WELT NEWSLETTER

2026

konzipiert von

media impact_

dem kreativsten kundenversteher deutschlands_

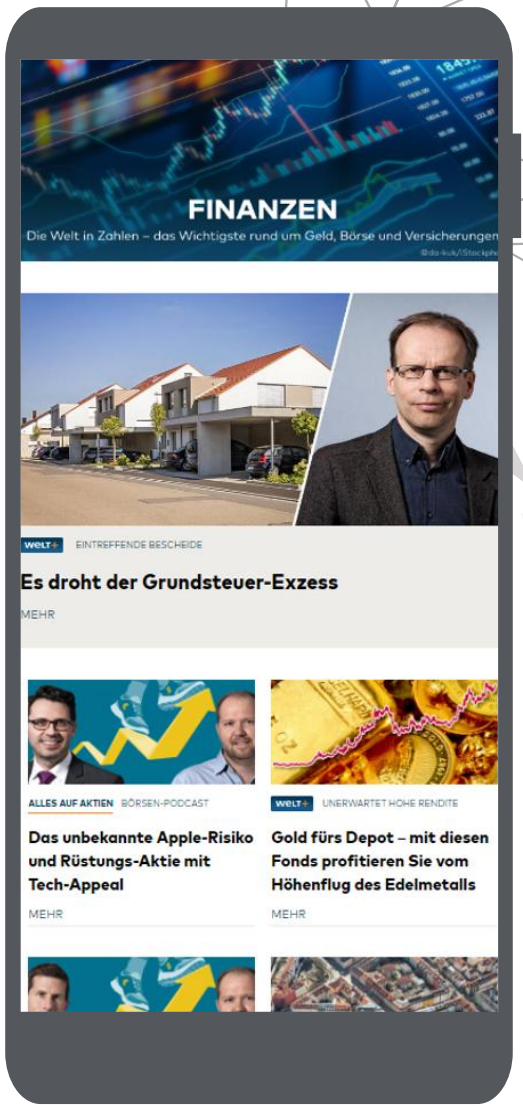
WELT | media impact_

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 59%.

CPM: 50€ from 160T AIs



SELECTION OF OUR NEWSLETTER

5after12

Min. duration: 1 week
Price: €9.375

Every lunchtime, we bring you up to date with the latest news, relevant topics, commentary, and an outlock on what will be important.

Around 37,500 recipients, daily at 12 noon.

Trump briefing

Min. duration: 8 weeks
Price: €3,200

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

Around 8,000 recipients, every Wednesday.

Questions of location*

Min. duration: 6 weeks
Price: €3,300

The real estate newsletter by Michael Fabricius and Michael Höfling, for owners, renters, and buyers.

Around 5,500 recipients, every 14 days on Thursdays.

Economy

Min. duration: 1 week
Price: €3,150

Find out everything you need to know about companies, industries, and markets in Germany and around the world in this daily newsletter.

Around 9,000 recipients, daily at 9:30 a.m.

DIE WELT in the evening

Min. duration: 1 week
Price: €7,350

The most important developments of the day, brief and concise. Updated every evening in this newsletter.

Around 21,000 recipients, Mo-Fr at 7 p.m.

Politics

Min. duration: 1 week
Price: €5,075

Every morning around 9:30 a.m., you can receive important political news conveniently in your email inbox, with the compact politics newsletter from WELT.

Around 14,500 recipients, daily at 9 a.m.

*WELTplus subscribers

SELECTION OF OUR NEWSLETTER

Lifestyle

Min. duration: 8 weeks
Price: €2,800

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

Around 7,000 recipients, every Friday.

Anna Schneider*

Min. duration: 5 weeks
Price: €3,000

Some things can never be thought about enough, which is why WELT chief reporter Anna Schneider has dedicated a newsletter to freedom.

Around 12,000 recipients, every Friday.

Money Mail*

Min. duration: 12 weeks
Price: €2,700

Stocks and taxes, pensions and salaries, housing, rent, and heating, the best money articles of the week.

Around 4,500 recipients, every Wednesday.

Alles auf Aktien*

Min. duration: 2 weeks
Price: €4,500

Every morning, an exclusive overview of stocks and ETFs. Everything you need to know about successful investing, for experienced investors and newcomers alike.

Around 9,000 recipients, weekdays at 6 a.m.

View to the east

Min. duration: 1 week
Price: €3,500

The most important information about Putin's war in Ukraine and the consequences for the West. Sent at least once a week, with valuable WELTplus recommendations.

Around 15,000 recipients, irregularly.

History

Min. duration: 5 weeks
Price: €2,500

Fancy a little trip back in time?Take a look at the past with this newsletter from the history department, published every Sunday.

Around 10,000 recipients, every Sunday.

*WELTplus subscribers

SELECTION OF OUR NEWSLETTER

Forever young*

Min. duration: 20 weeks
Price: €3,000

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

Around 3,000 recipients, every Saturday.

Cash, Careers & AI

Min. duration: 6 weeks
Price: €3,450

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

Around 11,000 recipients, every Monday.

Travel

Min. duration: 8 weeks
Price: €2,600

Feeling wanderlust and wanting a vacation? Treat yourself to a little break! Travel to distant lands in your mind and discover new vacation destinations.

Around 6,500 recipients, every Friday.

Best of Thorsten Jungholt*

Min. duration: 20 weeks
Price: €3,000

Defense, foreign and security policy, important articles from our political correspondent about what you shouldn't miss.

Around 1,500 recipients, every 14 days on Monday.

Sports

Min. duration: 2 weeks
Price: €3,150

Soccer, Formula 1, handball, and more: the newsletter for sports fans. Delivered fresh to your inbox every day.

Around 4,500 recipients, daily at 9 a.m.

Feuilleton

Min. duration: 8 weeks
Price: €2,800

The newsletter for culture lovers, with news and information from the worlds of literature, theater, film, art, and music. Put together by our culture editorial team.

Around 7,000 recipients, every Thursday.

*WELTplus subscribers

SELECTION OF OUR NEWSLETTER

Culture war to go

Min. duration: 12 weeks
Price: €3,150

A newsletter about taste, spirit, and the present and what we really need to talk about. By Franziska Zimmerer and Marie-Luise Goldmann.

Around 4,500 recipients, every Sunday.

Horoscope

Min. duration: 10 weeks
Price: €2,500

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

Around 2,500 recipients, Mondays & Fridays.

Get well soon!

Min. duration: 4 weeks
Price: €3,300

Whether you are ill yourself or simply curious, “Get well soon” is the guide for anyone who wants to find out more about health, illnesses, and medicine.

Around 16,500 recipients, every Friday.

The table & The toast

Min. duration: 6 weeks
Price: €2,550

Whether it's quick pasta or goose: in this newsletter, WELT invites you to the table with tasty recipes for cooking, baking, and drinks.

Around 8,500 recipients, every Thursday.

Backstage*

Min. duration: 2 weeks
Price: €6,375

A look behind the scenes: Get special insights into everyday editorial life and news from the club, delivered straight to your inbox.

Around 127,500 recipients, every 14 days on Wednesday

The best of WELTplus*

Min. duration: 1 week
Price: €6,200

The most important news and articles from WELTplus, compiled in a compact format for a quick overview of the week.

Around 124,000 recipients, every Saturday.

*WELTplus subscribers

SELECTION OF OUR NEWSLETTER

Daily Business

Min. duration: 1 week
Price: €4,000

The best way to start the day: “Daily Business” brings you the most important articles and must-reads from around the web – compact and carefully selected.

Around 15,000 recipients, Mon-Fri 5:30 a.m..

Gründerszene Daily

Min. duration: 1 week
Price: €4,750

The most important news on startups, founders, investors, and the digital economy written and curated by the Gründerszene editorial team.

Around 18,000 recipients, Mon-Fri 8:30 a.m.

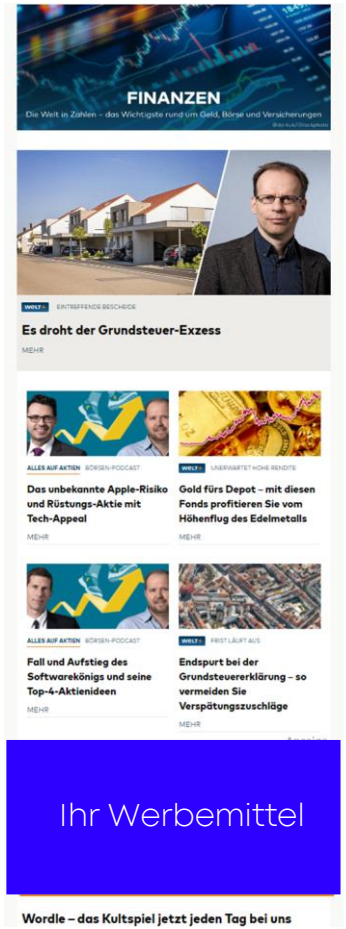
Alles auf Aktien

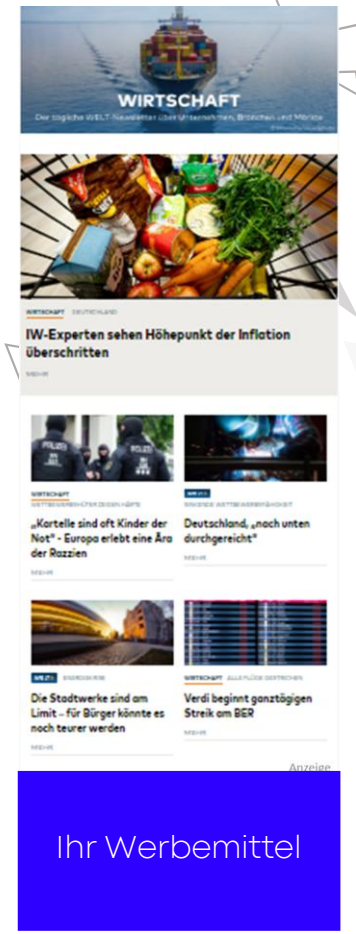
Min. duration: 4 weeks
Price: €5,000

Every week, an exclusive overview of stocks and ETFs. Everything you need to know about successful investing, for experienced investors and newcomers alike.

Around 19,000 recipients, every Saturday.

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