

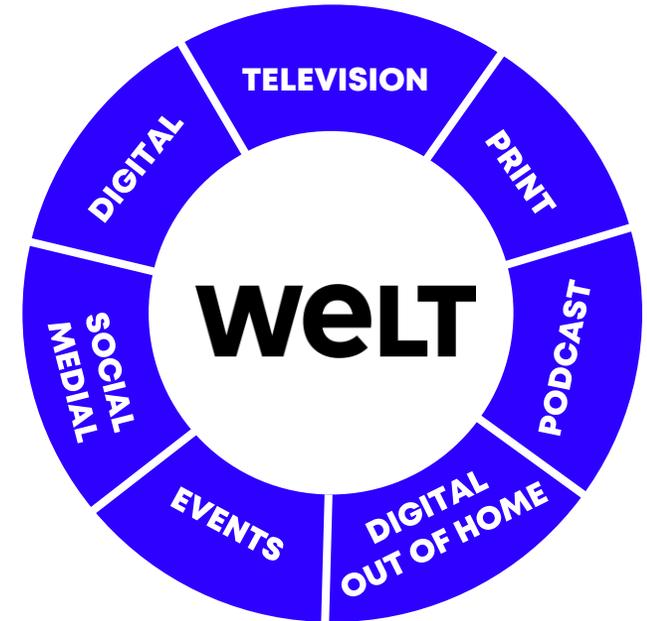
# The World Belongs To Those Who Think New.

This Is WELT.

konzipiert von  
media **impact** —  
dem kreativsten kundenverstehender  
deutschlands\_

**WELT** is a 360-Degree media brand and stands for intelligent quality journalism.

**360 DEGREE  
COMMUNICATION**



# WELT Reaches 37 M People

Source: b4p 2024 III, per month (Base: total population, German-speaking residential population aged 14 and older (70.48 million)  
WELT: Digital + Print + TV

# WELT Is Unique



**AI-Assistant**  
*WELT GO!*

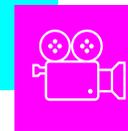


**WELT  
Economy Summit**

**WELT  
Artist Edition**



**State Of The  
Art TV Studio**



# WELT 2026 Events Calendar



● Events ○ Specials

•Stand Nov 2025, vorbehaltlich Änderungen

# WELT Cross-Media

Print & Digital

# Highest Cross-Media Net Reach



b4p 2025 I; Base: German-speaking population aged 14+ (70.48 million), readers per issue, users per month (online, mobile usage via smartphone/ MEW, for WELT also the app; WELT = DIE WELT + WELT AM SONNTAG + WELT AM SONNTAG Kompakt + WELT Online + DIE WELT Edition; cross-media = Print, Digital = Homepage + App (if available), excluding TV

# WELT's Cross-Medial Audience

**3.07 M**

We rank #1 versus competitors for management level users in the company\*



Most readers with > € 3,000 HHNI per month

**9.88 M**

**47.1**

Average reader age

We rank #1 for readers holding a highschool diploma or university degree

**7.96 M**



•b4p 2024 III; Base: German-speaking population aged 14+ (70.48 million), brand per month (Print, Digital, excluding TV)

\*At least sub-department management.; competitors included in this ranking include Süddeutsche Zeitung, Die Zeit, Frankfurter Allgemeine, Handelsblatt

# Decision Makers Choose WELT

**REACH DECISION MAKERS,  
WHICHEVER PLATFORM THEY ARE  
CONSUMING WELT ON.**

Whether with WELT Digital, WELT AM SONNTAG, DIE WELT or a live event – WELT has the right medium for every message.

**WELT CROSS-MEDIA**

1,166M Decision-Makers<sup>1</sup>

**WELT DIGITAL**

810K Decision-Makers<sup>2</sup>

**WELT PRINT**

334K Decision-Makers<sup>3</sup>

1) LAE 2025; user/reader per month

2) LAE 2025; user per month

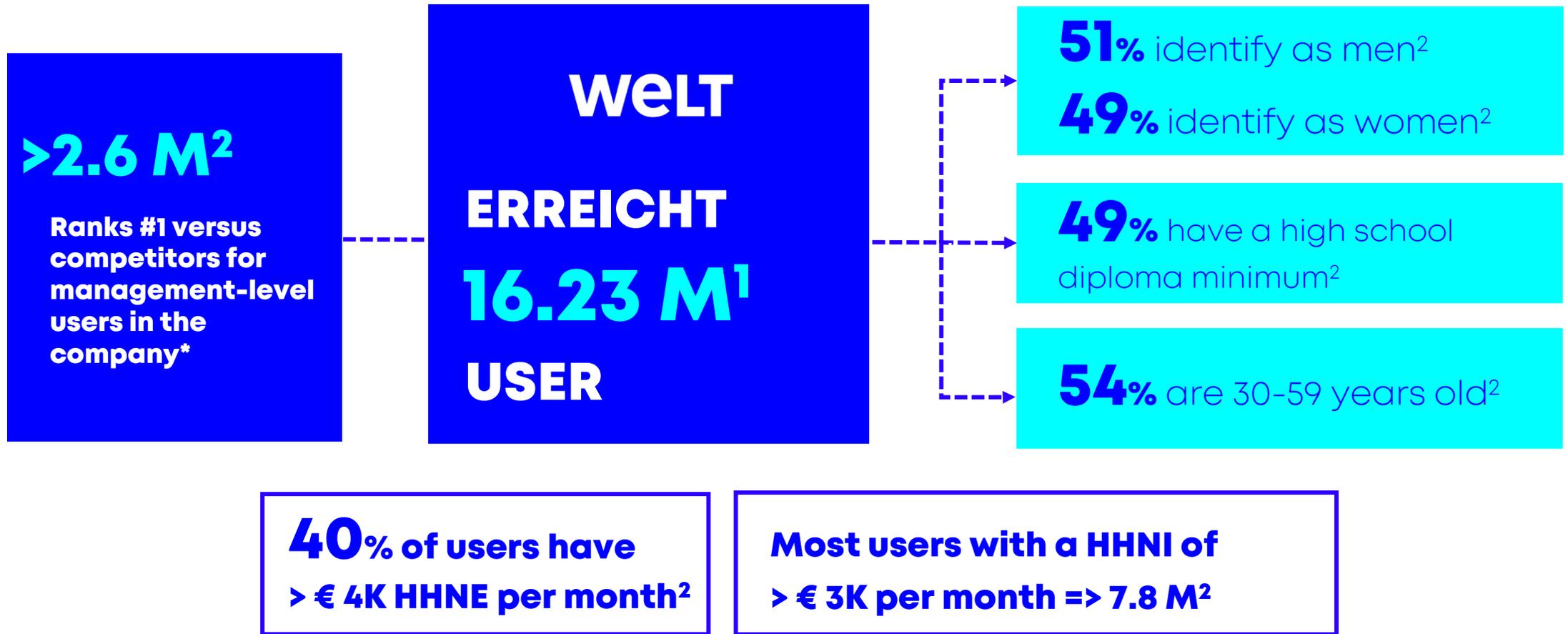
3) LAE 2025 reader per issue , WELT Print Total

# WELT Digital

Print & Digital

With **16.23 M Users,**  
**WELT DIGITAL** is one of the most  
visited digital offerings in Germany

# The WELT DIGITAL Audience



<sup>1)</sup> AGF X-Reach July 2025; 2 b4p 2025 I, users per month  
\* at least sub-department management level

# WELT Print

Print & Digital



# Starke journalistische Kompetenz

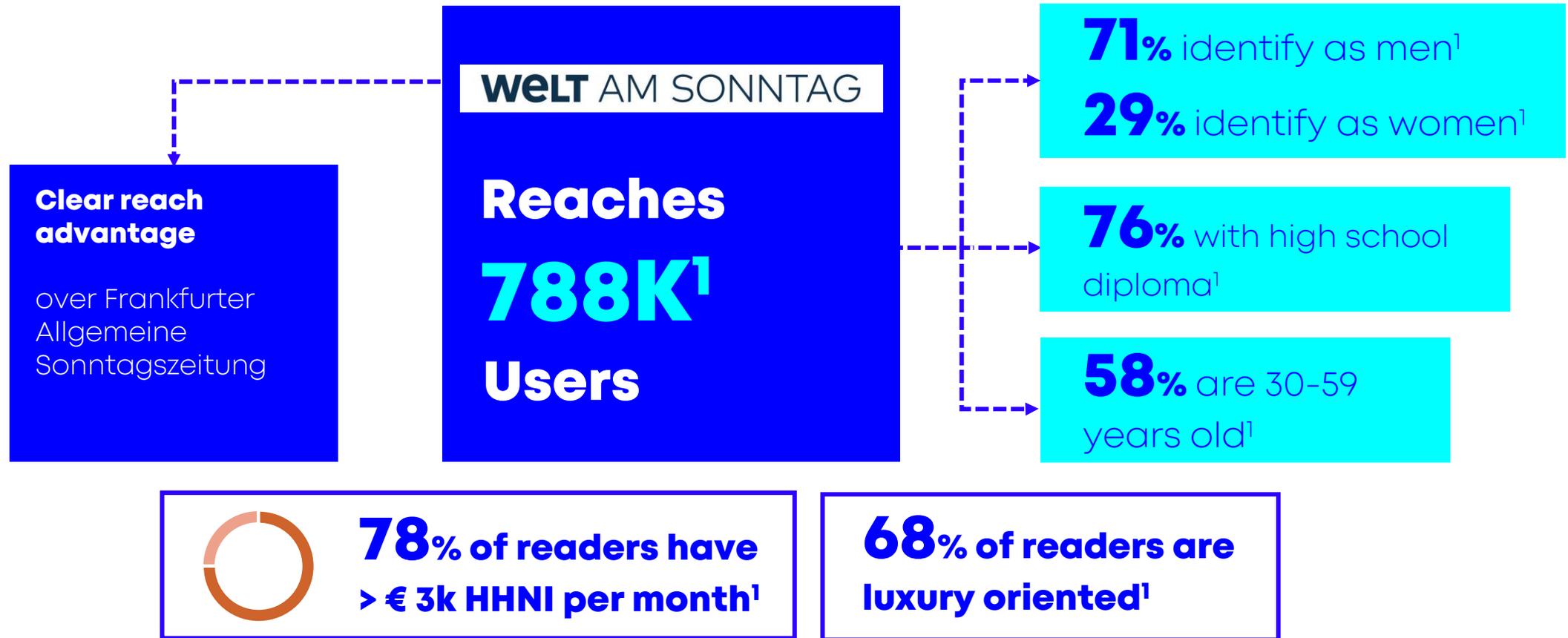
- WELT AM SONNTAG** is the most important weekend read for discerning readers. In addition to strong investigative stories on business and politics, the paper regularly focuses on topics such as AI, new mobility and SMEs as well as finance, culture, style and travel.
- DIE WELT** concisely summarises the news and debates of the day from Monday to Friday, providing unapologetic critique and in-depth analysis.



DIE WELT is published daily from Monday to Friday.

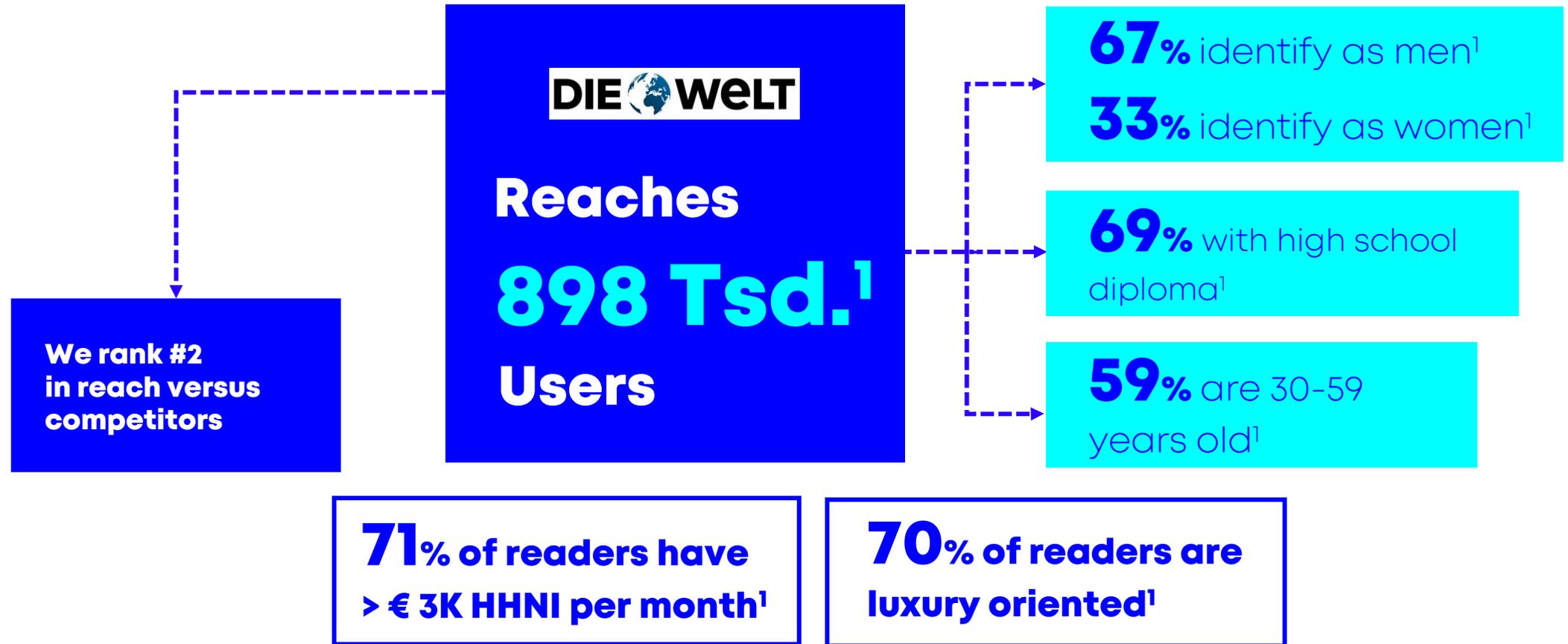
WELT AM SONNTAG is published with one issue on Saturday and one on Sunday.

# The WELT AM SONNTAG Audience



WELT AM SONNTAG = WELT AM SONNTAG on Saturday + WELT AM SONNTAG on Sunday incl. WELT AM SONNTAG Kompakt  
1) b4p 2025 | readers per issue / \* Luxury makes life more beautiful (completely agree / somewhat agree)

# The Readers Of DIE WELT



DIE WELT = DIE WELT, Mon-Fri  
1) b4p 2025 | readers per issue / \* Luxury makes life more beautiful (completely agree / somewhat agree)

**You can find your sales contact [HERE](#).**

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media **impact** —  
dem kreativsten kundenverstehender  
deutschlands\_