



An edition of the **premium
gruppe**—

DAMIEN HIRST

WELT ARTIST EDITION

09 OCT 26

welt | media **impact**—

FOR THE 17TH TIME ARTIST EDITION

Since 2010, the artist's edition has become an international collector's item once a year.

The works of an internationally renowned artist characterize the entire newspaper and connect cross-media with the journalistic content of WELT.



KAWS
2025



TRACEY EMIN
2024



ANSELM KIEFER
2023



DANIEL RICHTER
2022



DAVID HOCKNEY
2021



KATHARINA GROSSE
2020



TAKASHI MURAKAMI
2019



CHRISTOPHER WOOL
2018



JEFF KOONS
2017



ISA GENZKEN
2016



JULIAN SCHNABEL
2015



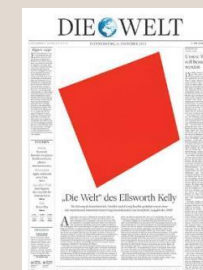
CINDY SHERMAN
2014



NEO SMOKE
2013



GERHARD RICHTER
2012



ELLSWORTH KELLY
2011



GEORG BASELITZ
2010

DAMIEN HIRST

CURATOR

On October 9, 2026, Damien Hirst will design the WELT Artist Edition and make his works an integral part of the editorial experience.

Damien Hirst is one of the most influential artists of our time. With his unmistakable visual language, he creates works that surprise, fascinate and make you think.

As curator of this year's WELT Artists' Edition, he brings with him exactly the openness that characterizes his art: the desire to question, marvel and think anew.

*WELT Artists' Edition 2025: 18% more sales in individual sales, over 2,000 single issue orders worldwide.

**Special evaluation of the WELT artist edition 2025. Potential reach = cumulative theoretical reach of the evaluated media contributions via print, online and social media; no actual net reach.

More attention

- ❖ Art edition with collector's value
- ❖ Digital staging
- ❖ Premium Newspaper Printing

More reach

- ❖ Increased sales due to strong sales efforts*
- ❖ Multimedia Marketing Campaign
- ❖ 15.2 million potential reach**

MEDIA & PRICING

PD 09 OCT 26 / **AC** 30 SEP 26 / **DD** 06 OCT 26

PRINT

GROSS PRICE

Opening Spread (s. 2+3)	€136,840.00
4. Cover page (back)	€64,075.00
2/1 page	€124,400.00
1/1 page	€58,250.00
1/2 page	€31,700.00
1/4 page	€20,500.00

Other formats on request.

DIGITAL

GROSS PRICE

HomeRun 2.5 million Als/day	€82,500.00
HomeRun plus 2.5 million Als/day	€115,000.00
All In: HomeRun & Portal 8.0 million Als/day	€162,800.00
Digital Viewer (Gallery)* Duration 4 weeks 12.6 million Als	€132,000.00
Topic Special XL** Sponsoring Duration 4 weeks 800k Als Logo Integration, Navigation Entry, Header & Footer, Sitebar + Medium Rectangle (Multiscreen)	€50,000.00

Supplement to the price list WELT No. 104, valid from 01.01.2026. For premium placements, a surcharge of 10% will be charged on the gross price. Premium placements are listed in DIE WELT Opening Spread, page 5, page 7, last page in the 1st book as well as opening pages. All prices are discount-forming and taking, less AE, plus VAT.

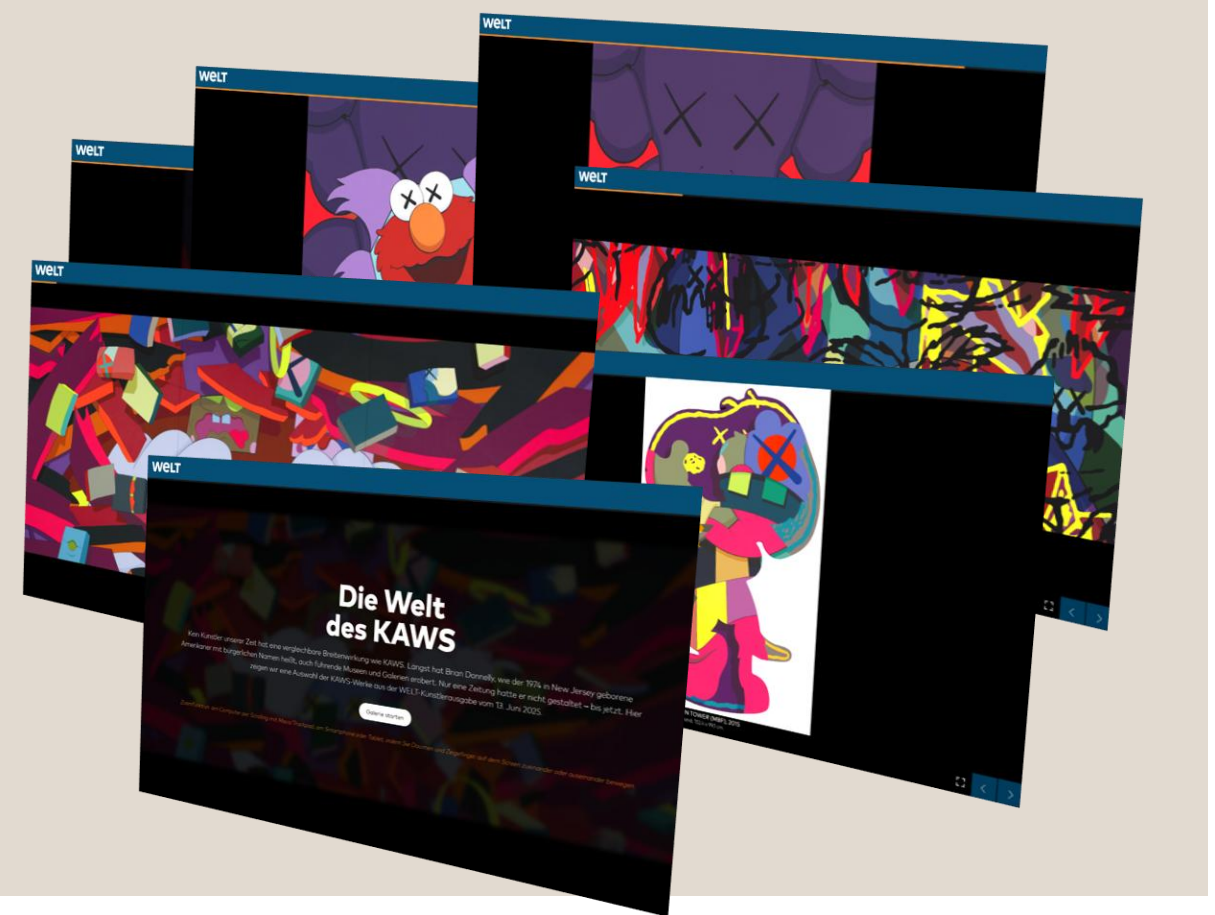
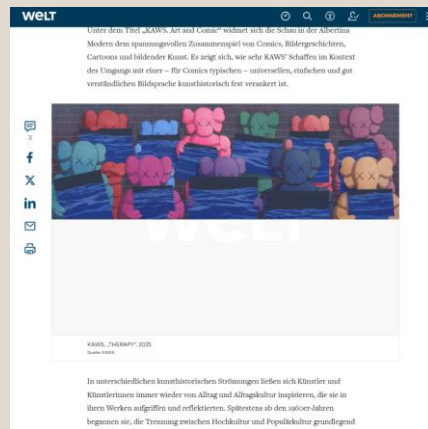
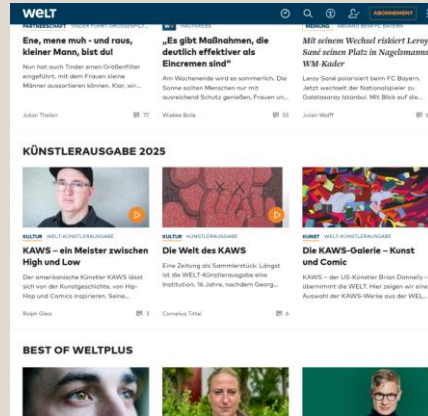
*plus creation costs: 8,000€ (not discountable and AE-eligible).

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REVIEW 2025 BY KAWS

DIGITAL

Exemplary visualization of a digital gallery at KAWS



YOUR media **impact** —
CONTACTS

can be found **here.**

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