WELT

The world belongs to those who think differently

WELT Price List No. 104, valid from January 1, 2026

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01 Title portrait

WELT AM SONNTAG

WELT AM SONNTAG is the leading weekend read for a discerning audience. It stands for outstanding journalistic excellence and delivers powerful investigative stories from the worlds of business and politics.

Our target group consists of decision-makers who, at the weekend, seek to stay informed in a relaxed reading environment while pursuing their personal interests.

DIE WELT

DIE WELT provides a concise overview of the day's news and debates from Monday to Friday. It focuses on incisive writing and a clear, consistent structure.

Our target audience consists of decision-makers who wish to stay fully informed during the week within a limited timeframe.

02 Booking units

DIE WELT (Mon-Fri)
Nordic format

WELT AM SONNTAG (Sat/Sun)
Nordic format

WELT AM SONNTAG Compact (Sun)
Tabloid format

WELT Print Total[1] (Mon-Fri + Sat/Sun)
Nordic/Tabloid format

WELT AM SONNTAG, DIE WELT and WELT Print Total are the national advertising booking units for brand-name products, services, tourism and financial advertising. A single advertisement booked in the WELT Print Total unit appears within 14 days (Mon–Fri and Sat/Sun).The publisher reserves the right, in consultation with the advertiser, to shift publication of DIE WELT by up to five working days if required for technical reasons.

03 Formats

1

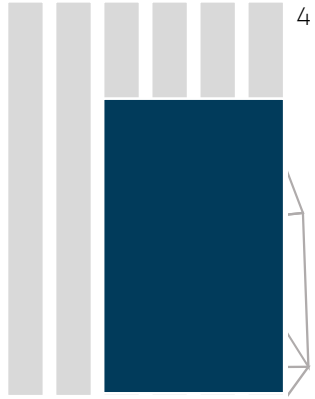
2/1 page
Format: 777 x 528 mm
Total millimetres: 8,976

2

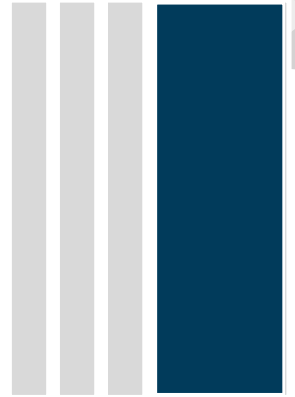
1/1 page
Format: 374.5 x 528 mm
Total millimetres: 4,224

3

1/2-page horizontal
Format: 374.5 x 264 mm
Total millimetres: 2,112


4

1/2-page corner ad
Format: 248.1 x 396 mm
Total millimetres: 2,112


5

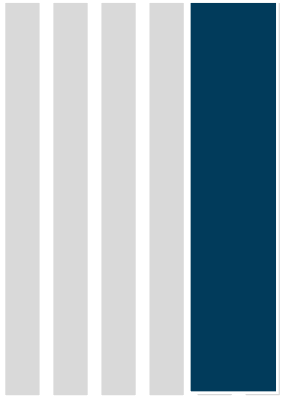
1/2-page vertical
Format: 184.9 x 528 mm
Total millimetres: 2,112

6

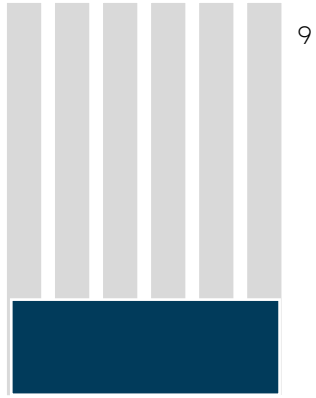
1/3-page horizontal
Format: 374.5 x 176 mm
Total millimetres: 1,408

7

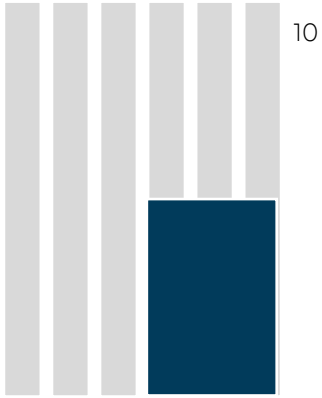
1/3-page corner ad
Format: 184.9 x 352 mm
Total millimetres: 1,408


8

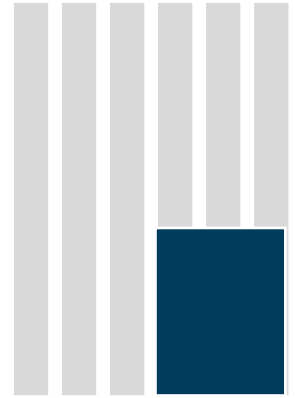
1/3-page vertical
Format: 121.7 x 528 mm
Total millimetres: 1,408


9

1/4-page horizontal
Format: 374.5 x 132 mm
Total millimetres: 1,056


10

1/4-page corner ad
Format: 184.9 x 264 mm
Total millimetres: 1,056


11

1,000-unit corner ad
Format: 184.9 x 250 mm
Total millimetres: 1,000

03 Formats / prices

No.	Format: Standard	WELT AM SONNTAG (Sat/Sun)[1, 4]	DIE WELT (Mon–Fri)[2, 4]	WELT Print Total (Sat/Sun + Mon–Fri)[3,4]
1	2/1 page[5]	218,400.00	124,400.00	291,375.00
2	1/1 page	102,600.00	58,250.00	136,720.00
3, 4, 5	1/2 page	56,750.00	31,700.00	75,150.00
6, 7, 8	1/3 page	53,450.00	27,400.00	68,700.00
9, 10	1/4 page	40,050.00	20,500.00	51,450.00
11	1,000-unit format	38,100.00	19,500.00	48,950.00

No.	Format: Premium	WELT AM SONNTAG (Sat/Sun)[1, 4]	DIE WELT (Mon–Fri)[2, 4]	WELT Print Total (Sat/Sun + Mon–Fri)[3,4]
1	2/1 page	240,240.00	136,840.00	320,512.50
2	1/1 page	112,860.00	64,075.00	150,392.00
3, 4, 5	1/2 page	62,425.00	34,870.00	82,665.00
6, 7, 8	1/3 page	58,795.00	30,140.00	75,570.00
9, 10	1/4 page	44,055.00	22,550.00	56,595.00
11	1,000-unit format	41,910.00	21,450.00	53,845.00

For premium placements, a surcharge of 10% on the gross price applies.
Premium placements in DIE WELT include the opening spread, page 5 and cover pages; in WELT AM SONNTAG they include the opening spread, page 5, page 7, the last page of the first section as well as cover pages. For WELT AM SONNTAG and WELT Print Total, a placement guarantee applies only to WELT AM SONNTAG (Nordic format). No placement guarantee is offered for WELT AM SONNTAG Compact.

[1] WELT AM SONNTAG = WELT AM SONNTAG (Sat/Sun) incl. WELT AM SONNTAG Compact. [2] DIE WELT = DIE WELT Mon–Fri [3] WELT Print Total = WELT AM SONNTAG + DIE WELT [4] Fixed price [5] Including national run surcharge (WELT AM SONNTAG = €13,200.00; DIE WELT = €7,900.00; WELT Print Total = €17,935.00).
Advertisements booked in the WELT Print Total unit will appear within 14 days. The publisher reserves the right, in consultation with the advertiser, to shift publication of DIE WELT by up to five working days if required for technical reasons. All prices in euros plus VAT.

04 Basic rates

mm prices b/w – colour	WELT AM SONNTAG (Sat/Sun)[1, 4]	DIE WELT (Mon–Fri)[2, 4]	WELT Print Total (Sat/Sun + Mon–Fri)[3,4]
Advertisements with exclusivity from 1,000 mm	38.10	19.50	48.95
Text section ads[5] 1–2 columns / 10–100 mm, per text-column mm	107.10	86.80	164.80
Advertisements without exclusivity, 10–2,112 mm	24.30	13.80	32.40
Financial / Statutory notices[6] without exclusivity	-	2.70	-
Financial advertisements[7] without exclusivity, 10–2,111 mm	21.30	10.50	27.00
Statutory[6]/Financial advertisements[7] with exclusivity, from 1,000 mm (max. height 390 mm)	27.90	15.80	37.15
Family announcements[8] without exclusivity, black & white only	14.40	7.95	-
Corporate obituaries[8] without exclusivity, black & white only (for exclusive placements see 03. Formats / Prices)	24.25	13.80	-
Official notices (no discounts), minimum 1 column / 10 mm, black & white only	-	7.95	-

[1]WELT AM SONNTAG = WELT AM SONNTAG on Saturday + WELT AM SONNTAG on Sunday incl. WELT AM SONNTAG Compact. [2]DIE WELT = DIE WELT Mon–Fri [3]WELT Print Total = WELT AM SONNTAG + DIE WELT. [4]Advertisements booked in the WELT Print Total unit appear within 14 days. The publisher reserves the right, in consultation with the advertiser, to shift publication of DIE WELT by up to five working days if required for technical reasons. [5]Text section ads without conversion factor. A factor of 1.333 applies when converting text columns into advertising columns. [6]Pure text ads with company logo, without special design and without placement instructions. Includes legally required stock-market publicity such as AGM invitations, dividend announcements, admission applications, subscription offers, balance sheets and interim reports of listed companies, as well as stock-exchange prospectuses. [7]Voluntary capital-market publicity (e.g. warrant offers, certificates, tombstones, designed balance sheets, new issues announcing the ISIN/security code, subscription period and issue price). [8]No publication in WELT AM SONNTAG Compact. All prices in euros plus VAT.

05 Regional edition North Rhine-Westphalia

Prices (b/w – colour)	WELT AM SONNTAG NRW (Sat/Sun)
Single booking of the Essen/Dortmund, Düsseldorf, Cologne, Münster/Bielefeld editions as well as the total NRW booking	
Base prices per mm[1]	
1 issue	3.09
2 issues of your choice	5.20
3 issues of your choice	6.90
North Rhine-Westphalia total	8.76
1/1 page prices – 8 columns (374.5 mm) × 528 mm	
1 issue	13,052.00
2 issues of your choice	21,964.00
3 issues of your choice	29,145.00
North Rhine-Westphalia total	37,002.00
Text section ads[2] – per text-column mm	
1 issue	12.10
2 issues of your choice	15.76
3 issues of your choice	20.29
North Rhine-Westphalia total	24.67

[1]Minimum size 1 column / 10 mm. [2]1–2 columns / 10–100 mm. All prices in euros plus VAT.

05 Regional edition North Rhine-Westphalia

Prices b/w – colour	WELT AM SONNTAG NRW (Sat/Sun)
Single booking of the Essen/Dortmund, Düsseldorf, Cologne, Münster/Bielefeld editions as well as the total NRW booking	
Corner ads on text pages[3] – per text-column mm	
1 issue	3.86
2 issues of your choice	6.18
3 issues of your choice	7.78
North Rhine-Westphalia total	9.48
Island ads NRW fixed price – 2 text columns / 100 mm	3,505.00
Creative split per edition (for publication-defining ads)	195.00

For our editorial calendars/prices for special publications, the NRWselect magazine, special advertising formats or brochure inserts, please request details by email at sabrina.van-der-holst@axelspringer.com

Ad closing: Tuesday, 2:00 p.m.; orders and print materials to: as-regional-operations@axelspringer.de

[3]Minimum size 1,000 billable mm. Calculation is based on a conversion factor of 1.333. All prices in euros plus VAT.

05 Regional edition Hamburg

Prices b/w – colour		WELT AM SONNTAG (Sat/Sun)	DIE WELT (Mon–Fri)[1]	WELT Print Total (Sat/Sun + Mon–Fri)[2]
1/1 page	8 columns (374.5 mm) × 528 mm	33,073.00	21,753.00	38,269.00
1/2 page	8 columns (374.5 mm) × 264 mm	16,536.50	10,876.50	19,134.50
1/4 page corner ad[3]	3 text columns (184.9 mm) × 264 mm	10,033.00	7,587.00	11,500.00
Fixed format 1[4]	1 text column (58.5 mm) × 150 mm	1,506.00	981.00	1,731.00
Fixed format 2[4]	2 text columns (121.7 mm) × 150 mm	3,012.00	1,962.00	3,462.00
Fixed format 3[4]	3 text columns (184.9 mm) × 150 mm	4,518.00	2,943.00	5,193.00
Fixed format 4[4]	4 text columns (248.1 mm) × 150 mm	6,024.00	3,924.00	6,924.00
Strip 1[4]	8 columns (374.5 mm) × 250 mm	15,656.00	10,300.00	18,128.00
Strip 2[4]	8 columns (374.5 mm) × 150 mm	11,403.00	8,622.00	13,068.00
Strip 3[4]	8 columns (374.5 mm) × 90 mm	6,841.80	5,173.00	7,841.00
Text section ad	from 10 mm per text-column mm	33.94	-	-
Masthead ads page 1 WELT[4]	2 x 46 mm x 28 mm	-	3,400.00	-
Gripper corner page 1 WELT[4, 5]	Mon–Fri, 118 mm × 120 mm	-	3,400.00	-

For our editorial calendars and pricing for special publications, the magazine Stilisten, special advertising formats or brochure inserts, please request details by email at marc.hussein@axelspringer.com.
Ad closing: Tuesday, 2:00 p.m.; please send orders and print materials to: as-regional-operations@axelspringer.de

[1]DIE WELT = DIE WELT Hamburg placement [2]WELT Print Total = DIE WELT Hamburg placement and WELT AM SONNTAG Hamburg incl. insertion of this issue in the compact edition. Advertisements booked in the WELT Print Total unit appear within 14 days. The publisher reserves the right, in consultation with the advertiser, to shift publication of DIE WELT by up to five working days if required for technical reasons. [3]Without exclusivity rights. [4]DIE WELT: right to shift publication within one week after consultation. No exclusivity. [5]WELT AM SONNTAG: ad placement on a best-effort basis. All prices in euros plus VAT.

05 Regional edition Bavaria

Prices b/w – colour		WELT AM SONNTAG (Sat/Sun)
Fixed formats		
1/1 page	8 columns (374.5 mm) × 528 mm	13,760.00
1/2 page	8 columns (374.5 mm) × 264 mm	6,993.00
1/4 page[1]	3 text columns (184.9 mm) × 264 mm	3,560.00

For our editorial calendars and pricing for special publications, special advertising formats or brochure inserts, please request details by email at lukas.wohlfarth@axelspringer.com.

Advertising deadline: 9 days prior to publication; please send orders and print materials to: as-regional-operations@axelspringer.de

06 Insert supplements

	DIE WELT (Mon–Fri)	WELT AM SONNTAG (Sat/Sun)
Weight up to		
20 g	167.65	175.65
25 g	171.65	179.65
30 g	175.65	182.65
35 g	178.65	185.65
40 g	182.65	190.65
each additional 5 g	3.45	3.45

Disposition: beiprodukte@axelspringer.com.
Maximum weight: 75 g. Higher weights on request.
Minimum circulation: 10,000 copies
Placements: on request
Exclusivity (no competing inserts): not granted
Cancellation deadline: 4 weeks prior to publication; shorter booking deadlines on request
Delivery deadline: 4 working days prior to publication, free domicile
Delivery addresses: addresses and quantities on request

All prices per started 1,000 copies. All prices in euros plus VAT.

Inserts must be suitable for machine processing.
Minimum format: 10.5 × 14.8 cm (postcard)
Maximum format: 26.0 × 38.0 cm

Larger formats may be included if folded to the maximum format. All multi-page inserts should be folded along the long edge. Other folding types such as altar or accordion (zigzag) folds cannot be processed. If inserts contain postcards, these should be affixed inside. Orders become binding for the publisher only after submission of a binding sample of the insert and its written confirmation. Any costs arising from late delivery of inserts shall be borne by the advertiser. The publisher distributes inserts with due commercial care; up to 3% misdelivery or loss is considered customary in the trade. The publisher reserves the right to shift inserts to larger placement units for partial regions in favour of inserts. Reservations for inserts lapse if no booking order is received at least four weeks prior to publication.

Insert orders are not eligible for discounts. Joint advertising: inserts used jointly by several advertisers are only possible by special arrangement and subject to a surcharge.

07 E-Paper only

Formats		DIE WELT (Mon–Fri) / WELT AM SONNTAG (Sat/Sun)
Advertisements		**Sat-Fri**
2/1 page	16 columns (777.0 mm) × 528 mm	44,600.00
1/1 page	8 columns (374.5 mm × 528 mm)	32,900.00
Inserts		**Thu-Sun**
Prices per 1,000 copies[1]		90.70

Advertisements

Formats:	1/1 or 2/1 page
Duration:	1 week (Sat-Fri)
Ad closing:	Wednesday, 10 a.m.
Print material deadline:	Thursday, 12 noon
Orders:	ampx@axelspringer.com or OBS
Print materials:	see section 10 Print Materials

Inserts

Inserts:	max. 16 pages, larger on request
Duration:	4 days (Thu-Sun)
Ad closing:	Tuesday, 10 a.m.
Print material deadline:	Tuesday, 12 noon
Orders	beiprodukte@axelspringer.com
Print materials:	see section 10 Print Materials

Limited offer, daily booking on request. [1] All prices per started 1,000 copies. All prices in euros plus VAT.

08 General publisher information

Publisher
Axel Springer Deutschland GmbH
Axel-Springer-Straße 65
10888 Berlin

National Sales
Media Impact GmbH & Co. KG
Zimmerstraße 50
10888 Berlin

Regional Sales
Axel Springer Deutschland GmbH
Regional Marketing
Axel-Springer-Straße 65
10888 Berlin

ZIS Numbers

WELT AM SONNTAG	104650
DIE WELT	104148
WELT Print Total	104651

Bank Details
Deutsche Bank AG, Berlin
IBAN DE73 1007 0000 0083 4747 00
BIC DEUTDEBB

Current data and services
www.mediaimpact.de
ampx@axelspringer.com

Order management
ampx@axelspringer.com

Contact
Judith Umlauf
Phone: +49 (0) 170 375 3177
E-mail:
judith.umlauf@axelspringer.com
(not for print files)

Payment terms
Payable immediately net after invoice date.1% discount for SEPA direct debit mandate, provided no previous invoices are overdue and no exclusion of discount was explicitly agreed. For new business relationships the publisher reserves the right to require prepayment up to the ad closing date. In the event of late payment or deferral, interest will be charged at the customary bank rate for overdraft facilities.

General Terms and Conditions
Execution of advertising orders is subject to our General Terms and Conditions for newspapers, the additional terms and conditions of the respective title and the General Terms and Conditions for online media advertising orders. Our full General Terms and Conditions can be found at:
www.mediaimpact.de/agb

09 Technical information and closing dates

WELT AM SONNTAG/DIE WELT

Type area Nordic format: 374.5 mm wide × 528 mm high
Number of columns: advertising section 8, editorial section 6

WELT AM SONNTAG Compact

Type area tabloid format: 247.8 mm wide × 370 mm high
Number of columns: 5

Columns	Advertising section	Editorial section	Compact[1]
1-column	45.0 mm	58.5 mm	45.0 mm
2-columns	92.0 mm	121.7 mm	95.7 mm
3-columns	139.0 mm	184.9 mm	146.4 mm
4-columns	186.0 mm	248.1 mm	197.1 mm
5-columns	233.0 mm	311.3 mm	247.8 mm
6-columns	280.0 mm	374.5 mm	-
7-columns	327.0 mm	-	-
8-columns	374.0 mm	-	-

WELT AM SONNTAG	
Ad closing dates / Cancellation deadlines	
General ad closing	Monday before publication, 12:00 noon
DIE LITERARISCHE WELT	Friday of the previous week, 4:00 p.m.
Special formats	4 weeks before publication
General print material deadline	3 days before publication, 10:00 a.m.

DIE WELT	
Ad closing dates / Cancellation deadlines	
General ad closing	2 days before publication, 2:00 p.m.
Monday issue	Friday before publication, 2:00 p.m.
Special formats	2 weeks before publication
2/1 page	1 week before publication
General print material deadline	1 day before publication, 10:00 a.m.

WELT PRINT Total	
Ad closing dates / Cancellation deadlines	
General ad cloding	See above
Special formats	4 weeks before publication
General print material deadline	See above

[1] Conversion table for formats available on request. For contact details see section 10 Print Materials

10 Print materials

Data transfer
Electronic transmission of print materials is via the internet (https://transfer.axelspringer.de). Receipt by email is possible in exceptional cases (adptp-berlin@axelspringer.de).

File format
We recommend PDF/X-4:2008.PDF/X-1a:2001 and PDF/X-3:2002 are still valid and also accepted. In principle, no open file formats are used. Files must be created in the original size of the ad.

Contact
The advertising management team is available Monday–Friday from 9:00 a.m. to 6:00 p.m.
Phone: +49 (0)151 194 708 19
Phone: +49 (0)175 728 493 3

Address for print materials
Axel Springer Deutschland GmbH
Production / Planning and Ad Management
Zimmerstraße 50
10888 Berlin

Line width
Line width from 0.2 mm (positive) / from 0.3 mm (negative)

Fonts
All fonts used must be embedded. Positive text from 6 pt; negative text from 8.5 pt, bold, sans serif.

Tabloid format
Print materials for the Nordic broadsheet format are automatically scaled to the size of the Nordic tabloid format. Alternatively, a separate print file can be supplied. For format specifications, please contact us. For ads scaled to tabloid format we recommend the following font sizes and line widths to ensure optimal legibility: Positive text 9 pt, negative text 12 pt, bold, sans serif; positive lines min. 0.3 mm, negative lines min. 0.45 mm.

Printing process
(Coldset-)Rollenoffset, ISO 12647-3:2005

TECHNICHAL SCREEN
Tonal range of print 3% to 95%

Dot gain
50% tone grows by approx. 26% in newspaper offset printing.Colours: Euroscale ISO 2846-2 (sample of HKS colours, 2006 version in CMYK overprint available on request)

Registration tolerance: ≤ 0,3 mm
Image resolution: 250 dpi, max. 1,270 dpi for line art
Colour preparation: Please use ICC profile ISOnewspaper26v4.icc. This takes into account uncoated stock and the dot gain of newspaper printing.
Download profile:
https://transfer.axelspringer.de/download/icc/ISOnewspaper26v4.icc

QR code: For legibility of QR codes in newspaper printing, a minimum size of 25 × 25 mm and a resolution of 300 dpi are recommended. The advertiser is responsible for the content of the link.

Printing shortfall: In the case of deviating data structures, no guarantee can be given for printing shortfall. Colour variations within and between print runs are process-related and do not justify claims for replacement. No guarantee is given for the correct conversion of 4c ads without ICC colour profiles. Dimensional stability of newsprint is subject to minor process-related fluctuations.

Format adjustments

Please observe when delivering printing material for welt am sonntag and welt am sonntag compact:
Owing to the different type area of WELT AM SONNTAG and WELT AM SONNTAG compact, the publisher automatically adapts the printing materials for WELT AM SONNTAG compact where this is suitable and corresponds with the format coordinates of WELT AM SONNTAG. If the printing materials are to be delivered for both titles, the conversion factors indicated below must be considered. WELT AM SONNTAG / DIE WELT, type area Nordic format: 374.5 mm wide, 528 mm high, number of columns ad section 8, text passage 6 WELT AM SONNTAG compact, type area: tabloid: 247.8 mm wide, 370 mm high, number of columns 5.

	WELT AM SONNTAG			WELT AM SONNTAG compact				
	Columns	Width (mm)	Height (mm)	Columns	Width (mm)	Height (mm)	Factor %	Reduction after
Text passage/corner/strip ads	1	58.5	max. height 406	1	45.0	Height x 76.92 %	76.92	Width
	2	121.7	max. height 406	2	95.7	Height x 78.64 %	78.64	Width
	3	184.9	max. height 406	3	146.4	Height x 79.18 %	79.18	Width
	4	248.1	max. height 406	4	197.1	Height x 79.44 %	79.44	Width
	5	311.3	max. height 406	5	247.8	Height x 79.60 %	79.60	Width
1/1 page	6	374.5	528.0	5	247.8	370.0	66.17	Width
2/1 page	13	777,0	528.0	11	530.0	370.0	68.21	Width
Page height ads Ads are scaled to 370 mm placed in centre on white space	1	58.5	528.0	1	45.0	370.0	70.08	Height
	2	121.7	528.0	2	95.7	370.0	70.08	Height
	3	184.9	528.0	3	146.4	370.0	70.08	Height
	4	248.1	528.0	4	197.1	370.0	70.08	Height
	5	311.3	528.0	5	247.8	370.0	70.08	Height
Strips	8	374.0	66.0	5	247.8	43.7	66.26	Width
	8	374.0	100.0	5	247.8	66.3	66.26	Width
	8	374.0	132.0	5	247.8	87.5	66.26	Width
	8	374.0	176.0	5	247.8	116.6	66.26	Width
	8	374.0	264.0	5	247.8	174.9	66.26	Width
Corner	3	184.9	308.0	3	146.4	243.9	79.18	Width
	3	184.9	231.0	3	146.4	182.9	79.18	Width
	3	184.9	250.0	3	146.4	198.0	79.18	Width
	3	184.9	264.0	3	146.4	209.0	79.18	Width

Your sales contact here.

media impact

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