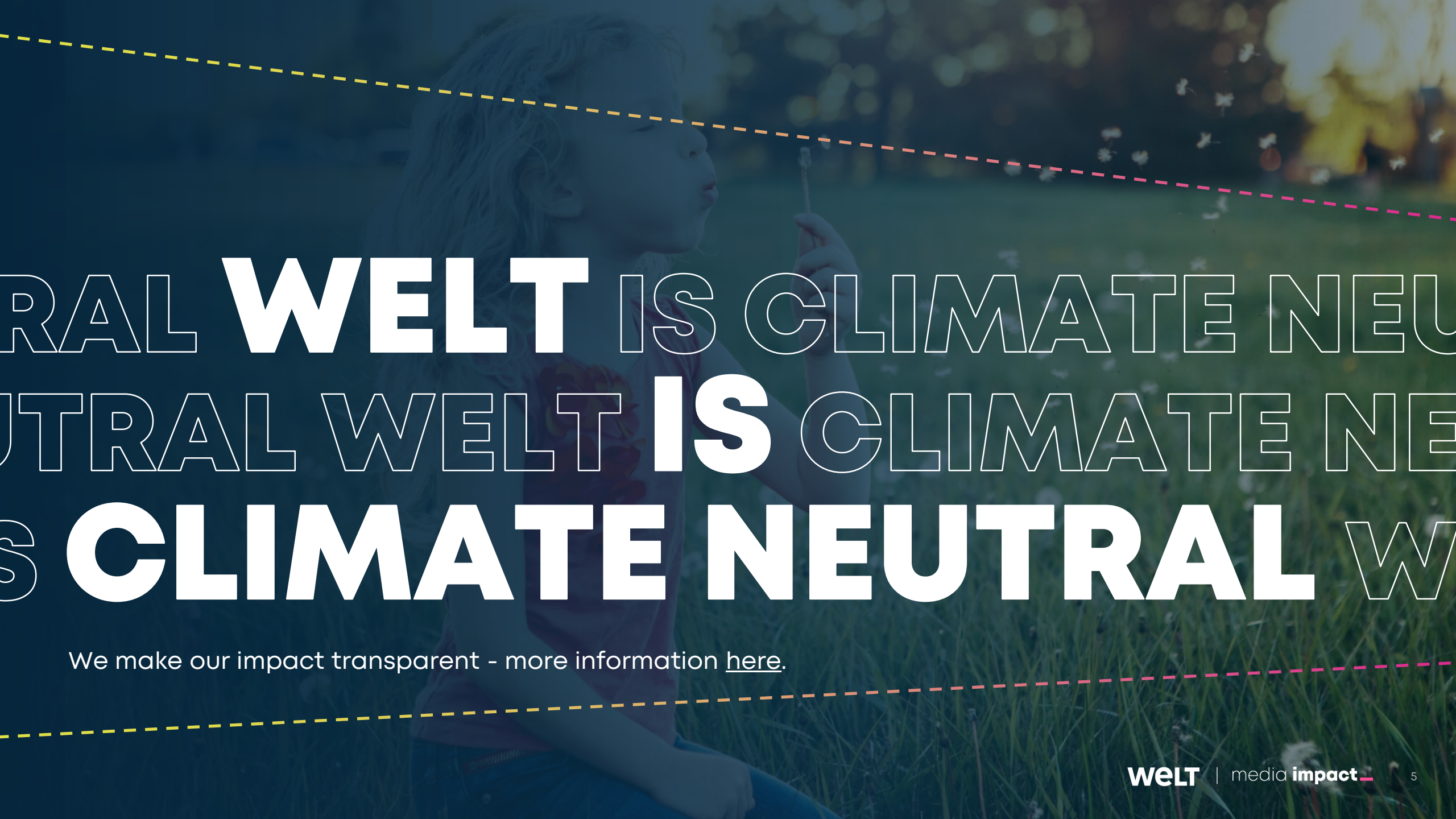
ULF POSCHARDT
Publisher WELT, POLITICO
& Business Insider



STEFFEN SCHWARZKOPF
Chief reporter & winner of
the German Television
Award 2024



ROBIN ALEXANDER
Deputy Editor-in-Chief
& bestselling author

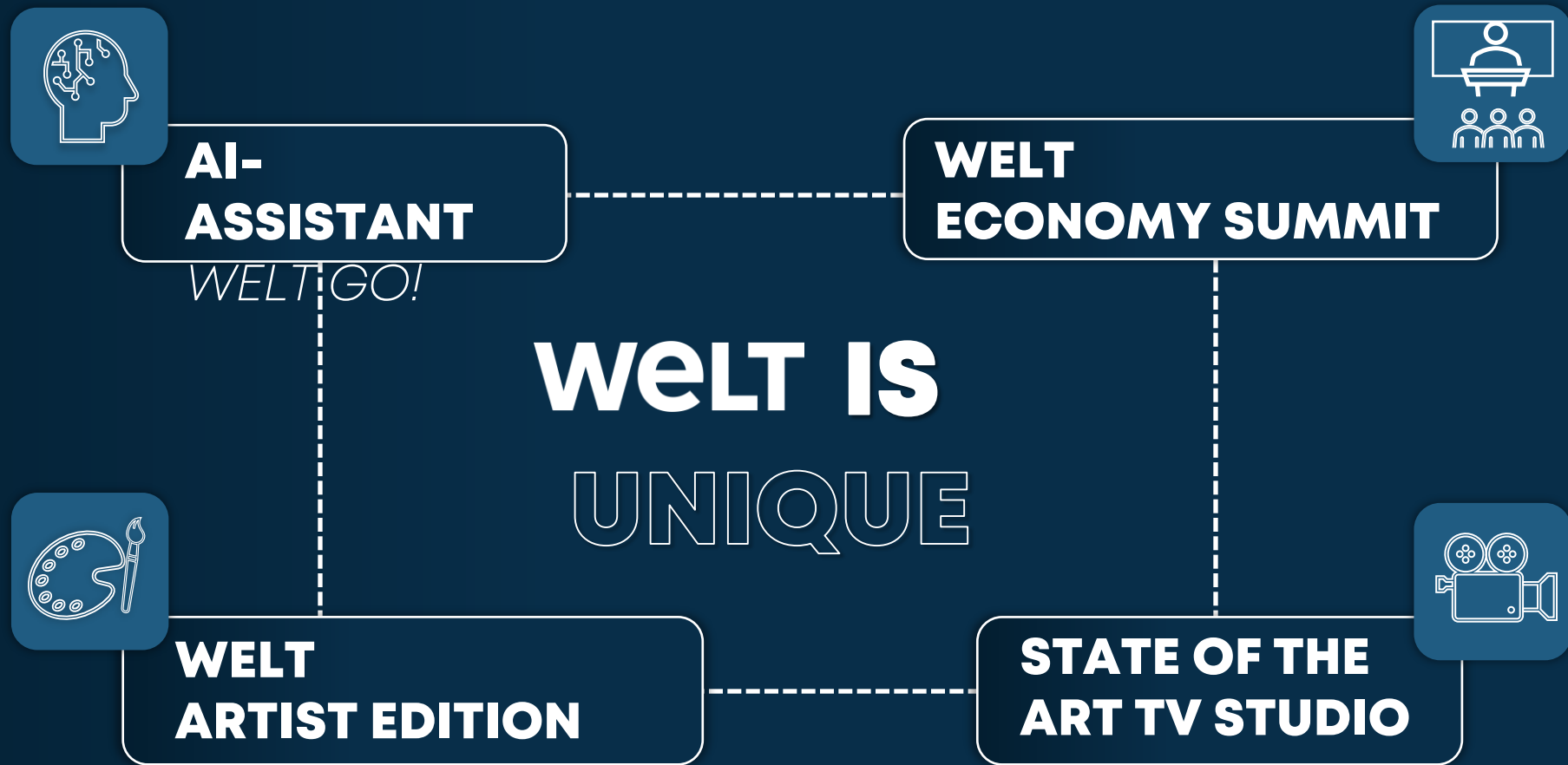
A young girl with blonde hair is shown in profile, blowing a dandelion seed. She is wearing a red shirt and blue pants. The background is a grassy field with dandelions. The image has a blue overlay and several dashed lines in yellow, orange, and pink. The text 'CLIMATE NEUTRAL WELT IS CLIMATE NEUTRAL' is written in large, white, bold letters across the middle. Below it, a smaller line of text says 'We make our impact transparent - more information [here](#).' In the bottom right corner, the 'WELT' logo is next to 'media impact' and a small number '5'.

CLIMATE NEUTRAL WELT IS CLIMATE NEUTRAL

We make our impact transparent - more information [here](#).

WELT | media impact 5

We make our impact transparent - more information [here](#).



THE TYPICAL WELT USER

Manuela



THE DYNAMIC FEMALE LEADER

Age: 44 years
Place of residence: Frankfurt
Profession: Finance manager
HHNI: € 5,000 per month
+ Married, 2 children (4 and 2 years)

Target group share: 27%

Kaspar



THE VISIONARY

Age: 59 years
Place of residence: Munich
Professional status: self-employed, consultant
HHNI: € 8,000 per month
+ Married, 1 child (21 years)

Target group share: 35%

Florian



THE YOUNG PERFORMER

Age: 36 years
Place of residence: Berlin
Professional status: Founder
HHNI: € 3,000 – 3,500 per month

Target group share: 20%

Silvia

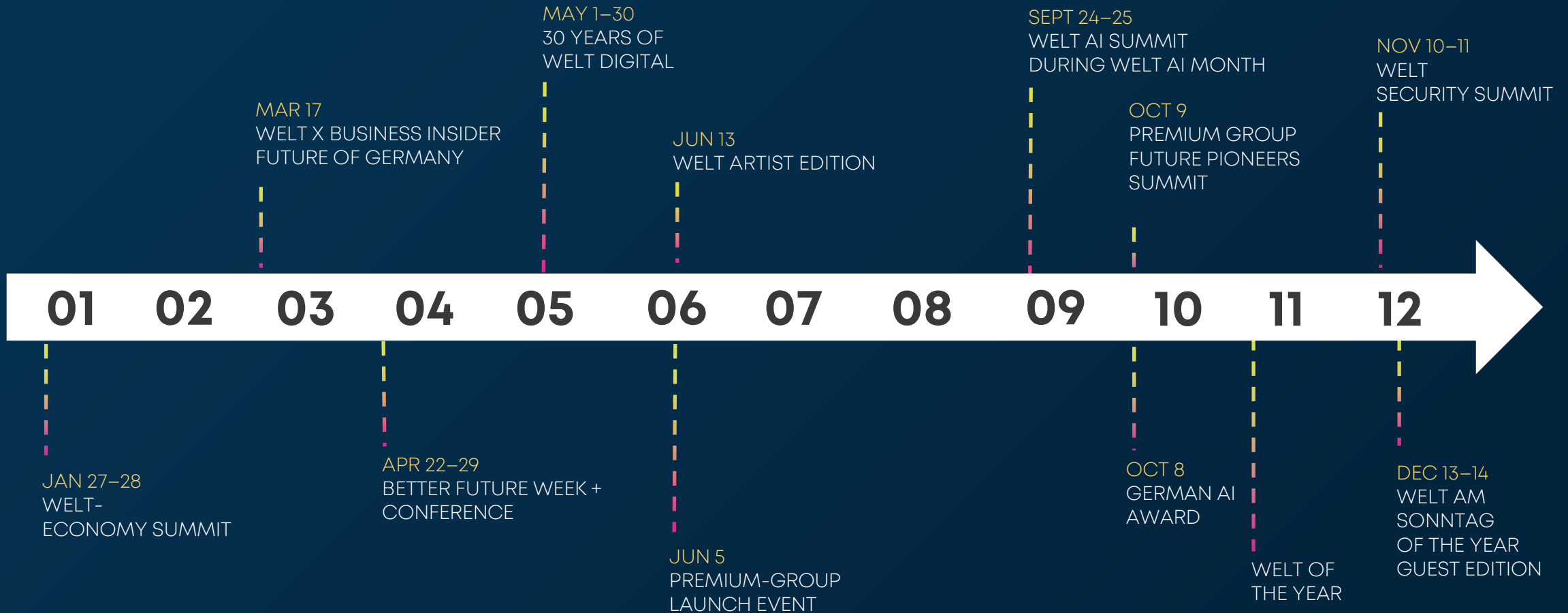


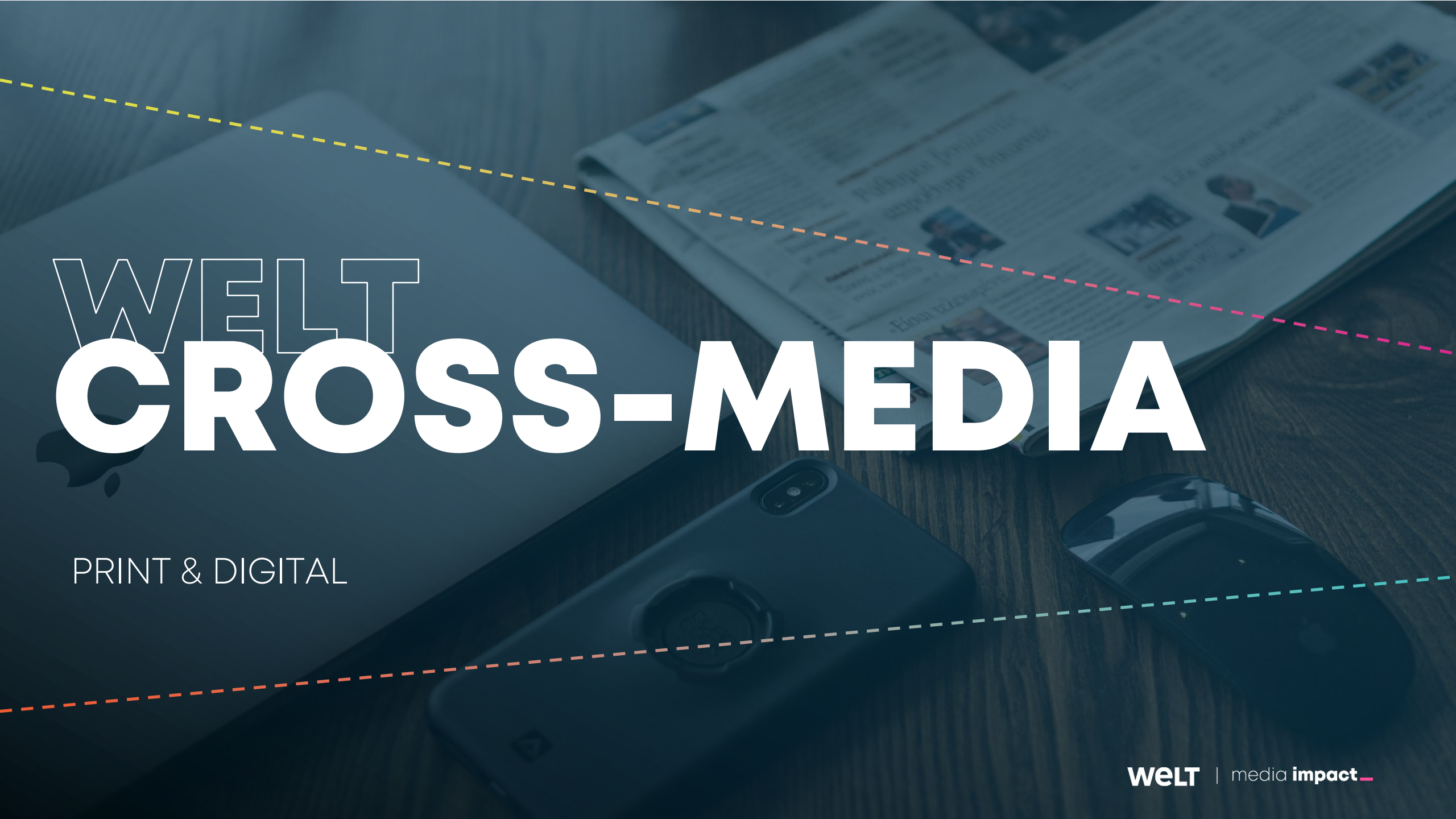
STYLE

Age: 61 years
Place of residence: Hamburg
Occupation: Designer/Photo artist
1 child

Target group share: 18%

WELT 2025 EVENTS CALENDAR





WELT **CROSS-MEDIA**

PRINT & DIGITAL

HIGHEST CROSS-MEDIA NET REACH



b4p 2024 III; Base: German-speaking population aged 14+ (70.48 million), readers per issue, users per month (online, mobile usage via smartphone/ MEW, for WELT also the app; WELT = DIE WELT + WELT AM SONNTAG + WELT AM SONNTAG Kompakt + WELT Online + DIE WELT Edition; cross-media = Print, Digital = Homepage + App (if available), excluding TV

WELT'S CROSS-MEDIA AUDIENCE

We rank #1 versus competitors for management-level users in the company*

3.07 M



**Most readers with
> € 3,000 HHNI per month**

9.88 M

47.1

Average reader age

We rank #1 for readers holding a high-school diploma or university degree

7.96 M



DECISION MAKERS CHOOSE WELT

WELT CROSS-MEDIA
1.166M

DECISION MAKERS¹

REACH DECISION MAKERS, WHICHEVER PLATFORM THEY ARE CONSUMING WELT ON.

Whether with WELT Digital, WELT AM SONNTAG, DIE WELT or a live event – WELT has the right medium for every message.

WELT DIGITAL
810K **DECISION-MAKERS²**

WELT PRINT
334K **DECISION-MAKERS³**

- 1) LAE 2025; user/reader per month
- 2) LAE 2025; user per month
- 3) LAE 2025 reader per issue , WELT Print Total

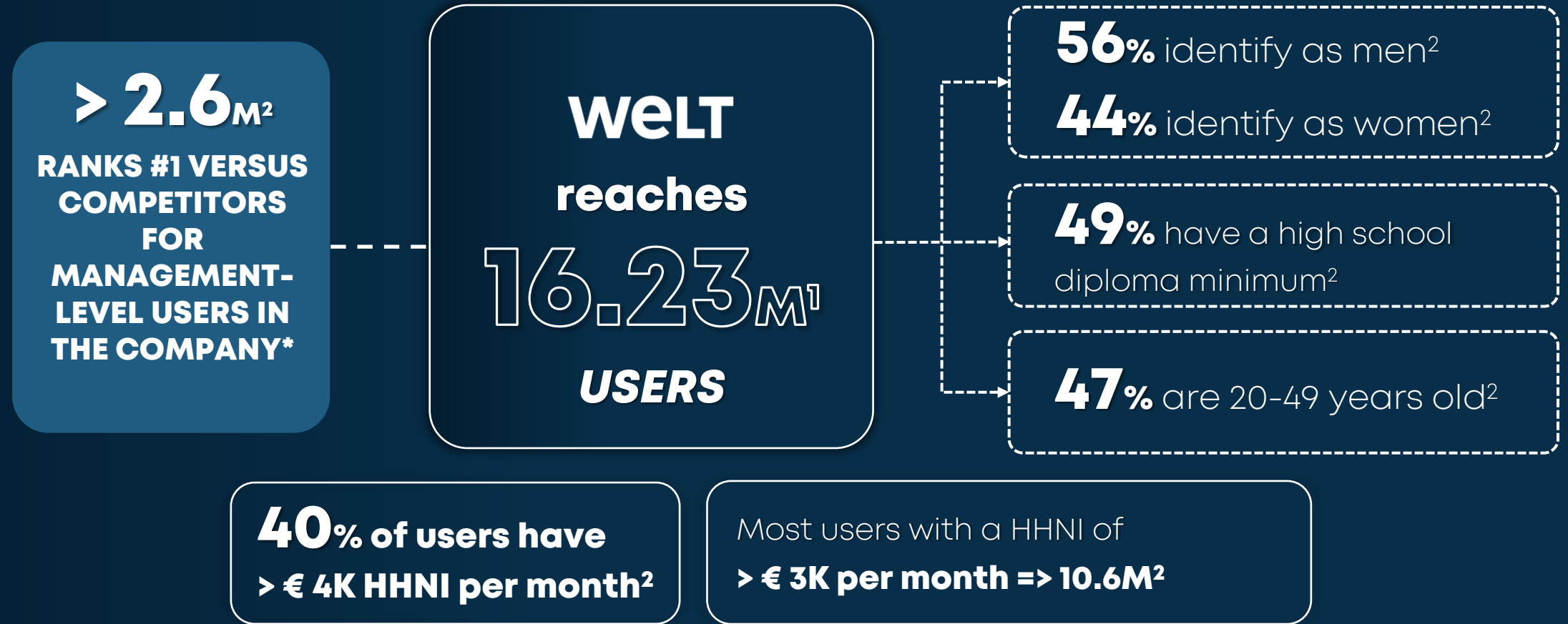


WELT DIGITAL

WITH **16.23M** USERS,
WELT DIGITAL IS ONE
OF THE MOST VISITED DIGITAL
OFFERINGS IN GERMANY

Source: AGF X-Reach July 2025, users per month (base: total population, German-speaking residential population aged 14 and over).
Due to differing methodologies and data collection periods, comparisons of digital reach are not permitted – including comparisons with previous b4p waves.

THE WELT DIGITAL AUDIENCE



¹ AGF X-Reach July 2025; ² b4p 2024 III, users per month
* at least sub-department management level

WELT **PRINT**

DEEP JOURNALISTIC EXPERTISE

WELT AM SONNTAG is the most important weekend read for discerning readers. In addition to strong investigative stories on business and politics, the paper regularly focuses on topics such as AI, new mobility and SMEs as well as finance, culture, style and travel.

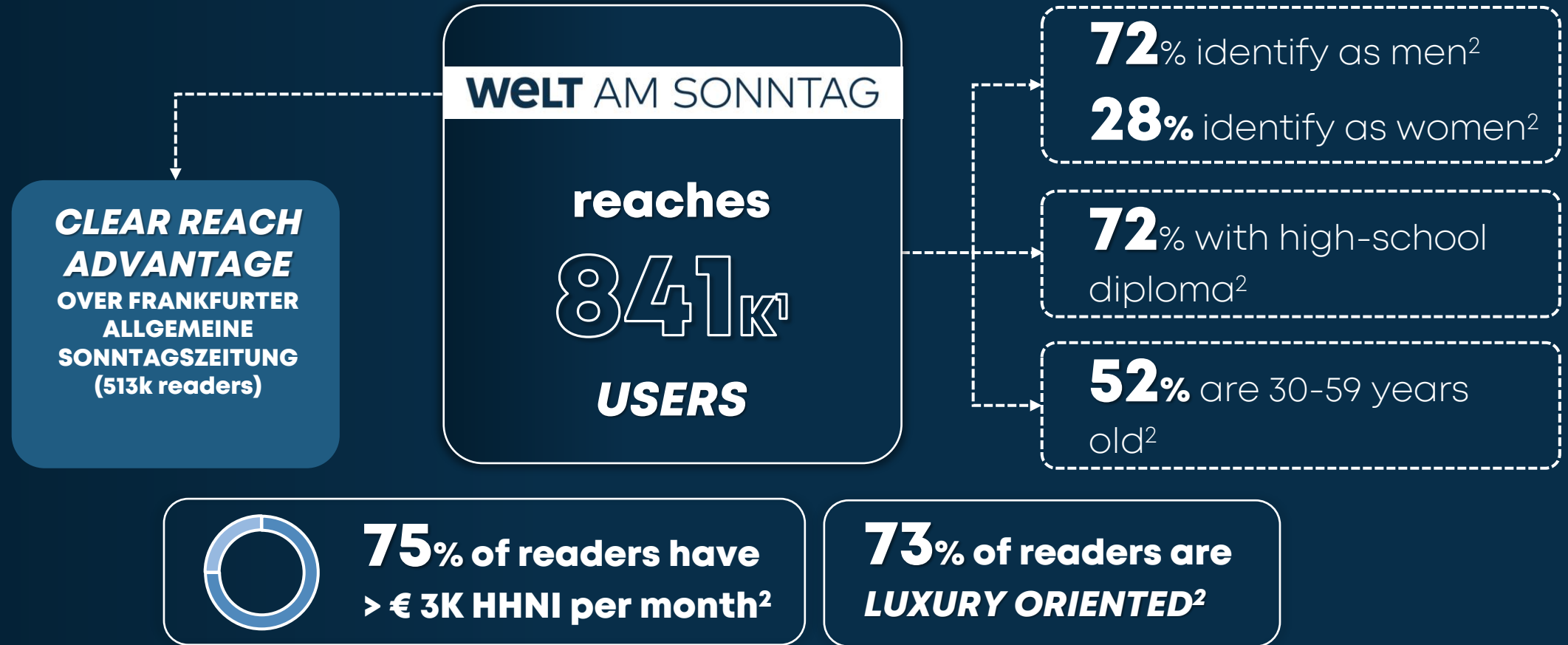
DIE WELT concisely summarises the news and debates of the day from Monday to Friday, providing unapologetic critique and in-depth analysis.



DIE WELT is published daily from Monday to Friday.

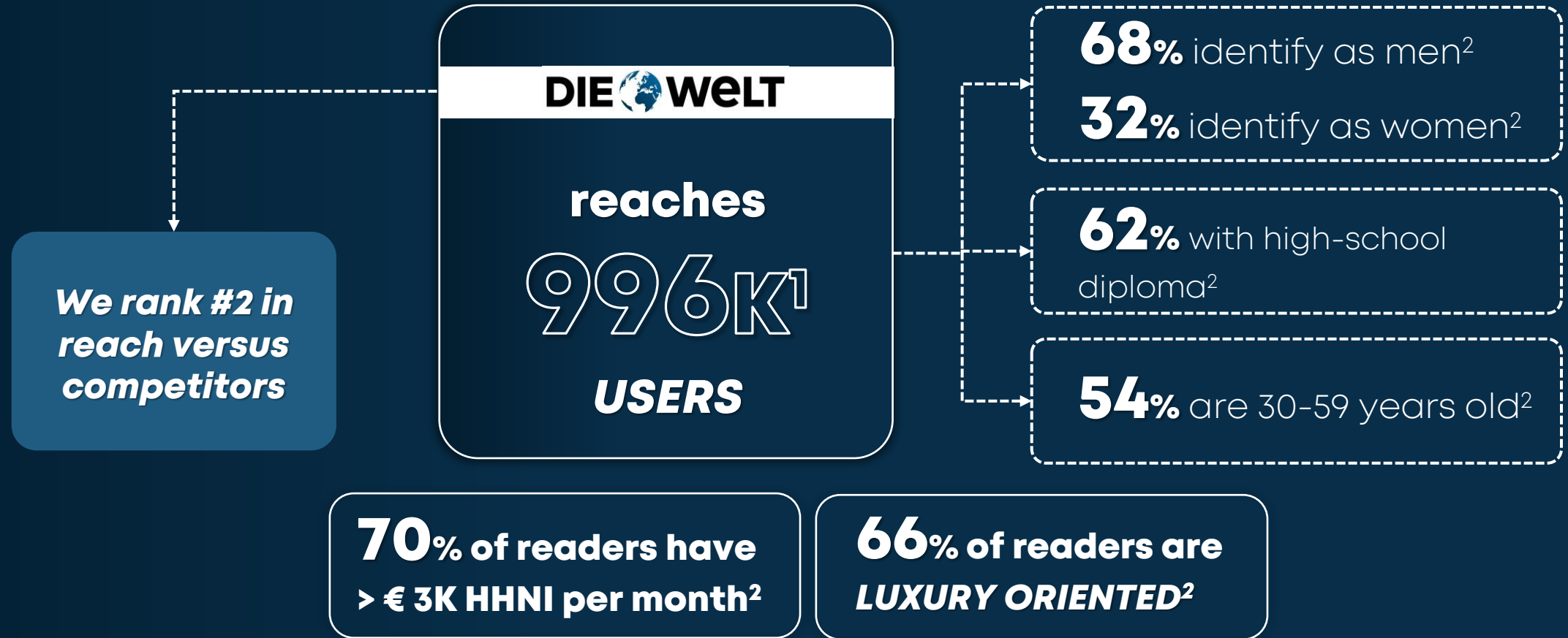
WELT AM SONNTAG is published with one issue on Saturday and one on Sunday.

THE WELT AM SONNTAG AUDIENCE



WELT AM SONNTAG = WELT AM SONNTAG on Saturday + WELT AM SONNTAG on Sunday incl. WELT AM SONNTAG Kompakt
¹ ma Presse 2025; ² 4p 2024 III readers per issue / * Luxury makes life more beautiful (completely agree / somewhat agree)

THE READERS OF DIE WELT



DIE WELT = DIE WELT, Mon–Fri

¹ ma Presse 2025; ² b4p 2024 III readers per issue / * Luxury makes life more beautiful (completely agree / somewhat agree)

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WE LOOK FORWARD TO TALKING TO YOU

media **impact**—



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www.mediaimpact.de