

THEME SPECIAL

WELT Digital - 2026



THEME Special _ THEME Special _ THEME Special _ THEME Special _

WHY A THEME SPECIAL?

- In a THEME SPECIAL, **high-quality** articles from our renowned editors are bundled **on a landing page**.
- The editorial articles are selected to perfectly match the topic of your choice, creating **an ideal communication environment for your brand and target audience**.
- At the center **is you as the sponsor** of the THEME SPECIAL, with **your advertising** materials placed close to the editorial content.

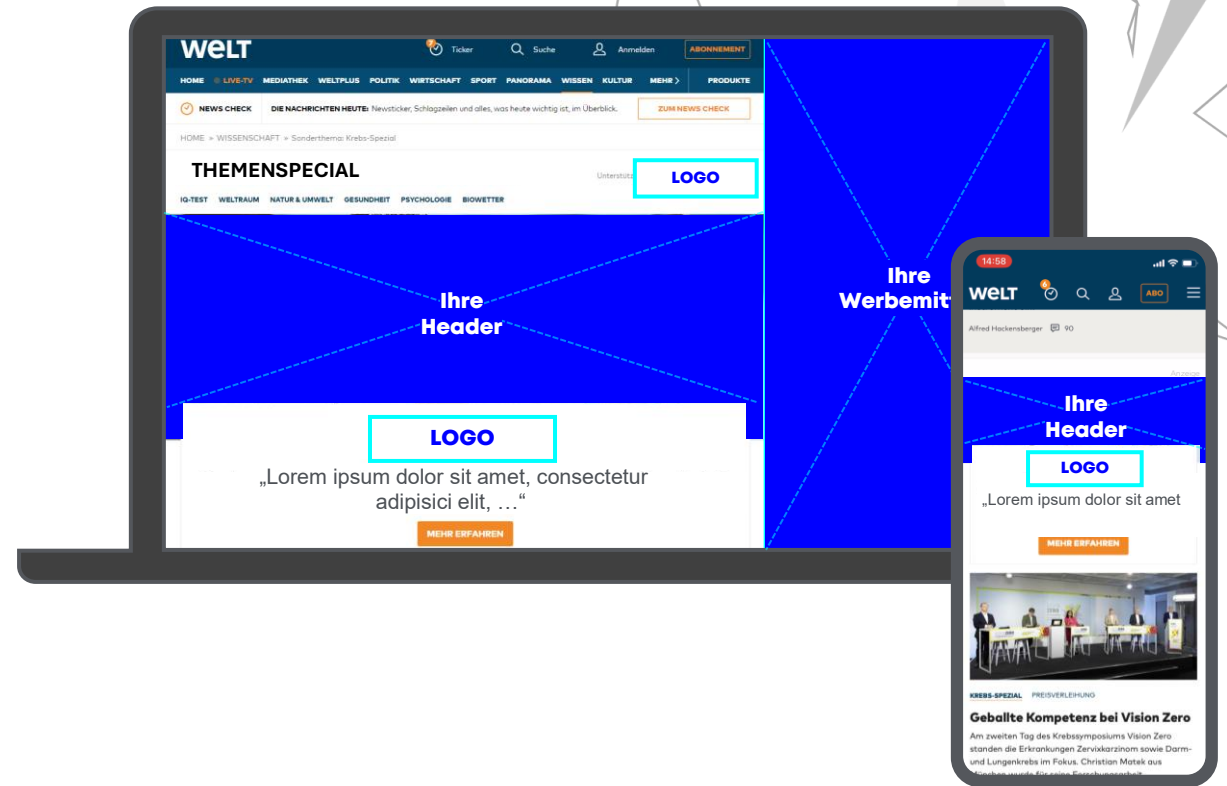
Your Benefits

- High-quality editorial environment
- High relevance of the content for your target audience
- Guaranteed reach
- Exclusivity
- Navigation entry

PRESENTING

As an advertiser, you will be placed within the THEME SPECIAL with a **Sitebar** format on desktop and a **Medium Rectangle** in a multiscreen setup.

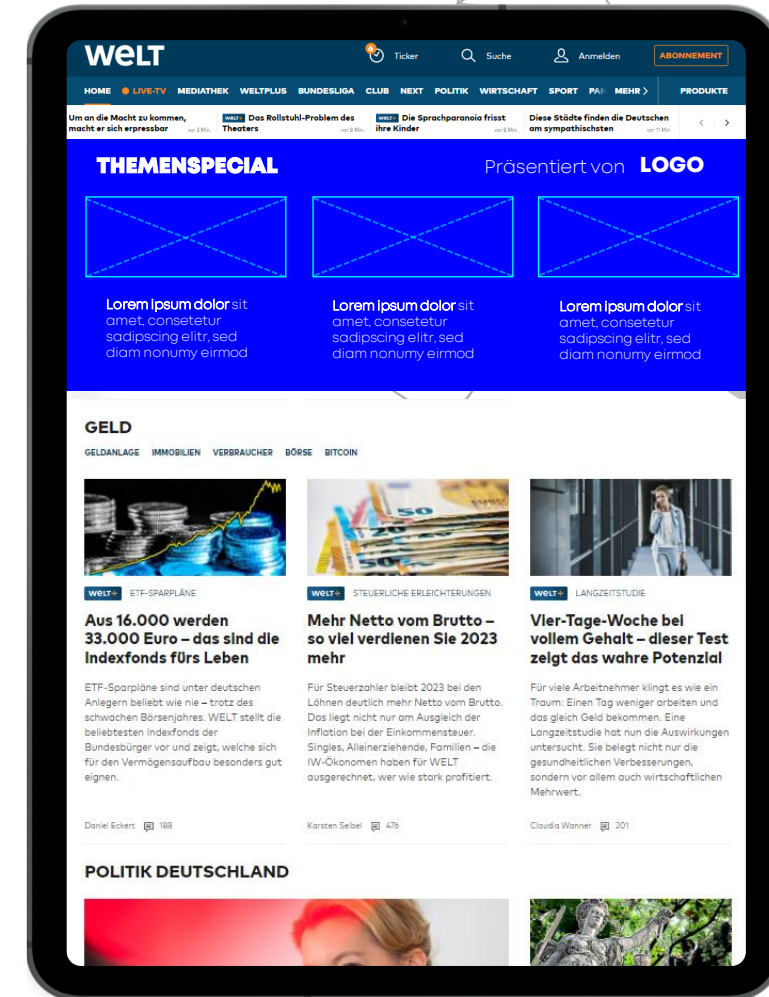
Throughout the entire campaign period, you will appear prominently as the sender of the special — both in **the header and in the presenting footer**.



HOME PRESENCE

When booking a THEME SPECIAL in package size M or L, you benefit from a **stage presence on the WELT.de homepage**.

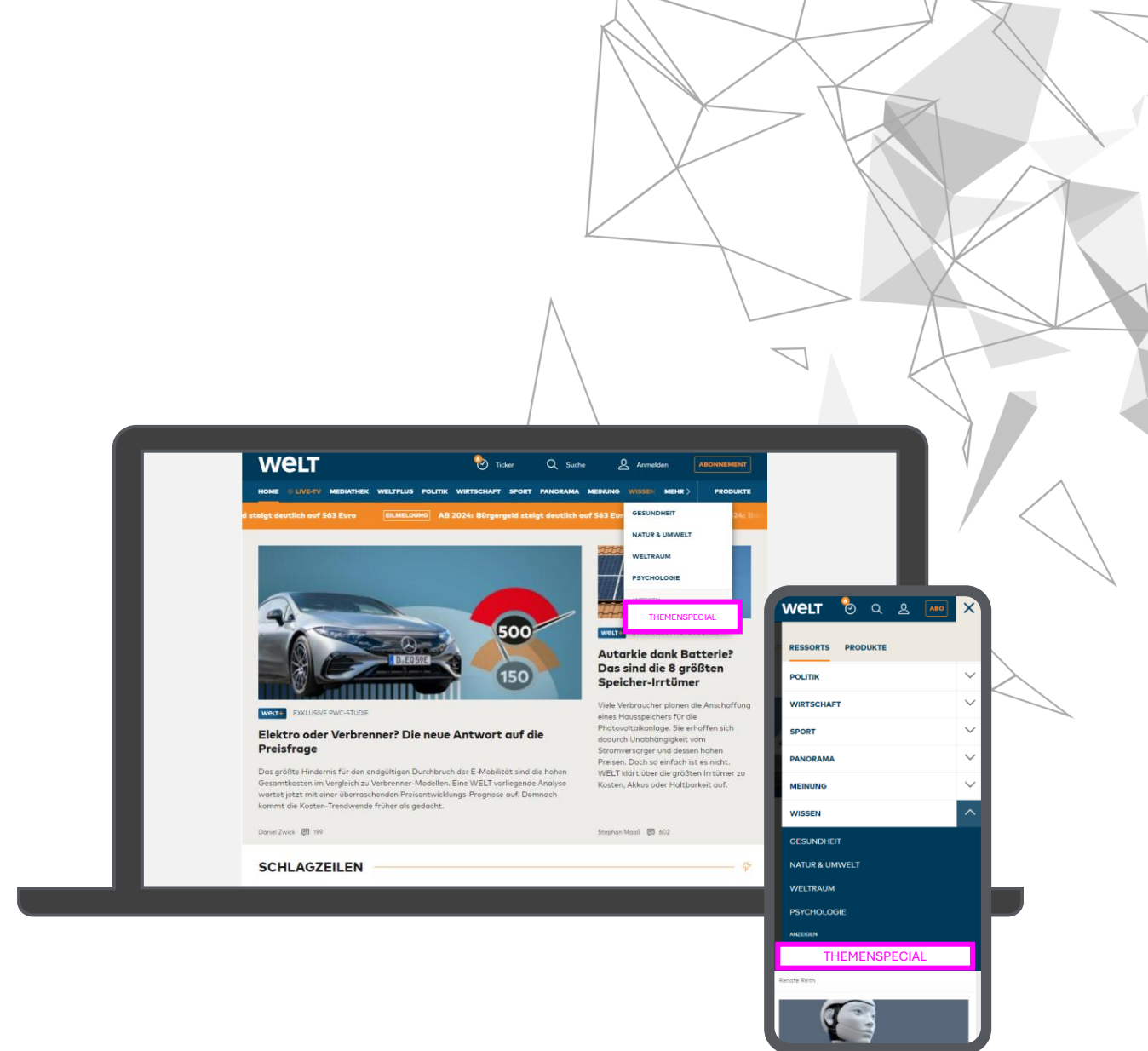
Your brand is prominently featured with a fixed logo, allowing users to access your special directly.



NAVIGATION ENTRY AND TRAFFIC DELIVERY

Throughout the **entire duration** of the special, you receive a fixed navigation entry on WELT.de, ensuring maximum awareness for your special.

Performance is driven **by individual traffic-generating advertising formats** on WELT.de (Sitebar + Mobile Medium Rectangle*).



TOPIC FOCUS AREAS

- Travel & Vacation Special
- Food Special
- Diversity
- Smart Living
- Health
- Sustainability
- Lifestyle & Fashion
- Work & Career
- Family & Parenting
- New Mobility
- Knowledge & Education
- Real Estate
- Insurance & Finance
- SMEs (Small and Medium-Sized Enterprises)



INVESTMENT

WELT THEME SPECIALS ¹	AD IMPRESSIONS	PACKAGE PRICE ²
Logo integration (Desktop/MEW), navigation entry, header & footer, Sitebar + Medium Rectangle (multiscreen)⁴		
Theme special 4 Weeks	400,000	€25,000
Theme special XL inkl. 4 Weeks Logo integration within the homepage topic stage (2 days)	800,000	€50,000

1) Individual topics subject to editorial approval.

2) Additional creation costs: €4,000 (not eligible for discounts or agency commission).

3) The client logo must be delivered 3 weeks prior to the go-live date.

4) Sitebar and multiscreen Medium Rectangle = traffic-driving ad formats on WELT.de