WELT DIGITAL

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

konzipiert von

media impact_

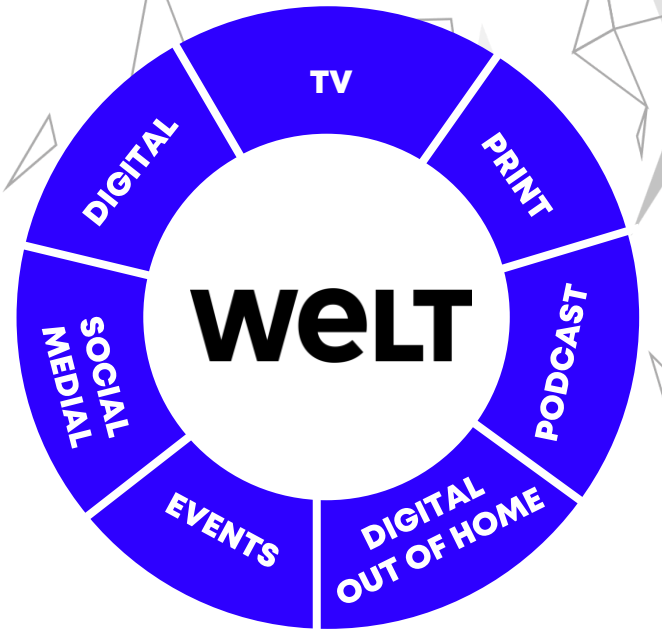
dem kreativsten kundenversteher deutschlands_

WELT | media impact_

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

OUR USERS

Key Figures

13.63 Million
Net reach[1]

2,44 Million
daily users[2]

133,34 Million
visits[3]

343,35 Million
page impressions[3]

Target Group Metrics

51%
male[4]

49%
aged 20-49[4]

51%
with at least upper secondary education (Abitur)[4]

61%
HHNI of at least €3,000[4]

Sources:
[1] b4p 2025 III (X-Reach Q4/2025);
[2] b4p 2024 II – structure analysis
[3] IVW December 2025
[4] b4p 2025 I, users per month (Digital reach comparisons across different methodologies are not permitted; WELT currently includes web only, not apps.)

WHAT IT INCLUDES

#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

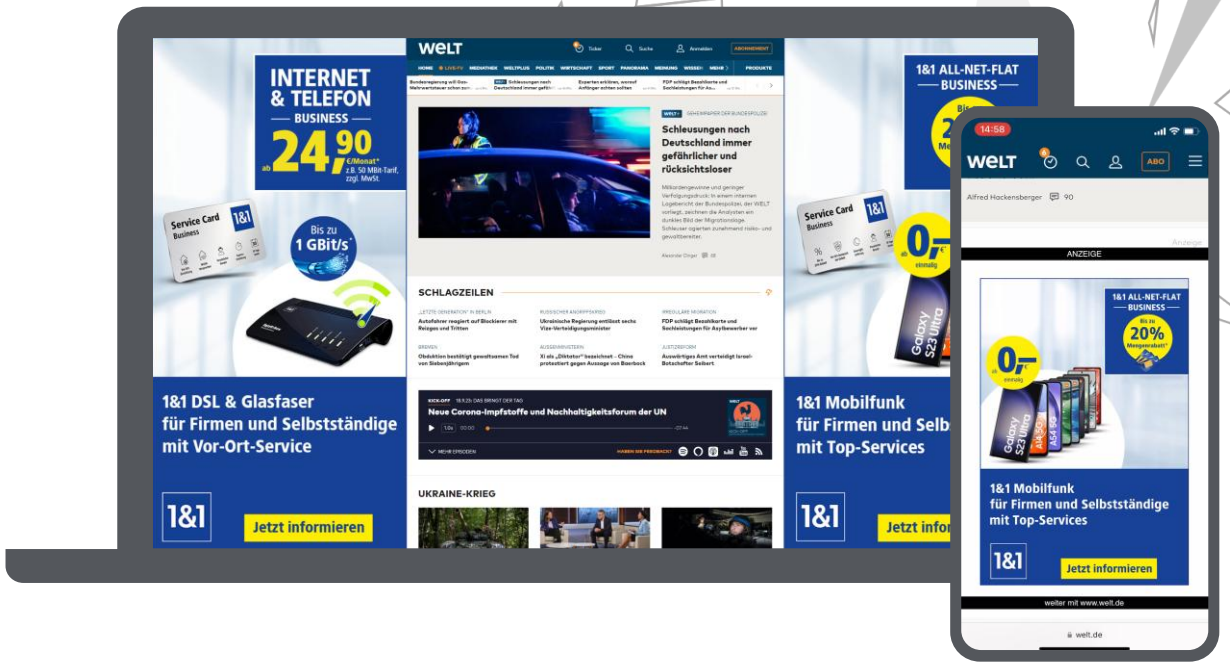
NEW: MORE REACH

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

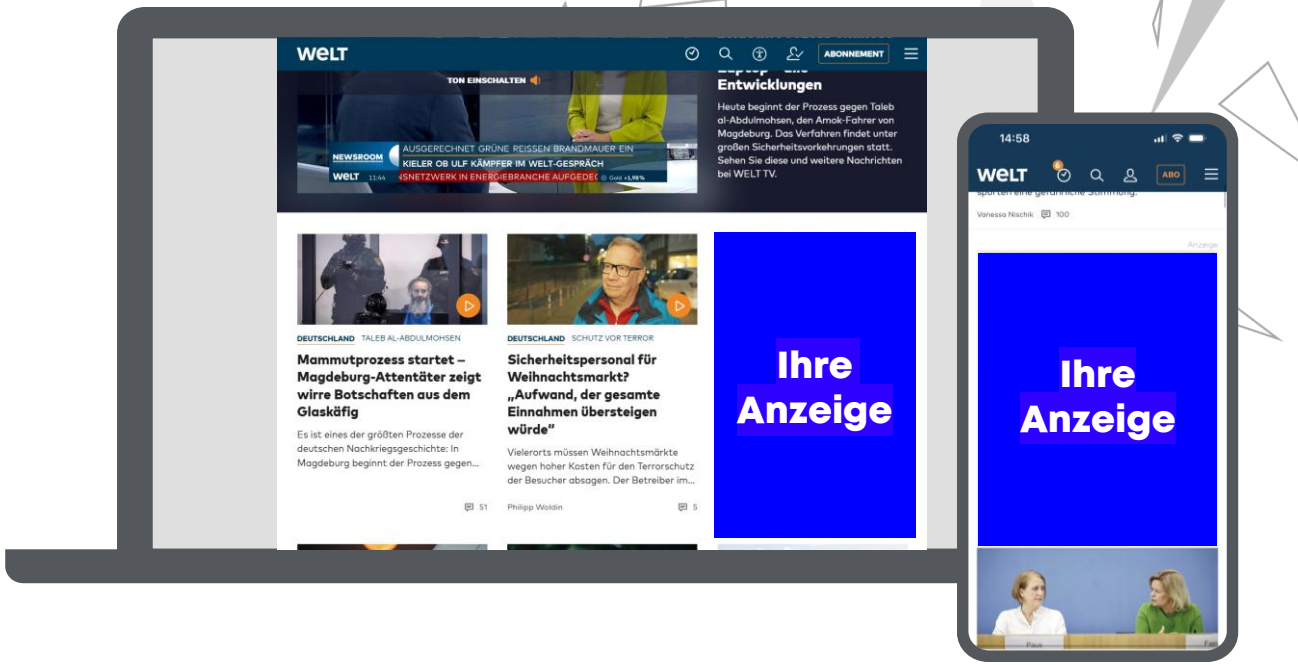
Sample visualization

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

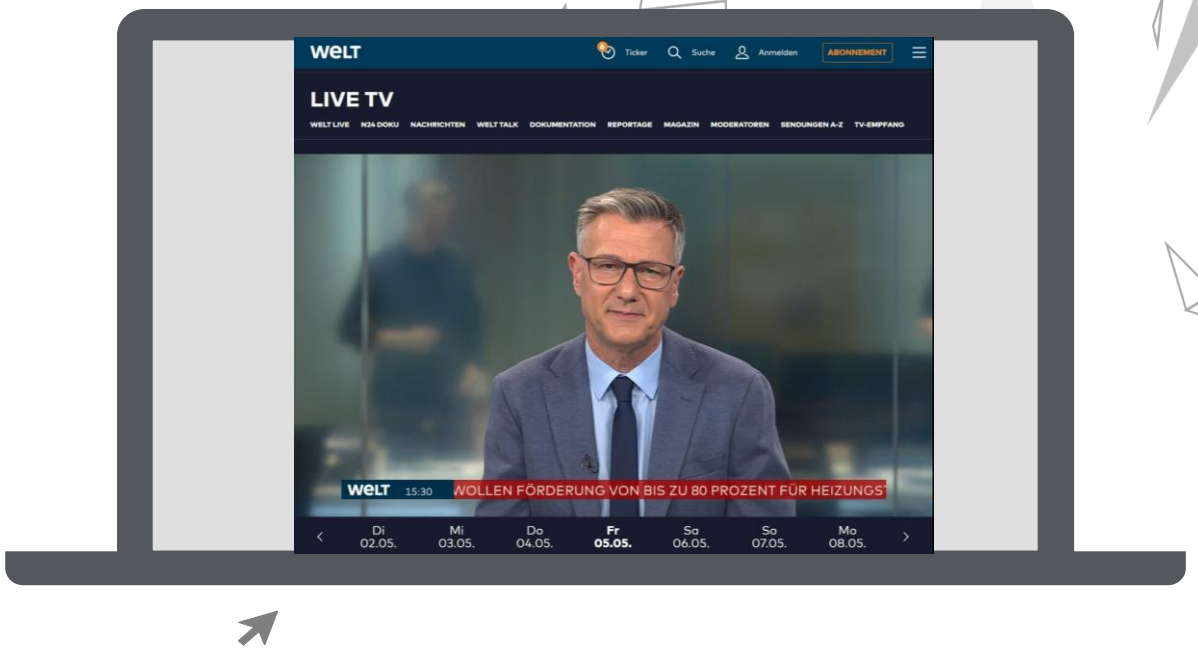
VIDEO ADVERTISING ON THE WELT HOMEPAGE

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 AIs per day

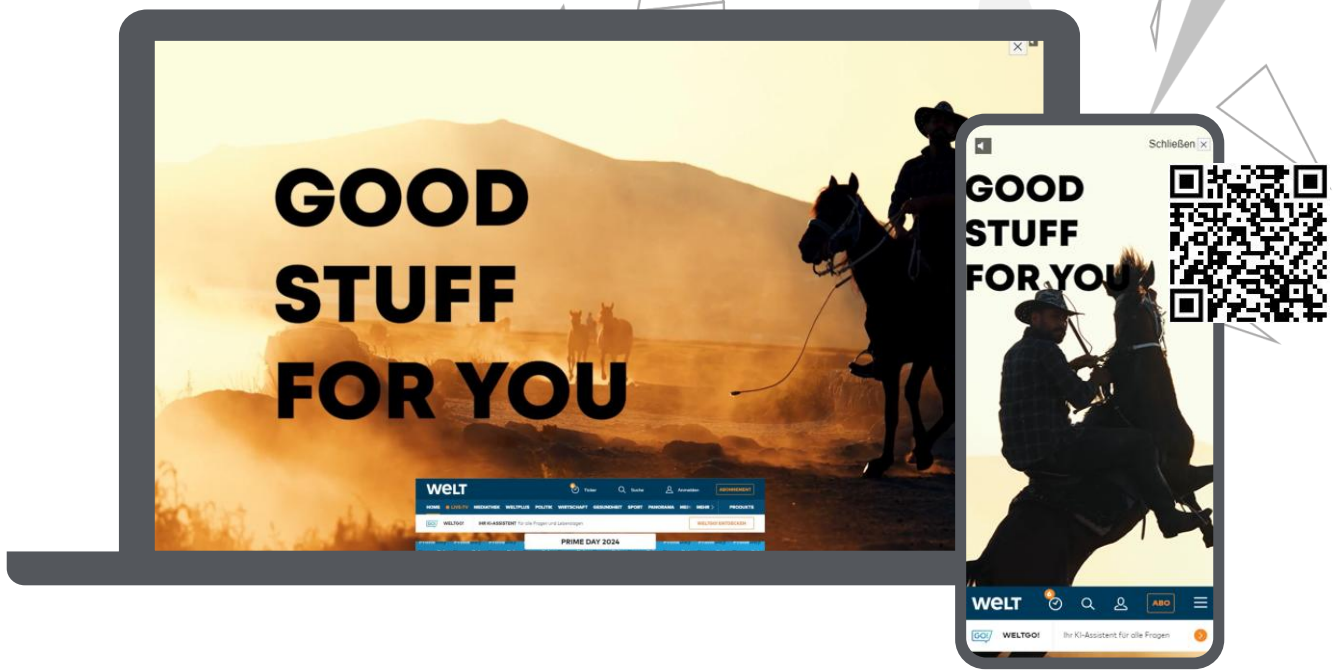
Key facts:
>95% VTR[2]; 1.5 million ad impressions per day
Note: A forecast must always be requested prior to booking via: *vlasmivideomarketing@axelspringer.de*

#2
OPULENT BRAND STAGINGS

Creative freedom for your brand

OUR PREMIUM FORMAT
BIG STAGE

Implementation example



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.

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

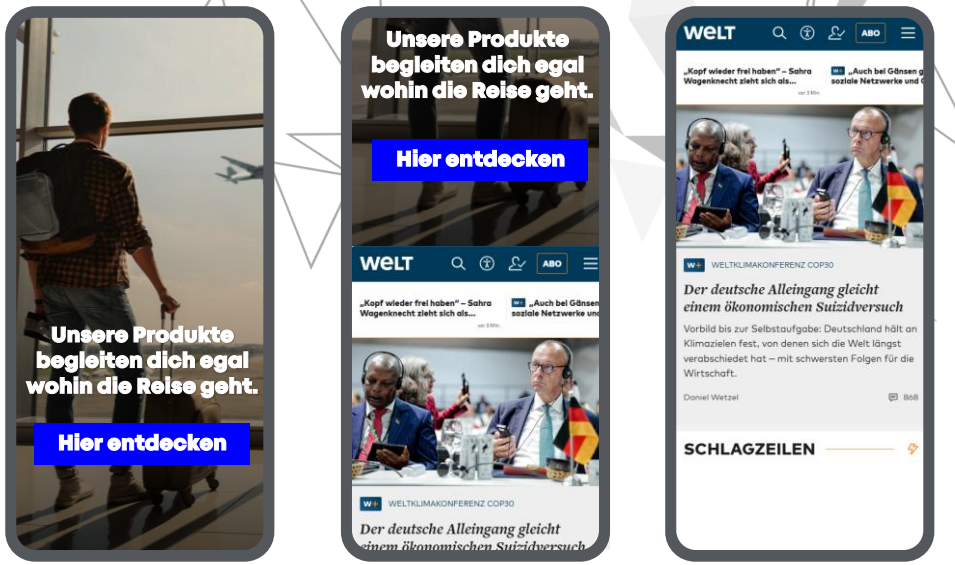
The **Welcome Ad XL** is integrated **above the editorial content**.

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 Interscroller**[1]



Bookable as HomeRun. 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 VIEWER[2] 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

12.6 million guaranteed AIs

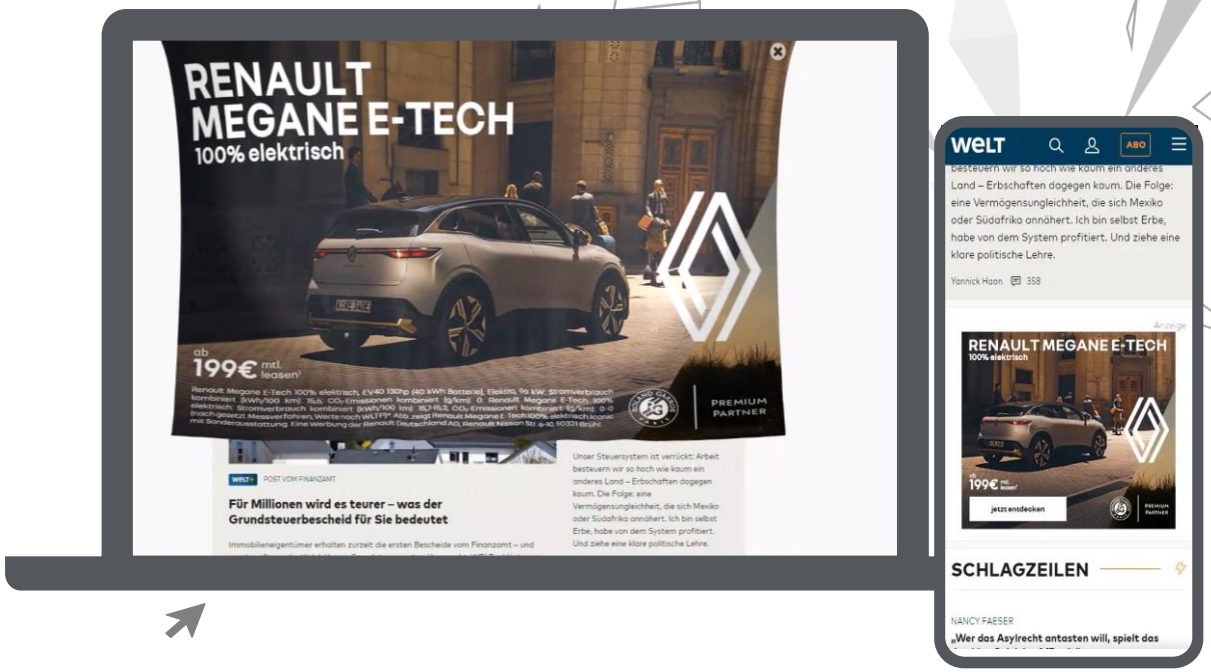
Footnotes / Notes:
[1]The channel contains matching editorial WELT articles.
[2]A digital image gallery / exhibition on WELT.de (exclusivity and **100% share of voice** apply **only** to the gallery/digital viewer, not to the teasers).
* Additional production costs: **€8,000** (not eligible for discount or agency commission).

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 AIs

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

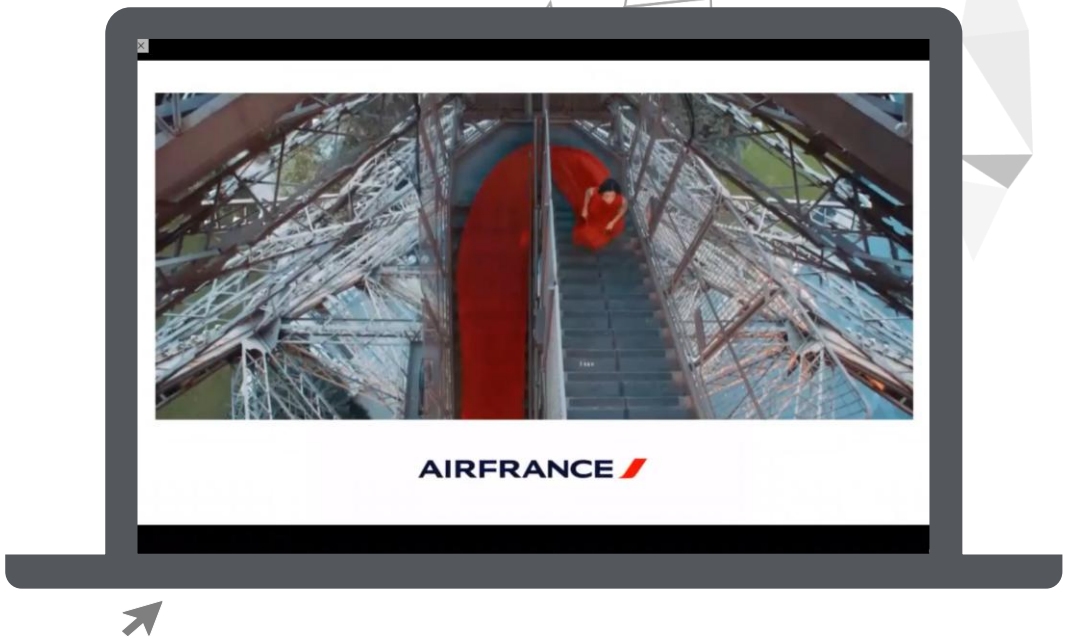
YOUR VIDEO AT THE CENTER OF ATTENTION

VIDEO WALL

ALSO AVAILABLE AS A FIRST CONTACT OPTION

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**.



2.5 million guaranteed AIs

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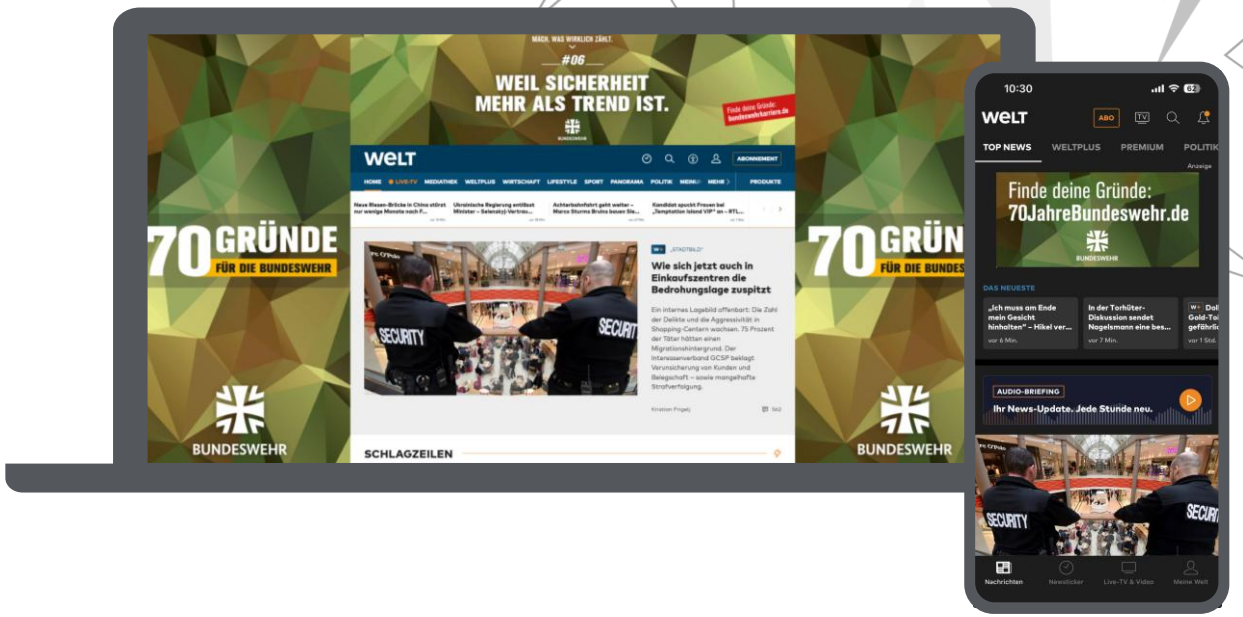
#3
EXCLUSIVE BRAND STAGINGS

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 AIs

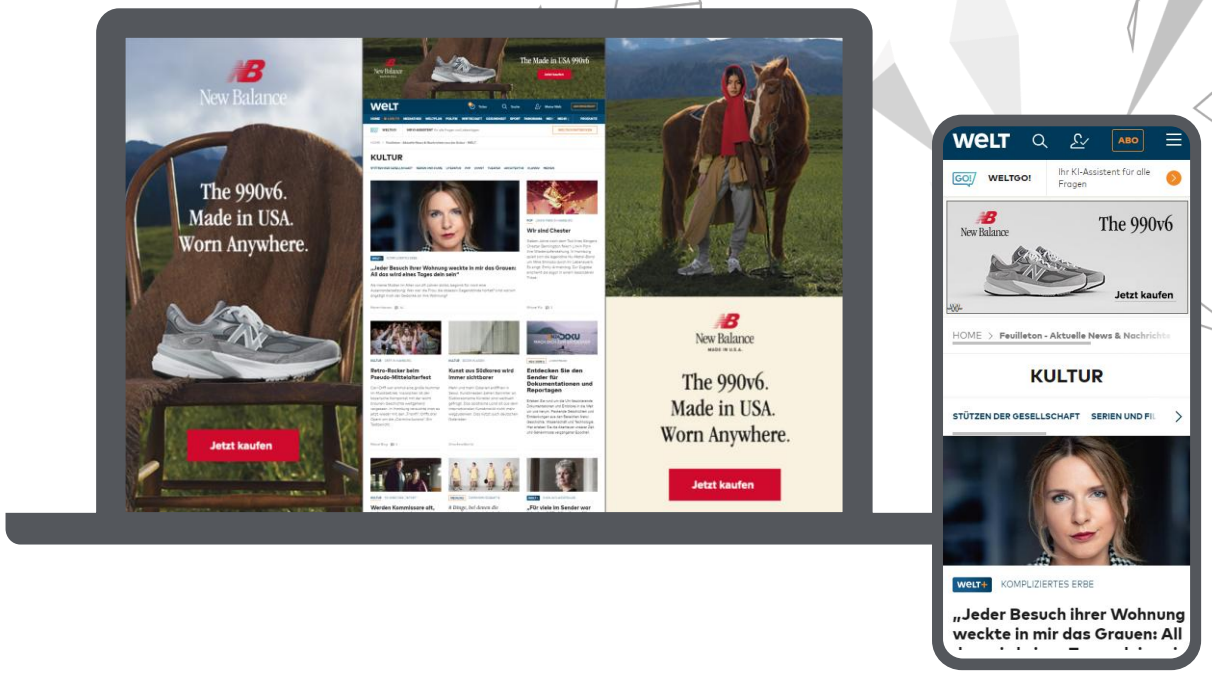
Sample visualization
Key facts: **24h placement:** 10 a.m. – 10 a.m.; **SR / AR / AE eligible;** Ad formats appear in the **visible area** (excluding the "Alles auf Aktien" channel)

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**.

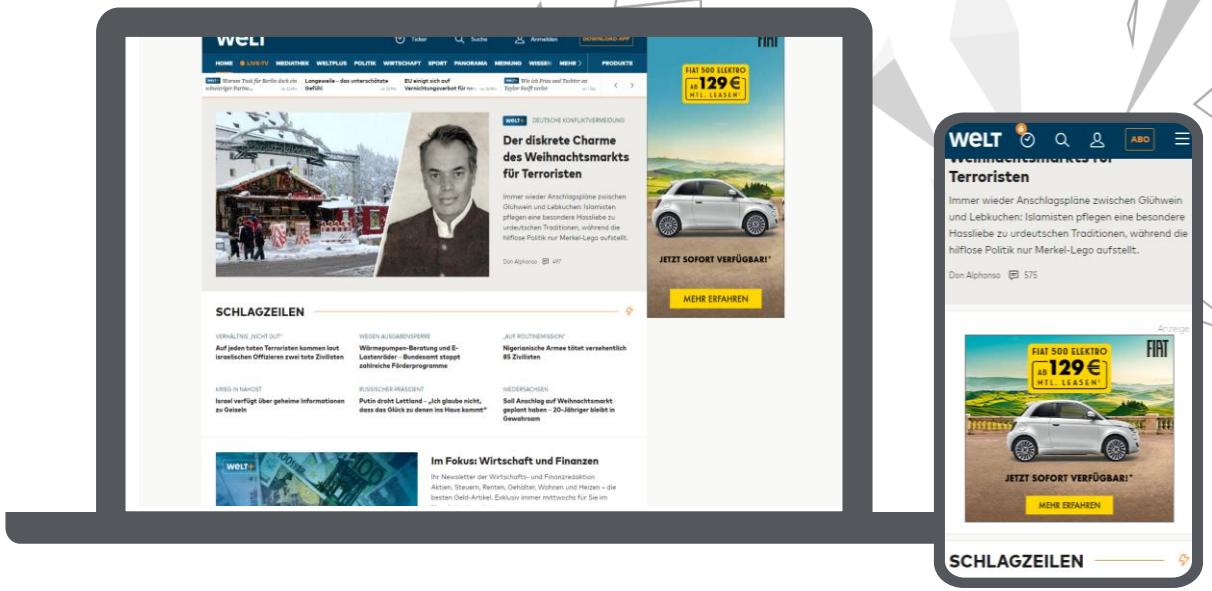


Beisp**Example case:**
New Balance in the **Culture Channel**, 09/2024

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 AIs

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

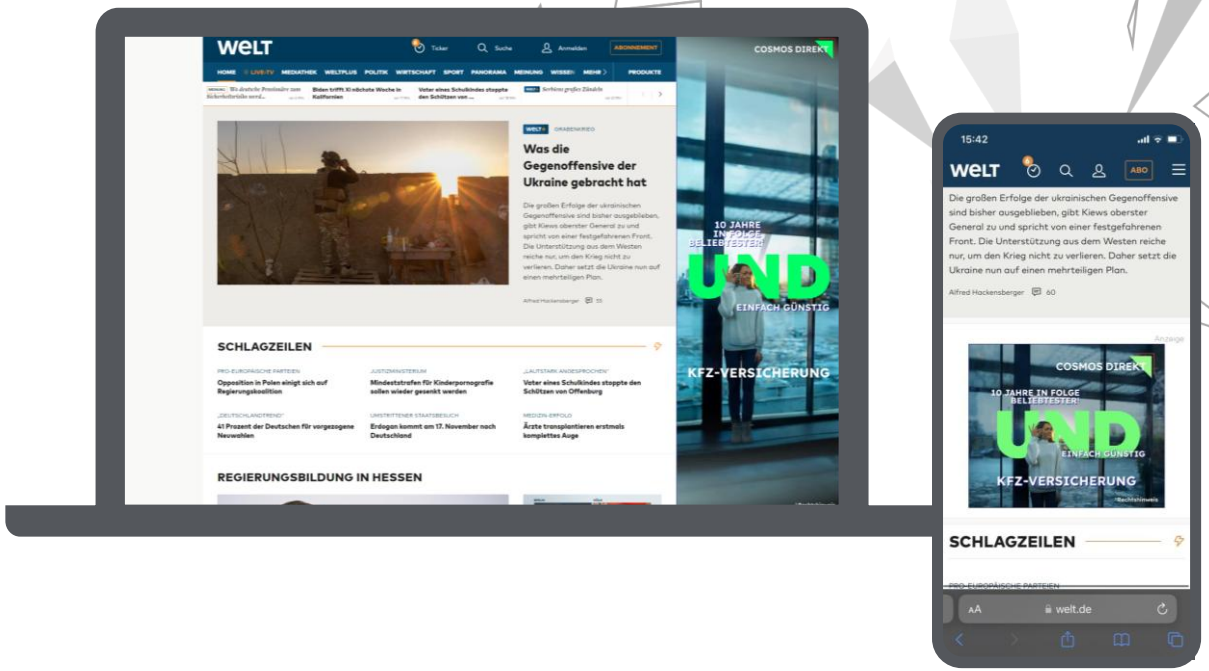
THE PERFECT ENTRY POINT FOR YOUR BRAND

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 AIs

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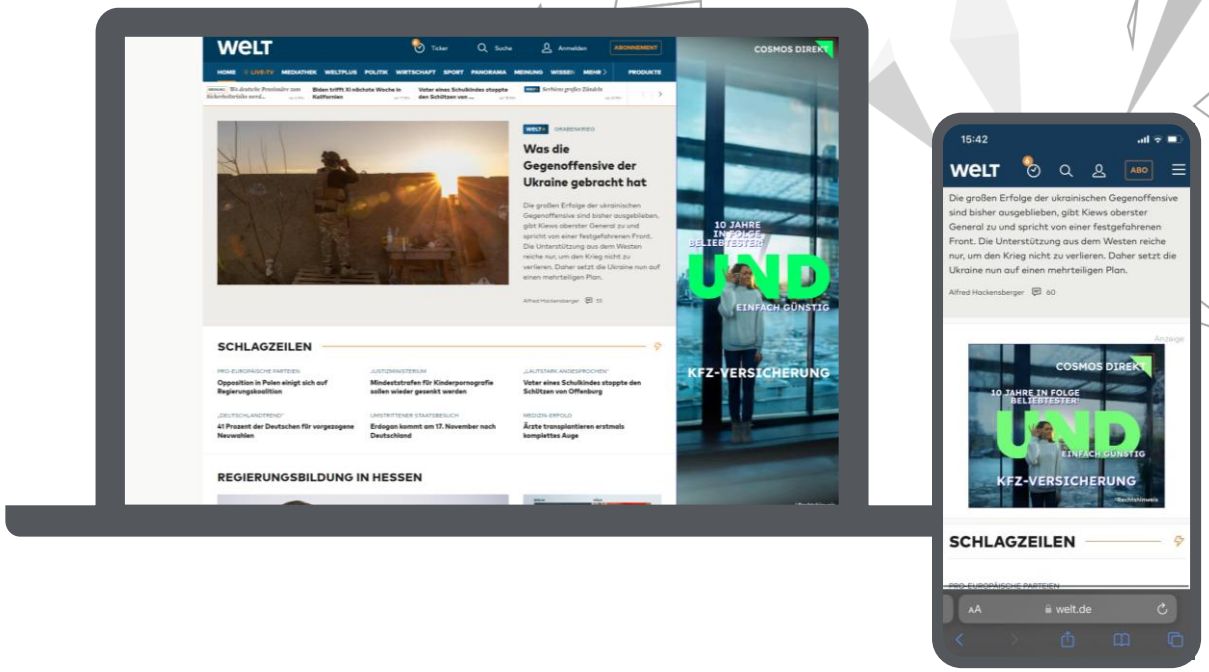


2 million guaranteed AIs

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**.

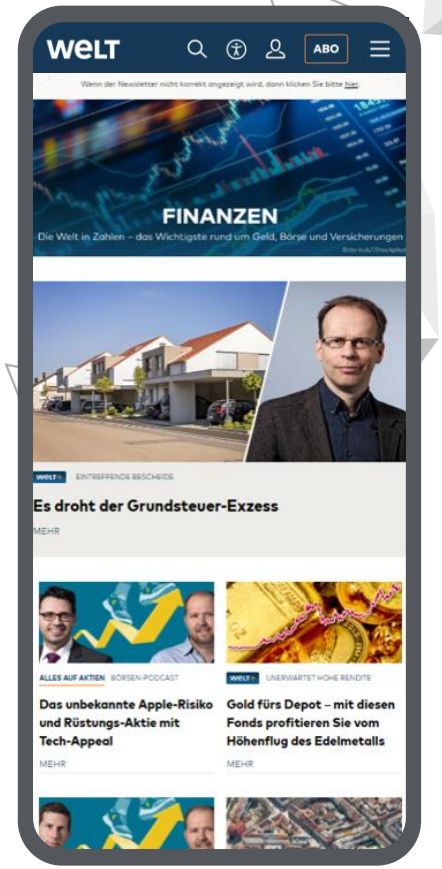
AT THE CENTER OF RELEVANT INTERESTS

NEWSLETTER

Reach users who don’t want to miss any news from WELT.

Exclusively sponsor one of our editorial newsletters or a bundle of newsletters. Benefit from the high relevance of our journalistic content. Our users show strong interest in these topics, reflected in open rates of up to 59%.

TKP: 50 € from 160T AI’s



from 160.000 AdImpressions

#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.

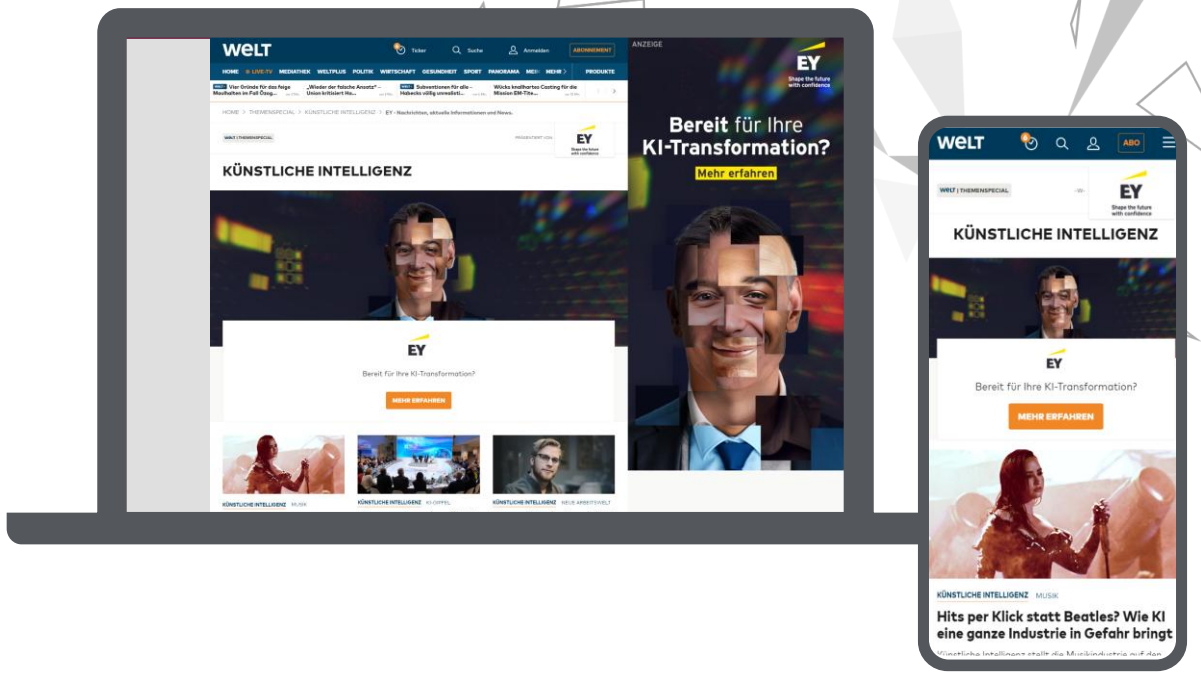
Within the special, you appear as the exclusive sponsor of the editorial environment and are placed with:

- a header and footer[1]
- a Sitebar and a Medium Rectangle on mobile[2]

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:
[1]MEW + app
[2]Additional formats available on request
[3]Logo integration within the brand's own stage; homepage stage available from THEME SPECIAL M onwards
[4]Sitebar, 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.

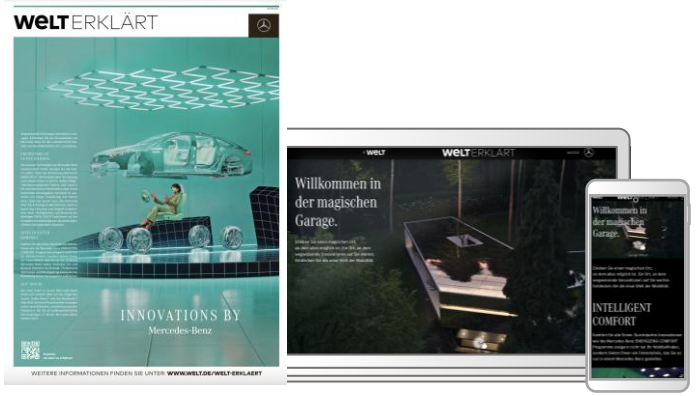
WELT BRAND CONCEPTS

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.

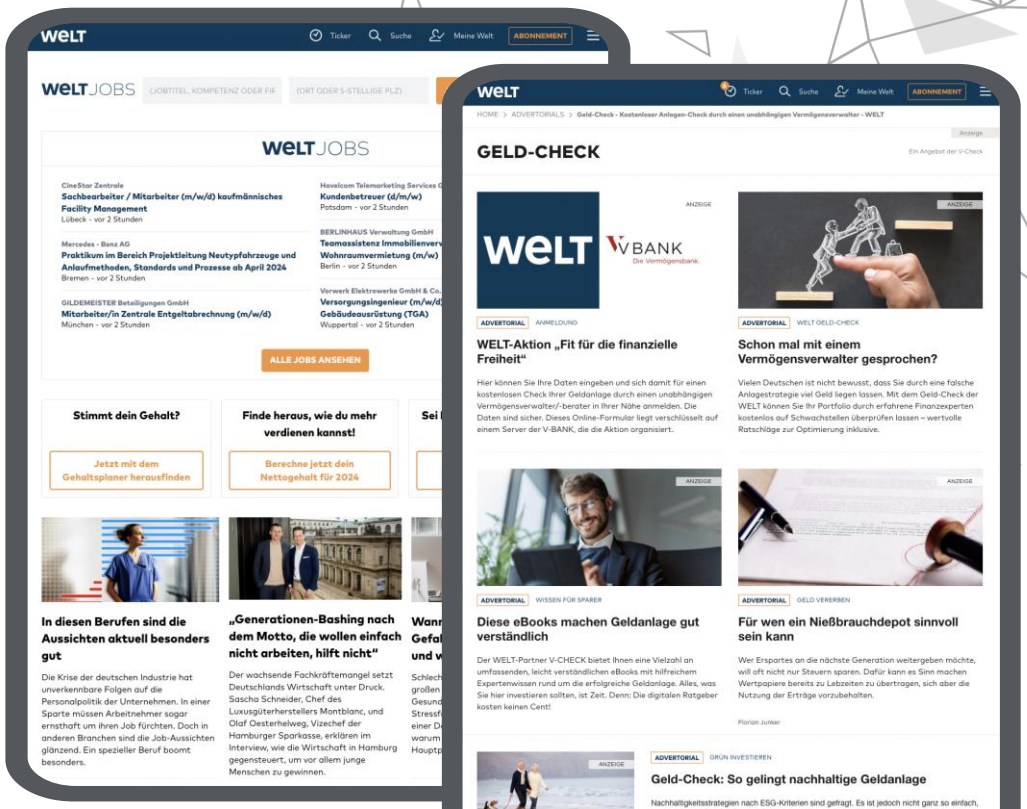
BRANDING & PERFORMANCE THROUGH DEEP INTEGRATION

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



CHANNELIZER

TOPIC STAGE

#5
NATIVE PRODUCTS BRAND STUDIOS

We create your success stories

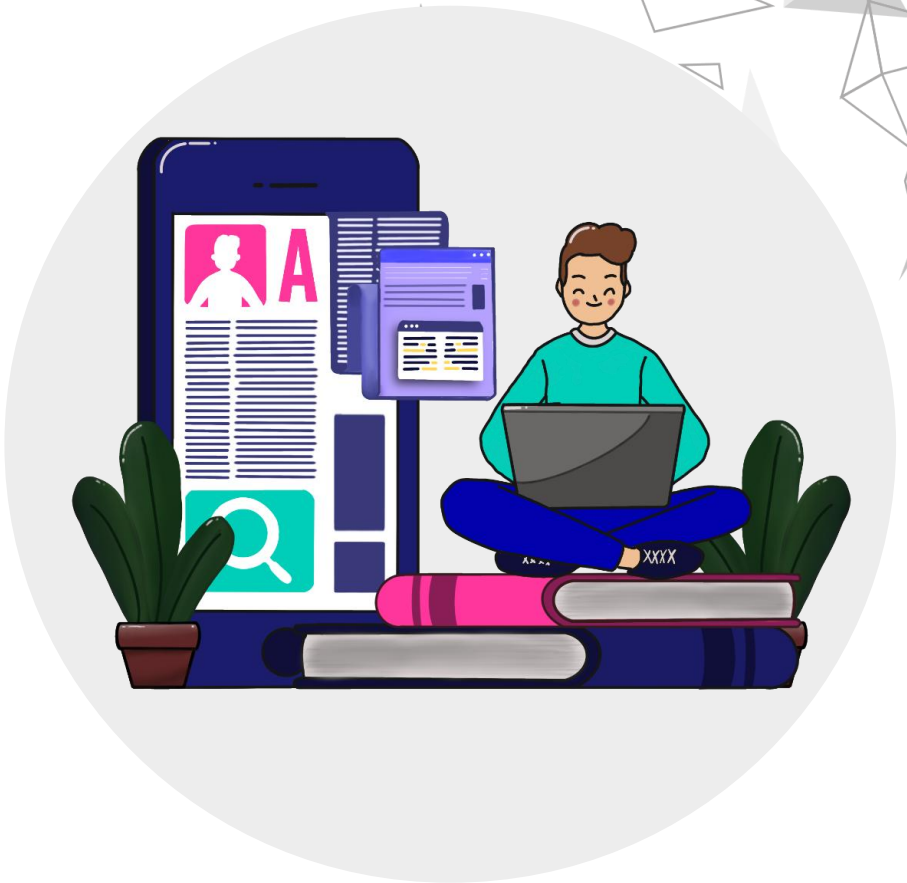
WE LOVE TO CREATE GREAT STORIES FOR YOU

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**.

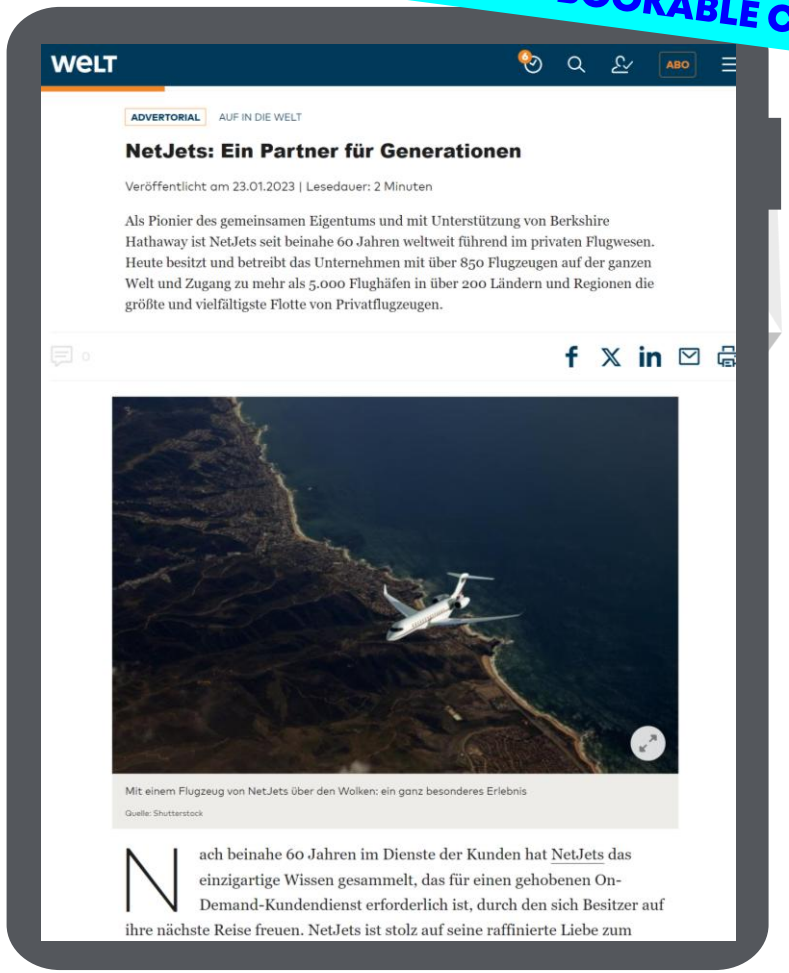
Your **campaign KPIs are guaranteed** and continuously optimized, making success **transparent and measurable**.

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



YOUR CONTENT AT WELT
ADVERTORIAL

ALSO BOOKABLE CROSS-MEDIA _



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**.

YOUR PRODUCT TAKES CENTER STAGE

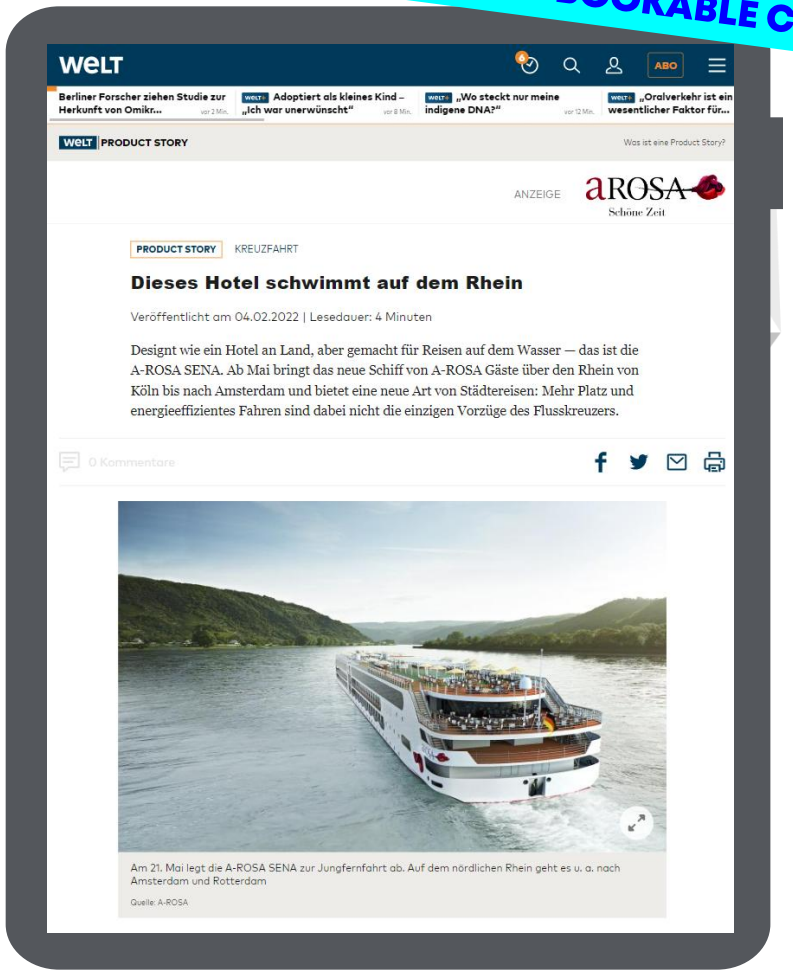
PRODUCT STORY

ALSO BOOKABLE CROSS-MEDIA _

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**.



REACH EXACTLY YOUR TARGET AUDIENCE

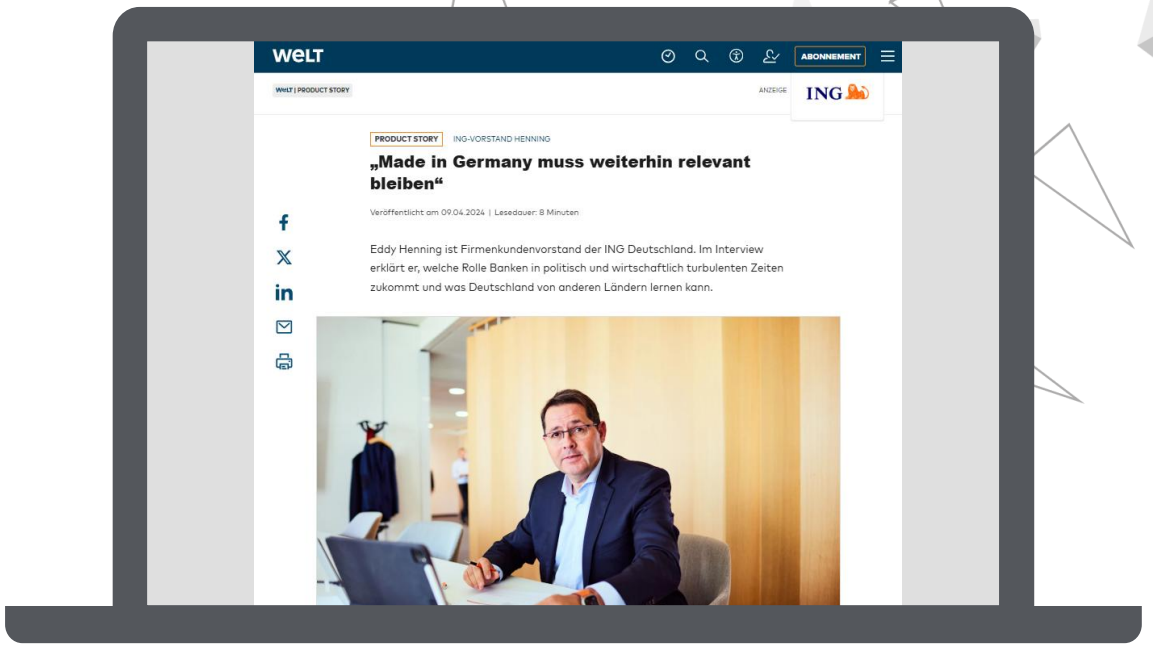
TARGETING PRODUCT STORY

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.



12,000 guaranteed page views
4.7 million guaranteed AIs

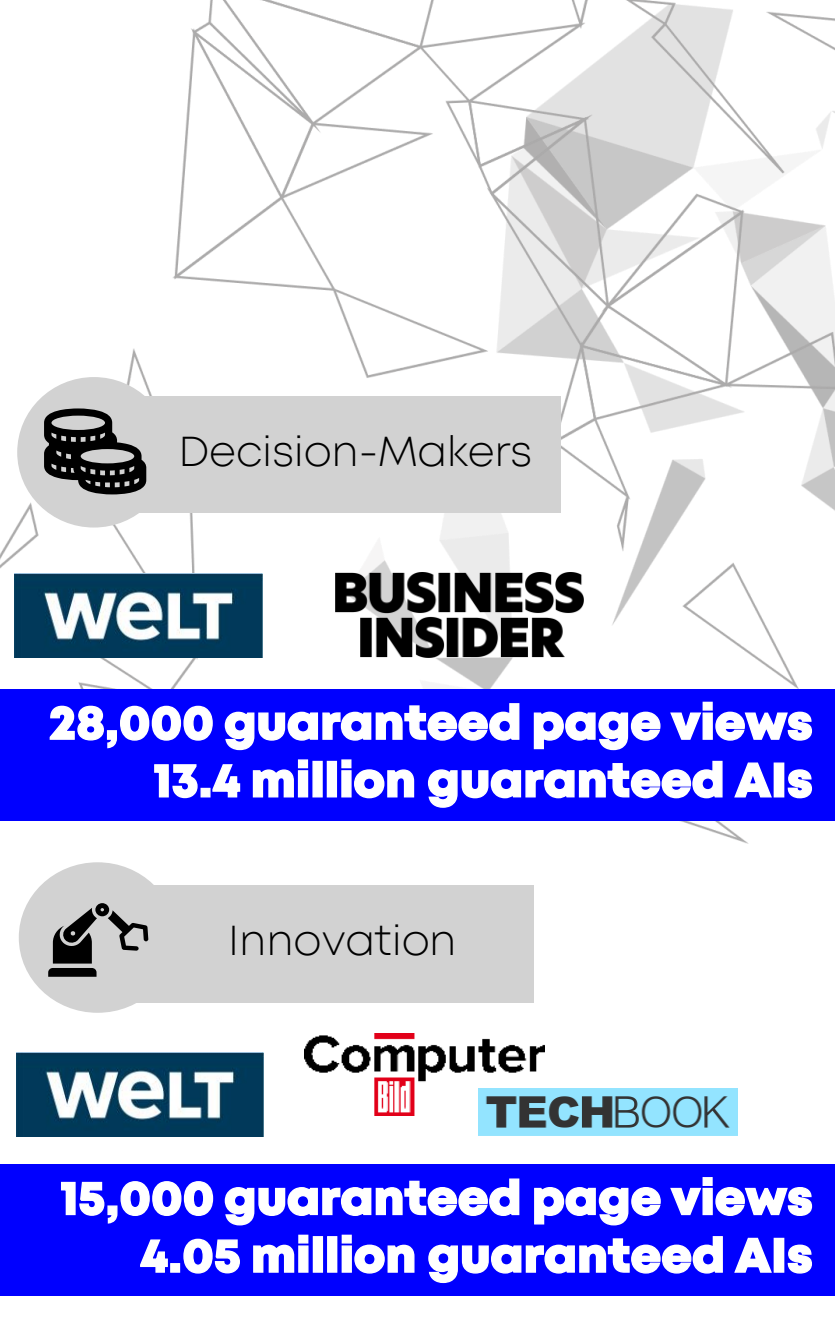
Notes:
* Only selected interest/combi TGX + context targetings are included in the package (age, gender, interests).
** Additional creation costs: €6,000 (not eligible for discounts or agency commission).

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.



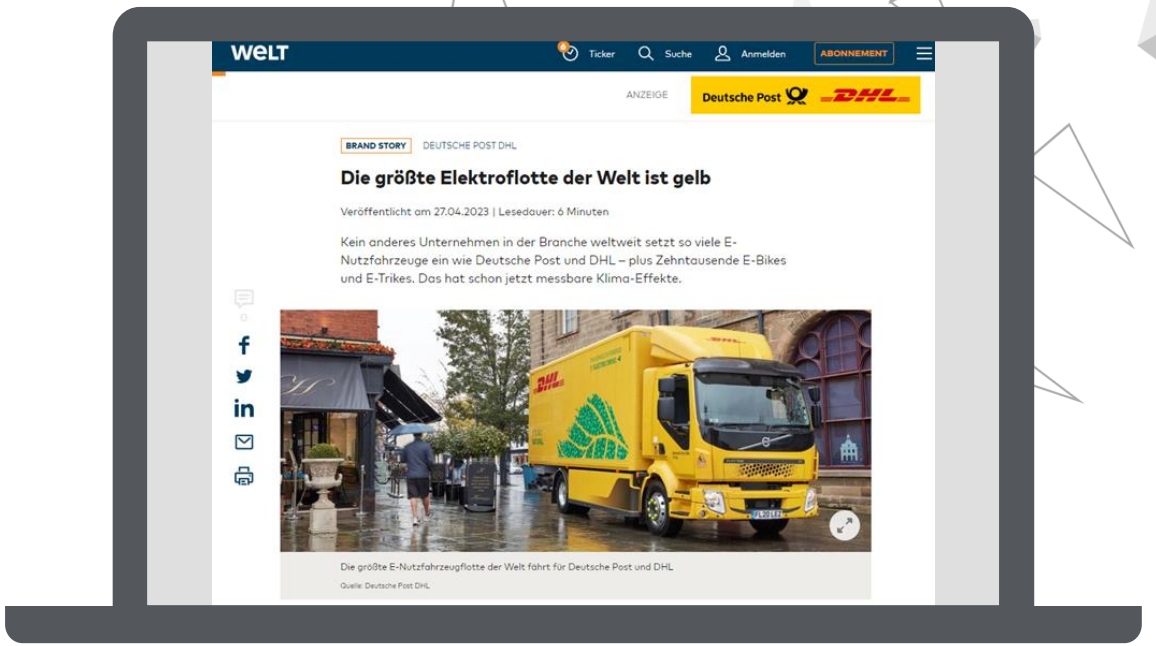
YOUR INDIVIDUAL STORY
BRAND STORY

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 _



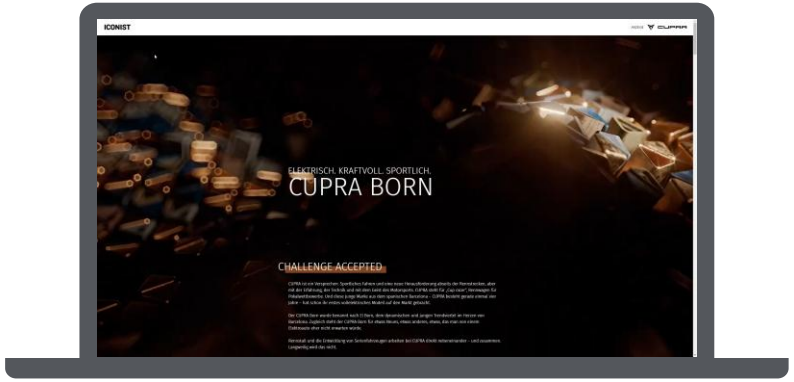
Let your users interact
INTERACTIVE STORY

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.

EXPERIENCE THE McDONALD'S INTERACTIVE STORY LIVE WITH OUR SWIPE STORIES

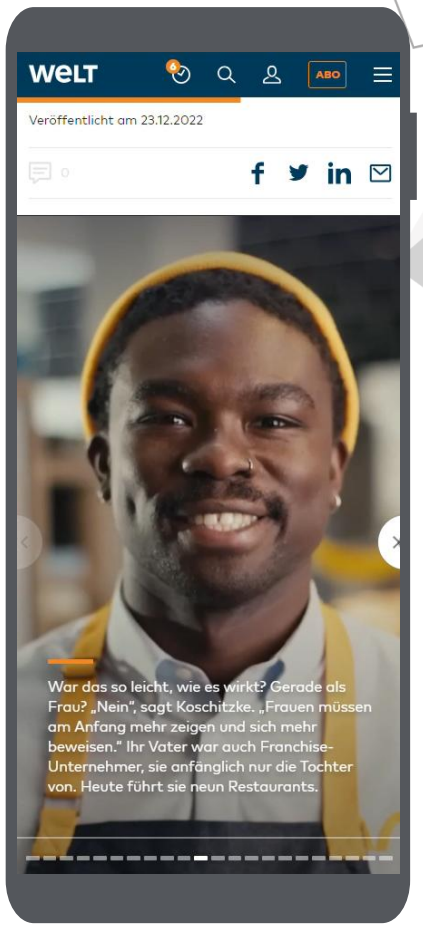


CUPRA INTERACTIVE STORY

Note:
[1]Additional 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

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.

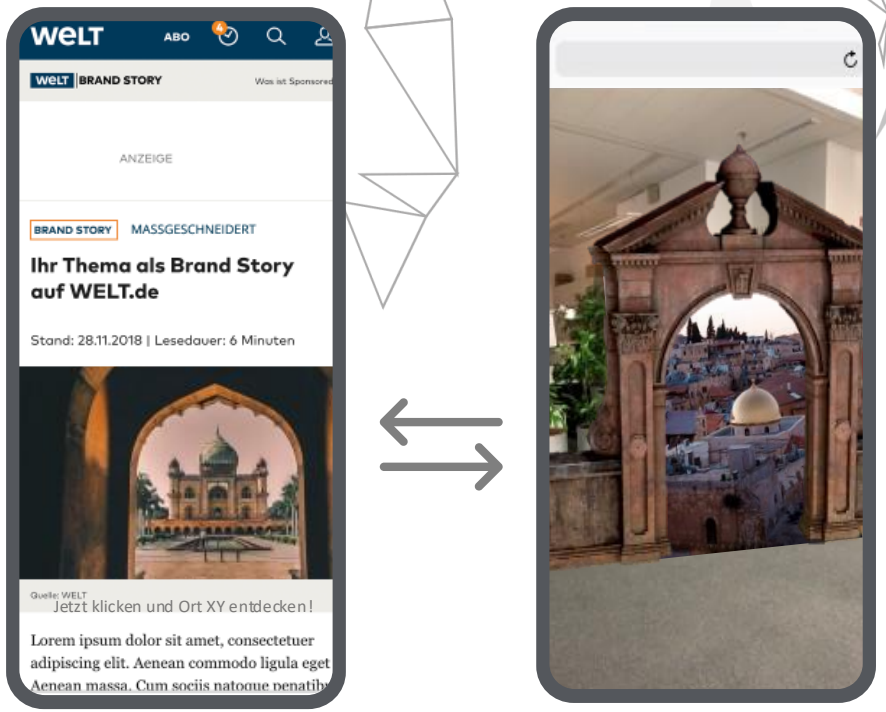
* Includes creation, project management, technical setup, photos, and infographics.

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

Note:
Additional creation costs apply and vary depending on the project (not eligible for discounts or agency commission).

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