WELT PRINT AD SPECIALS

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

konzipiert von
media impact_
dem kreativsten kundenversteher 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

#branding

COVER BRANDING XXL

FORMAT

Title page	W 374.5 mm x H 459 mm
Page 2	W 374.5 x mm x H 528 mm

PRICES

	GROSS
DIE WELT	198,050.00 €
WELT AM SONNTAG	348,840.00 €

regular title on page 3

CASE: *DEUTSCHE POST / DHL* TITELBRANDING XXL, 23.01.2025

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

#innovative

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

CASE: *SAMSUNG* TITELBRANDING XXL ALS WINDOW AD, 10.07.2025

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

#branding

COVER BRANDING

FORMAT

Title page	W 374.5 mm x H 250 mm
Page 2	W 374.5 x mm x H 528 mm

PRICES

	GROSS
DIE WELT	161,910.00 €
WELT AM SONNTAG	286,830.00 €

regular title on page 3

CASE: *HEADSPACE* TITELBRANDING, 30.04/01.05.2022

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	W 374.5 mm x H 250 mm
Page 2	W 374.5 x mm x H 528 mm

PRICES

	GROSS
DIE WELT	116,940.00 €
WELT AM SONNTAG	207,160.00 €

EXEMPLARY VISUALIZATION

#image

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.

#premium

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 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	• 6 - 8 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.

#creative

FLEXFORM-AD

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.

#response

MEMO-STICK

FORMAT

DIE WELT &
WELT AM SONNTAG

W 76 mm x H 76 mm

PRICE

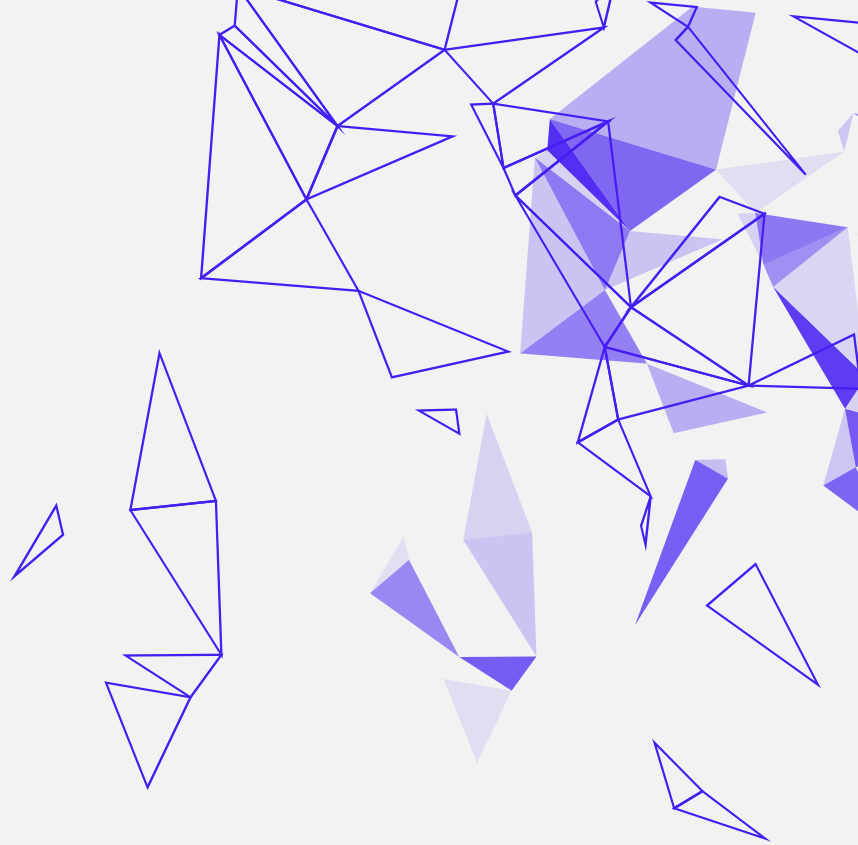
Individually upon request

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..

DIE WELT

AD SPECIALS



COVER WRAP

FORMAT

Title page page	W 374.5 mm x H 459 mm
U2, U3, U4 each	W 374.5 mm x H 528 mm

PRICE

	GROSS
DIE WELT	349,500.00 €

EXEMPLARY VISUALIZATION

#image

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

	GROSS
DIE WELT	186,400.00 €

#image

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.

#top of mind

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

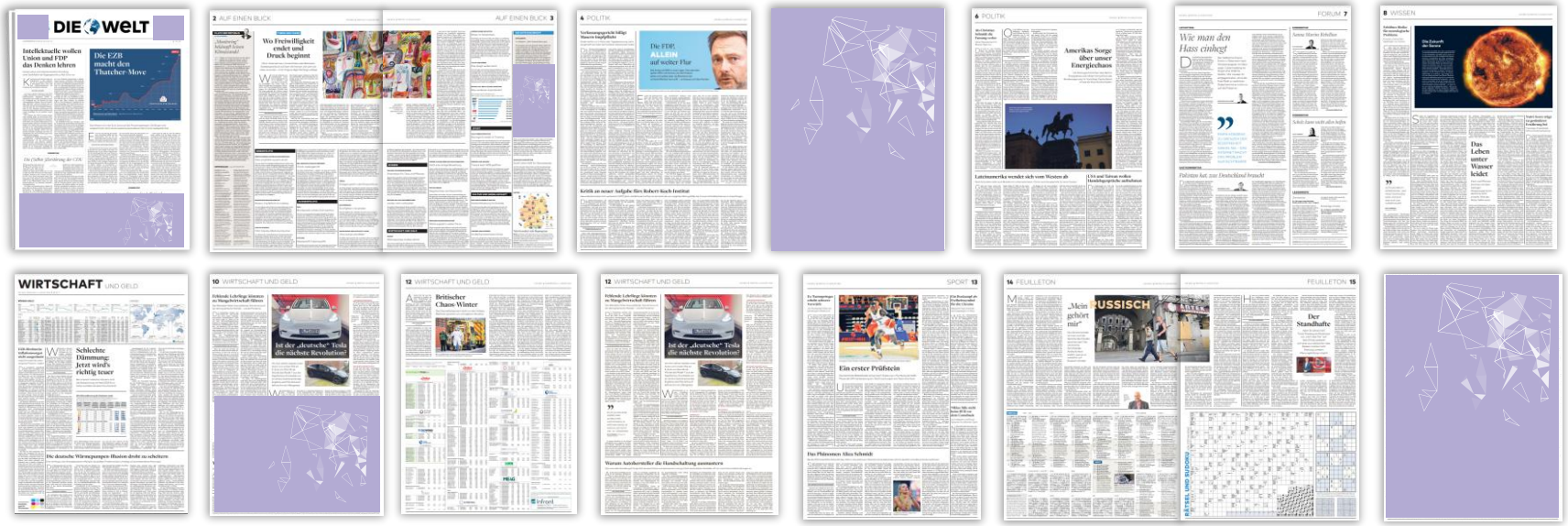
	DIE WELT
Title header strip*	39,060.00 €
Bottom title strip	47,150.00 €
Combination	86,210.00 €

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

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.

#storytelling

EVOLUTION AD

FORMAT

1/4 Title strip	W 374.5 mm x H 50 mm +
½ 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

	DIE WELT
Evolution Ad Mini[1]	148,800.00 €
Evoltution Ad Maxi[2]	183,050.00 €

CASE: *MERCEDES* EVOLUTION AD MINI, 13./17.06.2018

1 Mini = ¼ page title strip, ½ page on page 5 and 1/1 page on page 8
2 Maxi = ¼ page title strip, 1/3 strip ad on page 5, ½ 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.

#focus

AT A GLANCE

FORMAT

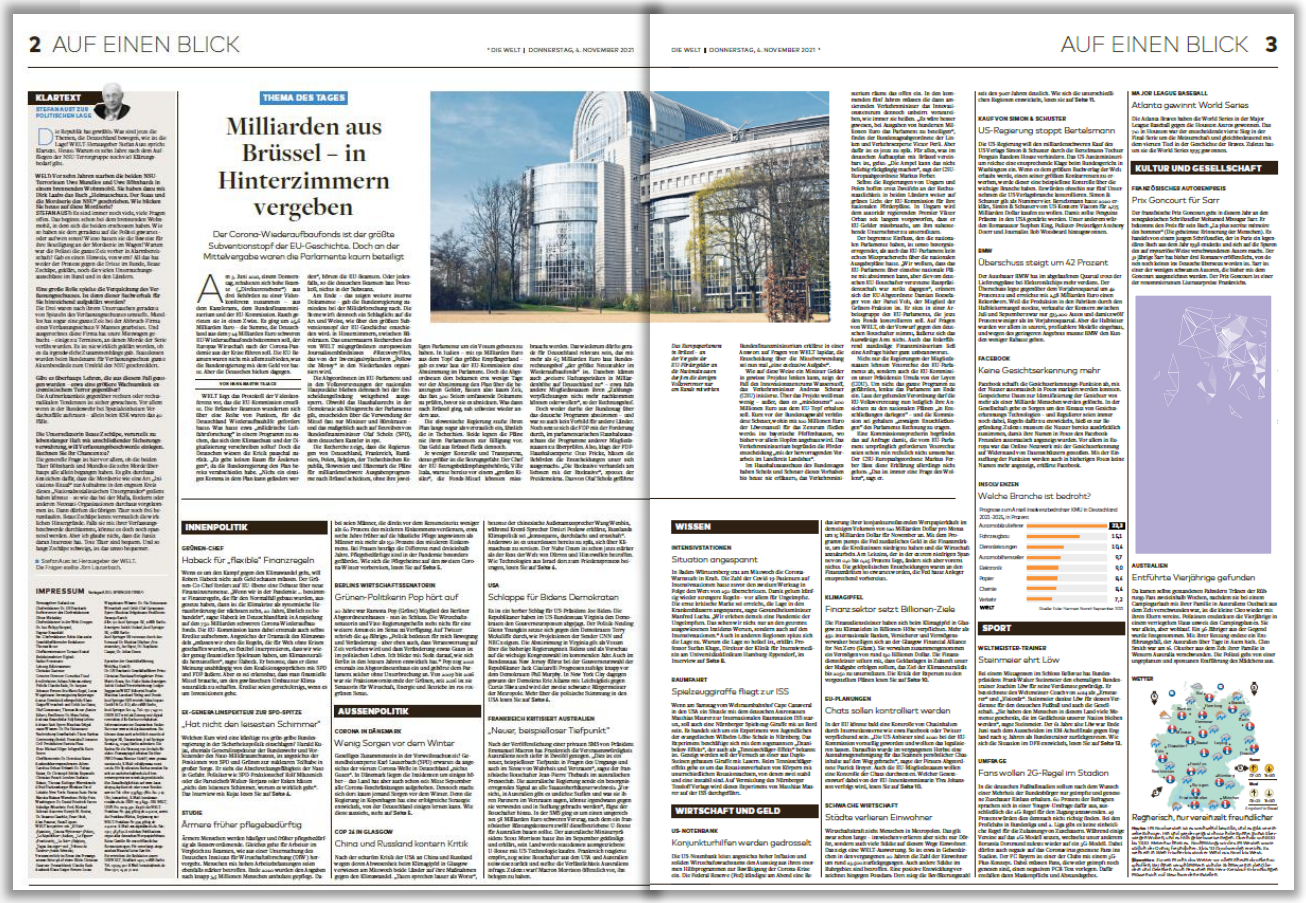
DIE WELT

W 58.5 mm x H 150 mm

PRICE

DIE WELT

15,630.00 €



EXEMPLARY VISUALIZATION

Lead time: 2 weeks.

FUND PAGE

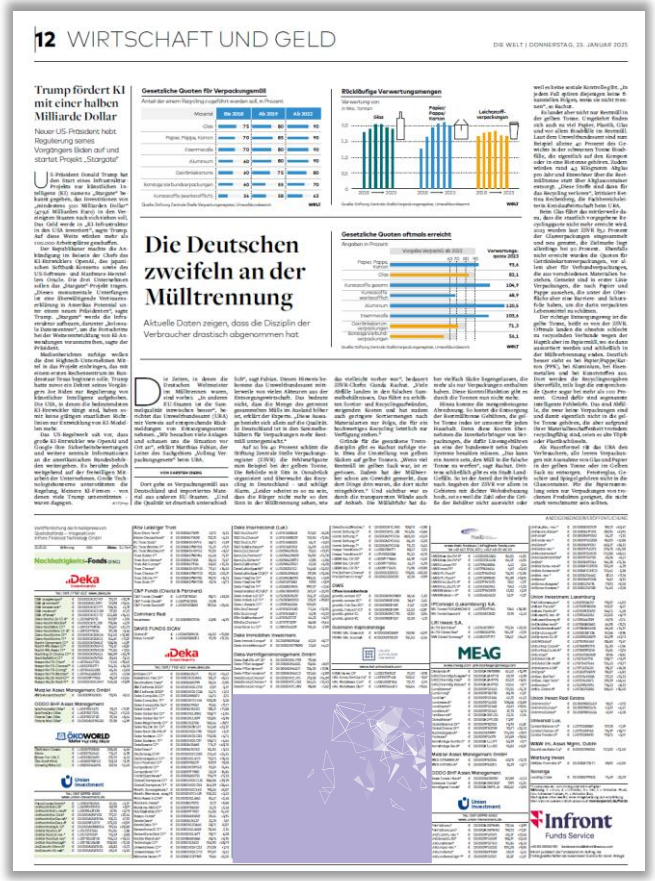
#market update

FORMAT

text display — W 122,4 mm x H 100 mm

PRICE

DIE WELT — **per month** 44,160.00 €



EXEMPLARY VISUALIZATION

Lead time: 2 weeks.

WELT AM SONNTAG & DIE WELT

MORE AD SPECIALS

#more 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

(1)

(2)

(3)

(4)

(5)

(6)

(7)

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.

#more specials

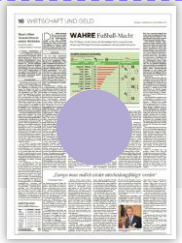
FURTHER PRICES & FORMATS

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

(8)

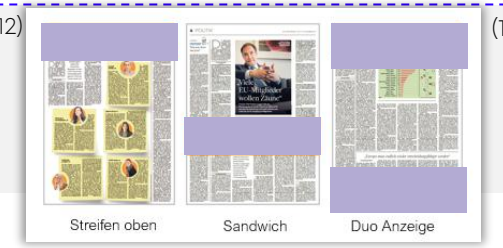
(9)

(10)



(11)

(12)



(13)

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 kundenversteher deutschlands_

follow us on linkedin

or explore our website