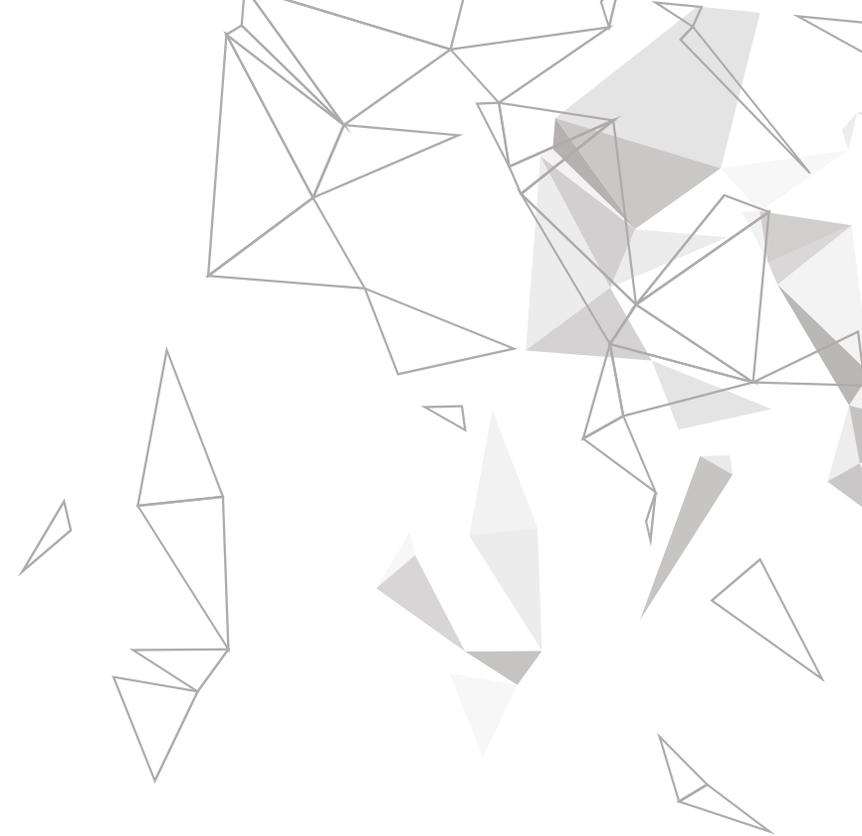


WELT NEWSLETTER

2026

konzipiert von **media impact** —
dem kreativsten kundenverstehender
deutschlands_



WELT NEWSLETTER

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

Subscribe exclusively to one of our editorial newsletters or a bundle of newsletters. Benefit from the high relevance of journalistic content. Our users have a high level of interest in this content. This is reflected in opening rates of up to 68%.

CPM: 50€ from 160T AIs



SELECTION OF OUR NEWSLETTERS

5after12



The most important news of the day directly from the WELT newsroom.

Around 37,000 recipients, 12 noon daily

Trump briefing



The weekly newsletter on the U.S. President's politics. The consequences for Germany and the world – compact and easy to understand.

Around 5,300 recipients, every Wednesday

Question of location*



The property newsletter all about living and investing. For everyone who owns, rents, buys and renovates property.

Around 5,000 recipients, fortnightly Thursday

Economy



Become an expert in economic matters. With inside stories about markets, managers and movers and shakers.

Around 6,800 recipients, 9 a.m. daily

DIE WELT in the evening



The most important developments of the day – brief and compact. A new edition every evening in this newsletter.

Around 19,000 recipients, 7 p.m. daily

Politics



Read the political news at first hand - from one of the country's leading political newspapers.

Around 12,600 recipients, 9 a.m. daily

SELECTION OF OUR NEWSLETTERS

Lifestyle



Life, style, pop culture: our lifestyle newsletter delivers the best entertainment to your e-mail inbox every Friday. Personal, stylish, clever.

Around 6,300 recipients, weekly Friday

Anna Schneider is so free*



A plea against conformism, paternalism and thought corsets - Anna Schneider's newsletter.

Around 11,000 recipients, weekly Friday

Money Mail*



Shares, taxes, pensions, salaries, housing - the best money articles of the week. Supported by KI.

Around 3,600 recipients, weekly Wednesday

All on share*



Every morning an exclusive overview of shares and ETFs - everything you need to invest successfully.

Around 8,300 recipients, 6 a.m. every working day

View to the east



The most important facts about Putin's war in Ukraine for you this afternoon, including the best WELTplus recommendations.

Around 11,200 recipients, irregularly

History



Fancy a little journey through time? Take a look into the past with this newsletter every Sunday.

Around 8,300 recipients, Sundays 9 a.m.

SELECTION OF OUR NEWSLETTERS

Forever young



Fit for a long life – your newsletter with expert tips on effective training, nutrition, fasting, health and vitality.

Around 2,000 recipients, every Saturday

Cash, Careers & AI



Your WELT newsletter with analyses, insights and advice on financial developments and advancing your career.

Around 11,000 recipients, Monday 11 a.m.

Travel



Travel to faraway countries and discover new holiday destinations - reports, trend destinations and travelogues.

Around 4,500 recipients, 1 p.m. on Fridays

Best of Thorsten Jungholt*



Justice, Bundeswehr, FDP – the important texts from our Political Correspondent on what you shouldn't miss. Supported by KI.

Around 1,200 recipients, every 14 days Monday

Sports



The latest news, results and interviews from the world of sport - you can find it all in this newsletter.

Around 4,200 recipients, daily 9 a.m

Feuilleton



For those interested in culture: News from literature, theatre, opera, musicals, film, art and music.

Around 4,900 recipients, Thursdays 3 p.m.

AUSWAHL UNSERER NEWSLETTER

Culture war to go*



Culture war to go is your newsletter that mixes up current zeitgeist debates - and makes you think.

Around 2,600 recipients, weekly Sunday

Horoskope



The astrology newsletter from WELT. Receive details about your star sign conveniently in your mailbox - at the beginning of the week and at the weekend.

Around 1,200 recipients, Mondays & Fridays

Get well soon!



Whether you are ill yourself or or simply curious: 'Gute Besserung' is the guide for anyone who wants to find out about health, illnesses and medicine.

Around 13,800 recipients, weekly Friday

EXAMPLES

Position of the advertising medium tbd

DIE SPECIFICATIONS OF YOUR ADVERTISING SPACE

- ✓ **Dimensions in pixels:** 1200 x 400
- ✓ **Size:** max. 1 MB
- ✓ **File format:** jpg, png or gif
- ✓ **Lead time:** 10 - 14 working days
- ✓ **Reporting/ Tracking:** We report key figures on the newsletter and click rates on the advertising material. You can attach tracking parameters to the target URL of the advertising material and analyse them independently.
- ✓ **Start:** freely selectable, bookings cannot start/end at the weekend