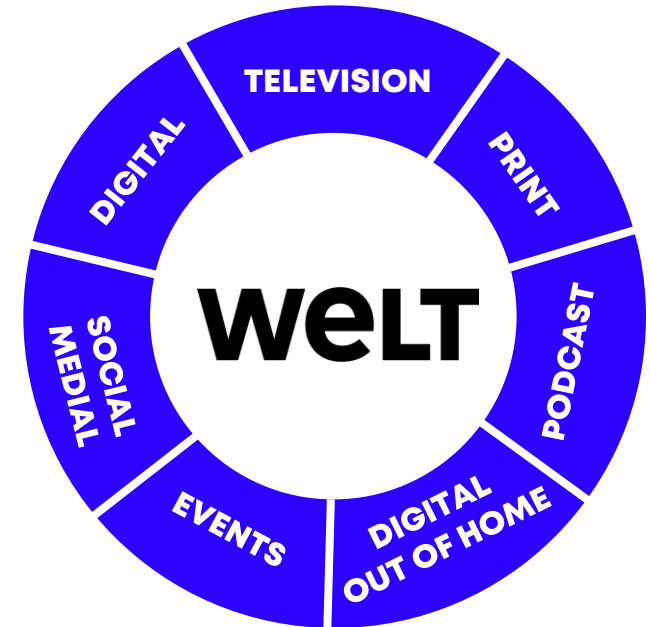


The world belongs to
those who think new.

This is WELT.

WELT is a 360-Degree media brand and stands for intelligent quality journalism.

**360 DEGREE
COMMUNICATION**

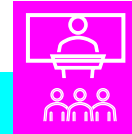


WELT reaches
37 million people

WELT IS UNIQUE



AI-Assistant
WELT GO!

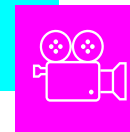


WELT
Economy Summit

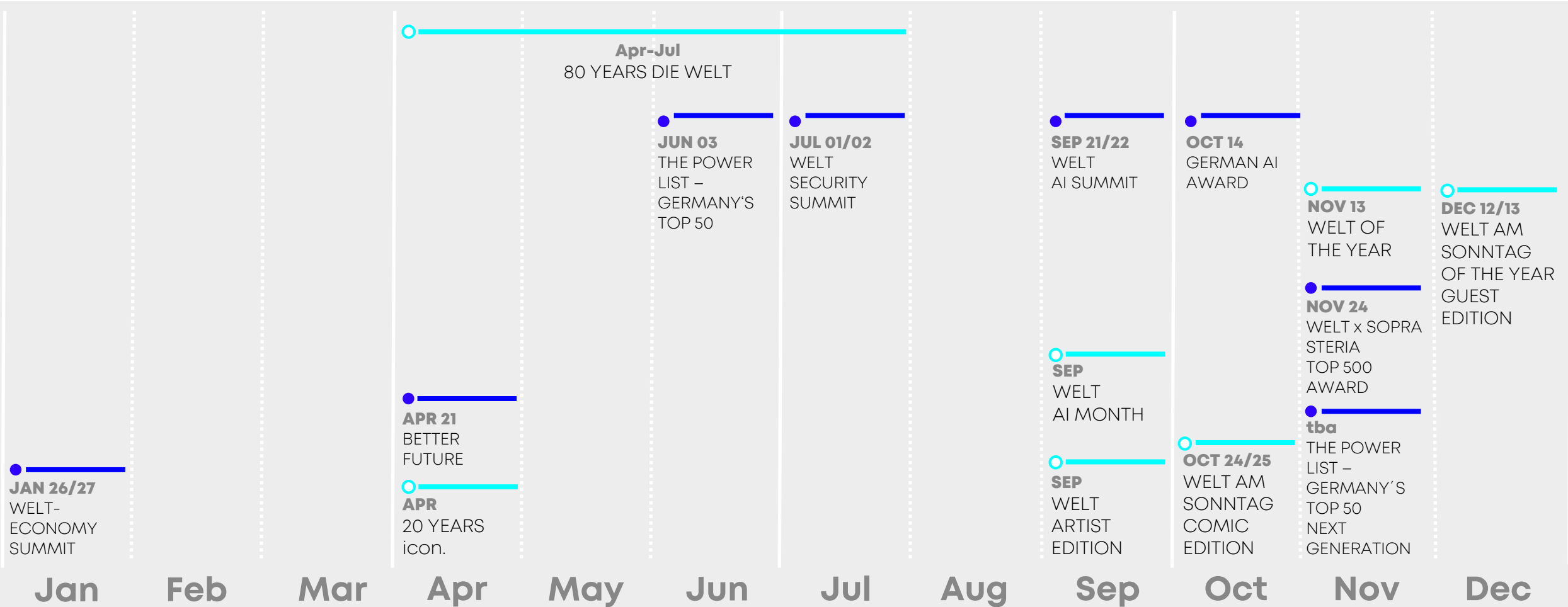
WELT
Artist Edition



State Of The
Art TV Studio



WELT HIGHLIGHTS 2026



● Events ○ Specials

•Stand Apr 2026, vorbehaltlich Änderungen

WELT CROSS-MEDIA

print & digital

HIGHEST CROSS-MEDIA NET REACH



b4p 2025 I; Base: German-speaking population aged 14+ (70.48 million), readers per issue, users per month (online, mobile usage via smartphone/ MEW, for WELT also the app; WELT = DIE WELT + WELT AM SONNTAG + WELT AM SONNTAG Kompakt + WELT Online + DIE WELT Edition; cross-media = Print, Digital = Homepage + App (if available), excluding TV

WELT'S CROSS-MEDIAL AUDIENCE

3.07M

We rank #1 versus competitors for management level users in the company*



Most readers with > € 3,000 HHNI per month

9.88M

47.1

Average reader age

We rank #1 for readers holding a highschool diploma or university degree

7.96M



•b4p 2024 III; Base: German-speaking population aged 14+ (70.48 million), brand per month (Print, Digital, excluding TV)

*At least sub-department management.; competitors included in this ranking include Süddeutsche Zeitung, Die Zeit, Frankfurter Allgemeine, Handelsblatt

DECISION MAKERS CHOOSE WELT

**REACH DECISION MAKERS,
WHICHEVER PLATFORM THEY ARE
CONSUMING WELT ON.**

Whether with WELT Digital, WELT AM SONNTAG, DIE WELT or a live event – WELT has the right medium for every message.

WELT CROSS-MEDIA

1,166M Decision-Makers¹

WELT DIGITAL

810K Decision-Makers²

WELT PRINT

334K Decision-Makers³

1) LAE 2025; user/reader per month

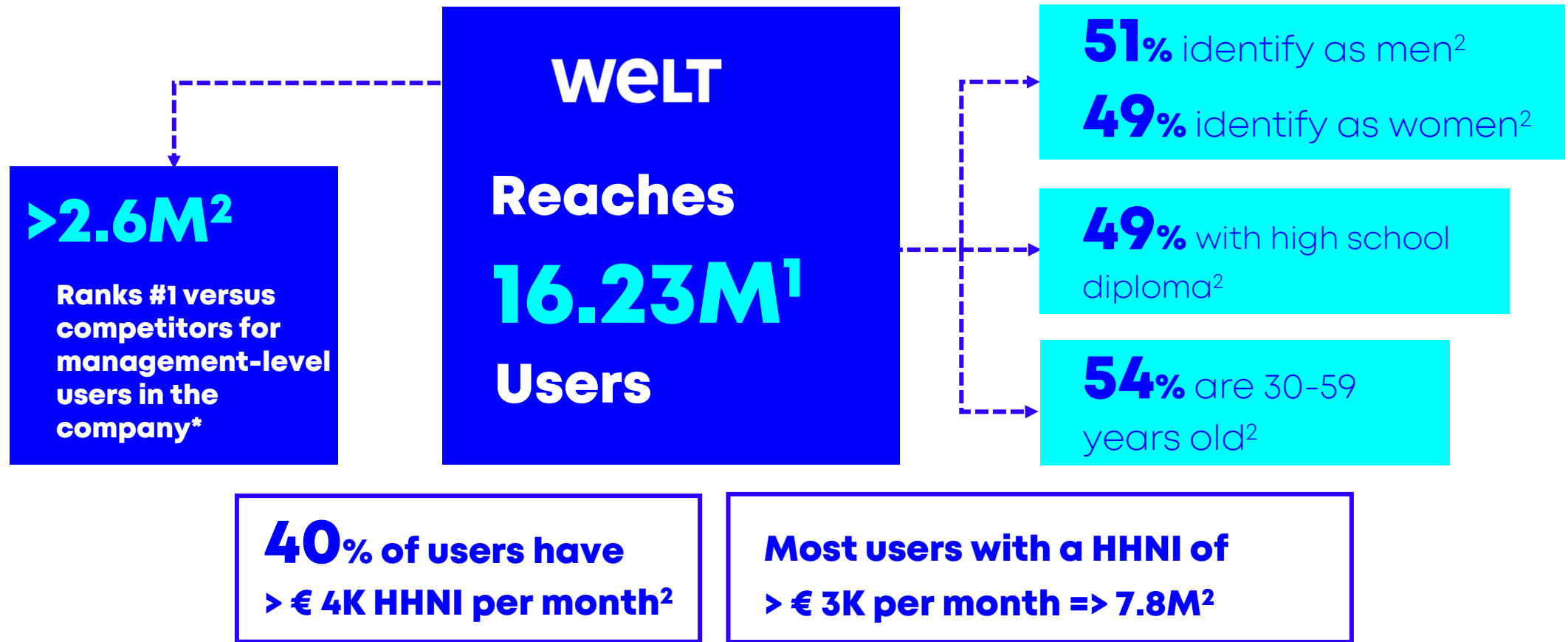
2) LAE 2025; user per month

3) LAE 2025 reader per issue , WELT Print Total

WELT Digital

With **16.23 million users,**
WELT DIGITAL is one of the most
visited digital platforms in Germany

THE WELT DIGITAL AUDIENCE



¹) AGF X-Reach July 2025; 2 b4p 2025 I, users per month
* at least sub-department management level

WELT Print



DEEP JOURNALISTIC EXPERTISE

- WELT AM SONNTAG** is the leading weekend read for discerning readers. In addition to strong investigative stories on business and politics, the paper regularly focuses on topics such as AI, new mobility and SMEs as well as finance, culture, style and travel.

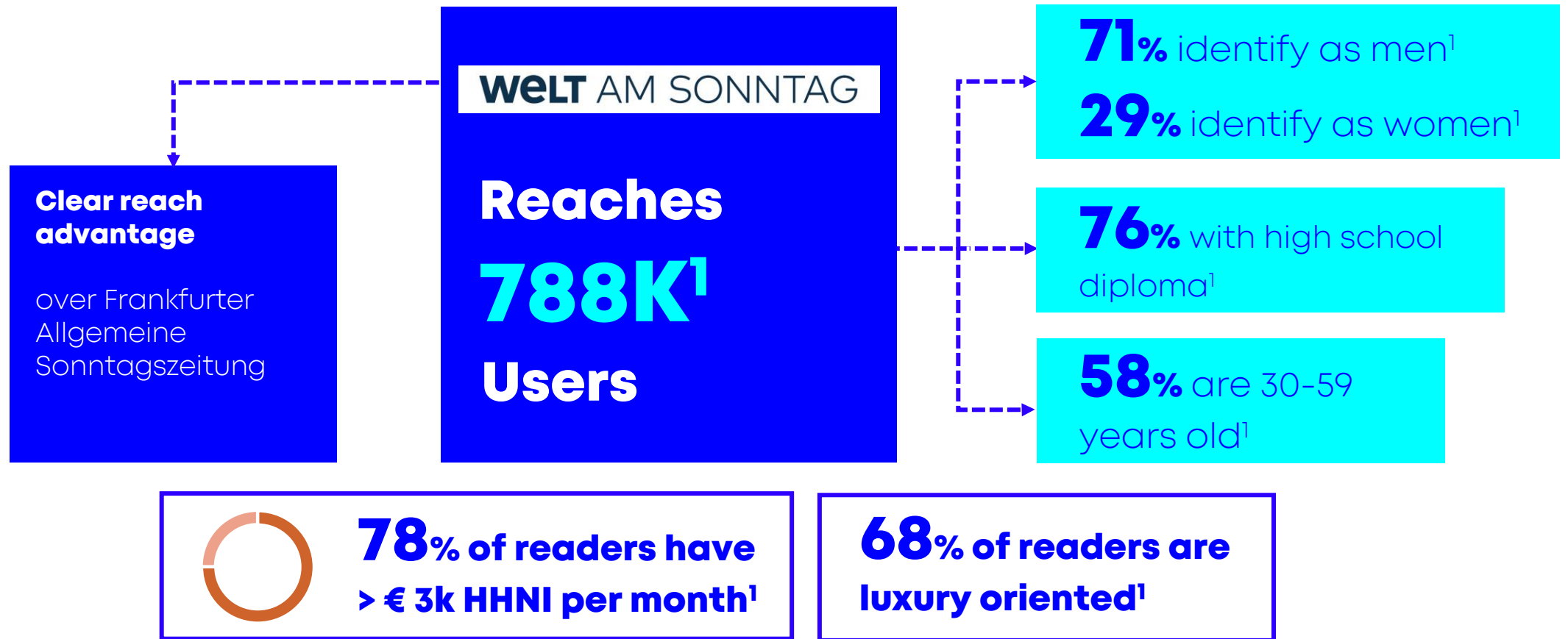
- DIE WELT** provides a concise summary of the day's news and debates from Monday to Friday, along with sharp commentary and in-depth analysis.



DIE WELT is published daily from Monday to Friday.

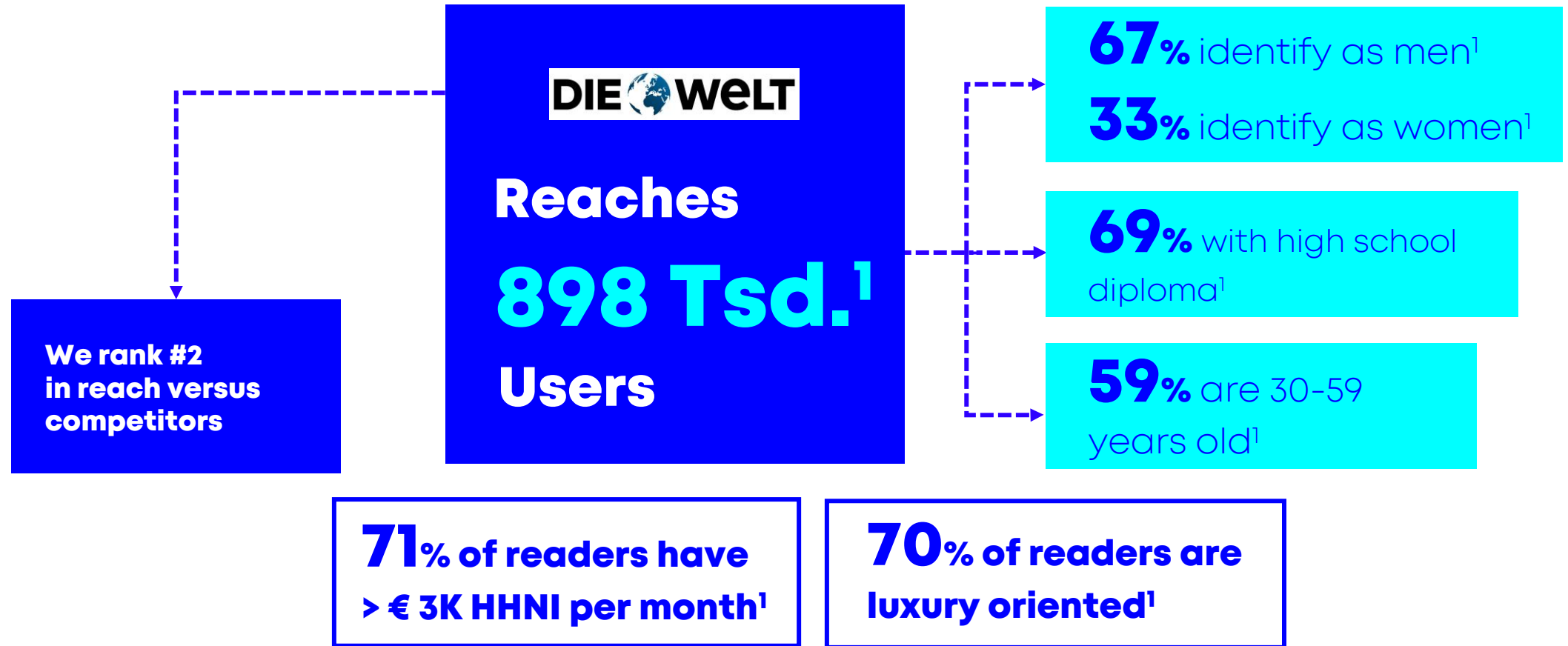
WELT AM SONNTAG is published with one issue on Saturday and one on Sunday.

THE WELT AM SONNTAG AUDIENCE



WELT AM SONNTAG = WELT AM SONNTAG on Saturday + WELT AM SONNTAG on Sunday incl. WELT AM SONNTAG Kompakt
1) b4p 2025 | readers per issue / * Luxury makes life more beautiful (completely agree / somewhat agree)

THE READERS OF DIE WELT



DIE WELT = DIE WELT, Mon-Fri
1) b4p 2025 | readers per issue / * Luxury makes life more beautiful (completely agree / somewhat agree)

You can find your sales contact [HERE](#).

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