

2026

welt
BLACK WEEK

THE SHOPPING EVENT OF THE YEAR

2026

BLACK WEEK WELT ALL IN THE FULL WELT EXPERIENCE

IT DOESN'T GET MORE RELEVANT.

With WELT ALL IN, you secure maximum presence on WELT Digital: 8 million ad impressions across mobile, desktop and app.

Your message is present everywhere for 24 hours: on the homepage, channel homepages and article pages—across the entire WELT Digital portal.



Gross price remains SR-, AE- and AR-eligible. Offer is not commitment-eligible, but does count toward commitment. Cancellable until 31 May. From 1 June, 100% cancellation fees apply.

MAXIMUM ATTENTION ON THE WELT HOME

With **WELT HomeRun** your campaign is directly in view.

First Contact is the ideal add-on to HomeRun.

In addition to the classic home placement, all users entering via other pages are guaranteed to be reached on their first contact of the day during Black Week.

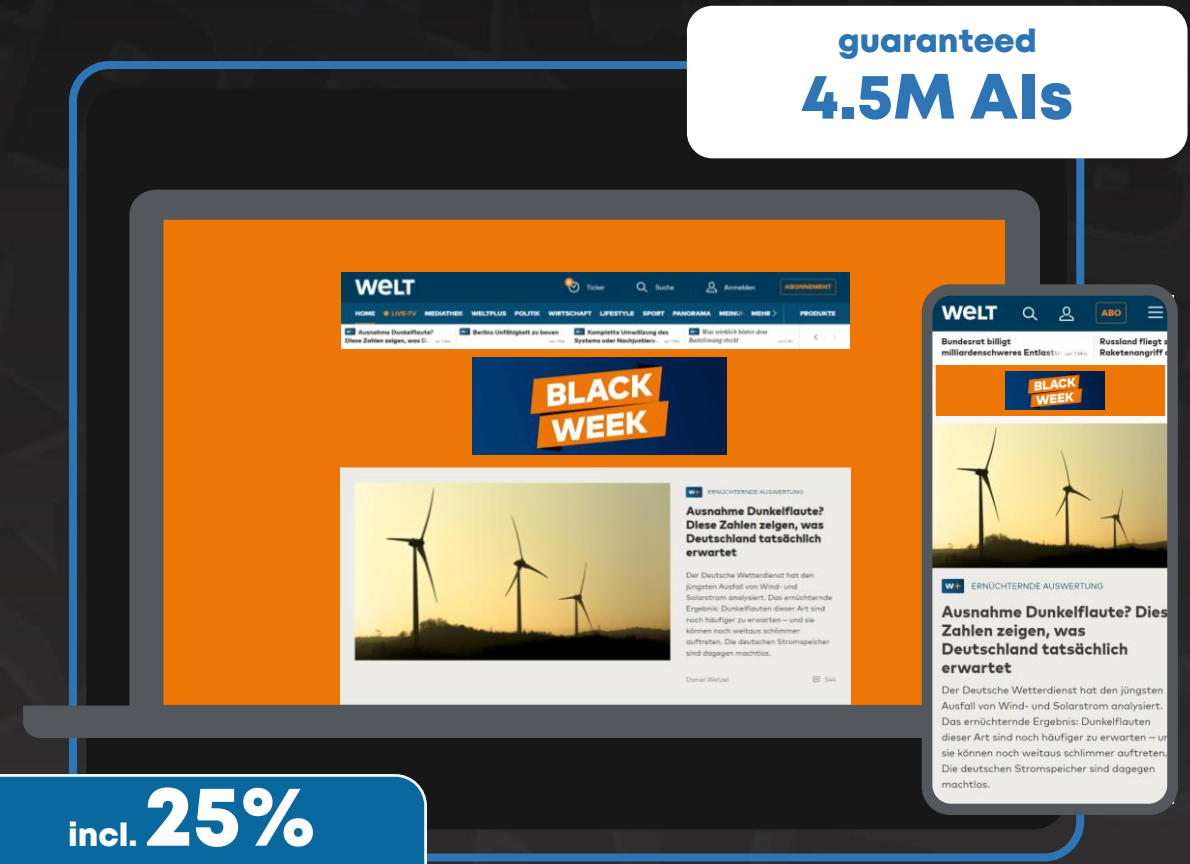
HomeRun + First Contact:

€150,500 **€112,875**

HomeRun + First Contact Plus:

€225,000 **€168,750**

guaranteed
4.5M AIs



incl. **25%**
BLACK WEEK
DISCOUNT

REACH MEETS RELEVANCE DECISION-MAKER HOMEPAGE BUNDLE

We bundle the digital reach of WELT Digital and BusinessInsider.de—and reach Germany's key decision-makers in a single day.

Peak reach among high-purchasing-power decision-makers – in premium environments with maximum attention.

Decision-Maker Bundle:

€82,710 **€70,304**

Decision-Maker Bundle Plus:

€115,740 **€98,379**

guaranteed
2.7M AIs



**BUSINESS
INSIDER**



welt

incl. **15%**
**BLACK WEEK
DISCOUNT**

MAXIMUM VISIBILITY IN THE RIGHT ENVIRONMENT

Place your brand exactly where purchase intent and inspiration meet: in WELT's editorial channels **Food, Health, AI, Lifestyle, Travel or Sports**. We combine editorial relevance with the high-impact **Power Teaser**¹ and a direct **link to buying guide content**.

Food | 700,000 AIs | €19,000²

Travel | 600,000 AIs | €17,000²

AI | 600,000 AIs | €17,000²

Sports | 3,000,000 | €65,000²

Health | 5,500,000 | €115,000²

incl. **50%**
BLACK WEEK
DISCOUNT

Power teaser in section

Buying guide link



1) In the respective section

2) Including 50% Black Week advance discount and including €5,000 deep integration (Power Teaser + buying guide link); deep integration not further discountable; campaign period: 09 Nov–06 Dec 2026

PERFECT PRINT ENVIRONMENT

Your ad in the right environment—no additional investment required.

Reach **1,670,000** readers who are ready to invest—decision-makers, trendsetters and consumers with purchasing power.

Editorial special topic** for Black Friday in DIE WELT on 27 Nov 2026. The special topic appears integrated in the newspaper or as a standalone pull-out section.

YOUR WELT JOKER* OFFER:
1/1 PAGE in WELT PRINT TOTAL with a **70% DISCOUNT.**

1/1 PAGE

DIE WELT: 989,000 readers

WELT AM SONNTAG: 841,000 readers

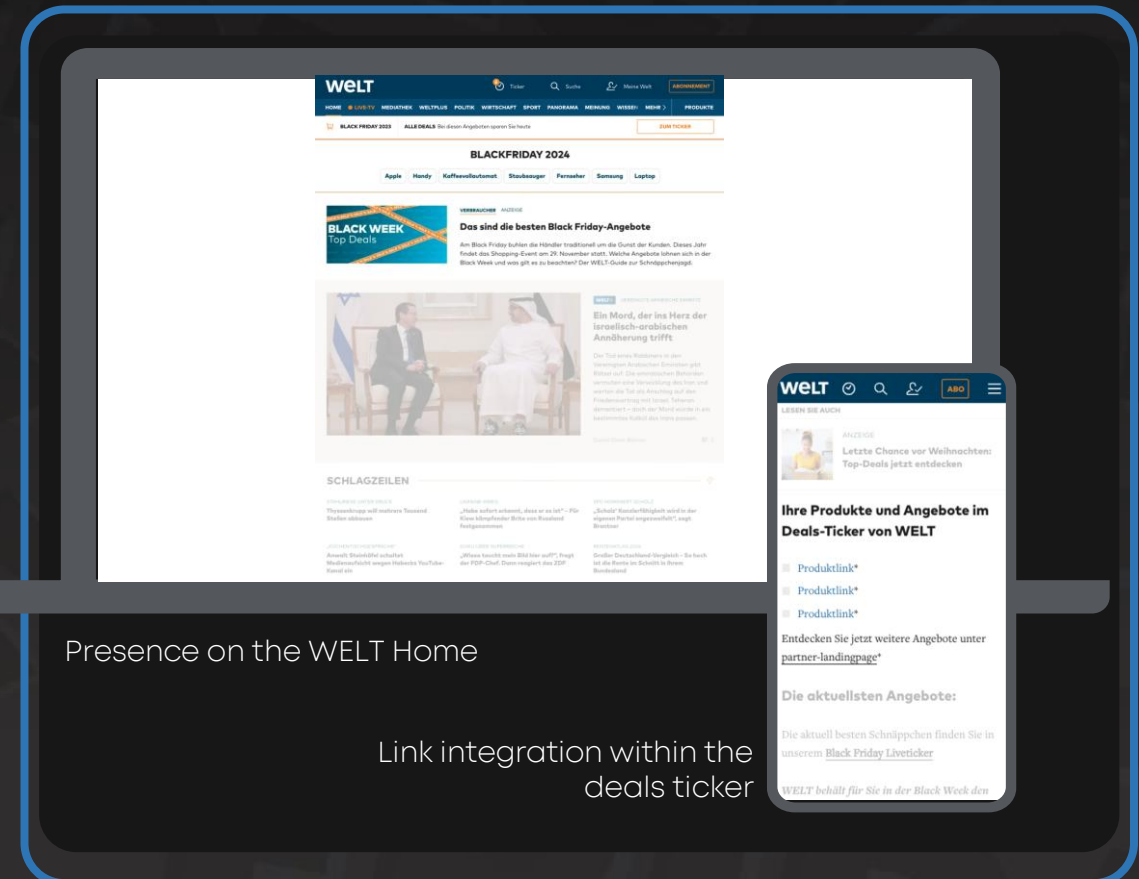


THE PLACE FOR DIRECT CONVERSIONS WELT AND BI DEALS TICKER

- Editorially produced deals tickers
- Prominent integration of your products and promotions in a thematically relevant paragraph

YOU BENEFIT:

- Strong presence on the WELT Home
- Strong search performance
- Ongoing optimization
- Frequent placement in the Google News box



Presence on the WELT Home

Link integration within the deals ticker

YOUR INVESTMENT FOR THE WELT DEALS TICKER

STANDARD PACKAGE

min. **4M** promo impressions

- Maximum visibility: Integration of your products or promotions in the high-traffic **deals ticker** with prominent placement on the WELT homepage
- Guarantee: **2 product links** permanently integrated during the campaign period

Runtime: **20–24 Nov 2026** or
25–30 Nov 2026

PACKAGE PRICE: €10,000¹

PREMIUM PACKAGE

min. **7.5M** promo impressions

- Maximum visibility: Integration of your products or promotions in the high-traffic **deals ticker** with prominent placement on the WELT homepage
- Guarantee: **4 product links** permanently integrated during the campaign period
- Exclusive homepage presence: **1 standalone advertorial** with 24-hour **placement on the homepage**

Runtime: **20–30 Nov 2026**

PACKAGE PRICE: €15,000¹

¹ The offer is not eligible for further discounts, AE or AR.

YOUR INVESTMENT FOR THE BUSINESS INSIDER DEALS TICKER

PRE-BLACK WEEK PACKAGE

- Optimal visibility for your offers: placement in the high-impact **deals ticker** and on the Business Insider homepage
- Guarantee: **2 product links** permanently integrated during the campaign period

Secure Pre-Black Week access.

Runtime: **06–19 Nov 2026**

PACKAGE PRICE: €6,500¹

BLACK WEEK PACKAGE

- Optimal visibility for your offers: placement in the high-impact **deals ticker** and on the Business Insider homepage
- Guarantee: **3 product links** permanently integrated during the campaign period

Position your brand at prime time.

Runtime: **20–30 Nov 2026**

PACKAGE PRICE: €10,000¹

¹The offer is not eligible for further discounts, AE or AR.

BLACK FRIDAY COMBO PACKAGES DEALS TICKER

	WELT		BUSINESS INSIDER	
1	STANDARD PACKAGE €10,000	+	PRE-BLACK WEEK PACKAGE €6,500	€16,500 €15,000 ¹
2	STANDARD PACKAGE €10,000	+	BLACK WEEK PACKAGE €10,000	€20,000 €18,000 ¹
3	PREMIUM PACKAGE €15,000	+	PRE-BLACK WEEK PACKAGE €6,500	€21,500 €20,000 ¹
4	PREMIUM PACKAGE €15,000	+	BLACK WEEK PACKAGE €10,000	€25,000 €23,000 ¹

¹ The offer is not eligible for further discounts, AE or AR.