

Around the world in 80 years

WELT celebrates its anniversary –

Around the world in 80 years —

concept —

80 years – and not a single day without WELT!
In 2026, WELT celebrates its 80th anniversary and invites brands to become part of a unique journalistic journey through time.
Starting April 2, one of 80 anniversary articles will be published each day, each retelling a year since 1946 — curated by an editorial team that has shaped public debate for eight decades.
Two exclusive anniversary offerings turn this environment into a powerful brand moment.

KEY FACTS

80 DAY CAMPAIGN PERIOD

From April 2 to July 29, 2026

80 ANNIVERSARY ARTICLES

Published daily in DIE WELT and in the anniversary channel on WELT Digital

80% ANNIVERSARY SPECIAL OFFERS

- *Anniversary Partner Week* as a cross-media sponsorship format
- *Frequency boost* for continuous visibility across print & digital

80%

Anniversary benefit

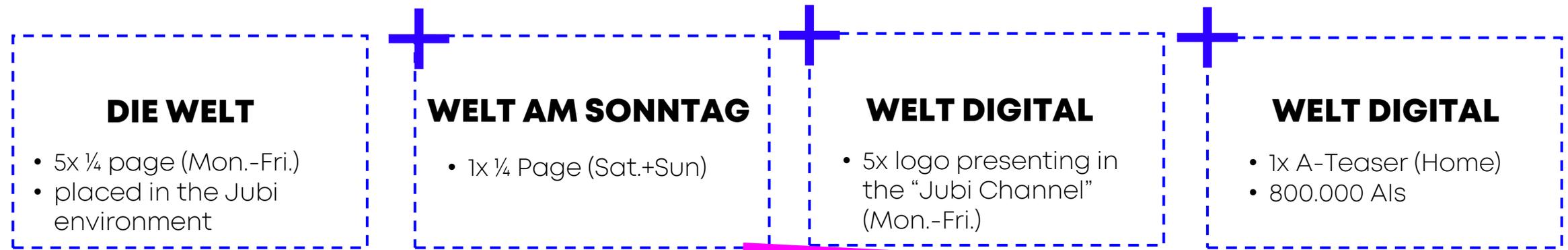
1. anniversary-partner-week _

2. frequency boost _

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1. Anniversary partner week –

Showcase your brand across multiple channels for one week in an anniversary setting!



Total package ~ €38,500 N2 –

80% GTN –

- Media value: € 191,550 gross
- Booking within one week (Mon. – Sun.) during the anniversary period April 2 – July 29, 2026

This offer applies to the specified package with the stated print and digital formats. Weekly booking (starting on Monday) within the period April 2, 2026 to July 29, 2026. The offer can be booked multiple times, but does not apply to print highlight issues, e.g. the WELT Artist Edition. The WELT rate card No. 104, valid from January 1, 2026, applies. Net/net price and GTN (= gross-to-net gap) rounded. When booked via an agency, all agency discounts and agency commission are included. The offer is not further discountable, but commitment-building for an existing annual agreement, plus statutory VAT.

2. Frequency Boost

Secure additional benefits:
Permanently visible in Print and Digital!

1 WELT DIGITAL

- 4x HomeRun
- flexible within 02 April – 29 July 2026
- 2.5 million ad impressions per HomeRun
- Media value €330,000.00 gross



4x

Total package €66,000 N2

80% GTN

2 DIE WELT

- 4x full-page ads
- flexible within 02 April – 29 July 2026
- 898 thousand readers per issue*
- Media value €233,000.00 gross



4x

Total package €46,600 N2

80% GTN

This offer applies to the specified packages 1 and/or 2 in the stated format in DIE WELT and/or WELT Digital (excluding Homerun Plus). Placement is flexible within the above-mentioned promotional period. The offer can be booked multiple times but does not apply to print highlight issues, e.g. WELT Artist Edition, or editorial special topics. The offer is subject to rescheduling rights. WELT rate card no. 104, valid from 01 January 2026, applies. Print: 76.5% discount when billed via an advertising agency. 80% discount for direct bookings. The above fixed price applies; it is not eligible for further discounts, but it is discount-forming (commitment-building) for an existing annual agreement, plus VAT. Homerun specifications: [Factsheet](#)
*b4p 2025 |

**Your contact persons
can be found HERE.**

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Sample Media Plan

#anniversary partner week

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
DIE WELT	x	x	x	x	x		
WELT AM SONNTAG						x	x
WELT Digital Logo presenting	x	x	x	x	x	x	
WELT Digital A-Teaser (day freely selectable)							

Total package €38,500 N2 —

80% GTN —

DIE WELT

- 5x ¼ page (Mon.-Fri.)
- Placed in the Jubi environment
- Gross: €102,500.00

WELT AM SONNTAG

- 1x ¼ page (Sat.+Sun.)
- Gross: €40,050.00

WELT DIGITAL

- 5x logo presenting in the Jubi Channel (Mon.-Fri.)
- Gross: €25,000.00

WELT DIGITAL

- 1x A-Teaser (Home)*
- 800,000 AIs
- Gross: €24,000.00

* The A-Teaser is delivered on desktop and mobile only. App excluded.

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Sample Visualization

#anniversary partner week

DIE WELT

Ad (Mon.-Fri.)

WELT AM SONNTAG

Ad (Sat./Sun.)

ANNIVERSARY CHANNEL

Logo (Mon.-Fri.)

WELT HOME

A-Teaser (1 day)

Sample visualization. Booking within one week (Mon.-Sun.) during the campaign period April 2 – July 29, 2026. Optional as a congratulatory ad.