The World Belongs To Those Who Thinks New
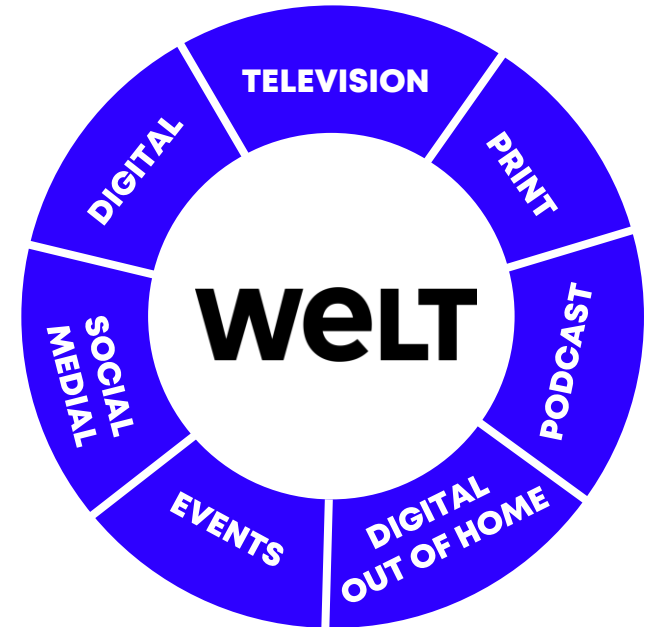
This Is WELT.

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

360 DEGREE COMMUNICATION

WELT Reaches
37 M People

WELT Pioneers New Standards In Reporting On
The Economy, Finance And Politics

Jan Philipp Burgard
Editor-in-Chief WELT Group
& bestselling author

Ulf Poschardt
Publisher WELT, POLITICO &
Business Insider

Steffen Schwarzkopf
Chief reporter & winner of the
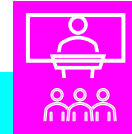German Television Award 2024

Robin Alexander
Deputy Editor-in-Chief
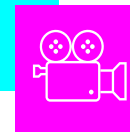& bestselling author

WELT | media impact_

WELT Is Unique

AI-Assistant
WELT GO!

**WELT
Economy Summit**

**WELT
Artist Edition**

**State Of The
Art TV Studio**

WELT 2026 Events Calendar

03.06.
THE POWER
LIST –
Germany's
Top 50

01./02.07.
WELT-
Sicherheits-
gipfel

Sep
WELT
Künstler-
ausgabe

01.10.
Deutscher
KI-Preis

tba
THE POWER
LIST –
Germany´s
Top 50
Next
Generation

21.04.
WAMS
Better Future

16.02.
WELT-
MASTERCARD

Apr
80 Jahre
DIE WELT

21./22.09.
WELT
AI Summit

24.11.
WELT x SOPRA
STERIA
Top 500 Award

26./27.01.
WELT-
ECONOMY
SUMMIT

Apr
20 Jahre
ICON

Sep
WELT
KI Monat

Nov
WELT
des Jahres

Dez
WELT AM
SONNTAG
des Jahres
Guest Edition

| Jan | Feb | März | Apr | Mai | Jun | Jul | Aug | Sep | Okt | Nov | Dez |

● Events ○ Specials

•Stand Nov 2025, vorbehaltlich Änderungen

WELT Cross-Media

Print & Digital

Highest Cross-Media Net Reach

WELT
15.5 M

ℤ
11.6 M

𝔉
11.2 M

SZ
9.1 M

H
6.8 M

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*

47.1

Average reader age

Most readers with
> € 3,000 HHNI per month

9.88 M

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

7.96 M

WELT | media impact_

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[1]

WELT DIGITAL
810K Decision-Makers[2]

WELT PRINT
334K Decision-Makers[3]

1) LAE 2025; user/reader per month
2) LAE 2025; user per month
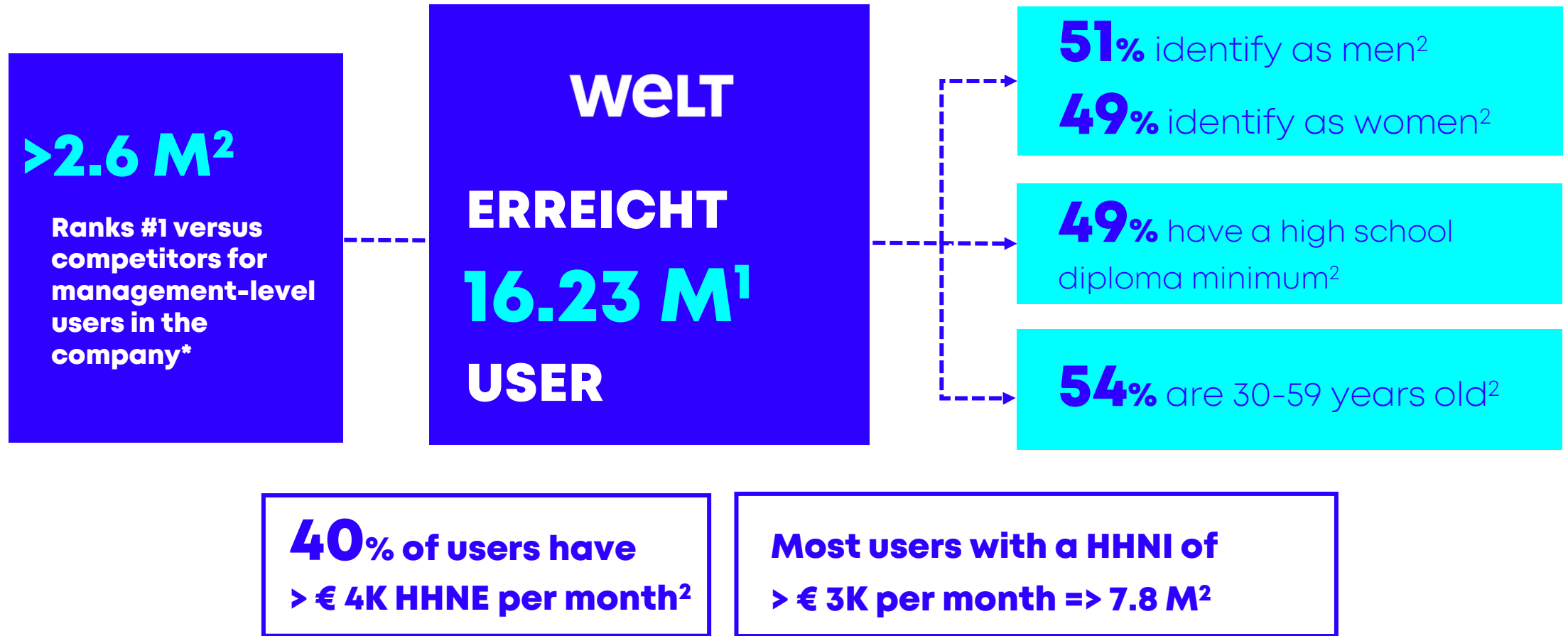3) LAE 2025 reader per issue , WELT Print Total

WELT Digital

Print & Digital

WELT DIGITAL

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

The WELT DIGITAL Audience

>2.6 M[2]

Ranks #1 versus competitors for management-level users in the company*

WELT

ERREICHT

16.23 M[1]

USER

51% identify as men[2]
49% identify as women[2]

49% have a high school diploma minimum[2]

54% are 30-59 years old[2]

40% of users have > € 4K HHNE per month[2]

Most users with a HHNI of > € 3K per month => 7.8 M[2]

WELT | media **impact**

WELT Print

Print & Digital
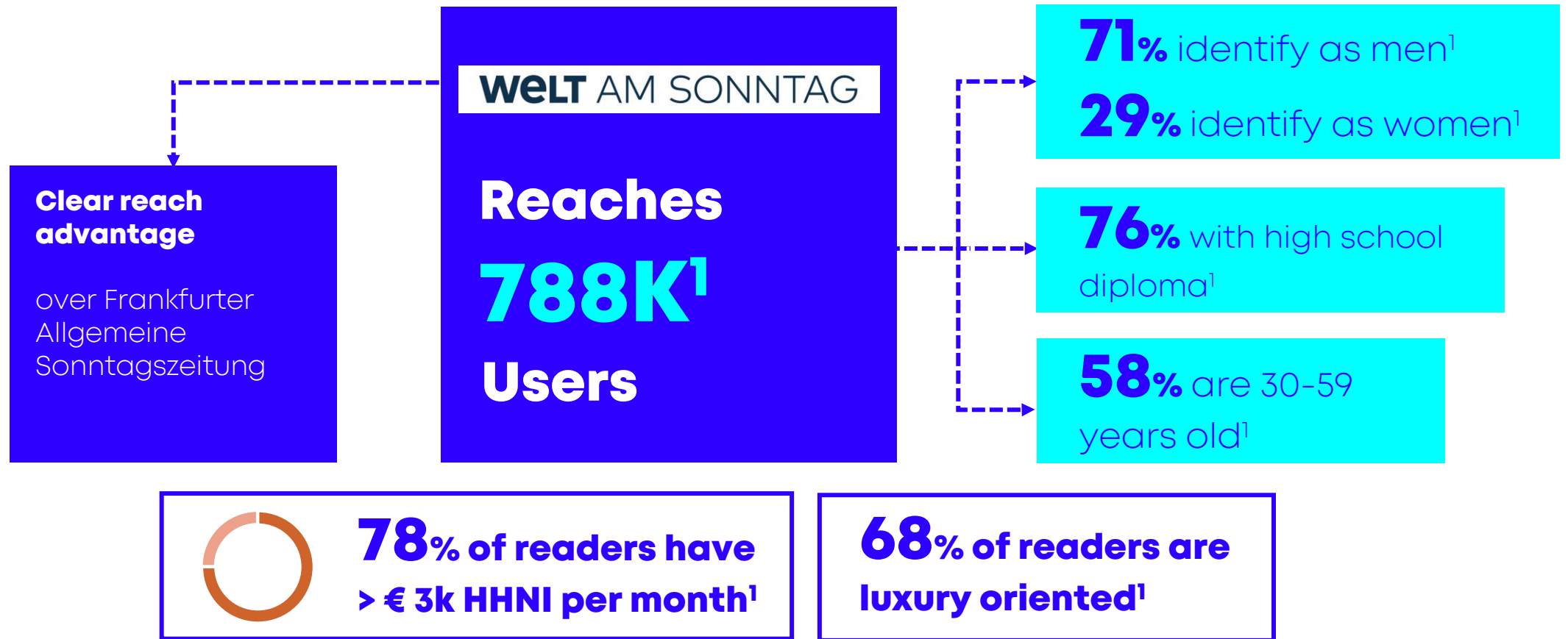
Starke journalistische Kompetenz

- **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.
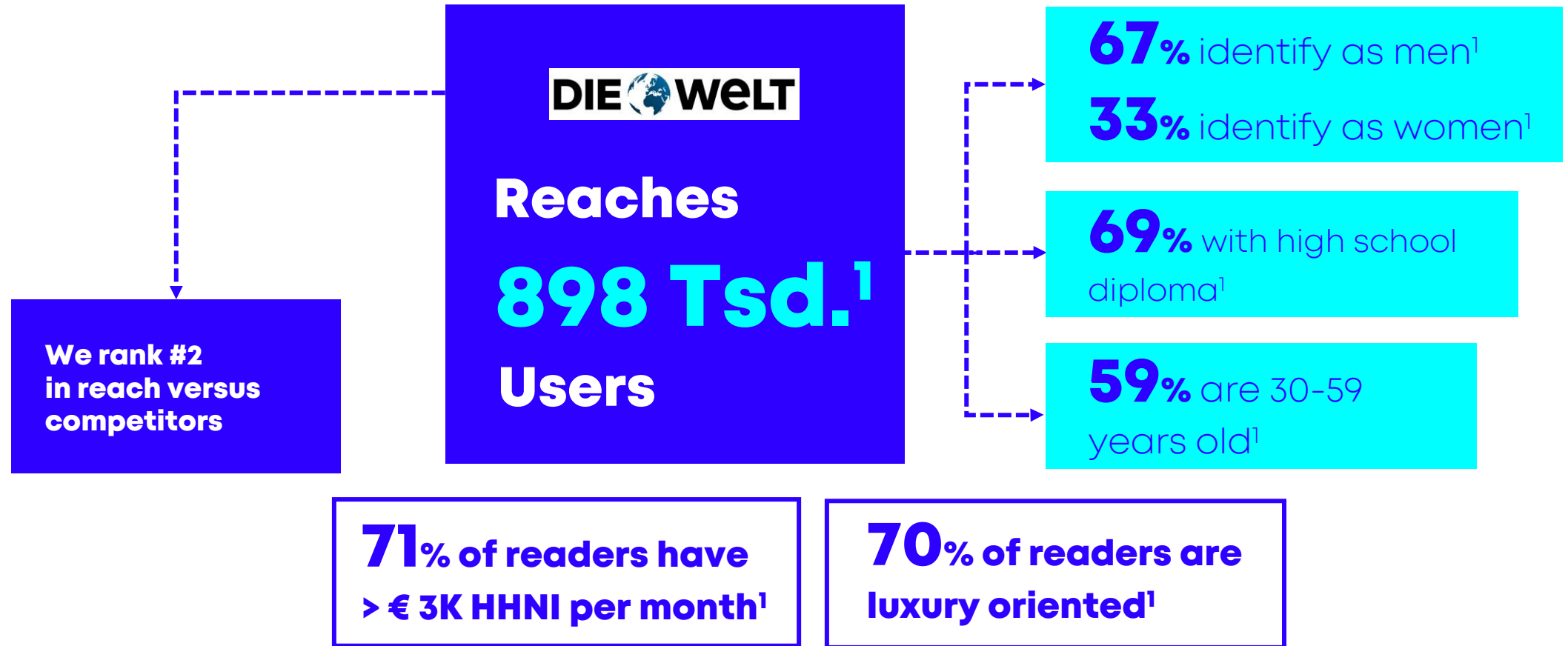
DIE WELT is published daily from Monday to Friday.

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

The WELT AM SONNTAG Audience

WELT AM SONNTAG

Clear reach advantage

over Frankfurter Allgemeine Sonntagszeitung

Reaches

788K[1]

Users

71% identify as men[1]

29% identify as women[1]

76% with high school diploma[1]

58% are 30-59 years old[1]

78% of readers have > € 3k HHNI per month[1]

68% of readers are luxury oriented[1]

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

The Readers Of DIE WELT

DIE ✦ WELT

Reaches

898 Tsd.[1]

Users

We rank #2 in reach versus competitors

67% identify as men[1]
33% identify as women[1]

69% with high school diploma[1]

59% are 30-59 years old[1]

71% of readers have > € 3K HHNI per month[1]

70% of readers are luxury oriented[1]

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