

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 closing	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

TECHNICAL 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.