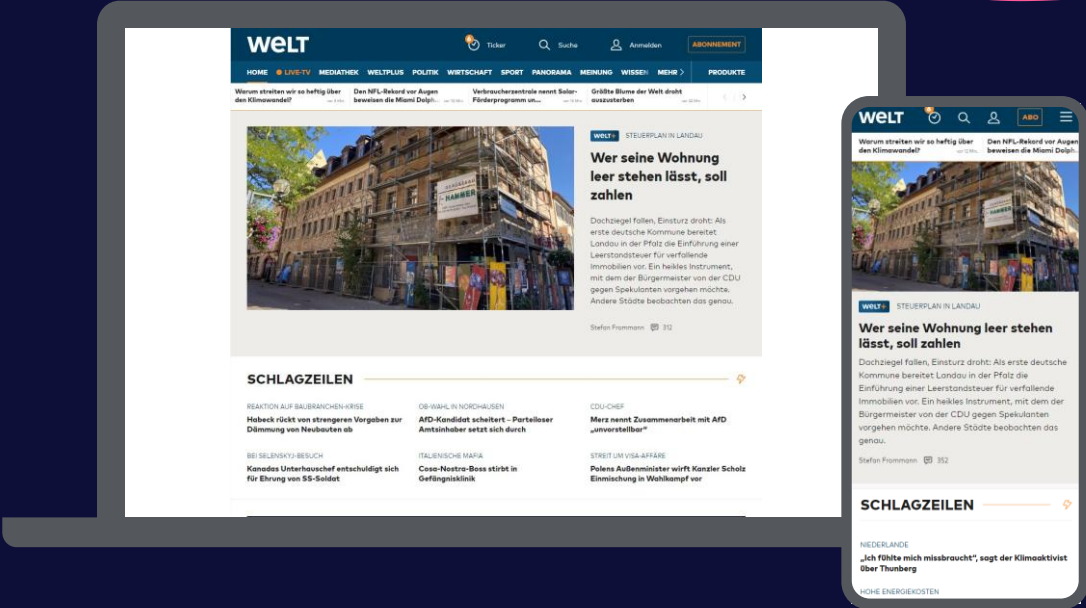


# WELT DIGITAL



## CONCEPT

WELT Digital stands for the core topics: Politics, Economy & Debate and is one of the leading news sites in Germany with more than 14 million users and more than 2.44 million daily users.<sup>1</sup> With online, mobile and the apps, WELT is an established and strong multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.

| Key figures: Desktop, MEW & App |                | Target group: Desktop, MEW & App       |      |
|---------------------------------|----------------|--|------|
| Net-Reach <sup>1</sup>          | 14.28 million  | Male <sup>1</sup>                      | 56 % |
| Daily User <sup>2</sup>         | 2.44 million   | 20-49 years old <sup>1</sup>           | 51 % |
| Visits <sup>3</sup>             | 119.54 million | HHNE 4.000 € and more <sup>1</sup>     | 40 % |
| Page Impressions <sup>3</sup>   | 328.64 million | Education at least Abitur <sup>1</sup> | 49 % |

1) Source: AGF X-Reach May 2025, Due to different methods and data periods, digital reach comparisons are not permitted, not even with b4p pre-waves, WELT currently only includes the web offer, not the apps  
2) Source: b4p 2024 II - structural analysis  
3) IVW May 2025

# WELT DIGITAL

Daily fixed placements

| Product   10 a.m-10 a.m  | Ad Impressions | Formats   | Price   |
|--|----------------|---|---|
| HomeRun <sup>1</sup>   | 2,250,000      | Basic<br>Deluxe<br>Supreme  | 65,250 €<br>76,500 €<br>122,000 €   |
| HomeRun 100/1 <sup>1</sup>   | 1,600,000      | Double Dynamic Sitebar;<br>MEW: Lead Ad 2:1 Sticky (3 Sek.); APP: Lead Ad (2:1) | 79,000 €  |
| WELT Run<br>Politics, Economy, Sports,<br>Panorama, Knowledge, Culture | 2,500,000      | Basic<br>Deluxe<br>Supreme  | 62,500 €<br>75,000 €<br>125,000 €   |
| Without Politics   | 1,500,000      | Basic<br>Deluxe<br>Supreme  | 37,500 €<br>45,500 €<br>75,500 €  |
| First Contact  | 2,000,000      | Basic<br>Deluxe<br>Supreme  | 58,000 €<br>68,000 €<br>110,000 €   |
| HomeRun <sup>1</sup> + WELT Run  | 4,750,000      | Basic<br>Deluxe<br>Supreme  | 93,000 € <sup>2</sup><br>110,000 € <sup>2</sup><br>178,000 € <sup>2</sup> |
| HomeRun <sup>1</sup> + First Contact                                   | 4,250,000      | Basic<br>Deluxe<br>Supreme  | 90,000 € <sup>2</sup><br>106,500 € <sup>2</sup><br>170,000 € <sup>2</sup> |
| Homerun Programmatic   |                | Basic<br>Deluxe<br>Supreme  | 30,45 € TKP<br>35,70 € TKP<br>56,93 € TKP                                 |
| All In (HomeRun & Portal)  | 7,750,000      | Basic<br>Deluxe   | 202,750 €<br>241,500 €  |
| A-Teaser Home <sup>4</sup>   | 800,000        | Full graphic teaser,<br>portrait format (283 x 500px.)                          | 40,000 €  |
| HomeRun BTF  | 500,000        | Desktop: Billboard<br>Mobile: Medium<br>Rectangle                               | 13,250 €  |

| Product Versions  |
|---|
| <b>BASIC</b><br><b>Stationary:</b> Wallpaper / Fireplace <sup>5</sup> / Billboard / (Dynamic) Sitebar<br><b>MEW:</b> Sticky Lead Ad (6:1/4:1) & Medium Rectangle / Understitial / Cube Ad (MMR) / Gallery Ad (MMR)<br><b>App:</b> Lead Ad (6:1/4:1) & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)   |
| <b>DELUXE</b><br><b>Stationary:</b> Billboard (100/1) / Video Wall <sup>6</sup> / Double Dynamic Sitebar / Dynamic Fireplace <sup>5</sup> / Bridge Ad <sup>7</sup> / TwoFace Ad <sup>8</sup> / Cinematic Ad / Direction Ad / Catalogue Ad / Curtain Dropper <sup>6,12</sup><br><b>MEW:</b> Sticky Lead Ad (6:1 / 4:1 / 2:1 (not sticky)) & Interscroller / Medium Rectangle / Cube Ad (MMR) / TwoFace Ad <sup>8</sup> / Gallery Ad (MMR) / Mobile Click & Swipe / Cataloouge Ad / Welcome Ad XXL / Halfpage Ad<br><b>APP:</b> Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Cube Ad (MMR) / TwoFace Ad <sup>8</sup> / Gallery Ad (MMR) |
| <b>SUPREME</b><br><b>Stationary:</b> Big Stage <sup>9</sup> (Automatic Pre Expanding Video Wall, max. 8 seconds)<br><b>MEW:</b> Sticky Lead Ad (6:1 / 4:1 / 2:1) & Prestitial <sup>10</sup> & Medium Rectangle / (Video) Interscroller / Content Ad / Understitial / Cube Ad (MMR) / Gallery Ad (MMR) / Mobile Big Stage <sup>11</sup> / Mobile Curtain Dropper <sup>11,12</sup><br><b>APP:</b> Lead Ad (6:1 / 4:1 / 2:1) & Prestitial <sup>10</sup> & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)  |

<sup>1)</sup> All stationary and mobile formats are relevant to the guarantee and billing. If one of these advertising media is not delivered, the selected main advertising media will be delivered as ROS placements on the booked day in order to achieve the booked guarantee amount.

<sup>2)</sup> Gross prices including combined discount

<sup>3)</sup> ICON Digital not available in the app

<sup>4)</sup> The availability of the A-Teaser slot must be agreed in advance with the WELT Brand Team.

<sup>5)</sup> Played above the navigation

<sup>6)</sup> FC=1/day, a billboard, fireplace or a DDS can remain as a fallback. In the tablet browser, only the fallback advertising material, e.g. the billboard, is delivered

<sup>7)</sup> Combination of Fireplace (display above the navigation) and Billboard (display below the navigation)

<sup>8)</sup> A billboard is required for tablet | no video | Mobile, the advertising material is displayed in the interscroller | InApp, the advertising material is displayed in the Mrec

<sup>9)</sup> FC 1/day for the animation: MEW & App: various formats to choose from

<sup>10)</sup> Autoclose after 8 seconds; optional, only in HomeRun and in combination with a Mobile Medium Rectangle or an equivalent alternative, not relevant for guarantee

<sup>11)</sup> FC/ global; playback exclusively with booking of a HomeRun; second advertising medium (MMR) for guarantee fulfillment; not bookable in app (in app, a medium rectangle is used as fallback advertising medium); a 2:1 banner,

a medium rectangle is required as fallback.

<sup>12)</sup> In the case of a multiscreen booking, the gross price is due in the Supreme format.

# WELT DIGITAL

## Daily Fixed Placements

| Product   10 AM – 10 AM                     | Ad Impressions                    | Formats                    | Price                                     |
|---|-----------------------------------|----------------------------|---|
| Content Presenting                          | Depending on channel <sup>3</sup> | Basic<br>Deluxe<br>Supreme | 35,00 € TKP<br>40,00 € TKP<br>65,00 € TKP |
| Decision-Maker Homepage Bundle <sup>1</sup> | 2,450,000                         | Basic<br>Deluxe<br>Supreme | 66,000 €<br>77,000 €<br>124,000 €         |
| Decision-Maker Home Bundle Advanced         | 4,450,000                         | Basic<br>Deluxe<br>Supreme | 93,000 €<br>109,000 €<br>176,000 €        |
| Decision-Maker Roadblock <sup>2</sup>       | 10,090,000                        |                            | 295,100 €                                 |

| Product Variants  |                |                     |
|---|----------------|---------------------|
| <b>BASIC</b><br><b>Stationary:</b> Wallpaper / Fireplace <sup>3</sup> / Billboard / (Dynamic) Sitebar<br><b>MEW:</b> Sticky Lead Ad (6:1/4:1) & Medium Rectangle / Understitial / Cube Ad (MMR) / Gallery Ad (MMR)<br><b>App:</b> Lead Ad (6:1/4:1) & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)   |                |                     |
| <b>DELUXE</b><br><b>Stationary:</b> Billboard (100/1) / Video Wall <sup>4</sup> / Double Dynamic Sitebar / Dynamic Fireplace <sup>3</sup> / Bridge Ad <sup>5</sup> / TwoFace Ad <sup>6</sup> / Cinematic Ad / Direction Ad / Catalogue Ad / Curtain Dropper <sup>4 10</sup><br><b>MEW:</b> Sticky Lead Ad (6:1 / 4:1) & Understitial / Interscroller / Medium Rectangle / Cube Ad (MMR) / TwoFace Ad <sup>6</sup> / Gallery Ad (MMR) / Mobile Click & Swipe / Catalogue Ad<br><b>APP:</b> Lead Ad (6:1 / 4:1) & Medium Rectangle / Cube Ad (MMR) / TwoFace Ad <sup>6</sup> / Gallery Ad (MMR) |                |                     |
| <b>SUPREME</b><br><b>Stationary:</b> Big Stage <sup>7</sup> (Automatic Pre-Expanding Video Wall, max. 8 seconds)<br><b>MEW:</b> Sticky Lead Ad (6:1 / 4:1 / 2:1) & Prestitial <sup>8</sup> & Medium Rectangle / (Video) Interscroller / Content Ad / Understitial / Cube Ad (MMR) / Gallery Ad (MMR) / Mobile Big Stage <sup>9</sup> / Mobile Curtain Dropper <sup>9 10</sup><br><b>APP:</b> Lead Ad (6:1 / 4:1 / 2:1) & Prestitial <sup>11</sup> & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)   |                |                     |
| Interactive Takeover   Duration: 4 weeks  | Ad Impressions | Price <sup>11</sup> |
| For specially created channel including logo integration  | 12,600,000     | 132,000 €           |

1) The following homepages will be occupied for one day: WELT.de, Business Insider – Cumulative Volume: The relevant billing criterion is achieving the total AI of the package – not all positions within the package need to contribute to fulfilling the total AI.  
2) Estimated reach, subject to adjustment for 2025. The following homepages will be occupied for one day: Business Insider, WELT, Stern, NTV, Capital. Media Impact acts as a service provider for Ad Alliance. In case of a booking, the relevant Ad Alliance terms and conditions apply. The booking for the Ad Alliance portion is handled by Ad Alliance. 3) Displayed above the navigation.  
4) FC=1/day, as a fallback, a Billboard, Fireplace, or DDS may remain. In tablet browsers, only the fallback ad format, e.g., the Billboard, will be delivered.  
5) Displayed above the navigation.  
6) Combination of Fireplace (displayed above the navigation) and Billboard (displayed below the navigation).  
7) For tablets, a Billboard is required | no video | On mobile, the ad format is displayed within the Interscroller | In-app, the ad format is displayed in the Mrec.  
8) FC=1/day for the animation; MEW & App: various formats available.  
9) Auto-close after 8 seconds, optional, only in HomeRun and in combination with a Mobile Medium Rectangle or an equivalent alternative, not guarantee-relevant.  
10) FC=1 globally; playback exclusively with booking of a HomeRun; second advertising medium (MMR) for guarantee fulfillment; not bookable in app (in app, a medium rectangle is used as fallback advertising medium); a 2:1 banner, a medium rectangle is required as fallback.  
11) In the case of a multiscreen booking, the gross price is due in the Supreme format.  
12) plus €8,000.00 creation costs (not discounted and AE-compatible)

# WELT DIGITAL

## Specials

| WELT Themed Specials <sup>1</sup>  | Ad Impressions | Package Price <sup>2</sup> |
|--|----------------|----------------------------|
| Logointegration (Desktop/MEW) <sup>3</sup> , Navigation Entry, Header & Footer, Sitebar <sup>4</sup> + Medium Rectangle (Multiscreen) <sup>4</sup> |                |                            |
| Themed Special S   | 400,000        | 25,000 €                   |
| Themed Special M<br>Logo integration within the theme stage on the homepage (2 days)   | 800,000        | 50,000 €                   |
| Themed Special L<br>Logo integration within the theme stage on the homepage (3 days)   | 1,450,000      | 90,000 €                   |

| Cross-medial Special topic <sup>5</sup>  | Ad Impressions <sup>6</sup> | Package Price <sup>2</sup> |
|--|-----------------------------|----------------------------|
| Presented Content Traffic package   Duration 2-4 Weeks   Header, Presenting-Footer, Sitebar <sup>4</sup> + Medium Rectangle (Multiscreen) <sup>4</sup> |                             |                            |
| Package S  | 250,000                     | 20,000 €                   |
| Package M  | 500,000                     | 40,000 €                   |
| Package L  | 1,000,000                   | 80,000 €                   |

| Targeting of digital Subscribers  | Ad Impressions | CPM mark-up <sup>6</sup> |
|---|----------------|--------------------------|
| The approximately 225,000 <sup>7</sup> digital subscribers receive access to exclusive content from WELT Digital and you as a customer receive exclusive access to our subscribers. | ab 200,000     | 20 €                     |

| Newsletter                 | Ad Impressions = subscribers | TKP  |
|----------------------------|------------------------------|------|
| Different Bundles possible | from 160,000                 | 50 € |

1) Special topics here: [https://www.mediaimpact.de/data/uploads/2024/01/welt\\_themenspecial\\_2024.pdf](https://www.mediaimpact.de/data/uploads/2024/01/welt_themenspecial_2024.pdf); individual topics after consultation with the editorial team.

2) Plus creation costs: €4,000 (not eligible for discount and AE)

3) The customer logo must be delivered 3 weeks before the live date.

4) Sitebar and multiscreen medium rectangle = traffic-generating advertising media on WELT.de

5) Only cross-media bookable! Information on the special print topics can be found here: <https://www.mediaimpact.de/de/welt-sonderthemen/>

One or more editorial stories or an editorial channel on a specific topic can be presented. Customers take place as presenters of the editorial content

6) Basis: CPM price list, CPM dependent on booked formats; prices are discount & AE-capable, can be combined with other targeting options

7) IWW 09/2024

# WELT DIGITAL

## Branded Content | Brand Story

|  |  |   |                                  |                                  |   |                                  |   |
|--|--|---|----------------------------------|----------------------------------|---|----------------------------------|---|
| <div>Minimum page views to be booked<sup>3</sup></div> <div>30,000</div> <div>CPV: 3.15€</div> | <div>+2,62€ CPV</div> <div>per additional view</div> | <div>Brand Story WELT basic package<sup>1</sup></div> <div>6 weeks - incl. native teaser</div>      |                                  | <div>+2,10€</div> <div>CPV</div> | <div>100,000</div> <div>CPV:2.10€</div> | <div>+2,05€</div> <div>CPV</div> | <div>Maximum page views to be booked<sup>3</sup></div> <div>130,000</div> <div>overall CPV: 2,09€</div> |
|  |  | Guaranteed page views   | Cost per View (CPV) <sup>2</sup> |                                  |   |                                  |   |
|  |  | 50,000 Views  | 2,62€                            |                                  |   |                                  |   |
| <div>5,000</div> <div>CPV: 3,50€</div>   | <div>+3,33€ CPV</div> <div>per additional view</div> | <div>Brand Story Lifestyle basic package<sup>1</sup></div> <div>6 weeks - incl. native teaser</div> |                                  | <div>+3,13€</div> <div>CPV</div> |   |                                  | <div>20,000</div> <div>overall CPV: 3,13€</div>   |
|  |  | Guaranteed page views   | Cost per View (CPV) <sup>2</sup> |                                  |   |                                  |   |
|  |  | 15,000 Views  | 3,33€                            |                                  |   |                                  |   |

| +Additional add-ons             |   | Additional costs  |
|---------------------------------|---|---|
| Data & Mafo Add-Ons             | Audience Insights Report   from 100,000 Views                   | 750€ on the creation costs  |
|                                 | Marktforschung   from 100,000 Views                             | 3,500€ on the creation costs                                      |
| Graphische Add-Ons <sup>4</sup> | Immersive Story   Brand or Product Story                        | Individual  |
|                                 | Interactive Story   Brand or Product Story                      | 4,000 € on the creation costs                                     |
|                                 | Swipe Story   Brand or Product Story                            | No extra charge   |
| Social Media                    | Sponsored Posts   Content Posts   Vertical Story                | See social media factsheet  |
| Performance                     | Just Clicks, Social Performance Add-On o. Interaction Add-On    | See social media factsheet  |
| Hub                             | Stage for collecting your brand stories                         | From booking 3 stories on top                                     |
| Refresh Story                   | Options: Easy, Update   | From 500€ creation costs, depending on the package (see footnote) |
| Insight Add-On <sup>5</sup>     | Integrated surveys / quizzes for exciting insights <sup>5</sup> | No extra charge   |

1) Campaign duration: WELT, LIFESTYLE: 6 weeks  
2) Plus creation costs (not eligible for discount and AE): | WELT: from 30,000 views €8,000; from 50,000 views €10,000; from 100,000 views €12,000 | LIFESTYLE: from 5,000 views €3,500; from 15,000 views €4,000; 20,000 views €4,500  
3) Scalable page views: from min. 1.54€ gross CPV (SR- and AE-capable), depending on the size of the booking.  
4) Graphical representations not useful for all content, review and decision by Axel Springer Brand Studios  
5) Various survey formats possible. Notes: Consisting of story + traffic drivers that link to story (native teaser). Page views guaranteed. Lead times for brand stories are at least 3-4 weeks from material delivery. All prices (unless otherwise stated) are gross SR prices, less agency fees, plus VAT. | Subject to changes and errors excepted. Status: 01.01.2025

# WELT DIGITAL

Branded Content | Product Story | AI-Story

| Basic package <sup>1</sup>                   | Ad Impressions | Page Views | Package price <sup>2</sup> |
|--|----------------|------------|----------------------------|
| WELT Product Story M                         | 4,700,000      | 12,000     | 47,000 €                   |
| WELT Product Story L                         | 8,400,000      | 23,000     | 70,000 €                   |
| WELT Statement Story                         | 4,700,000      | 8,000      | 47,000 €                   |
| Story combos                                 |                |            |                            |
| Decision maker (Business Insider + WELT)     | 8,900,000      | 28,000     | 90,000 €                   |
| Innovation (Computer BILD + Techbook + WELT) | 4,050,000      | 15,000     | 57,250 €                   |

| +Additional add-ons                      |   | Additional costs  |
|--|---|---|
| Additional visibility                    | Ad Impressions <sup>3</sup>   | On a CPM basis (see CPM price list)                                       |
| Data Add-Ons                             | Targeting   on selected advertising media   <b>Targeting Product Story</b> available(Guaranteed with Product Story M + Targeting on all advertising media) <sup>5</sup> | From €10 CPM (see targeting ratecard): WELT package: €66,000 <sup>4</sup> |
| Graphic and content add-ons <sup>5</sup> | Immersive   | Individual  |
|  | Interactive   | 4,000€ on the creation costs  |
|  | Swipe Story   | No extra charge   |
| Social Media                             | Sponsored Posts   Content Posts   Vertical Story  | See social media factsheet  |
| Performance                              | Just Clicks, Social Performance Add-On o. Interaction Add-On  | See performance factsheet   |
| Hub                                      | Stage for collecting your product stories   | From booking 3 stories on top   |
| Refresh Story <sup>6</sup>               | Option Refreh Story Easy and Update   | From 500€ creation costs, depending on the package (see footnote)         |
| Insight Add-On <sup>7</sup>              | Integrated surveys / quizzes for exciting insights  | No extra charge   |

| Package                    | Ad Impressions | Package Price <sup>9</sup> |
|----------------------------|----------------|----------------------------|
| WELT AI-Story <sup>8</sup> | 10,500,000     | 120,000                    |

1) Campaign Duration: Product Stories minimum 4 weeks | Story Combos: 4–6 weeks  
2) Additional Creation Costs (not SR- or AE-eligible):WELT Package M: €6,000 | Package L: €8,000 | Statement Story WELT: €6,000 | Story Combos: €8,000 (an additional €4,000 applies for interactive implementations).Content from financial service providers is subject to review and may require adjustments to the product type and/or guaranteed views.  
3) Only advertising formats included in the basic packages can be booked without additional charges.  
4) Only selected Interest/Combo TGX + context targeting options available; additional creation costs of €6,000 apply (not discount- or AE-eligible).  
5) Graphical representations are not suitable for all content; subject to review and approval by Axel Springer Brand Studios.  
6) Option Easy: same story, same teasers – price based on Product Story package + €500 creative costs | Option Update: same story, new teasers – price based on Product Story package + €1,500 creative costs. Bookable across all available platforms | Creation costs are not SR- or AE-eligible.  
7) Various survey formats possible. Note: Includes story + traffic drivers linking to the story (ad server formats + social media). Ad impressions + page views guaranteed!Lead time for Product Stories is at least 3 weeks from material delivery. All prices are gross and SR-eligible (unless otherwise stated), minus AE, plus VAT. | Subject to change and errors. As of: 01.01.2025  
8) AI-story: 5 weeks. Lead time: 4 weeks. AI stories from the pharmaceutical sector require prior review and approval by Legal.  
9) Package price SR and AE-compatible; plus creation costs including tech fee (these are not eligible for discounts or AE): €10,000.

# WELT DIGITAL

Branded Content | Advertorial

| Basic package | Ad Impressions | Package price <sup>2</sup> |
|---------------|----------------|----------------------------|
| WELT          | 4,000,000      | 25,000 €                   |
| LIFESTYLE     | 3,600,000      | 20,000 €                   |

| +Additional add-ons   |  | Additional costs                       |
|-----------------------|--|--|
| Additional visibility | Ad Impressions <sup>3</sup>                                  | On a CPM basis (see CPM price list)    |
| Data Add-Ons          | Targeting on selected advertising media                      | From 10€TKP (see targeting price list) |
| Social Media          | Sponsored Posts   Content Post   Vertical Story              | See social media factsheet             |
| Performance           | Just Clicks, Social Performance Add-On o. Interaction Add-On | See performance factsheet              |
| Hub                   | Stage for collecting your advertorials                       | From booking 4 advertorials on top     |

## Performance

| Basic package  | Ad Impressions | Page Views | Package price <sup>4</sup> |
|--|----------------|------------|----------------------------|
| WELT MAXCLICK:<br>A-Teaser <sup>5</sup> (duration: 3 days)<br>+ social media channels <sup>6</sup> | 5,000,000      | 17,000     | 130,000 €                  |

1) Campaign Duration: WELT & LIFESTYLE: 6 weeks  
2) Additional Creation Costs (not eligible for SR and AE): WELT €3,500 | LIFESTYLE: €2,500  
3) Only ad formats included in the basic packages can be booked without additional creative costs. Note: Includes story + traffic drivers linking to the story (ad server formats), ad impressions guaranteed!  
Lead time for advertorials is at least 2 weeks from material delivery. All prices are gross and eligible for SR (unless stated otherwise), minus AE, plus VAT. | Subject to change and errors. As of: 01.01.2025  
4) Package price gross (eligible for discount and AE). Creatives can be provided by the client but must be approved by us. If created by us, creative costs of at least €3,300 will apply (not eligible for discount or AE).  
5) Full-screen teaser, portrait format (283 x 500 px).  
6) Social ads are always published under the client's sender identity. Below are the required details for social ad integration. Social platforms (depending on format): Static: Meta, Snap, Reddit, Google Demand Gen, LinkedIn, Pinterest, X; Video: Meta, Snap, Reddit, YouTube, LinkedIn, Pinterest, TikTok, XRetargeting of WELT users who visited the homepage of WELT.de within the past 7 days.

# WELT DIGITAL

## Social Media

| Facebook <sup>1</sup> (4 sponsored Posts) | Fans      | Ad Impressions | Price <sup>2</sup> |
|---|-----------|----------------|--------------------|
| WELT                                      | 1,100,000 | 1,200,000      | 24,000 €           |
| Lifestyle                                 | 99,000    | 400,000        | 8,000 €            |

| X <sup>1</sup> (ehemals Twitter, 4 Tweets) | Fans      | Ad Impressions | Price <sup>2</sup> |
|--|-----------|----------------|--------------------|
| WELT                                       | 2,000,000 | 500,000        | 17,500 €           |

| Instagram <sup>1</sup> (4 sponsored Posts/Stories) | Fans    | Ad Impressions | Price <sup>2</sup> |
|--|---------|----------------|--------------------|
| WELT   | 781,000 | 200,000        | 10,000 €           |
| Lifestyle  | 21,400  | 200,000        | 10,000 €           |
| Icon.magazin                                       | 18,200  | 200,000        | 10,000 €           |

| LinkedIn (4 sponsored Posts) | Fans   | Ad Impressions | Price <sup>2</sup> |
|------------------------------|--------|----------------|--------------------|
| WELT                         | 46,000 | 200,000        | 10,000 €           |

| Pinterest (4 sponsored Posts) | Fans   | Ad Impressions | Price <sup>2</sup> |
|-------------------------------|--------|----------------|--------------------|
| WELT                          | 23,000 | 400,000        | 20,000 €           |

| Vertical Story   | Ad Impressions | Price <sup>3</sup> |
|--|----------------|--------------------|
| With full-screen vertical videos or animated images, you can reach a young target group with your story on Snapchat and Instagram. Up to 5 story parts including a link to your brand or product story on one of our brands or on your desired landing page. |                |                    |
| Stand Alone   1-2 Week   | 30,000         | 80,000 €           |
| Story Booster   1-2 Week   | 15,000         | 40,000 €           |

1)Material for Instagram, Facebook or Twitter must be delivered at least 5 days in advance, for the canvas ad there are creation costs of €1,890 (not discountable and AE-eligible) (10 working days in advance).  
2) Prices plus €800 creation costs, Instagram Stories €1,600 (not SR or AE-eligible).  
3) Plus creation costs: Stand Alone: €8,000 | Booster: €5,000 (not SR or AE eligible)



# TKP PLACEMENTS

| MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)  |                             |   |      |   |                                   |                                |      |
|---|-----------------------------|---|------|---|-----------------------------------|--------------------------------|------|
|   |                             | AdBundle, Skyscraper, Superbanner, Medium Rectangle |      | Wallpaper, Halfpage Ad  |                                   | Fireplace, Sitebar, Billboard¹ |      |
|   |                             |   |      |   |                                   |                                |      |
| Mobile Content Ad 6:1 + 4:1   |                             | RoS & Custom  | 50 € | RoS & Custom  | 60 €                              | RoS & Custom                   | 70 € |
| "Mobile Content Ad 2:1, Mobile Medium Rectangle"  |                             | RoS & Custom  | 60 € | RoS & Custom  | 70 €                              | RoS & Custom                   | 80 € |
| "Mobile Content Ad 1:1, Understitial², Interscroller², Prestitial (InApp)³, Mobile Halfpage Ad²"  |                             | RoS & Custom  | 72 € | RoS & Custom  | 82 €                              | RoS & Custom                   | 92 € |
| VIDEO   |                             |   |      |   |                                   |                                |      |
| InText Outstream Ad⁴  | on start, bis inkl. 20 Sec. | RoS & Custom  | 60 € | X-Stream Ad⁶  | bis inkl. 20 Sec.                 | RoS                            | 55 € |
| (Live)Stream Ad⁵  | bis inkl. 20 Sec.           | RoS & Custom  | 85 € | YouTube⁷  | PreRoll bis inkl. 20 Sec.         | RoS & Custom                   | 85 € |
| Muted Instream Ad⁸  | bis inkl. 30 Sec.           | ROS   | 65 € | Vertical Video⁹   | InFeed Vertical Video bis 30 Sec. | RoS & Custom                   | 92 € |
| MULTISCREEN - Traffic distribution between stationary and mobile is based on availability.  |                             |   |      |   |                                   |                                |      |
| Additional options::  |                             | Double Dynamic Sitebar                              |      | CPM sitebar plus €5 surcharge in combination with a mobile format   |                                   |                                |      |
|   |                             | Dynamic Fireplace                                   |      | CPM Fireplace plus €5 surcharge in combination with a mobile format |                                   |                                |      |
|   |                             | Video Wall  |      | Desktop only  |                                   |                                |      |
|   |                             | Desktop Only  |      | highest price category plus € 10 CPM surcharge                      |                                   |                                |      |
|   |                             | Mobile Only   |      | highest price category  |                                   |                                |      |
|   |                             | Tandem / Triple Ads on request                      |      |   |                                   |                                |      |
|   |                             | Other video formats on request                      |      |   |                                   |                                |      |
| Notes::   |                             |   |      |   |                                   |                                |      |
| 1) In RoS (selected pages) also bookable as a cinematic ad (surcharge +€5 in combination with a mobile format).   |                             |   |      |   |                                   |                                |      |
| 2) The Mobile Halfpage Ad is displayed for individual objects in the Interscroller.   |                             |   |      |   |                                   |                                |      |
| 3) Exclusively bookable InApp. Payout takes place with FC 1/campaign.   |                             |   |      |   |                                   |                                |      |
| 4) Excess length (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM // Paid targeting possible with a CPM surcharge.   |                             |   |      |   |                                   |                                |      |
| 5) Bookable in the WELT TV livestream. Longer spots (21-30 sec.) +10€ CPM // Short spots (up to and including 6 sec.) -10€ CPM. Excess length (31+ sec.) on request, surcharge depending on excess length. There is a surcharge of €30 gross for targeting on CTV. Paid targeting possible for a CPM surcharge. |                             |   |      |   |                                   |                                |      |
| 6) Bookable on selected pages. Excess length (21-30 sec.) + 20 € CPM // Short spots (up to and including 6 sec.) - 10 € CPM.  |                             |   |      |   |                                   |                                |      |
| 7) Other formats: Bumper (up to incl. 6 sec.) - RoS & Custom 65 €, Sponsorship (up to incl. 20 sec.) - RoS & Custom 100 €. Targeting possible (Regio+Sozio): + € 11 CPM surcharge per targeting criterion. RoP: programmatically available.   |                             |   |      |   |                                   |                                |      |
| 8) Short spots (up to and including 6 seconds) - 10€ CPM.   |                             |   |      |   |                                   |                                |      |
| 9) Vertical Videos werden im Interscroller ausgespielt, muted mit Click to Play.  |                             |   |      |   |                                   |                                |      |