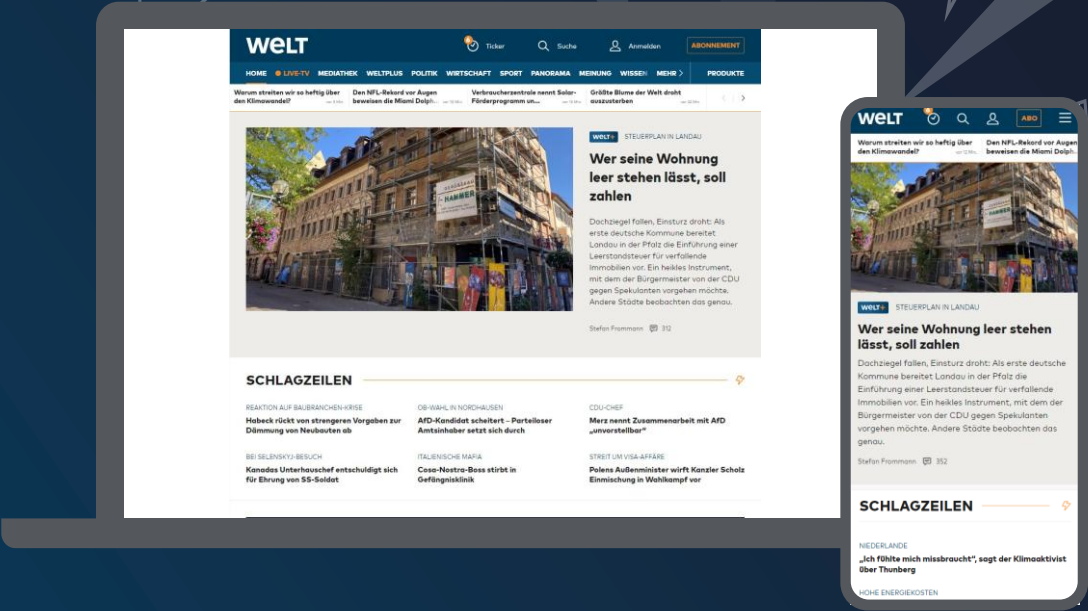


# WELT DIGITAL



## CONCEPT

WELT Digital stands for the core topics: Politics, Economy & Debate and is one of the leading news sites in Germany with more than 16 million users<sup>1</sup> and more than 1.3 million daily users.<sup>3</sup> With online, mobile and the apps, WELT is an established and strong multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.

Key figures: Desktop, MEW & App		Target group: Desktop, MEW & App	
Net-Reach <sup>1</sup>	16.23 Mio.	Male <sup>3</sup>	51 %
Visits <sup>2</sup>	133.34 Mio.	30 – 59 years old <sup>3</sup>	54 %
Page Impressions <sup>2</sup>	343.35 Mio.	HHNI 3.000 € and more <sup>3</sup>	61 %
Daily users <sup>3</sup>	1,3 Mio.	Education at least Abitur <sup>3</sup>	49 %

1) AGF X-Reach July 2025. Due to different methods and data periods, comparisons of digital reach are not permitted, not even with b4p preliminary waves. WELT currently only includes the website, not the apps.  
2) IVW December 2025  
3) b4p 2025 II

# WELT DIGITAL

## Daily fixed placements

Products   10 a.m.-10 a.m.	Ad Impressions	Price
HomeRun <sup>1</sup> HomeRun plus <sup>1</sup>	2,500,000	82,500 € 115,000 €
WELT Run WELT Run plus  Politics, Economy, Sports, Panorama, Knowledge, Culture	2,500,000	72,500 € 104,000 €
First Contact First Contact Plus	2,000,000	68,000 € 110,000 €
All In: HomeRun & Portal	8,000,000	162,800 € <sup>2</sup>
Homerun Programmatic Homerun Programmatic Plus		35.70 € TKP 56.93 € TKP
A-Teaser Home <sup>3</sup>	800,000	24,000 €
Content Presenting Content Presenting Plus	Depending on channel <sup>4</sup>	40.00 € TKP 57.50 € TKP
Decision-Maker Homepage Bundle <sup>5</sup> Decision-Maker Homepage Bundle Plus <sup>5</sup>	2,700,000	82,710 € 115,740 €
Decision-Maker Roadblock <sup>6</sup>	10,090,000	295,100 €

### Formats

**Desktop:** Wallpaper / Fireplace<sup>7</sup> / Billboard / (Dynamic) Sitebar / Video Wall<sup>8</sup> / Double Dynamic Sitebar / Dynamic Fireplace<sup>7</sup> / TwoFace Ad<sup>9</sup> / Direction Ad / Catalogue Ad / Engagement Ad

**MEW:** Sticky Lead Ad (6:1 / 4:1 / 2:1 (not sticky)) & Understitial / Interscroller / Medium Rectangle / Cube Ad (MMR) / TwoFace Ad<sup>9</sup> / Gallery Ad (MMR) / Mobile Click & Swipe / Catalogue Ad / Welcome Ad / Halfpage Ad

**APP:** Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Cube Ad (MMR) / TwoFace Ad<sup>9</sup> / Gallery Ad (MMR)

### PLUS

**Stationär:** Big Stage<sup>10</sup> (Automatic Pre Expanding Video Wall, max. 8 seconds) / Curtain Dropper<sup>8</sup> / Bridge Ad<sup>11</sup> / Frame Ad

**MEW:** Sticky Lead Ad (6:1 / 4:1 / 2:1) & Prestitial<sup>12</sup> & Medium Rectangle / (Video) Interscroller / Content Ad / Understitial / Cube Ad (MMR) / Gallery Ad (MMR) / Mobile Big Stage<sup>13</sup> / Mobile Curtain Dropper<sup>15</sup>

**APP:** Lead Ad (6:1 / 4:1 / 2:1) & Prestitial<sup>12</sup> & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)

1) All stationary and mobile formats are relevant for guarantee and billing purposes. If one of these advertising media is not delivered, the selected main advertising media will be delivered as ROS placement on the booked day in order to achieve the booked guarantee amount.

2) Gross prices including combination discount

3) The availability of the A-Teaser slot must be coordinated in advance with the WELT Brand Team.

4) ICON Digital not available in the app

5) The following homepages are booked on one day: WELT.de, Business Insider – Total volume: Billing is based on the total AI of the package being reached – not all items in the package have to contribute to the total AI.

6) The following homepages are booked on one day: Business Insider, WELT, Stern, NTV, Capital. Media Impact acts as a service provider for Ad Alliance. In the event of a booking, the relevant terms and conditions apply to the Ad Alliance portion. Bookings for the Ad Alliance portion are made with Ad Alliance.

7) Played above the navigation

8) FC=1/day; a billboard, fireplace, or DDS may remain as a fallback. In the tablet browser, only the fallback advertising material, e.g., the billboard, is delivered; not available on businessinsider.de

9) A billboard is required for tablets | no video | On mobile devices, the advertising material is displayed in the Interscroller | InApp, the advertising material is displayed in the Mrec.

10) FC 1/day for the animation; MEW & App: various formats to choose from; not available on businessinsider.de

11) Combination of Fireplace (display above navigation) and Billboard (display below navigation)

12) Auto-close after 8 seconds; optional, only in HomeRun and in combination with a Mobile Medium Rectangle or an equivalent alternative, not relevant for guarantee.

13) FC1/global; playback exclusively with booking of a HomeRun; second advertising medium (MMR) for guarantee fulfillment; cannot be booked in app (in app, a medium rectangle is used as a fallback advertising medium); a 2:1 banner and a medium rectangle are required as fallbacks; not available on businessinsider.de

# WELT DIGITAL

## Specials

WELT Themed Specials <sup>1</sup>	Ad Impressions	Package Price <sup>2</sup>
Duration 4 weeks   Logo integration (desktop/MEW) <sup>3</sup> navigation entry, header & footer, sitebar <sup>4</sup> + medium rectangle (multiscreen)		
Themed Special	400,000	25,000 €
Themed Special XL Logo integration within the theme stage on the homepage (2 days)	800,000	50,000 €

Interactiver Takeover   Duration 4 weeks	Ad Impressions	Price <sup>5</sup>
For specially created channel including logo integration	12,600,000	132,000 €

Newsletter	Ad Impressions = subscribers	TKP
Different Bundles possible	from 160,000	50 €

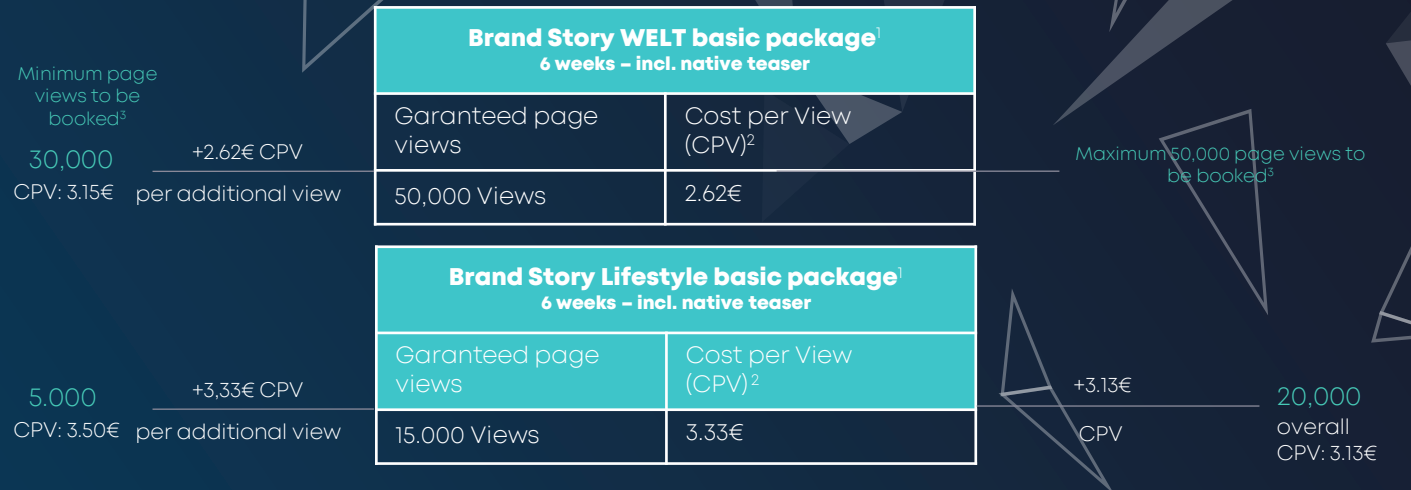
## Performance

WELT MAXCLICK:   10 a.m.-10 a.m.	Clicks	Package Price <sup>8</sup>
A-Teaser <sup>7</sup> (runtime: 3 days) plus retargeting in the social media ecosystem <sup>6</sup>	17,000	Q1 – Q3: 89,000 € Q4: 98,000 €

1) Individual topics after consultation with the editorial team.  
2) Plus creative costs: €4,000 (not eligible for discounts or AE)  
3) The customer logo must be delivered 3 weeks before the live date.  
4) Sitebar and Multiscreen Medium Rectangle = traffic-generating advertising media on WELT.de  
5) Plus €8,000.00 creation costs (not eligible for discount or AE)  
6) Social ads are always displayed with the customer sender. Here is the information required for social ad integration. Social platforms (depending on formats): Static: Meta, Snap, Reddit, Google Demand Gen, LinkedIn, Pinterest, X; Video: Meta, Snap, Reddit, YouTube, LinkedIn, Pinterest, TikTok, X. Retargeting of WELT users who have visited the WELT.de homepage in the last 7 days.  
7) Full-page teaser, portrait format (283 x 500 px).  
8) Gross package price (discount and AE eligible). Creatives can be delivered, but must be approved by us. If we create the creative, creation costs of at least €3,300 will be incurred (not discount and AE eligible).

# WELT DIGITAL

## Branded Content | Brand Story



+Additional add-ons		Additional costs
Data & Mafo Add-Ons	Audience Insights Report   from 100.000 Views	750€ on the creation costs
	Marktforschung   from 100.000 Views	3,500€ on the creation costs
Graphic Add-Ons <sup>3</sup>	Immersive Story   Brand or Product Story	Individual
	Interactive Story   Brand or Product Story	4,000 € on the creation costs
	Swipe Story   Brand or Product Story	No extra charge
Social Media	Sponsored Posts   Content Posts   Vertical Story	See social media factsheet
Performance	Just Clicks, Social Performance Add-On o. Interaction Add-On	See social media factsheet
Hub	Stage for collecting your brand stories	From booking 3 Stories on top
Refresh Story	Options: Easy, Update	From 500€ creation costs, depending on the package (see footnote)
Insight Add-On <sup>5</sup>	Integrated surveys / quizzes for exciting insights <sup>4</sup>	No extra charge

1) Campaign duration: WELT, LIFESTYLE: 6 weeks  
2) Plus creation costs (not eligible for discount and AE): | WELT: from 30,000 views €8,000; from 50,000 views €10,000; from 100,000 views €12,000 | LIFESTYLE: from 5,000 views €3,500; from 15,000 views €4,000; 20,000 views €4,500  
3) Graphical representations not useful for all content, review and decision by Axel Springer Brand Studios  
4) Various survey formats possible. Notes: Consisting of story + traffic drivers that link to story (native teaser). Page views guaranteed. Lead times for brand stories are at least 3-4 weeks from material delivery. All prices (unless otherwise stated) are gross SR prices, less agency fees, plus VAT. | Subject to changes and errors excepted. Status: 01.01.2026

# WELT DIGITAL

Branded Content | Product Story | AI-Story

Basic package <sup>1</sup>	Ad Impressions	Page Views	Package price <sup>2</sup>
WELT Product Story M	4,700,000	12,000	47,000 €
WELT Product Story L	8,400,000	23,000	70,000 €
WELT Statement Story	4,700,000	8,000	47,000 €
Story combos			
Decision maker (Business Insider + WELT)	8,900,000	28,000	90,000 €
Innovation (Computer BILD + Techbook + WELT)	4,050,000	15,000	57,250 €
+Additional add-ons			Additional costs
Additional visibility	Ad Impressions <sup>3</sup>	On a CPM basis (see CPM price list)	
Data Add-Ons	Targeting   on selected advertising media   <b>Targeting Product Story</b> available(Guaranteed with Product Story M + Targeting on all advertising media) <sup>5</sup>	From 10 € CPM (see targeting ratecard): WELT package: 66,000€ <sup>4</sup>	
Graphic and content add-ons <sup>5</sup>	Immersive	Individual	
	Interactive	4,000€ on the creation costs	
	Swipe Story	No extra charge	
Social Media	Sponsored Posts   Content Posts   Vertical Story	See social media factsheet	
Performance	Just Clicks, Social Performance Add-On o. Interaction Add-On	See performance factsheet	
Hub	Stage for collecting your product stories	From booking 3 stories on top	
Refresh Story <sup>6</sup>	Option Refreh Story Easy and Update	From 500€ creation costs, depending on the package (see footnote)	
Insight Add-On <sup>7</sup>	Integrated surveys / quizzes for exciting insights	No extra charge	
Package	Ad Impressions	Package price <sup>9</sup>	
WELT AI-Story <sup>8</sup>	10,500,000	120,000 €	

1) Campaign Duration: Product Stories minimum 4 weeks | Story Combos: 4–6 weeks  
2) Additional Creation Costs (not SR- or AE-eligible): WELT Package M: €6,000 | Package L: €8,000 | Statement Story WELT: €6,000 | Story Combos: €8,000 (an additional €4,000 applies for interactive implementations). Content from financial service providers is subject to review and may require adjustments to the product type and/or guaranteed views.  
3) Only advertising formats included in the basic packages can be booked without additional charges.  
4) Only selected Interest/Comba TGX + context targeting options available; additional creation costs of €6,000 apply (not discount- or AE-eligible).  
5) Graphical representations are not suitable for all content; subject to review and approval by Axel Springer Brand Studios.  
6) Option Easy: same story, same teasers – price based on Product Story package + €500 creative costs | Option Update: same story, new teasers – price based on Product Story package + €1,500 creative costs. Bookable across all available platforms | Creation costs are not SR- or AE-eligible.  
7) Various survey formats possible. Note: Includes story + traffic drivers linking to the story (ad server formats + social media). Ad impressions + page views guaranteed. Lead time for Product Stories is at least 3 weeks from material delivery. All prices are gross and SR-eligible (unless otherwise stated), minus AE, plus VAT. | Subject to change and errors. As of: 01.01.2025  
8) AI-story: 6 weeks. Lead time: 4 weeks. AI stories from the pharmaceutical sector require prior review and approval by Legal.  
9) Package price SR and AE-compatible, plus creation costs including tech fee (these are not eligible for discounts or AE); €10,000.



# WELT DIGITAL

## Branded Content | Advertorial

Basic package <sup>1</sup>	Ad Impressions	Package price <sup>2</sup>
WELT	4,000,000	25,000 €
LIFESTYLE	3,600,000	20,000 €

+Additional add-ons		Additional costs
Additional visibility	Ad Impressions <sup>3</sup>	On a CPM basis (see CPM price list)
Data Add-Ons	Targeting on selected advertising media	From 10€TKP (see targeting price list)
Social Media <sup>4</sup>	Sponsored Posts   Content Post   Vertical Story	See social media factsheet
Performance	Just Clicks, Social Performance Add-On o. Interaction Add-On	See performance factsheet
Hub	Stage for collecting your advertorials	From booking 4 advertorials on top

1) Campaign Duration: WELT & LIFESTYLE: 6 weeks  
2) Additional Creation Costs (not eligible for SR and AE): WELT €3,500 | LIFESTYLE: €2,500  
3) Only ad formats included in the basic packages can be booked without additional creative costs. Note: Includes story + traffic drivers linking to the story (ad server formats), ad impressions guaranteed!  
Lead time for advertorials is at least 2 weeks from material delivery. All prices are gross and eligible for SR (unless stated otherwise), minus AE, plus VAT. | Subject to change and errors. As of: 01.01.2026  
4) Social ads are always published under the client's sender identity. Below are the required details for social ad integration. Social platforms (depending on format): Static: Meta, Snap, Reddit, Google Demand Gen, LinkedIn, Pinterest, X; Video: Meta, Snap, Reddit, YouTube, LinkedIn, Pinterest, TikTok, XRetargeting of WELT users who visited the homepage of WELT.de within the past 7 days.

# WELT DIGITAL

## Social Media

Facebook <sup>1</sup> (4 sponsored Posts)	Fans	Ad Impressions	Price <sup>2</sup>
WELT	1,100,000	1,200,000	24,000 €
Lifestyle	99,000	400,000	8,000 €

X <sup>1</sup> (formerly Twitter, 4 Tweets)	Fans	Ad Impressions	Price <sup>2</sup>
WELT	2,000,000	500,000	17,500 €

Instagram <sup>1</sup> (4 sponsored Posts/ Stories)	Fans	Ad Impressions	Price <sup>2</sup>
WELT	912,000	200,000	10,000 €
Lifestyle	24,300	200,000	10,000 €
Icon.magazin	28,800	200,000	10,000 €

LinkedIn (4 sponsored Posts)	Fans	Ad Impressions	Price <sup>2</sup>
WELT	83,300	200,000	10,000 €

Pinterest (4 sponsored Posts)	Fans	Ad Impressions	Price <sup>2</sup>
WELT	24,000	400,000	20,000 €

Vertical Story	Ad Impressions	Price <sup>3</sup>
With full-screen vertical videos or animated images, you can reach a young target group with your story on Snapchat and Instagram. Up to 5 story parts including a link to your brand or product story on one of our brands or on your desired landing page.		
Stand Alone   1-2 weeks	30,000	80,000 €
Story Booster   1-2 weeks	15,000	40,000 € <sup>4</sup>

1) Material for Instagram, Facebook or Twitter must be delivered at least 5 days in advance.  
2) Prices plus €800 creation costs, Instagram Stories €1,600 (not SR or AE-eligible).  
3) Plus creation costs: Stand Alone: €8,000 | Booster: €5,000 (not SR or AE eligible).  
4) Can only be booked in combination with a regular brand or product story.

# TKP PLACEMENTS

## MULTISCREEN DISPLAY (Mobile, Desktop, App)

	AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard		Dynamic Fireplace, Double Dynamic Sitebar, Billboard (Cinematic Ad) <sup>1</sup>	
Mobile Content Ad 6:1 + 4:1	RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	75 €
	RoC	40 €	RoC	50 €	RoC	60 €	RoC	65 €
	RoP	35 €	RoP	45 €	RoP	55 €	RoP	60 €
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	80 €	RoS & Custom	85 €
	RoC	50 €	RoC	60 €	RoC	70 €	RoC	75 €
	RoP	45 €	RoP	55 €	RoP	65 €	RoP	70 €
Mobile Content Ad 1:1, Understitial, Interscroller, Prestitial (InApp) <sup>2</sup> Mobile Halfpage Ad	RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €	RoS & Custom	97 €
	RoC	62 €	RoC	72 €	RoC	82 €	RoC	87 €
	RoP	57 €	RoP	67 €	RoP	77 €	RoP	82 €

## VIDEO

InText Outstream Ad <sup>3</sup>	on start, up to incl. 20 sec.	RoS & Custom RoC RoP	60 € 50 € 40 €	X-Stream Ad <sup>6</sup>	Up to incl. 20 sec.	RoS RoC RoP	55 € - 35 €
(Live) Stream Ad <sup>4</sup>	Up to incl. 20 sec.	RoS & Custom RoC RoP	85 € 75 € 65 €	YouTube <sup>7</sup>	PreRoll up to incl. 20 sec.	RoS & Custom RoC RoP	85 € - -
Muted Instream Ad <sup>5</sup>	Up to incl. 30 sec.	RoS RoC RoP	65 € - 45 €	Vertical Video "PLAY" <sup>8</sup>	Up to incl. 20 sec.	RoS & Custom RoC RoP	75 € 65 € 55 €

MULTISCREEN - Traffic distribution between stationary and mobile is based on availability.

DISPLAY ROP - includes one targeting option of your choice (options: socio, region standard, interest, contextual, perfect fit) / additional targetings added according to targeting price list; exception: ID-based targeting

Additional options:

- Desktop Only highest price category plus € 10 CPM surcharge
- Mobile Only highest price category
- Other display and video formats available on request

- 1) In RoP and RoS on selected pages.
- 2) Exclusively bookable InApp. Distribution is carried out via FC1 / campaign.
- 3) Excess length (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM // Paid targeting possible with a CPM surcharge.
- 4) Bookable in the WELT TV livestream. Longer spots (21-30 sec.) +€10 CPM // Short spots (up to and including 6 sec.) -€10 CPM. Extended length (31+ sec.) on request, with a surcharge depending on the excess length. Technical targeting (device, time, geo) across the entire OTT inventory. Targeting on CTV incurs a surcharge of €30 gross. Personalized and regionalized targeting (socio-demographics, interests, personas, AdUp Standard) on web inventory only. Paid targeting is available subject to a CPM surcharge.
- 5) Bookable on WELT: Desktop and MEW). Only bookable on multiple screens. Short spots (up to and including 6 seconds) - €10 CPM.
- 6) Bookable on selected pages. Excess length (21-30 sec.) + 20 € CPM // Short spots (up to and including 6 sec.) -10 € CPM.
- 7) Other formats: Bumper (up to incl. 6 sec.) - RoS & Custom 65 €, Sponsorship (up to incl. 20 sec.) - RoS & Custom 100 €. Targeting possible (Regio+Sozio): + € 11 CPM surcharge per targeting criterion. RoP: programmatically available.
- 8) Vertical video in PLAY always starts with sound within the PLAY carousel. Socio-demographic and regional targeting available; additional targeting options upon request (no contextual targeting).