

WELT HIGHLIGHT

November 13, 2026

success

What does success mean in 2026 for
people, businesses and society?

Success in focus of a unique WELT edition

WELT Highlight is a publishing event with exceptional reach, major topics and a resonance that extends far beyond its publication day.

In 2026 it puts success in focus as the leitmotif of our era: it not only showcases achievements but explains the stories, mechanisms and turning points behind them.

Reason why

- Maximum visibility with the highest-circulation edition of the year, reaching **500,000 copies** and **4.1 million cross-media contacts***
- **High relevance** through journalistic engagement with one of the central questions of our future
- **Strong brand staging** in the context of success, innovation and the future

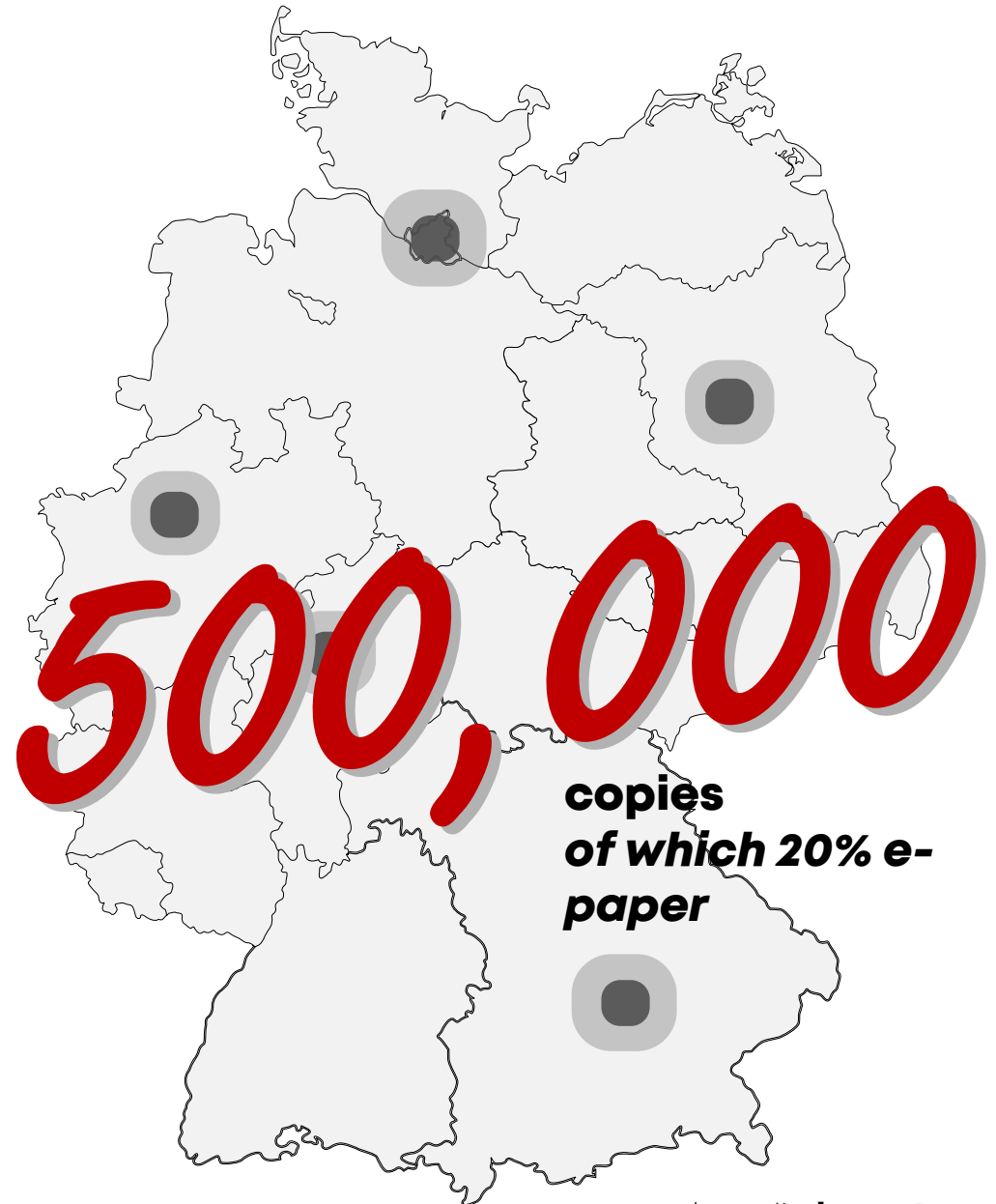
*Source: Cross-media daily reach, calculation based on b4p 2025 III + projection based on ma TZ 2004

Reach more

With an almost **sixfold increased circulation** of 500,000 copies, WELT of the Year offers an exceptional stage for strong brands on Nov 13, 2026.

The additional distribution at **premium locations** and, for the first time, to **WELT PLUS subscribers** ensures maximum reach among particularly discerning, loyal and high-income target groups. This combination creates a unique advertising environment available only once a year!

The additional print run is distributed daily across selected postal-code areas with a high income structure in Germany's metropolitan regions.



Editorial topics

POLITICS & EDUCATION

- German School Award: what is the winning school's recipe for success? Which approaches actually work in the education system?

SOCIETY

- Medicine: the wish for children fulfilled through progress
- Top managers: the coach and his success strategies

BUSINESS

- Bentley: the metamorphosis of a success brand
- Success factor: the Mittelstand

SUSTAINABILITY

- Singapore: pioneer of healthy living
- Portrait of a master chocolatier: for a fairer cocoa future on the Ivory Coast

KNOWLEDGE

- Is success genetic? What role do personality, environment and the like play?
- Cancer research: progress in mRNA vaccines

CULTURE & TECH

- Hollywood sensation from the Black Forest: Freiburg AI start-up Black Forest x Martin Scorsese

LUXURY & LIFESTYLE

- Made in Germany: a success story from Saxony's watch industry
- The reinvention of AMG in times of technological change

ON SALE **13 NOV 26**

BOOKING ¹ **23 OCT 26**

ARTWORK **09 NOV 26**

Media and Prices

Print

AD SPECIALS

GROSS PRICE¹

Title branding (cover + p.2)	259,056.00 €
Opening Spread (pp. 2+3)	218,944.00 €
4th cover page (back cover)	102,520.00 €

CLASSIC

GROSS PRICE¹

1/4 page	32,800.00 €
1/2 page	50,720.00 €
1/1 page	93,200.00 €
2/1 page	199,040.00 €

Digital

GROSS PRICE

HomeRun 2.5m AIs/day	82,500.00 €
All In: HomeRun & Portal 8.0m AIs/day	162,800.00 €
Topic Special XL ² Sponsoring duration 4 wks 800k AIs logo integration, navigation entry, header & footer, Sitebar + Medium Rectangle (multiscreen)	50,000.00 €

Native

GROSS PRICE

Brand Story M ³ Duration 6 wks 50,000 page views	131,000.00 €
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Supplement to WELT price list no. 104, valid from Jan 1, 2026. All prices are discount-forming and discount-eligible, less agency commission, plus VAT.

¹ Earlier booking deadline for premium placements. Premium placements are in DIE WELT opening spread, page 5, right-hand pages. A surcharge of 10% on the gross price applies. ² Bundling of the editorial articles within the special edition „Success“ on one landing page. Plus creation costs: 4,000 € (not eligible for discount or agency commission), delivery of client logo 3 weeks before the live date, Sitebar and multiscreen medium Rectangle = traffic-driving ad media on WELT. ³ plus creation costs: 10,000 € (not eligible for discount or agency commission).

Contact

You can find your contact *here*.