

WELT DIGITAL

Media Data 2026 _ Media Data 2026 _ Media Data 2026 _ Media Data 2026

konzipiert von

media impact _

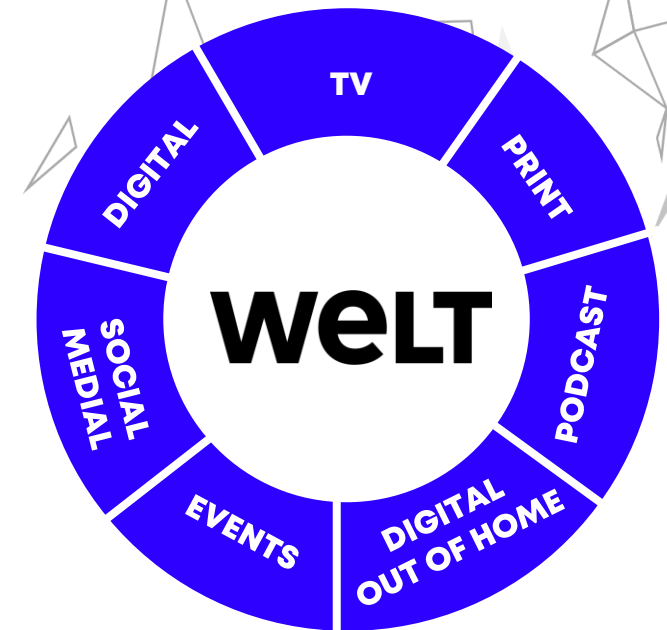
dem kreativsten kundenversther
deutschlands_

THE POWER OF WELT

WELT is one of Germany's most influential media brands.

WELT stands for **independent, opinionated quality journalism** — well-founded, relevant, and in tune with the times.

As a leading **360-degree media brand**, we combine print, digital, TV, podcasts, and events into a holistic information offering.



**360-DEGREE
COMMUNICATION**

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

OUR USERS

Key Figures

16.23 Million

Net reach¹

2,44 Million

daily users²

116,19 Million

visits³

319,71 Million

page impressions³

Target Group Metrics

51%

male⁴

49%

aged 20-49⁴

51%

with at least upper
secondary
education (Abitur)⁴

61%

HHNI of at least
€3,000⁴

Sources:

¹ AGF X-Reach, July 2025

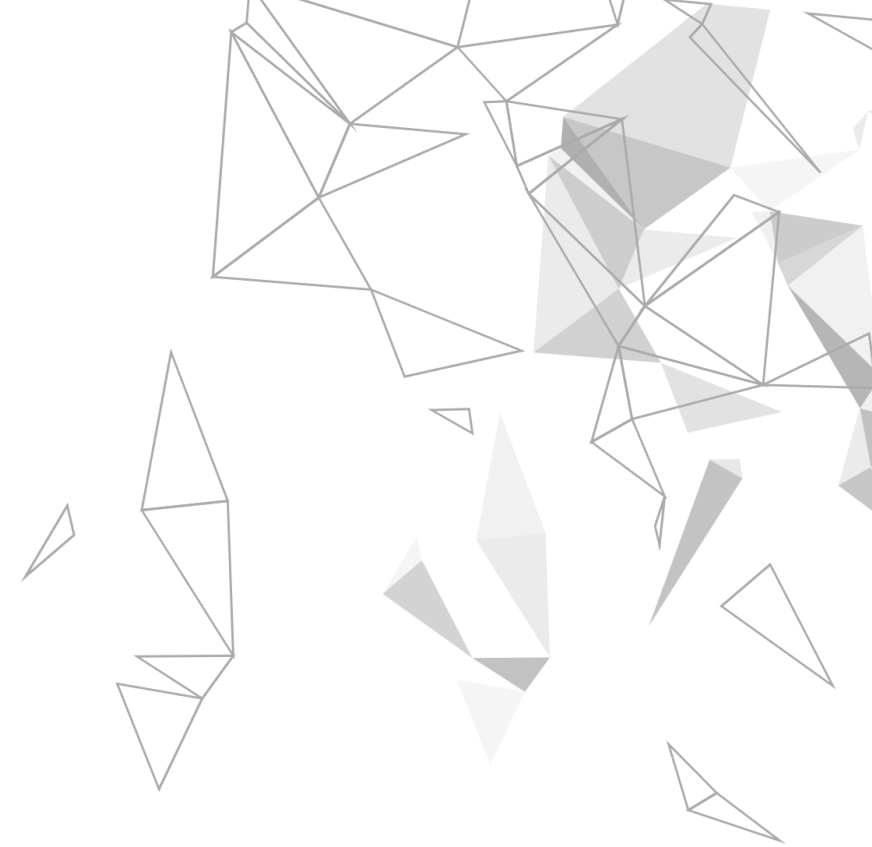
² b4p 2024 II – structure analysis

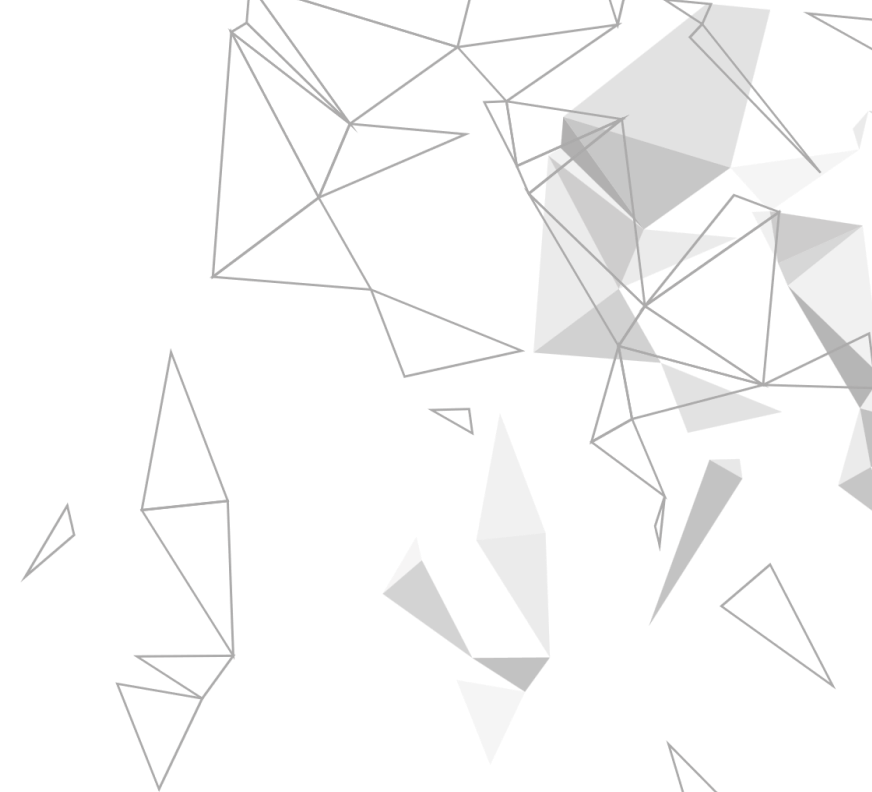
³ IVW November 2025

⁴ b4p 2025 I, users per month (Digital reach comparisons across different methodologies are not permitted; WELT currently includes web only, not apps.)

DAS STECKT DRIN

- #1** Our Home
- #2** Opulent Brand Stagings
- #3** Exclusive Brand Stagings
- #4** Customized Integrations
- #5** Native Advertising





#1

OUR HOME

The stage for a grand appearance

THE BIG STAGE FOR STRONG BRANDS

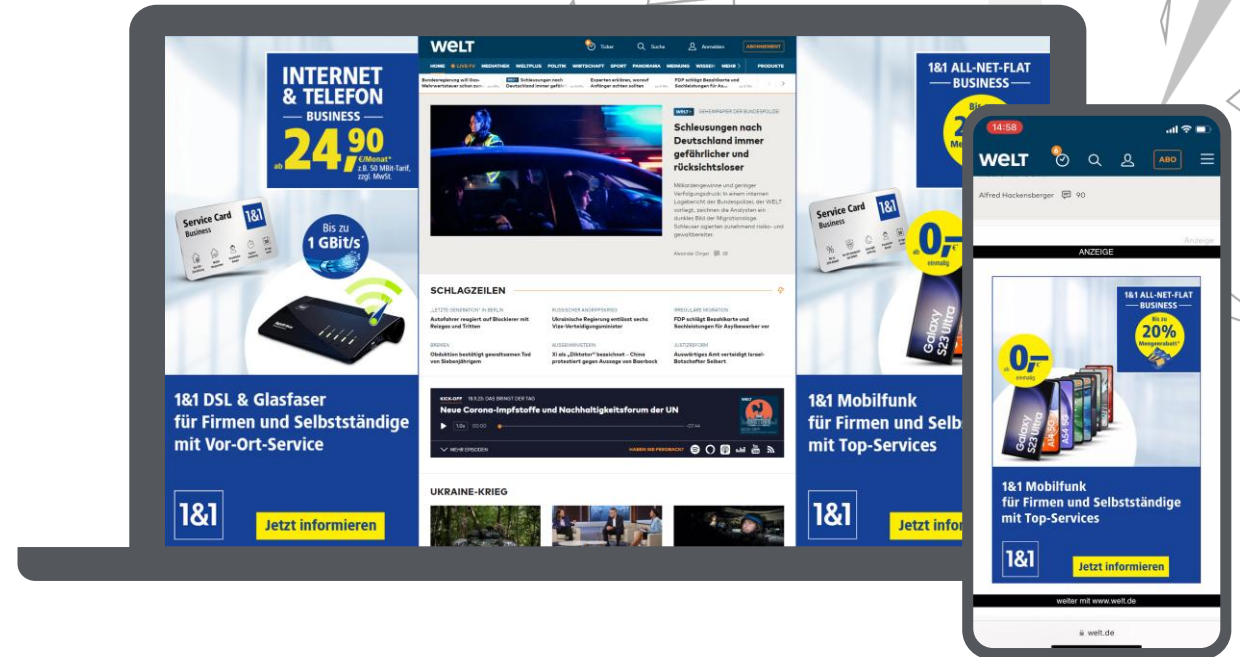
THE WELT HOMERUN

Your brand in the spotlight

The WELT HomeRun guarantees you an exclusive 24-hour presence on the WELT Digital homepage.

A placement that makes brands visible — combining journalistic authority with digital reach in a premium environment.

Your brand is permanently positioned across all platforms: desktop, MEW, and app.



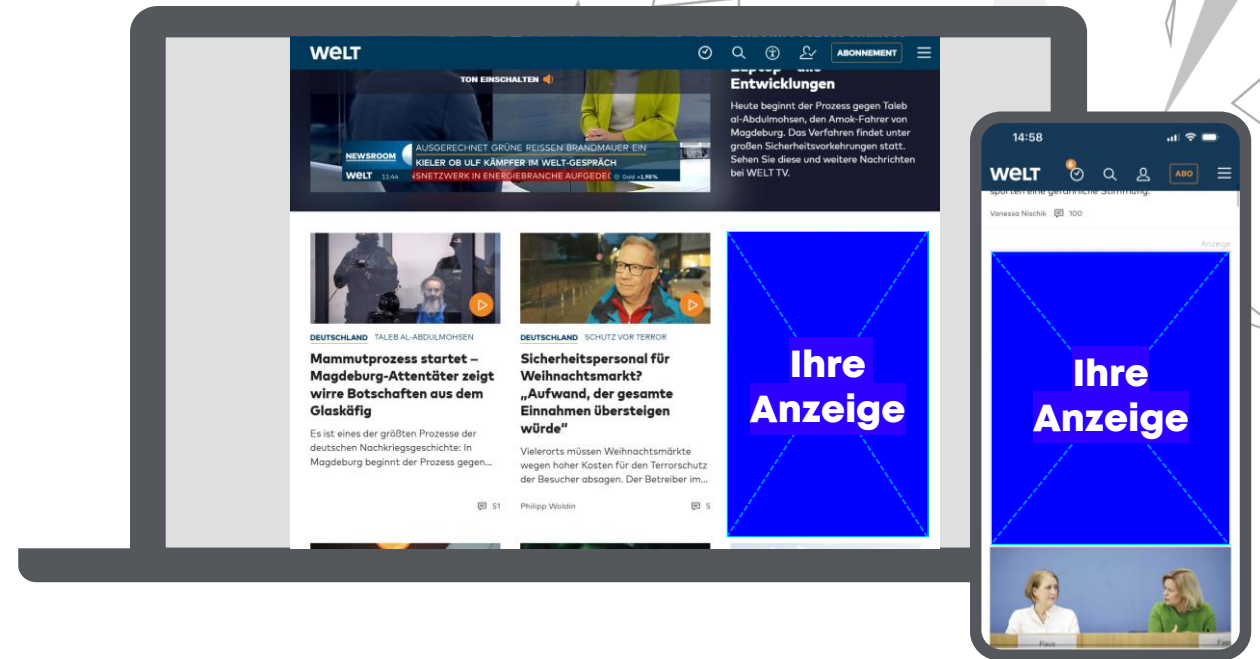
2.5 million guaranteed AIs

IN THE EDITORIAL ENVIRONMENT OF THE HOMEPAGE **THE A-TEASER**

The **A-Teaser** is placed on the WELT Digital homepage — directly within the editorial environment and therefore right in the middle of the news flow.

Depending on the news situation, the format may appear in the **first viewport**, ensuring **maximum visibility**.

The ad space can be designed as a **full-bleed visual**, allowing for a clear, image-driven brand appearance.



800,000 guaranteed AIs

Placement details:
Displayed on **desktop** and **mobile** (app excluded); **Portrait** format only; Dimensions: 283 × 500 px
Sample visualization

VIDEO ADVERTISING ON THE WELT HOMEPAGE THE LIVESTREAM AD

The Livestream Ad is an ideal opportunity to place your moving-image campaign directly on the WELT homepage.

The WELT TV livestream features news, stock market updates, and documentaries and is permanently embedded on the WELT homepage.

Your video ad is played during the (TV) commercial breaks within the stream.



1,5 million Als per day

Key facts:

>95% VTR²; 1.5 million ad impressions per day

Note:

A forecast must always be requested prior to booking via: vlasmivideomarketing@axelspringer.de



#2

OPULENT BRAND STAGINGS

Creative freedom for your brand

OUR PREMIUM FORMAT

BIG STAGE

The **BIG STAGE**, WELT Digital's premium format, delivers a highly impactful brand appearance: When the page is loaded, a large-format video starts automatically while the page content is pushed downward.

After **8 seconds**, the content moves back up, leaving a **Double Dynamic Sitebar & Billboard** as well as a **Mobile Content Ad** as reminders.

Implementation example



For creating the ad assets for the Big Stage via MI, additional production costs of €4,800 apply. Lead time: at least 15 business days from delivery of the assets (video, imagery, etc.). Technical specifications and dimensions can be found at: <https://mediaimpact.de/de/digital-formate>. Subject to change and errors.

Booking / technical requirements: FC=1 (global)

Not bookable in-app (in the app, a Medium Rectangle is used as a fallback ad format)

Required assets: a 2:1 banner, a Medium Rectangle, and a vertical video (including a poster frame as JPG/PNG in the same size as fallback)

Vertical video (9:16) must be delivered as MP4

Bookable in HomeRun Plus (if combined with First Contact, a fallback ad is delivered); The ad format is served homepage only

2.5 million guaranteed AIs

THE WELCOME MESSAGE BEFORE THE CONTENT

WELCOME AD

The Welcome Ad XL is integrated above the editorial content.

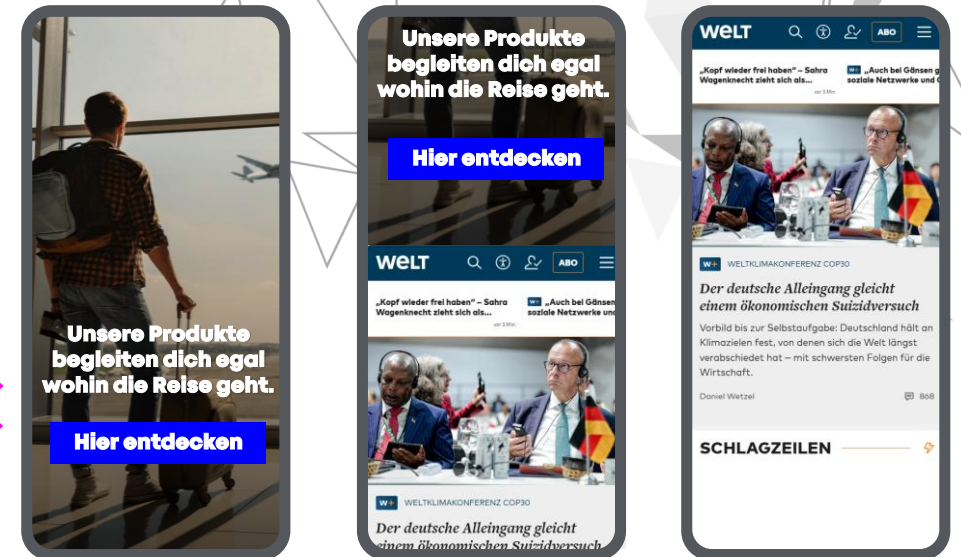
The mobile half-page ad (300 × 600 px) with FC = 1 appears above the site navigation and disappears when users scroll.

As an additional ad format, a 2:1 Content Ad is placed in the Medium Rectangle slot.

Remaining as reminders are:

- a 2:1 Lead Ad
- a Mobile Interscroller¹

Bookable as: HomeRun Deluxe



Additional notes (Welcome Ad): Not bookable in-app; Permitted formats: .png, .jpeg, .gif; No redirects or HTML5 files

¹ The same creative as used for the Welcome Ad may be reused

Technical specifications: <https://mediaimpact.de/de/digital-formate>

Pricing note: Unless otherwise stated, all prices are CPM or flat rates, excluding standard discounts and agency commission and plus VAT. Subject to change and errors.

2.5 million guaranteed

YOUR BRAND IN THE SPOTLIGHT

WELT TAKEOVER

ALSO AVAILABLE AS A DIGITAL VIEWER² OPTION

➤ Implementation example

The interactive Takeover is an exclusive, tailor-made staging of a WELT channel created specifically for you — presented by your brand.

Your brand takes over the channel exclusively, subtly animated, optimized for desktop and mobile, and staged with maximum visibility.

Term: 4 weeks



Footnotes / Notes:

¹The channel contains matching editorial WELT articles.

²A digital image gallery / exhibition on WELT.de (exclusivity and 100% share of voice apply only to the gallery/digital viewer, not to the teasers).

* Additional production costs: €8,000 (not eligible for discount or agency commission).

12.6 million guaranteed AIs

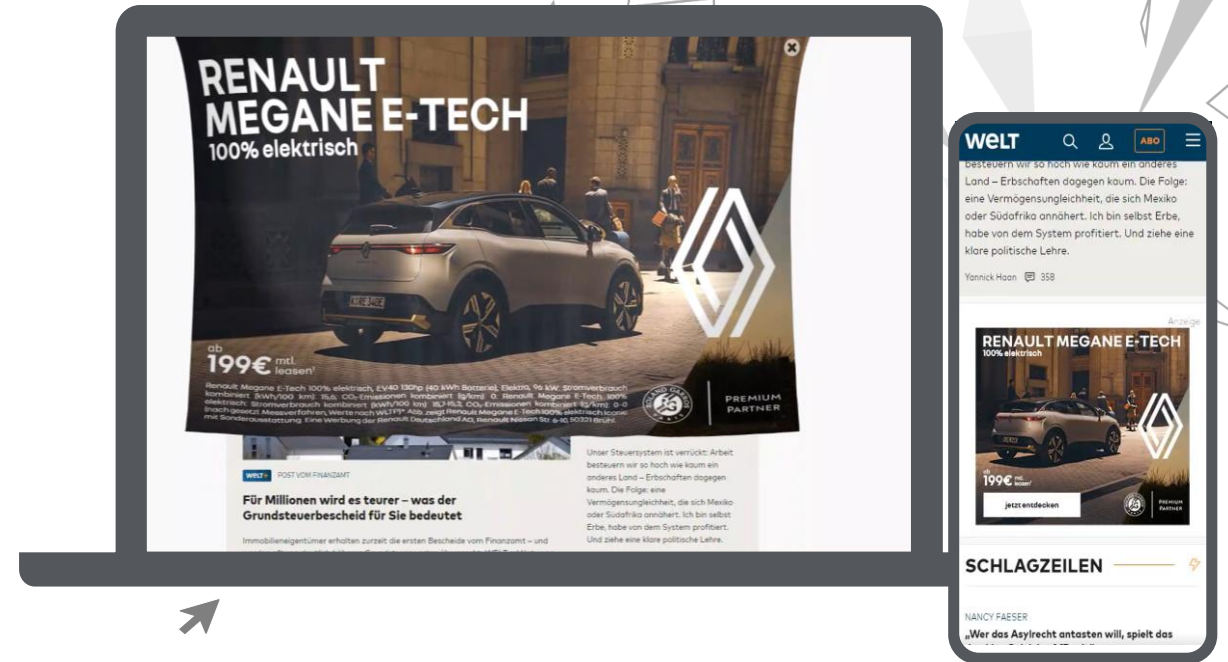
AN APPEARANCE THAT STAYS IN MIND

CURTAIN DROPPER

This ad format is guaranteed to leave a lasting impression on every user.

The curtain drops over the content and remains visible for 5 seconds.

As the format is delivered once per day (FC = 1), an additional **Billboard** ensures continuous visibility throughout the day.



2.5 million guaranteed Als

Guarantee & billing note: All desktop and mobile formats are relevant for guarantees and billing. If one of the required ad assets is not delivered, the selected primary ad formats will be served as **run-of-site (ROS) placements** on the booked day in order to reach the guaranteed volume.

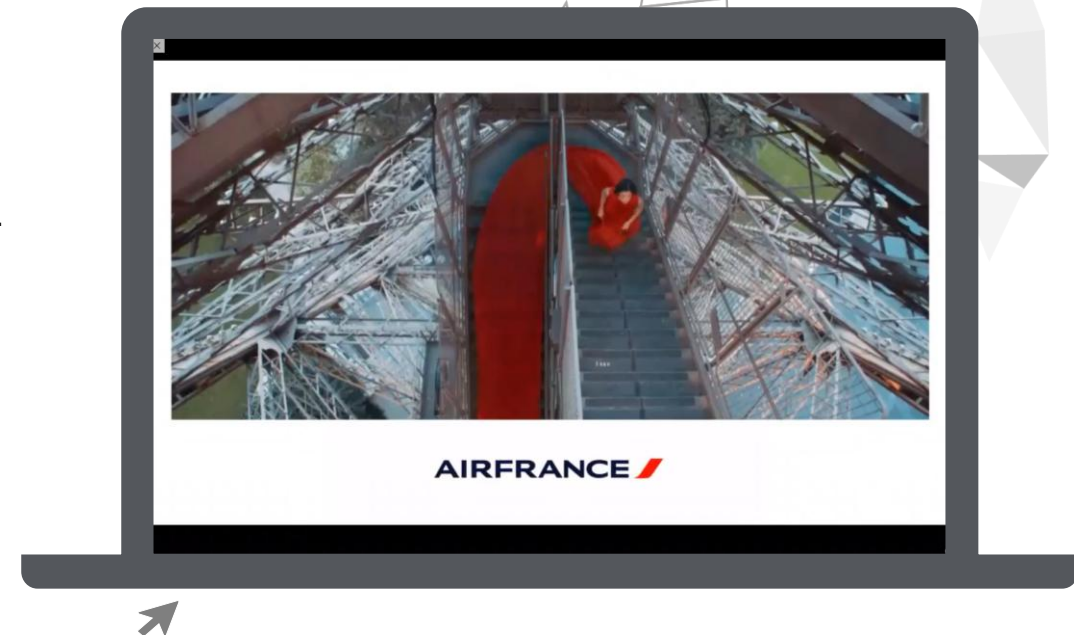
Frequency & fallback: FC = 1 per day; As a fallback, a **Billboard**, **Fireplace**, or **DDS** may remain visible; On tablet browsers, only the fallback ad format (e.g. the **Billboard**) will be delivered

YOUR VIDEO AT THE CENTER OF ATTENTION

VIDEO WALL

Do you have high-quality video content that you want to present to a large audience? Then the **WELT Video Wall** is the perfect solution.

The video starts automatically in the **background** when the homepage loads. By hovering over the **Billboard**, your commercial overlays the WELT.de content and can be closed via a close button.



ALSO AVAILABLE AS A FIRST CONTACT OPTION

Guarantee & billing note:

All desktop and mobile formats are relevant for guarantees and billing. If one of the required ad assets is not delivered, the selected primary ad formats will be served as run-of-site (ROS) placements on the booked day in order to reach the guaranteed volume. Frequency & fallback: FC = 1 per day; As a fallback, a Billboard, Fireplace, or DDS may remain visible; On tablet browsers, only the fallback ad format (e.g. the Billboard) will be delivered

2.5 million guaranteed Als



#3

EXCLUSIVE BRAND STAGINGS

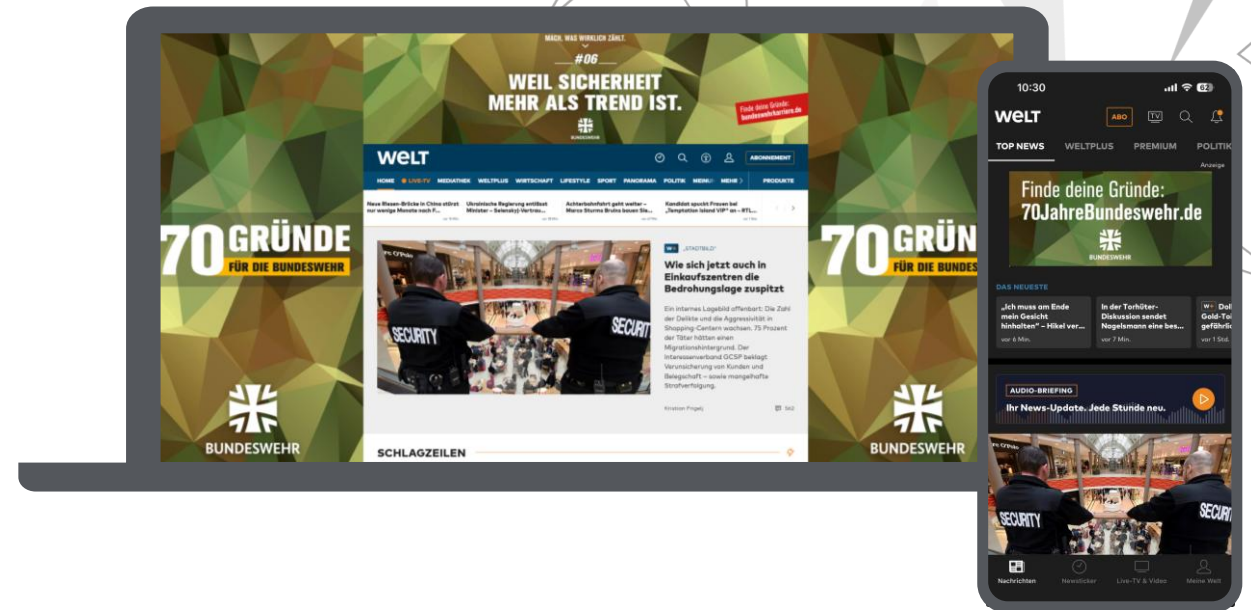
Showcase your brand with maximum impact

THE FULL WELT DIGITAL POWER

ALL IN

Your message accompanies users throughout the **entire** WELT Digital ecosystem — from the first click to the last article.

A format for brands that combine **presence** and **impact** and think visibility holistically: 24 hours of **presence** on the WELT Digital homepage, across **all channels** and article pages — on desktop, mobile, and in the app.



8 million guaranteed Als

Sample visualization

Key facts: 24h placement: 10 a.m. – 10 a.m.; SR / AR / AE eligible; Ad formats appear in the visible area (excluding the "Alles auf Aktien" channel)

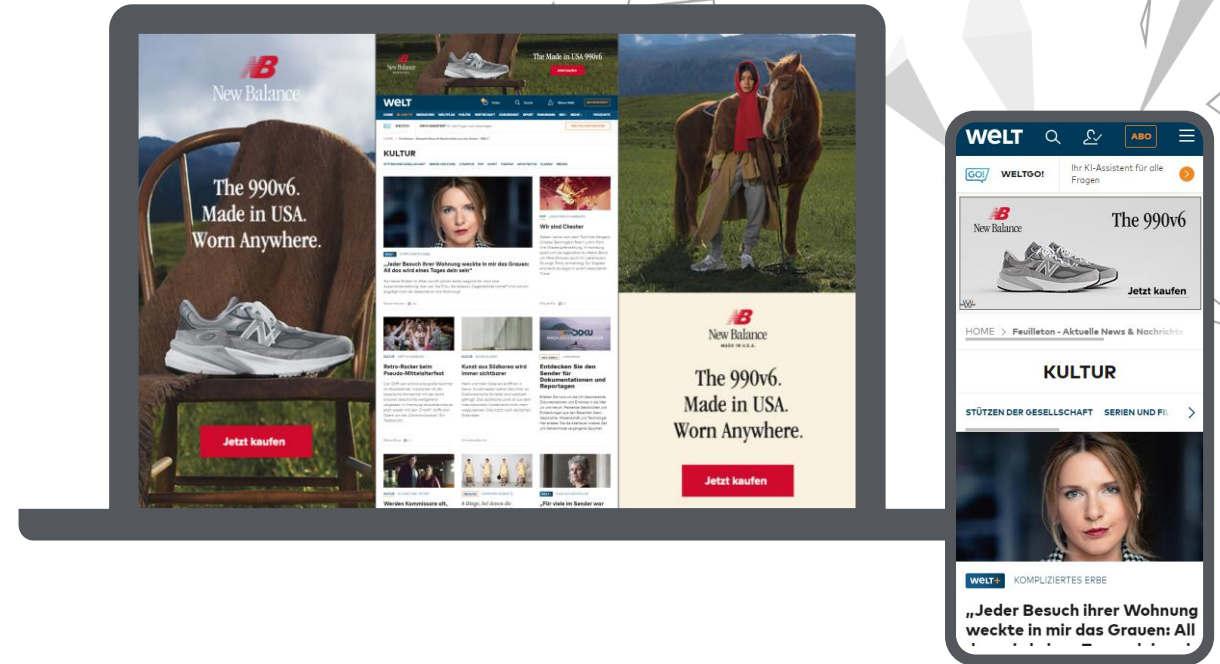
YOUR BRAND IN THE RIGHT ENVIRONMENT

CONTENT PRESENTING

You position your brand exactly where topics and target groups fit perfectly — within the high-quality channels of WELT Digital.

Logo integration and exclusive ad formats ensure visibility directly in the context of relevant content — delivering maximum brand impact and credibility.

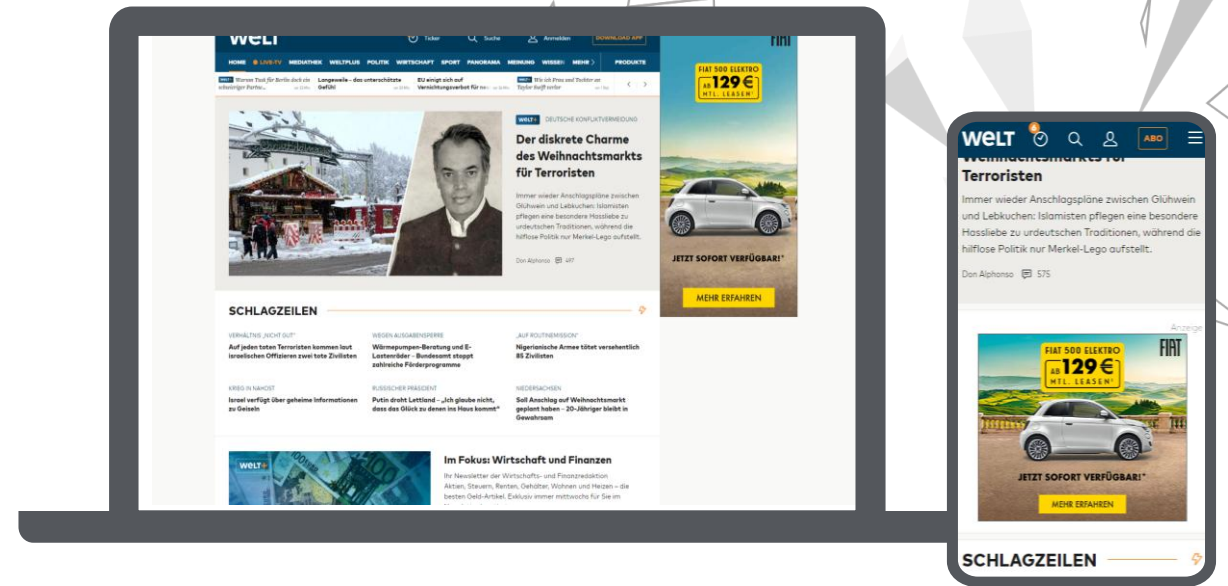
Reach is calculated individually, depending on the selected channel and campaign duration. Billing is based on a CPM model.



MAXIMUM ENGAGEMENT WITH WELT RUN

We position your brand exactly where the attention of WELT users is highest — on the most-read channel and article pages of WELT Digital.

An appearance with maximum visibility, strong brand presence, and proven intensive user engagement.



2.5 million guaranteed Als

Available channels:

WELT Run Channel: Politics, Business, Sports, Panorama, Knowledge, Culture

WELT Run Channel (without Politics): Business, Sports, Panorama, Knowledge, Culture

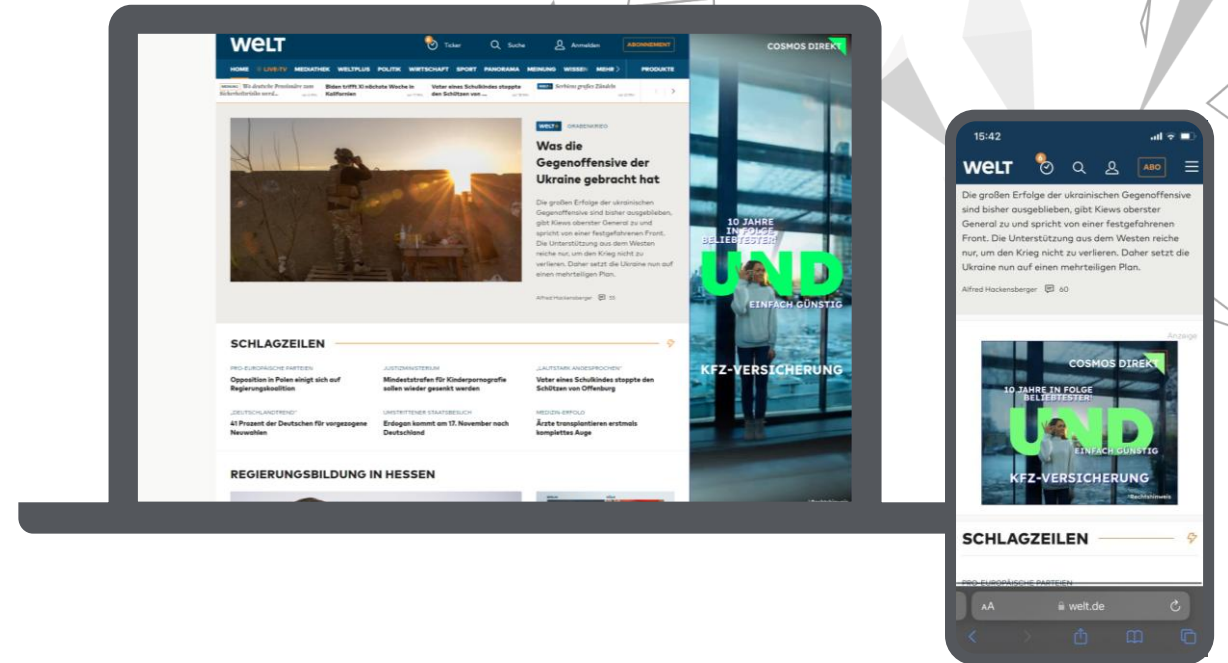
THE PERFECT ENTRY POINT FOR YOUR BRAND

FIRST CONTACT

First Contact places your brand at the start of the user journey on WELT Digital — where information meets interest.

Your brand reaches users at the exact moment they arrive on WELT Digital via search engines — attentive, interested, and open to new impulses.

A perfect add-on to HomeRun, guaranteeing additional reach and strong brand impact.



2 million guaranteed Als

REACH MEETS RELEVANCE

DECISION-MAKER HOMEPAGE BUNDLE

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

Your benefits:

- Top reach within a business- and politics-oriented target group with high purchasing power
- All Media Impact decision-maker environments with just one booking

Result:

A high-impact presence in premium environments where relevance and reach come together.



BUSINESS INSIDER

WELT

2.7 million guaranteed AIs



#4

CUSTOMIZED INTEGRATIONS

Tailored to your needs

TOPICS THAT MOVE AUDIENCES IN A DIGITAL THEME SPECIAL

In a **THEME SPECIAL**, editorial articles related to a specific topic are bundled on a dedicated landing page.

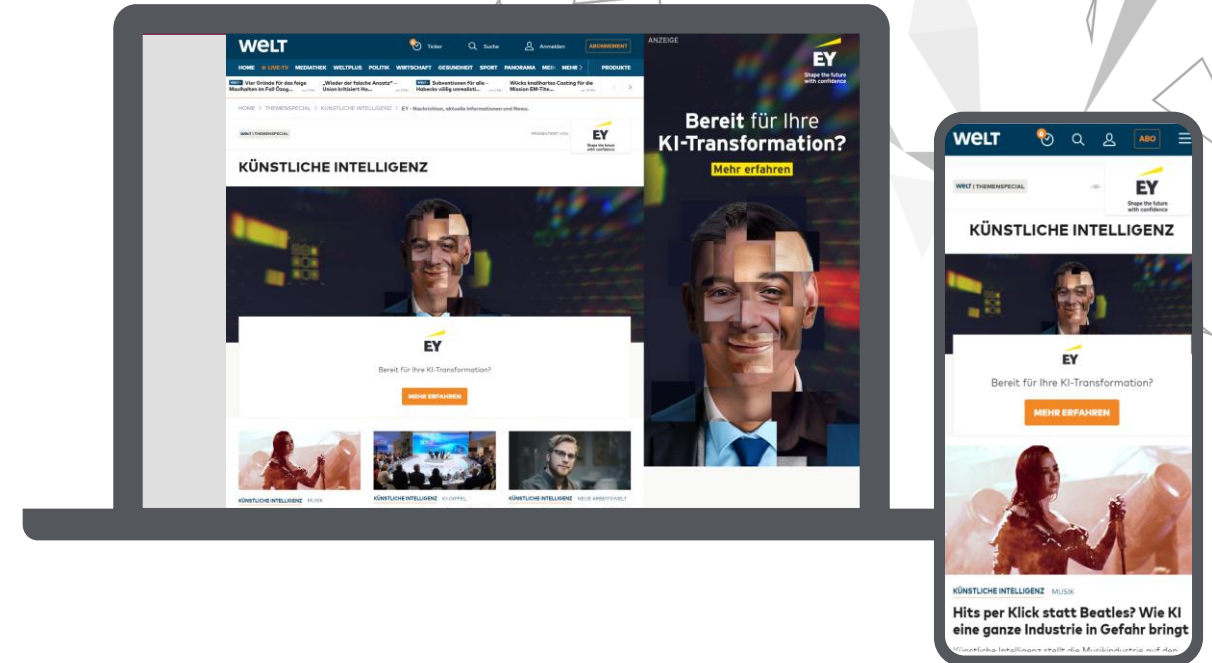
Within the special, you appear as the **exclusive sponsor** of the editorial environment and are placed with:

- a header and footer¹
- a Sitebar and a Medium Rectangle on mobile²

Special highlights:

- Navigation entry
- **Logo integration on the WELT homepage (2 days)**³

Readers are directed to the special via **traffic-driving ad formats**⁴.



Notes:

¹MEW + app

²Additional formats available on request

³Logo integration within the brand's own stage; homepage stage available from THEME SPECIAL M onwards

⁴Sitebar, Medium Rectangle

Case: Client: EY | THEME SPECIAL: Artificial Intelligence | Campaign year: 2024

Topics are listed in the VKU: *WELT_Themenspecial_2025.pdf*. Additional topics available on request.

YOUR MESSAGE. OUR STAGE.

WELT BRAND CONCEPTS

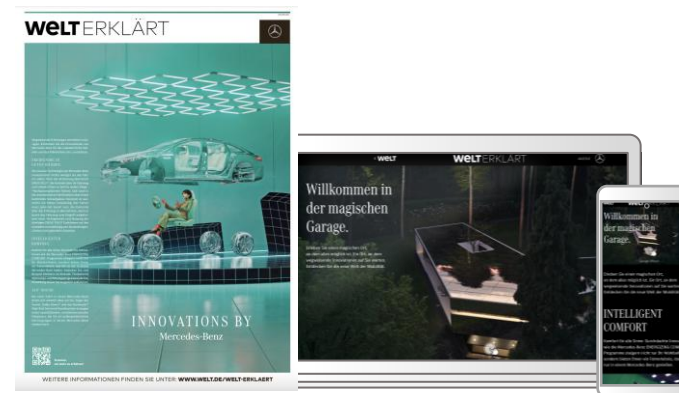
With WELT Brand Concepts, you reach the premium audience of WELT. Benefit from our holistic cross-media communication solutions for an impactful staging of your products or topics – including shared attribution and full-service support.

WELT PREMIERE



We stage your product launch in a visually powerful and opulent way across the WELT Group.

WELT ERKLÄRT



Complex topics or products are prepared cross-media, using the language of our readership.

WELT TIPP



Your product is placed in the spotlight, creating a credible product recommendation through joint brand attribution.

BRANDING & PERFORMANCE THROUGH DEEP INTEGRATION

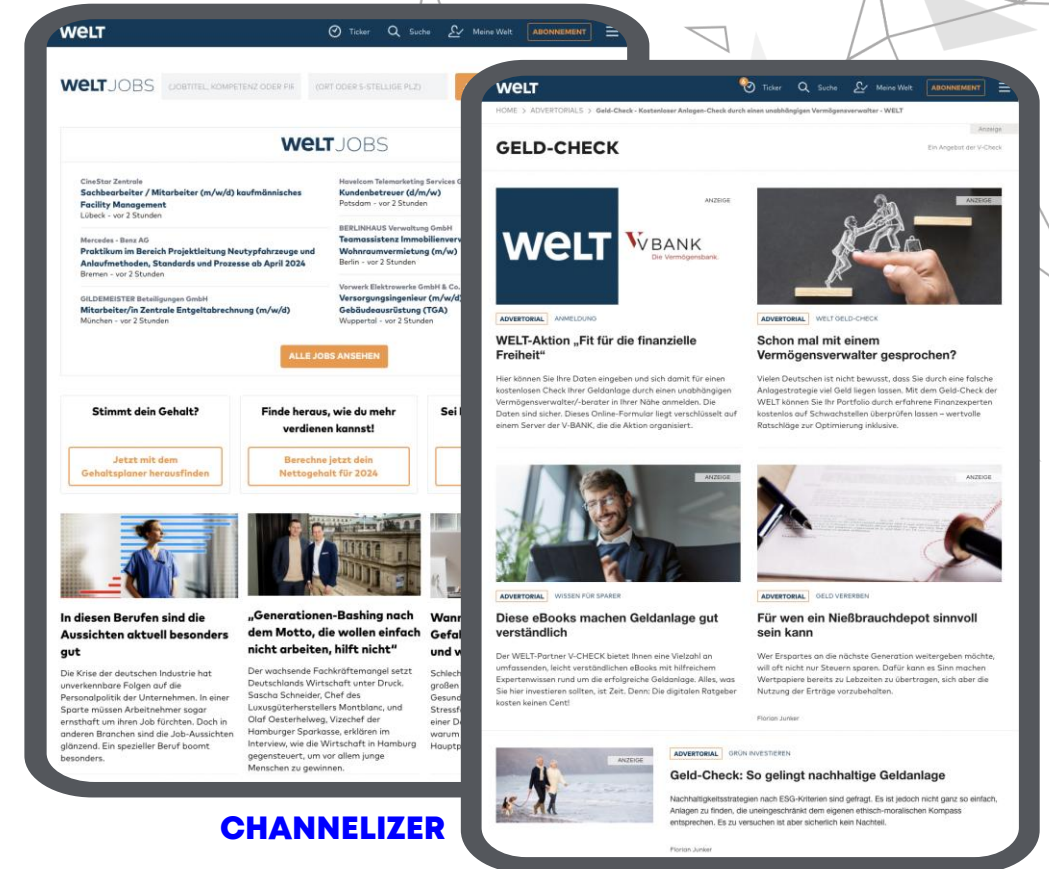
Your editorial-close integration with an individual performance component.

We ensure visibility in relevant editorial environments and integrate your topics and offerings natively, matching the look & feel of WELT.

The integration is carried out entirely according to your individual needs, via an advertorial, a topic stage (stage with partner content, widgets, videos, etc.) and/or a channelizer (integration of the partner website into the WELT environment).

Reichweite
Laufzeit
Performance
Sichtbarkeit
Optimierung
Service

Ab 3,5 Mio. Promotion Impressions/ Monat
Ab 3 Monaten
Individuelle CPX-Komponente
Exklusive redaktionsnahe Werbemittel
Stetige Optimierung nach CTR und CR
Full-Service/ persönlicher Key-Account



CHANNELIZER

TOPIC STAGE



#5

NATIVE PRODUCTS BRAND STUDIOS

We create your success stories

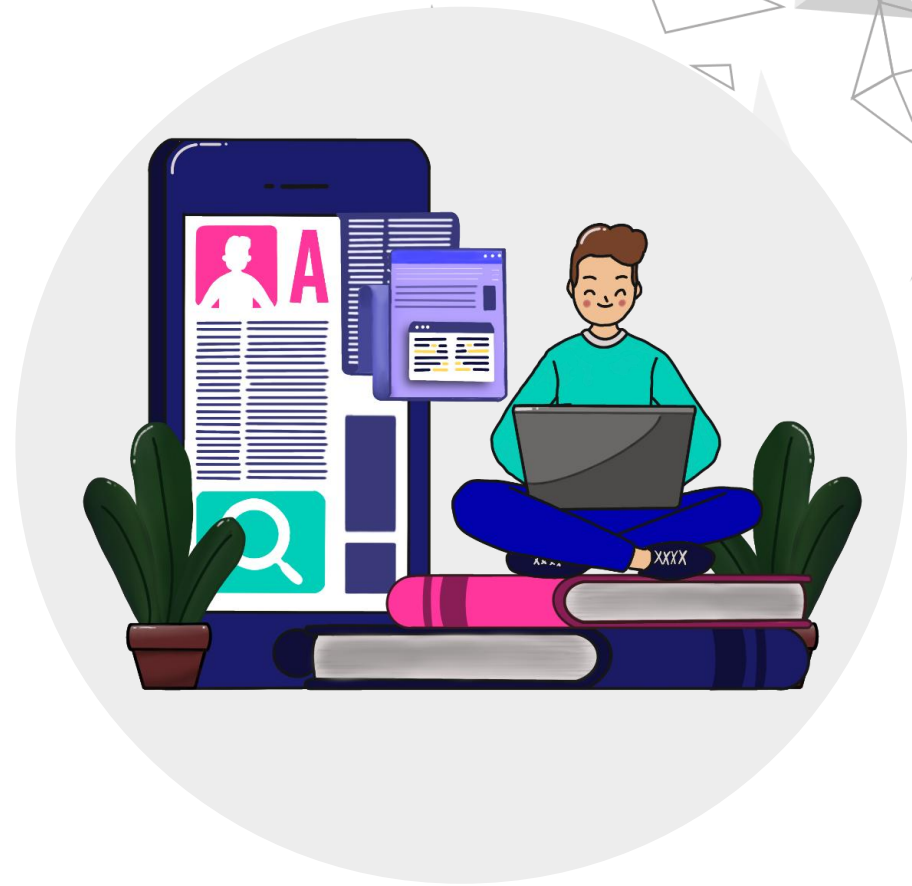
WE LOVE TO CREATE GREAT STORIES FOR YOU

We create your success stories on our **strong media brand** and support you throughout the entire campaign.

Our credo: **User first** — every campaign is **tailor-made** for your target audience.

Your campaign KPIs are **guaranteed** and continuously optimized, making success **transparent** and **measurable**.

You receive a **high-quality full-service** offering, including detailed feedback loops and comprehensive final reporting.



YOUR CONTENT AT WELT

ADVERTORIAL

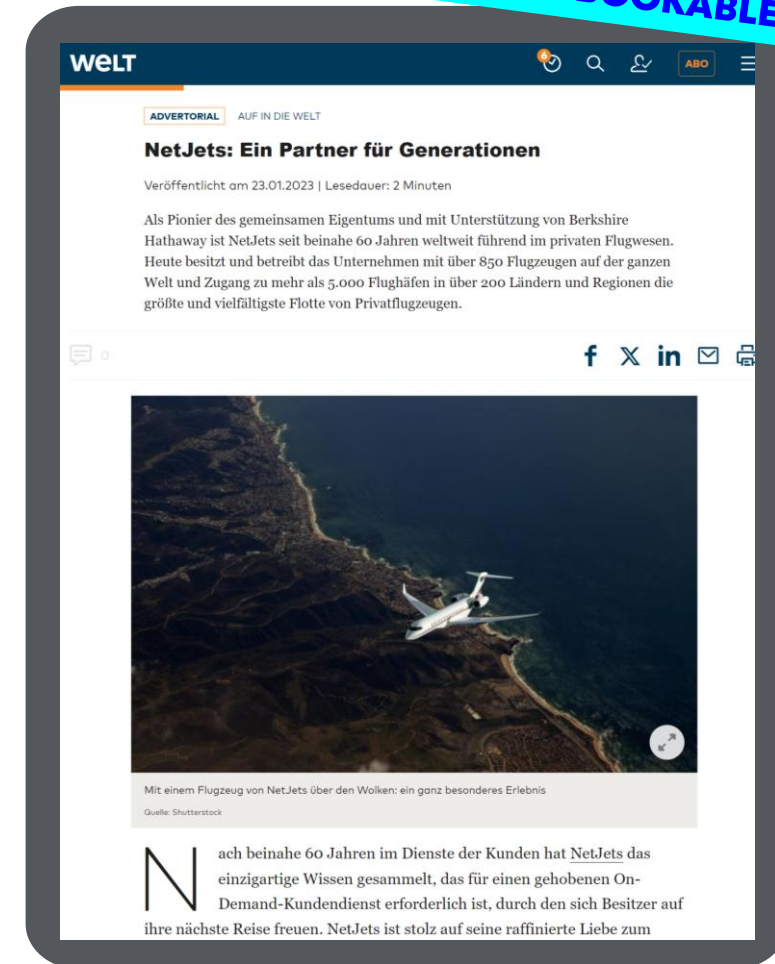
Your content in the look & feel of WELT

Your content is embedded into stories around products and purchasing messages.

The advertising materials you provide are presented in the look & feel of WELT, creating a trusted brand environment in addition to traffic.

We guarantee ad impressions on the traffic-driving placements.

ALSO BOOKABLE CROSS-MEDIA



YOUR PRODUCT TAKES CENTER STAGE

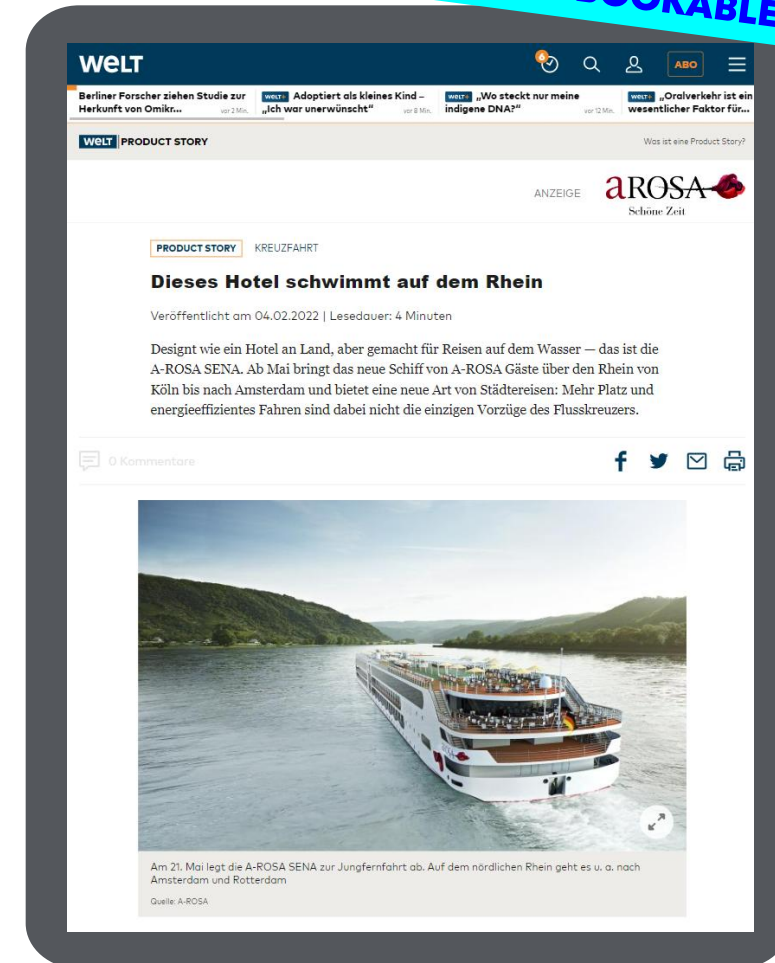
PRODUCT STORY

Your story about products that require explanation, new features, or current offers is presented authentically and clearly in the style of WELT.

Based on the materials you provide, we create your individual story as well as the corresponding teaser — always in close coordination with you.

We guarantee both ad impressions and page views.

ALSO BOOKABLE CROSS-MEDIA



REACH EXACTLY YOUR TARGET AUDIENCE

TARGETING PRODUCT STORY

Now combine the power of native advertising and data even more effectively.

Especially suitable for products that require explanation, new features, and current offers.

Your content is presented authentically. We create custom teasers and ad assets, and equip run-of-site ad formats and social media posts with appropriate targeting*.

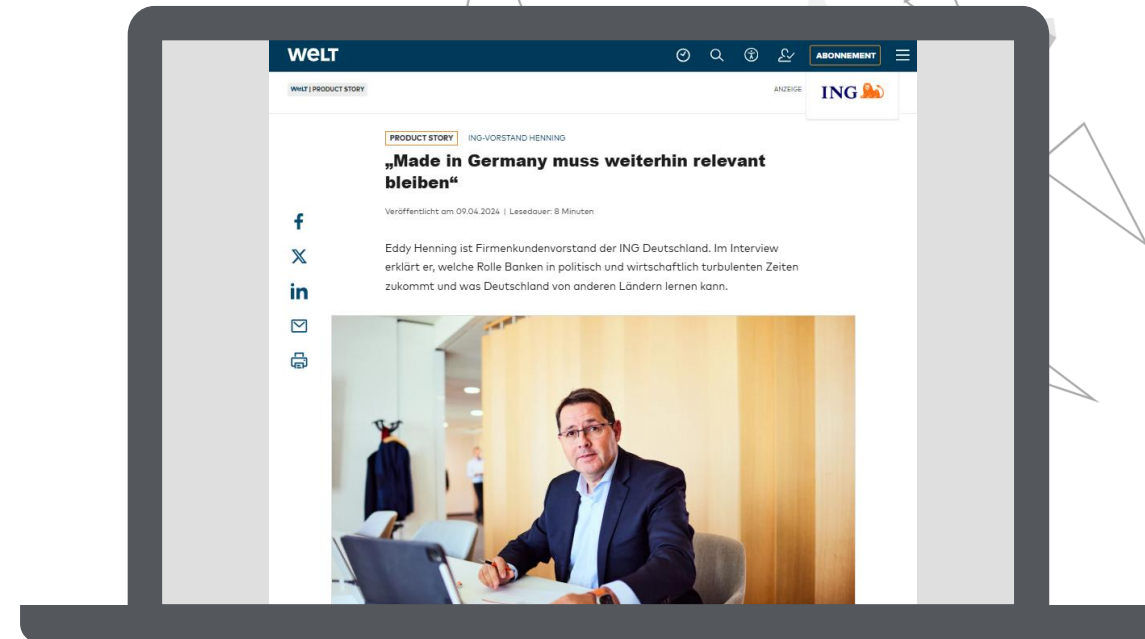
Reach and inspire your selected target audience with the Targeting Product Story.

Performance and awareness are the focus.

Notes:

* Only selected interest/combi TGX + context targetings are included in the package (age, gender, interests).

** Additional creation costs: €6,000 (not eligible for discounts or agency commission).



12,000 guaranteed page views
4.7 million guaranteed AIs

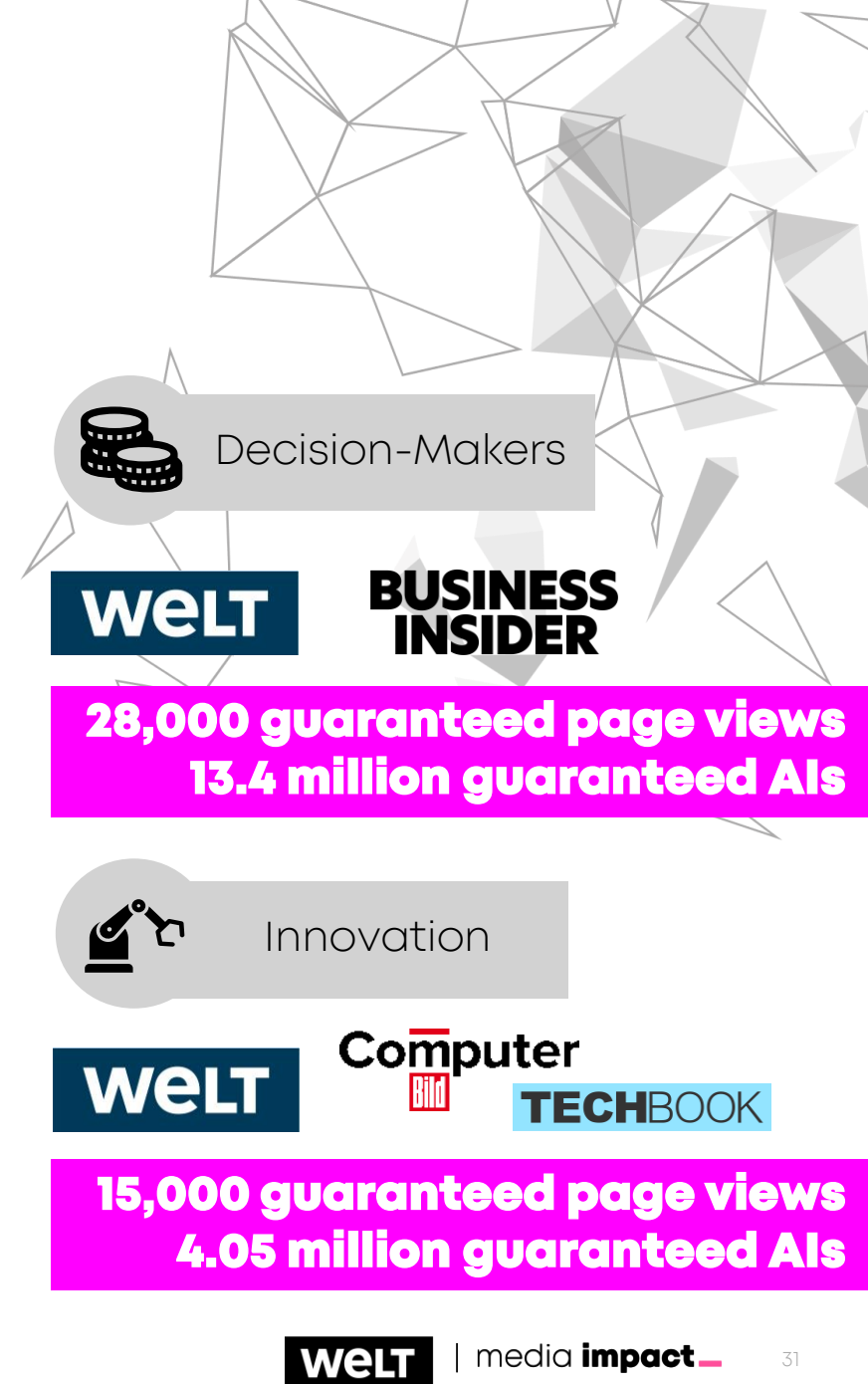
ONE STORY. MULTIPLE MEDIA. STORY COMBOS

Reach **multiple target groups** with just **one story** and touchpoints across our media brands — with **Story Combos**, this is possible.

Choose a suitable combination and we will create a **Product Story** based on your content.

This story is placed on one of the media platforms within the combo and is supported with **high-quality traffic** across all listed platforms.*

Your advantages: Traffic across multiple brands with one single package and **reduced production costs** compared to booking each platform individually.



YOUR INDIVIDUAL STORY

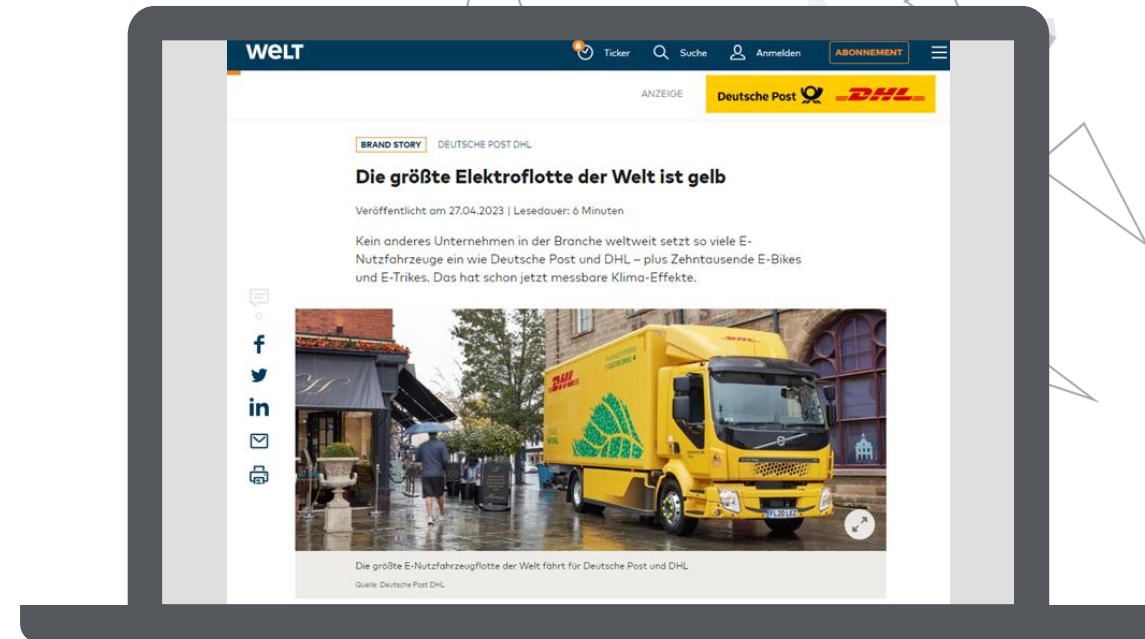
BRAND STORY

Your individual, compelling, and informative story, written by our Brand Studios journalists in the style of WELT.

We create your memorable story — all steps, from the initial idea to final execution, are fully coordinated with you.

Highlight: You receive prominent traffic placements that are not bookable without a Brand Story, and we guarantee page views.

ALSO BOOKABLE CROSS-MEDIA



Let your users interact

INTERACTIVE STORY

The special feature of the **Interactive Story** is the overall experience created through numerous **image and video elements**, allowing users to actively immerse themselves in the story.

Users love interaction — that's why we integrate a wide variety of interactive elements, ranging from **classic videos and image worlds to sliders**.

High engagement and increased brand recall are guaranteed — because users won't forget your interactive story anytime soon.



Note:

¹Additional production costs: €4,000 on top of the standard Brand or Product Story creation costs (not eligible for discounts or agency commission).

INNOVATIVE, VISUALLY POWERFUL READING EXPERIENCE

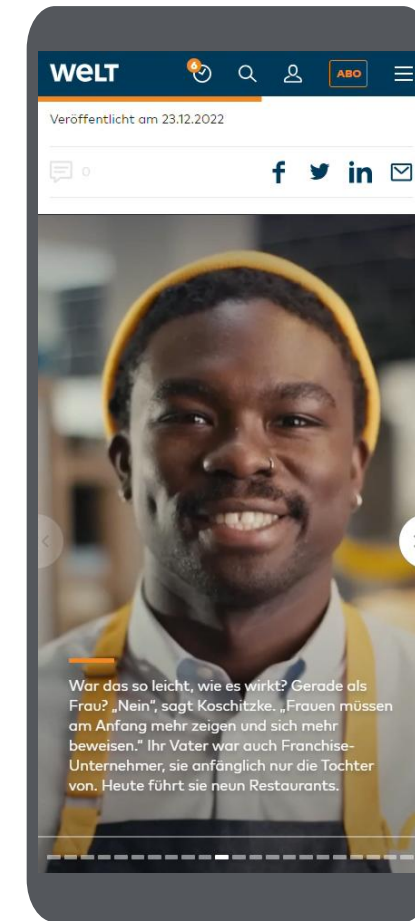
SWIPE STORY

Innovative, visually powerful reading experience

This form of storytelling, inspired by the latest mobile presentation formats, allows messages to be reimagined and conveyed in a new way.

Impactful, clearly structured, to the point, and quick to read — a reading experience users know from Instagram and similar platforms, embedded in the high-quality WELT context.

Up to 15 story parts



DIVERSITY AT McDONALD'S

YOUR AGENDA IN A CONTEMPORARY FORMAT

STATEMENT STORY

The Statement Story communicates your position in a visually strong, modern, and concise way within a trusted, high-quality environment.

Your voice conveys your agenda directly to decision-makers, multipliers, and consumers within the WELT audience.

Performance data*:

- Up to 10 slides
- Graphic teaser with 4.7 million ad impressions
- Plus two sponsored posts on LinkedIn via WELT
- 8,000 guaranteed article views

EFFICIENT AMPLIFICATION OF A WELT EVENT PRESENCE



OPTIONAL: PRINT ADD-ON

¼-page ad including photo, statement, short text, and QR code/link to the Statement Story on WELT.de.

* Includes creation, project management, technical setup, photos, and infographics.

DIVE INTO A VIRTUAL WORLD

IMMERSIVE STORY

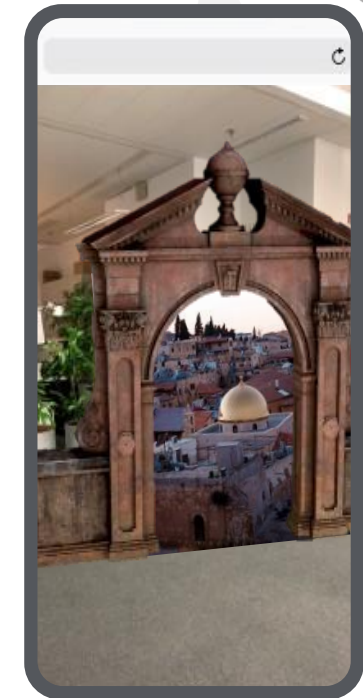
Would you like to present your topic using innovative storytelling and the latest technologies, taking users on a visual journey? We have the perfect solution.

With just one click, users enter an immersive, web-based world. From 360° portals to virtual rooms, the possibilities are wide-ranging. The integration is seamlessly embedded into your Brand Story or Product Story.

Authentic experiences are created through stronger involvement and emotional engagement via live experiences.



Sample visualization



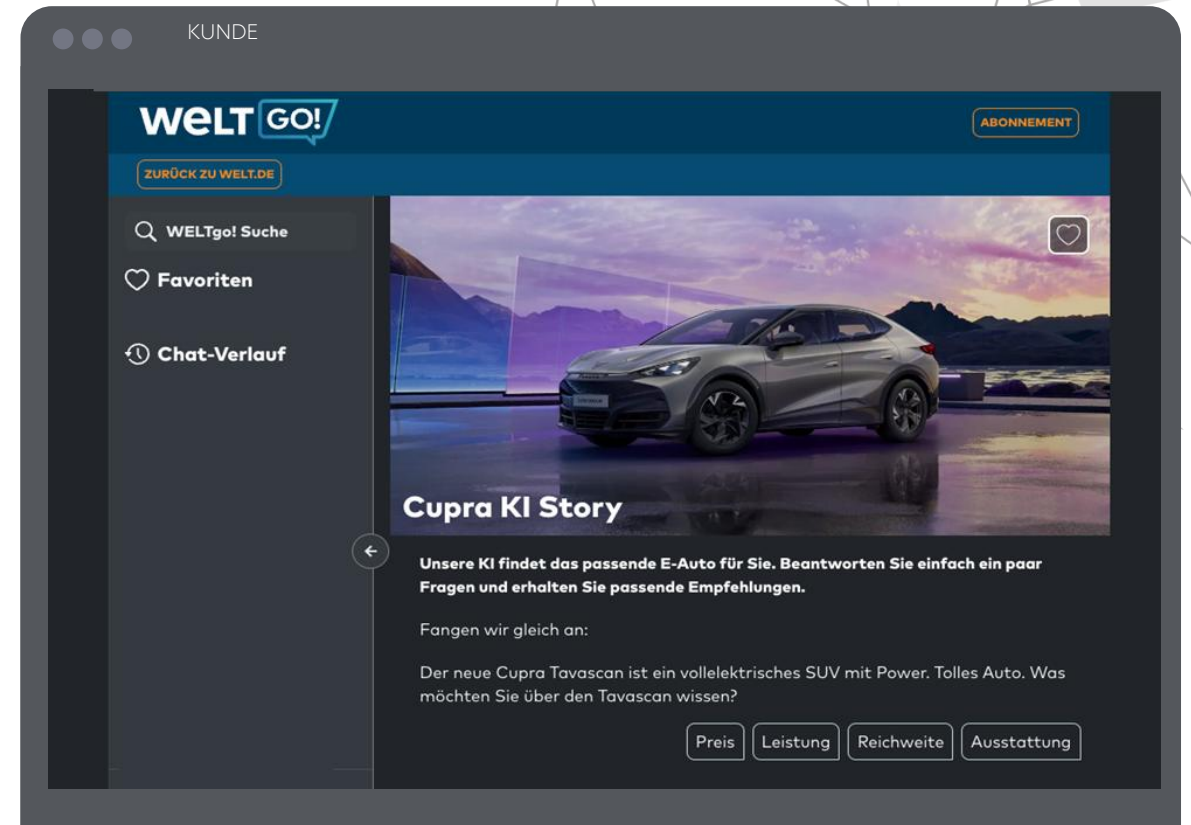
STORYTELLING REIMAGINED

AI-STORY

The interactive AI story powered by WELTGO! responds to each user individually — like a personal conversation.

Together with you, we define the **key questions** about your brand or product. Based on these, we create a **story journey** with **questions and answers** that truly interest users and are highly relevant to your target audience.

Personal guidance through the **AI talk** is more than advertising — it is **personal, interactive, and different**, resulting in **longer time spent**, **active engagement**, **product integration**, and **knowledge transfer**.



Example questions for users as a starting point

FIND YOUR SALES CONTACTS HERE

konzipiert von
media impact —
dem kreativsten kundenverstehender
deutschlands_



follow us on linkedin



or explore our website

