

welt

JOKER

Special offer 2027



welt

| media **impact**

70% discount with the WELT Joker*

RULES OF THE GAME

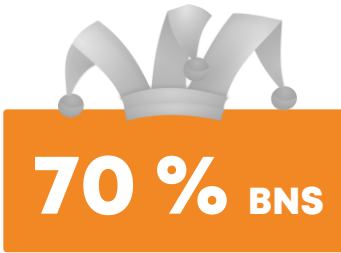
In 2027, the joker can be played once for print and once for digital and applies to the following formats:

- 1/1 page in DIE WELT, WELT AM SONNTAG or WELT Print Total
- HomeRun or HomeRun Plus on WELT Digital



*70% BNS. The special offer can be booked 1x per customer in print and digital

Your moves



PRINT: 1/1 PAGE

WELT AM SONNTAG
(Sat./Sun.)

DIE WELT
(Mon.-Fri.)

WORLD PRINT TOTAL
(Mon.-Fri. + Sat./Sun.)

	Gross	Net 2
WELT AM SONNTAG	€105,600.00	€31,680.00
DIE WELT	59.900,00 €	€17,970.00
WORLD PRINT TOTAL	€140,675.00	€42,202.50

DIGITAL: HOMERUN



	Ad Impressions	Gross	Net 2
HomeRun	2.500.000	€82,500.00	€24,750.00
HomeRun plus	2.500.000	€115,000.00	€34,500.00

Offer valid for a maximum of 2 bookings per customer on the specified formats in print and digital. Acceptance in 2027. The offer is limited to one title (print) or one occupancy (digital) and is not valid for the highlight editions (print), DIE WELT des Jahres, WELT AM SONNTAG of the year. The offer is subject to a sliding right. The WELT price list No. 105 valid from 01.01.2027 Print: 64.70% discount when billed via advertising agency. 70% discount for direct bookings. The above fixed price applies, not further discounting, but discounting, plus VAT. Specifications Homerun: [Factsheet](#)



**YOU CAN FIND
YOUR
PLAYMAKERS
IN SALES HERE.**