

WELT PRINT AD SPECIALS

Supplement to price list
WELT No. 104 valid from January 1, 2026

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

INNOVATION STARTS HERE

Innovation is our standard. As a leading partner for ad specials, we design impressive formats in WELT AM SONNTAG and DIE WELT: distinctive and effective for your brand.

WELT AM SONNTAG & DIE WELT



AD SPECIALS

COVER BRANDING XXL

FORMAT

Title page
Page 2

W 374.5 mm x H 459 mm
W 374.5 mm x H 528 mm

PRICES

DIE WELT
WELT AM SONNTAG

GROSS

198,050.00 €
348,840.00 €



regular title on page 3

Discounts in kind are not available for this form of advertising. Limited availability, only on request. The advertisement motif must be approved by the publisher prior to publication. A barcode must be included on the front page. Lead time: 4 weeks

WINDOW AD

USP

The PLUS to Title Branding XXL: The Window Ad combines maximum brand presence with a window cutout on page 1. This makes the daily editorial content visible and puts your brand exactly where it will attract the most attention.

For prices and formats, see Title Branding XXL.



regular title on page 3

Discounts in kind are not available for this form of advertising. Limited availability, only on request. The advertisement motif must be approved by the publisher prior to publication. A barcode must be included on the front page. Lead time: 4 weeks

COVER BRANDING

FORMAT

Title page
Page 2

W 374.5 mm x H 250 mm
W 374.5 mm x H 528 mm

PRICES

DIE WELT
WELT AM SONNTAG

GROSS

161,910.00 €
286,830.00 €



regular title on page 3

Discounts in kind are not available for this form of advertising. Limited availability, only on request. The advertisement motif must be approved by the publisher prior to publication. Lead time: 4 weeks.

COVER BRANDING RESSORT

FORMAT

Title page
Page 2

W 374.5 mm x H 250 mm
W 374.5 mm x H 528 mm

PRICES

DIE WELT
WELT AM SONNTAG

GROSS

116,940.00 €
207,160.00 €

EXEMPLARY VISUALIZATION



Front page section + following page 2

Discounts in kind are not available for this form of advertising. Limited availability, only on request. The advertisement motif must be approved by the publisher prior to publication. Lead time: 4 weeks.

GLOSSY COVER

WELT AM SONNTAG*		GROSS
2-sided glossy cover		399,500.00 €
4-sided glossy cover		699,150.00 €
6-sided glossy cover		999,500.00 €

DIE WELT		GROSS
2-sided glossy cover		235,390.00 €
4-sided glossy cover		405,460.00 €
6-sided glossy cover		601,150.00 €

EXEMPLARY VISUALIZATION



The 4-sided glossy cover wraps around the entire newspaper and encloses the folded newspaper.

Discounts in kind are not available for this form of advertising. Limited availability, only on request. The advertisement motif must be approved by the publisher prior to publication. The glossy cover wraps around the entire newspaper and envelops the folded newspaper. *Implementation without WELT AM SONNTAG Kompakt.

GLOSSY COVER SPECS

FORMAT

DIE WELT

WELT AM SONNTAG

2-sided glossy cover

- Title: W 374.5 mm x H 459 mm
- U2: W 374.5 mm x H 528 mm

- Title: W 374.5 mm x H 454 mm
- U2: W 374.5 mm x H 528 mm

4-sided glossy cover

- Title: W 374.5 mm x H 459 mm
- U2: W 374.5 mm x H 528 mm
- U3: W 374.5 mm x H 528 mm
- U4: W 374.5 mm x H 528 mm
- (U2+U3 are available as a panorama ad: W 777 mm x 528 mm)

- Title: W 374.5 mm x H 454 mm
- U2: W 374.5 mm x H 528 mm
- U3: W 374.5 mm x H 528 mm
- U4: W 374.5 mm x H 528 mm
- (U2+U3 are available as a panorama ad: W 777 mm x 528 mm)

6-sided glossy cover

- Title: W 374.5 mm X H 459 mm
- U2: W 374.5 mm x H 528 mm
- U3: W 374.5 mm x H 528 mm
- U4: W 374.5 mm x H 528 mm
- U5: W 374.5 mm x H 528 mm
- U6: W 374.5 mm x H 528 mm

- Title: W 374.5 mm X H 454 mm
- U2: W 374.5 mm x H 528 mm
- U3: W 374.5 mm x H 528 mm
- U4: W 374.5 mm x H 528 mm
- U5: W 374.5 mm x H 528 mm
- U6: W 374.5 mm x H 528 mm

SPECS

DIE WELT & WELT AM SONNTAG

Closing date

- 10 weeks before date of publication

Motive input till

- 3 weeks before date of publication

Barcode

- Must be included on the front page

ICC-Profil

- Profil PSO Coated v3 (Fogra 51)

File format

- PDF/X-4:2008

Date transmission

- via Internet:
<https://transfer.axelspringer.de>
- by E-Mail (nur in Ausnahmefällen):
apdtp-berlin@axelspringer.de

Address

- Axel Springer Deutschland GmbH
Herstellung / Planungs- und
Anzeigenmanagement
Zimmerstraße 50
10888 Berlin

Discounts in kind are not available for this form of advertising. Limited availability, only on request. The advertisement motif must be approved by the publisher prior to publication. The glossy cover wraps around the entire newspaper and envelops the folded newspaper. *Implementation without WELT AM SONNTAG Kompakt.

FLEXFORM-AD

8 WISSEN

Microchips wie Ahornnasen

Jupiters Klimawandel

Der innere Sinn für das Wohlbefinden

Mein Herz schlägt. Jetzt. Für diesen Moment. Für alles, was mir wichtig ist.

Am 29. September ist Welt-Herztag!

www.herzstopern.de

Herzstopern kann sich durch herkömmliche Bekanntheit machen. Diese Herzhilfsmittel sind jedoch die Ursache für einen Herzstillstand. Als 65-Jähriger ist die Wahrscheinlichkeit für einen Herzstillstand doppelt so hoch. Ein Herzstillstand ist ein Notfall, der sofort behandelt werden muss. Ein Herzstillstand ist ein Notfall, der sofort behandelt werden muss.

WELT AM SONNTAG NR. 47 | 30. NOVEMBER 2011

„Trainer zu sein ist ein extremer Job“

Sie zwölf Jahre ist Thomas Schaaf nunstop bei Werder Bremen. Wie er wissen besser über die Belastungen seines Berufs zu berichten.

AFFENSTREIFER HUNDERLEITER

Nie mehr ohne WLAN

Der Bürger nimmt

Age reicht

Das Leben mit den Eltern

Herzstopern

Mercedes-Benz

airberlin

egen etlegs.

neue XL-Seat schenkt em mehr Beinfreiheit.

Nie mehr ohne WLAN

Das Leben mit den Eltern

Herzstopern

Mercedes-Benz

Coca-Cola

Formats and prices available on request. This form of advertising is not eligible for discounts in kind. Limited availability, only on request. The advertisement motif must be approved by the publisher prior to publication. Lead time: 2 weeks.

MEMO-STICK

FORMAT

DIE WELT & WELT AM SONNTAG

W 76 mm x H 76 mm

PRICE

Individually upon request

EXEMPLARY VISUALIZATION



Discounts in kind are not available for this form of advertising. Limited availability, only on request. The advertisement motif must be approved by the publisher prior to publication. Production included, implementation without WELT AM SONNTAG Kompakt.

PRESENTING FUND PAGE

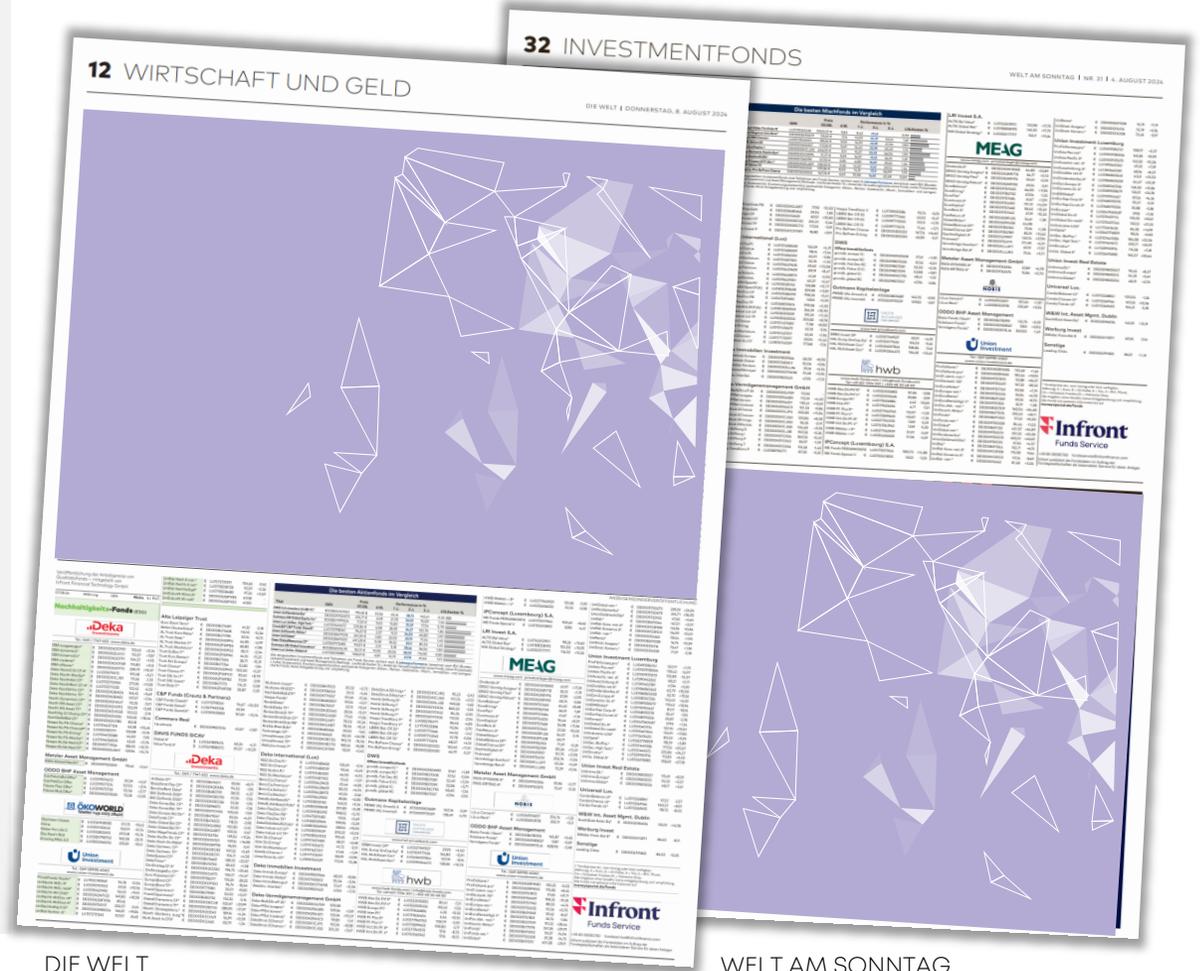
FORMAT

½ page
W 374.5 mm x H 264 mm

PRICES

	GROSS
DIE WELT	31,700.00 €
WELT AM SONNTAG	56,750.00 €

EXEMPLARY VISUALIZATION



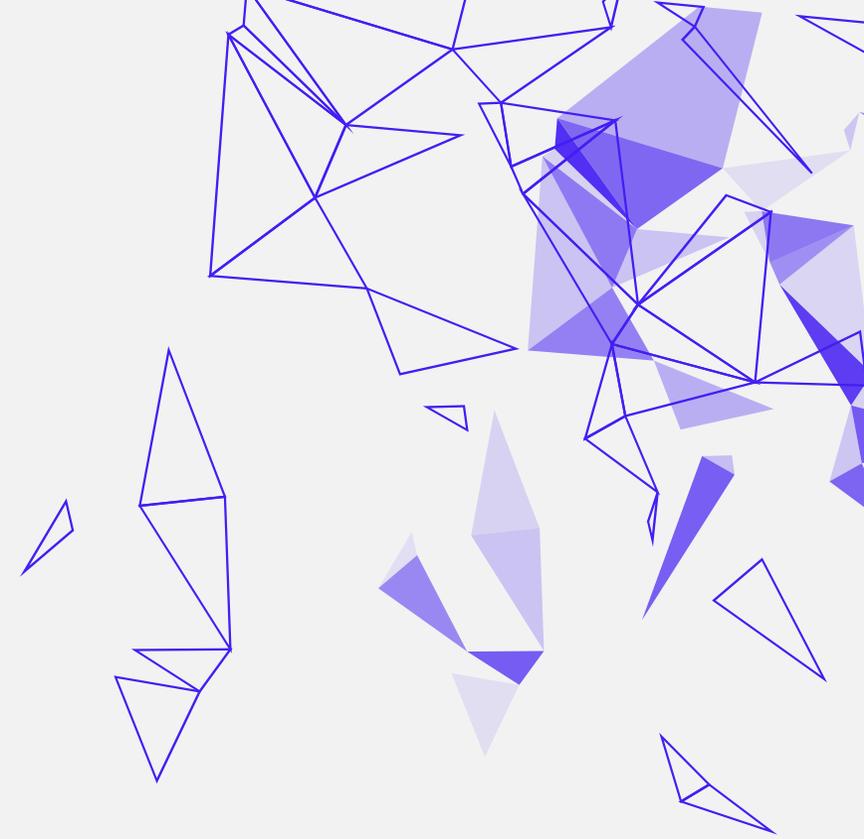
DIE WELT

WELT AM SONNTAG

Discounts in kind are not available for this form of advertising. Limited availability, only on request. Lead time: 2 weeks.

DIE WELT

AD SPECIALS



COVER WRAP

FORMAT

Title page page
U2, U3, U4 each

W 374.5 mm x H 459 mm
W 374.5 mm x H 528 mm

PRICE

DIE WELT

GROSS

349,500.00 €

EXEMPLARY VISUALIZATION



Discounts in kind are not available for this form of advertising. Limited availability, only on request. The advertisement motif must be approved by the publisher prior to publication. A barcode must be included on the front page. Lead time: 4 weeks

FLYING PAGE

FORMAT

½ Title page W 173 mm x H 459 mm
 ½ U2, U3, U4 each W 173 mm x H 528 mm

PRICE

DIE WELT

GROSS

186,400.00 €

EXEMPLARY VISUALIZATION



Discounts in kind are not available for this form of advertising. Limited availability, only on request. The flying page wraps around the first section of the newspaper. The advertisement motif must be approved by the publisher prior to publication. Lead time: 4 weeks.

TITLE STRIP

FORMAT

Title header strip W 374.5 mm x H 50 mm
 Bottom title strip W 374.5 mm x H 132 mm

PRICES

Title header strip*
 Bottom title strip
 Combination

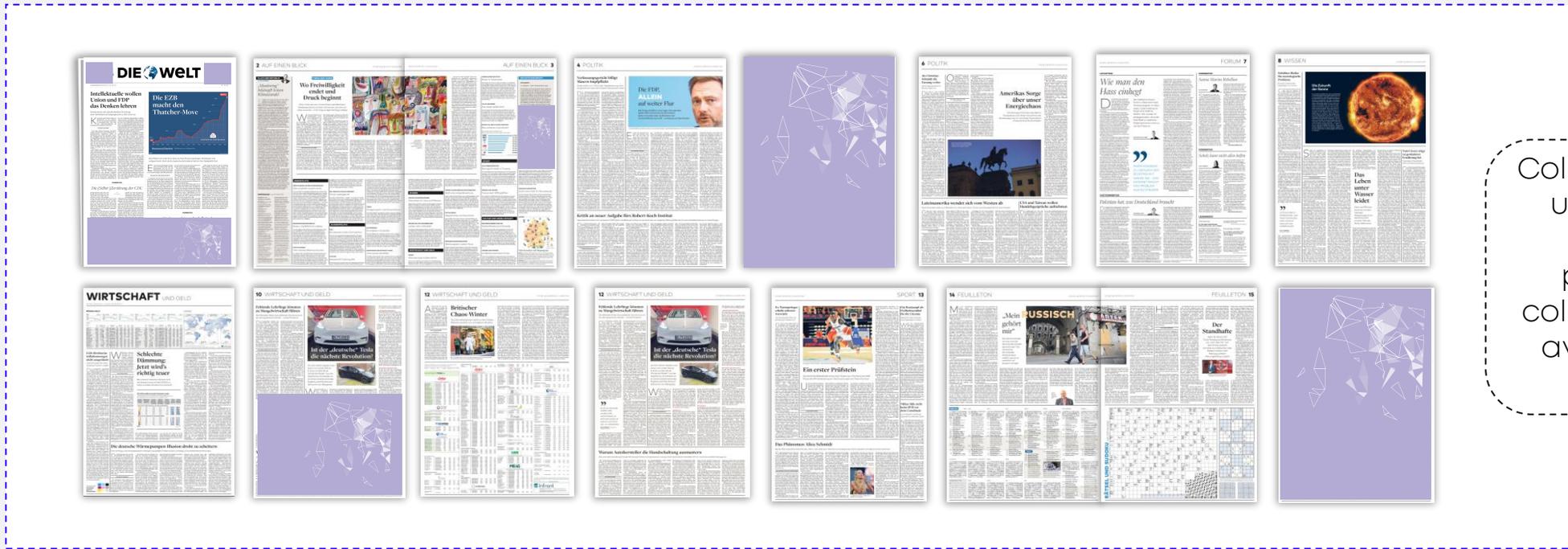
DIE WELT
 39,060.00 €
 47,150.00 €
 86,210.00 €

EXEMPLARY VISUALIZATION



*Title header strips can only be booked in combination with an advertisement in the inner section in the format of your choice (minimum 1,000 format). Acceptance as a natural discount is excluded for this form of advertising. Limited availability, only on request. The advertisement motifs must be approved by the publisher prior to publication. Lead time: 2 weeks.

EXCLUSIVE BOOKING



Coloring available upon request.
 Formats, placements, colors, and prices available upon request.

EXEMPLARY VISUALIZATION

Discounts in kind are not available for this form of advertising. Limited availability, only on request. Advertisement motifs must be approved by the publisher prior to publication. Exclusive placement means that no other large-format advertising customers (except for presenting advertisements or, if applicable, classified advertisements) will be represented on that day. Implementation possible from Monday to Friday. Lead time: 4 weeks, 8 weeks for color.

EVOLUTION AD

FORMAT

1/4 Title strip W 374.5 mm x H 50 mm +
 1/2 page 5 or 7 W 374.5 mm x H 132 mm +
 1/1 page U4, 1. book W 374.5 mm x H 528 mm

PRICES

Evolution Ad Mini ¹	148,800.00 €
Evolution Ad Maxi ²	183,050.00 €

DIE WELT

1 Mini = 1/4 page title strip, 1/2 page on page 5 and 1/1 page on page 8
 2 Maxi = 1/4 page title strip, 1/3 strip ad on page 5, 1/2 page on page 7 and 1/1 page on page 8
 This form of advertising is not eligible for discounts in kind. Limited availability, only on request. The Evolution Ad is placed exclusively in the first book. The ad motifs must be approved by the publisher prior to publication. Implementation in WELT AM SONNTAG, possible in sections on request. Lead time: 4 weeks.



CASE: MERCEDES EVOLUTION AD MINI, 13./17.06.2018

WELT AM SONNTAG



AD SPECIALS

PRESENTING STORY COVER

A NEW TOPIC EVERY SUNDAY

FORMAT

Page 1
Page 4

W 374.5 mm x H 30 mm +
W 374.5 mm x H 264 mm

PRICE

WELT AM SONNTAG

76,150.00 €



EXEMPLARY VISUALIZATION

Discounts in kind are not available for this form of advertising. Limited availability, only on request.
Lead time: 2 weeks.

WELT AM SONNTAG & DIE WELT



MORE AD SPECIALS

FURTHER PRICES & FORMATS

Ad Special	Format	Price	Medium
Opening Spread (1)	W 777 mm x H 528 mm	136,840.00 € 240,240.00 €	DIE WELT WELT AM SONNTAG
Center Page (2)	W 397.8 mm x H 528 mm	82,690.00 € 144,750.00 €	DIE WELT WELT AM SONNTAG
Half page top (3)	W 374.5 mm x H 264 mm	41,210.00 € 73,780.00 €	DIE WELT WELT AM SONNTAG
Tunnel display (4)	W 397.8 mm x H 264 mm	47,520.00 € 83,940.00 €	DIE WELT WELT AM SONNTAG
H-display (5)	2 x W 121.7 mm x H 528 mm + 1 x W 533.6 mm x H 80 mm	115,100.00 € 178,440.00 €	DIE WELT WELT AM SONNTAG
U-display on title (6)	2 x W 52.5 mm x H 130 mm + W 374.5 mm x H 120 mm	87,380.00 €	DIE WELT
Bridge Ad (7)	W 374.5 mm x H 120 mm + 2 x W 58.5 mm x H 144 mm	39,320.00 € 76,810.00 €	DIE WELT WELT AM SONNTAG



Addendum to price list WELT No. 103, valid from January 1, 2025. All prices are subject to discount minus AE, plus VAT. Purchase as a natural discount is excluded for these forms of advertising. Limited availability, only on request. Placement DIE WELT = Mon-Fri and WELT AM SONNTAG = Sat + Sun, including compact edition. Lead time: 4 weeks.

FURTHER PRICES & FORMATS

Ad Special	Format	Price	Medium
L-display (8)	W 252.8 mm x H 120 mm + W 121.7 mm x H 528 mm	43,930.00 € 85,840.00 €	DIE WELT WELT AM SONNTAG
Four wins (9)	4 x W 121.7 mm x H 139 mm	85,800.00 € 167,640.00 €	DIE WELT WELT AM SONNTAG
Inner Circle (10)	Diameter max. 200 mm, colored	57,290.00 € 96,390.00 €	DIE WELT WELT AM SONNTAG
Edge Ad (11)	2 x W 52.5 mm x H 459 mm	90,290.00 €	DIE WELT
Stripes above (12)	W 374.5 mm x H 132 mm	26,650.00 € 52,070.00 €	DIE WELT WELT AM SONNTAG
Sandwich (12)	W 374.5 mm x H 132 mm	30,750.00 € 60,080.00 €	DIE WELT WELT AM SONNTAG
Duo ad (12)	2 x W 374.5 mm x H 132 mm	53,300.00 € 104,130.00 €	DIE WELT WELT AM SONNTAG
TV programm (13)	W 374.5 mm x H 30 mm	13,720.00 €	WELT AM SONNTAG



Addendum to price list WELT No. 103, valid from January 1, 2025. All prices are subject to discount minus AE, plus VAT. Purchase as a natural discount is excluded for these forms of advertising. Limited availability, only on request. Placement DIE WELT = Mon-Fri and WELT AM SONNTAG = Sat + Sun, including compact edition. Lead time: 4 weeks.

YOU CAN FIND YOUR SALES CONTACT HERE.

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



follow us on linkedin



or explore our website

