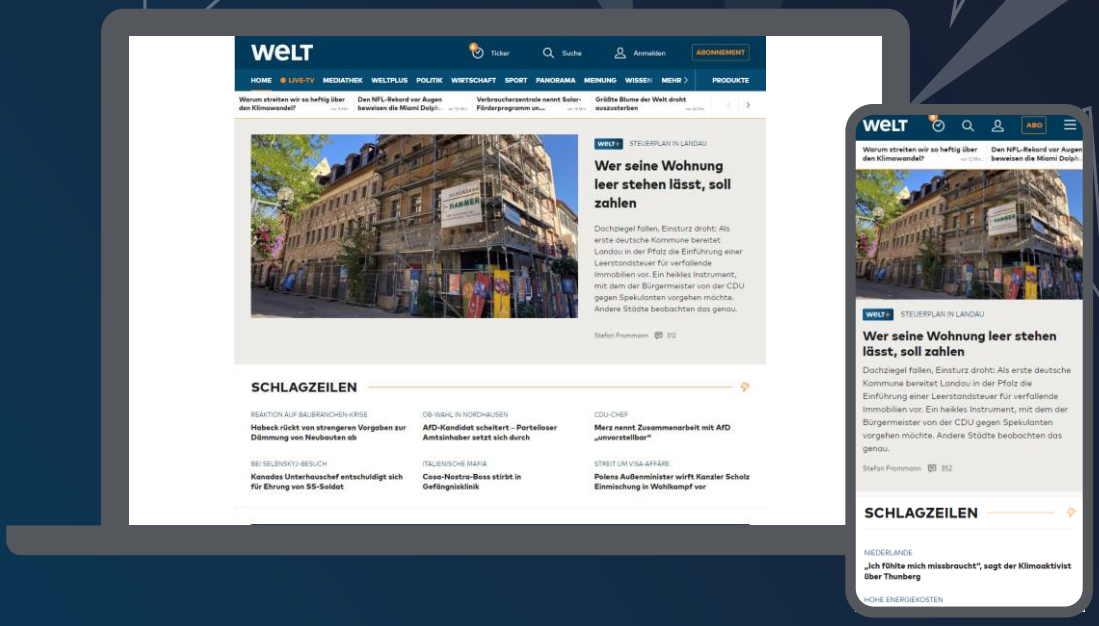
WELT DIGITAL



CONCEPT

WELT Digital stands for the core topics: Politics, Economy & Debate and is one of the leading news sites in Germany with more than 13 million users[1] and more than 1.3 million daily users.[3] 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	
Net-Reach[1]	13.63 Mio.
Visits[2]	133.34 Mio.
Page Impressions[2]	343.35 Mio.
Daily users[3]	1,3 Mio.

Target group: Desktop, MEW & App	
Male[3]	51 %
30 – 59 years old[3]	54 %
HHNI 3.000 € and more[3]	61 %
Education at least Abitur[3]	49 %

1) b4p 2025 III (X-Reach Q4/2025). 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

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Daily fixed placements

Products | 10 a.m.-10 a.m.	**Ad Impressions**	**Price**
HomeRun[1] HomeRun plus[1]	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 €[2]
Homerun Programmatic Homerun Programmatic Plus		35.70 € TKP 56.93 € TKP
A-Teaser Home[3.a-3.b]	800,000	24,000 €
Content Presenting Content Presenting Plus	Depending on channel[4]	40.00 € TKP 57.50 € TKP
Decision-Maker Homepage Bundle[5] Decision-Maker Homepage Bundle Plus[5]	2,700,000	82,710 € 115,740 €
Decision-Maker Roadblock[6]	11,260,000	295,100 €

Formats
Desktop: Wallpaper / Fireplace[7] / Billboard / (Dynamic) Sitebar / Video Wall[8] / Double Dynamic Sitebar / Dynamic Fireplace[7] / TwoFace Ad[9] / 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[9] / 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[9] / Gallery Ad (MMR)
PLUS **Stationär:** Big Stage[10] (Automatic Pre Expanding Video Wall, max. 8 seconds) / Curtain Dropper[8] / Bridge Ad[11] / Frame Ad / Footer Ad[12] **MEW:** Sticky Lead Ad (6:1 / 4:1 / 2:1) & Prestitial[13] & Medium Rectangle / (Video) Interscroller / Content Ad / Understitial / Cube Ad (MMR) / Gallery Ad (MMR) / Mobile Big Stage[14] / Mobile Curtain Dropper[14] / Footer Ad[12] **APP:** Lead Ad (6:1 / 4:1 / 2:1) & Prestitial[13] & 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.a) The availability of the A-Teaser slot must be coordinated in advance with the WELT Team (VL Hello Welt); 3.b) 0 a.m. - 0 a.m.
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
9) A billboard is required for tablets | no video | On mobile devices, the advertising material is displayed in the interscroller | In App, the advertising material is displayed in the Mrec.
10) FC 1/day for the animation; MEW & App: various formats to choose from
11) Combination of Fireplace (display above navigation) and Billboard (display below navigation)
12) The availability must be coordinated in advance with the WELT Team (VL Hello Welt); sticky with close button; only in combination with Wallpaper, (Dynamic) Fireplace, (Dynamic) Sitebar, Billboard and Double Dynamic Sitebar, TwoFace Ad, Catalogue Ad, Engagement Ad; can not be combined with (sticky) Lead Ad, Prestitial, Picture Wall, Video Wall, Curtain Dropper, Big Stage, Frame Ad, Bridge Ad
13) 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.
14) 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

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Specials I Branded Content | Advertorial

WELT Themed Specials[1]	Ad Impressions	Package Price[2]
Duration 4 weeks | Logo integration (desktop/MEW)[3], navigation entry, header & footer, sitebar[4] + 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 I Duration 4 weeks	Ad Impressions	Price[5]
For specially created channel including logo integration	12,600,000	132,000 €

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

Basic package[6]	Ad Impressions	Package price[7]
WELT	4,000,000	25,000 €
LIFESTYLE	3,600,000	20,000 €

+Additional add-ons		Additional costs
Additional visibility	Ad Impressions[8]	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[9]	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) 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) Campaign Duration: WELT & LIFESTYLE: 6 weeks
7) Additional Creation Costs (not eligible for SR and AE): WELT €3,500 | LIFESTYLE: €2,500
8) 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
9) Social ads are always displayed with the customer sender. Here is the information required for social ad integration. Social platforms (depending on formats): Facebook, Instagram, TikTok, Snapchat, Reddit, Google, LinkedIn, Pinterest, X; Retargeting of WELT users who have visited the WELT.de homepage in the last 7 days.

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Branded Content | Brand Story

Minimum page views to be booked[5]

30,000

CPV: 3.15€

+2.62€ CPV per additional view

Brand Story WELT basic package[1] 6 weeks – incl. native teaser	
Garanteed page views	Cost per View (CPV)[2]
50,000 Views	2.62€

Maximum 50,000 page views to be booked[5]

+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[3]	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[5]	Integrated surveys / quizzes for exciting insights[4]	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 I 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

Basic package[1]	Ad Impressions	Page Views	Package price[2]
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[3]	On a CPM basis (see CPM price list)
Data Add-Ons	Targeting | on selected advertising media | **Targeting Product Story** available(Guaranteed with Product Story M + Targeting on all advertising media)[5]	From 10 € CPM (see targeting ratecard): WELT package: 66,000€[4]
Graphic and content add-ons[5]	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[6]	Option Refreh Story Easy and Update	From 500€ creation costs, depending on the package (see footnote)
Insight Add-On[7]	Integrated surveys / quizzes for exciting insights	No extra charge

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/Combo 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: 01.01.2026
8) Package price SR and AE-compatible; plus creation costs including tech fee (these are not eligible for discounts or AE): €10,000.

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Social Media

Facebook[1] (4 sponsored Posts)	Fans	Ad Impressions	Price[2]
WELT	1,100,000	1,200,000	24,000 €
Lifestyle	99,000	400,000	8,000 €

X[1] (formerly Twitter, 4 Tweets)	Fans	Ad Impressions	Price[2]
WELT	2,000,000	500,000	17,500 €

Instagram[1] (4 sponsored Posts/ Stories)	Fans	Ad Impressions	Price[2]
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[2]
WELT	83,300	200,000	10,000 €

Pinterest (4 sponsored Posts)	Fans	Ad Impressions	Price[2]
WELT	24,000	400,000	20,000 €

Vertical Story	Ad Impressions	Price[3]
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 €[4]

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.

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Newsletter

Newsletter	Min. Duration	Price
5after12	1 week	9,375.00€
Economy	1 week	3,150.00€
Trump briefing	8 weeks	3,200.00€
DIE WELT in the evening	1 week	7,350.00€
Questions of location[1]	6 weeks	3,300.00€
Politics	1 week	5,075.00€
Lifestyle	8 weeks	2,800.00€
Alles auf Aktien[1]	2 weeks	4,500.00€
Anna Schneider[1]	5 weeks	3,000.00€
Money Mail[1]	12 week	2,700.00€
View to the east	1 week	3,500.00€
History	5 weeks	2,500.00€
Forever Young[1]	20 weeks	3,000.00€
Best of Thorsten Jungholt[1]	20 weeks	3,000.00€
Casg, Careers & AI	6 weeeks	3,450.00€
Sports	2 weeks	3,150.00€
Travel	8 weeks	2,600.00€
Feuilleton	8 weeks	2,800.00€
Horoscope	10 weeks	2,500.00€
Backstage[1]	2 weeks	6,375.00€
Get well soon!	4 weeks	3,300.00€
The best of WELTplus[1]	1 week	6,200.00€
Cluture war to go	12 weeks	3,150.00€
To the table	6 weeks	2,550.00€
Daily Business	1 week	4,000.00€
Gründerszene Daily	1 week	4,750.00€
Alles auf Aktien	4 weeks	5,000.00€

1) WELTplus subscribers

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)[1]
Mobile Content Ad 6:1 + 4:1	RoS & Custom 50 € RoC 40 € RoP 35 €	RoS & Custom 60 € RoC 50 € RoP 45 €	RoS & Custom 70 € RoC 60 € RoP 55 €	RoS & Custom 75 € RoC 65 € RoP 60 €
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoS & Custom 60 € RoC 50 € RoP 45 €	RoS & Custom 70 € RoC 60 € RoP 55 €	RoS & Custom 80 € RoC 70 € RoP 65 €	RoS & Custom 85 € RoC 75 € RoP 70 €
Mobile Content Ad 1:1, Understitial, Interscroller, Prestitial (InApp)[2], Mobile Halfpage Ad	RoS & Custom 72 € RoC 62 € RoP 57 €	RoS & Custom 82 € RoC 72 € RoP 67 €	RoS & Custom 92 € RoC 82 € RoP 77 €	RoS & Custom 97 € RoC 87 € RoP 82 €

VIDEO

InText Outstream Ad[3]	on start, up to incl. 20 sec.	RoS & Custom 60 € RoC 50 € RoP 40 €	X-Stream Ad[6]	Up to incl. 20 sec.	RoS 55 € RoC - RoP 35 €
(Live) Stream Ad[4]	Up to incl. 20 sec.	RoS & Custom 85 € RoC 75 € RoP 65 €	YouTube[7]	PreRoll up to incl. 20 sec.	RoS & Custom 85 € RoC - RoP -
Muted Instream Ad[5]	Up to incl. 30 sec.	RoS 65 € RoC - RoP 45 €	Vertical Video "PLAY"[8]	Up to incl. 20 sec.	RoS & Custom 75 € RoC 65 € RoP 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 FC 1 / 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).