
DIE WELT

The Modern Daily Newspaper
For Germany

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Editorial Standard

The Editorial Concept



Dr. Wolfram Weimer
Editor-in-Chief of DIE WELT

DIE  WELT

- Germany's most modern quality daily newspaper
- cosmopolitan both optically and in its contents with a cross media input

DIE  WELT

Clear 4-section structure

The editorial Concept



1st section:
Politics

International, Europe,
Berlin Capital and
2 pages forum



2nd section:
Economy

with real estate/ realty page



3rd section:
Finance/ Sport



4th section:
Feature Pages

What DIE WELT Stands for...

The Editorial Concept



- quality journalism in internet and in print
- liberal and cosmopolitan
- clearly structured news, analyses and commentaries in all sections

- clear layout as well as additional compact summary sections offer a quick information guide for the reader who has little time
- 2 regional editions in Berlin and Hamburg
- direct website address of the subject-related sources at the end of many articles
- up-to-the-minute internet information in WELT online - www.welt.de

DIE WELT – Media Awards



02/2001: “World’s Best Designed Newspaper” in the category “high-circulation newspapers”



09/2000: “Media Tenor Prize for journalistic variety”

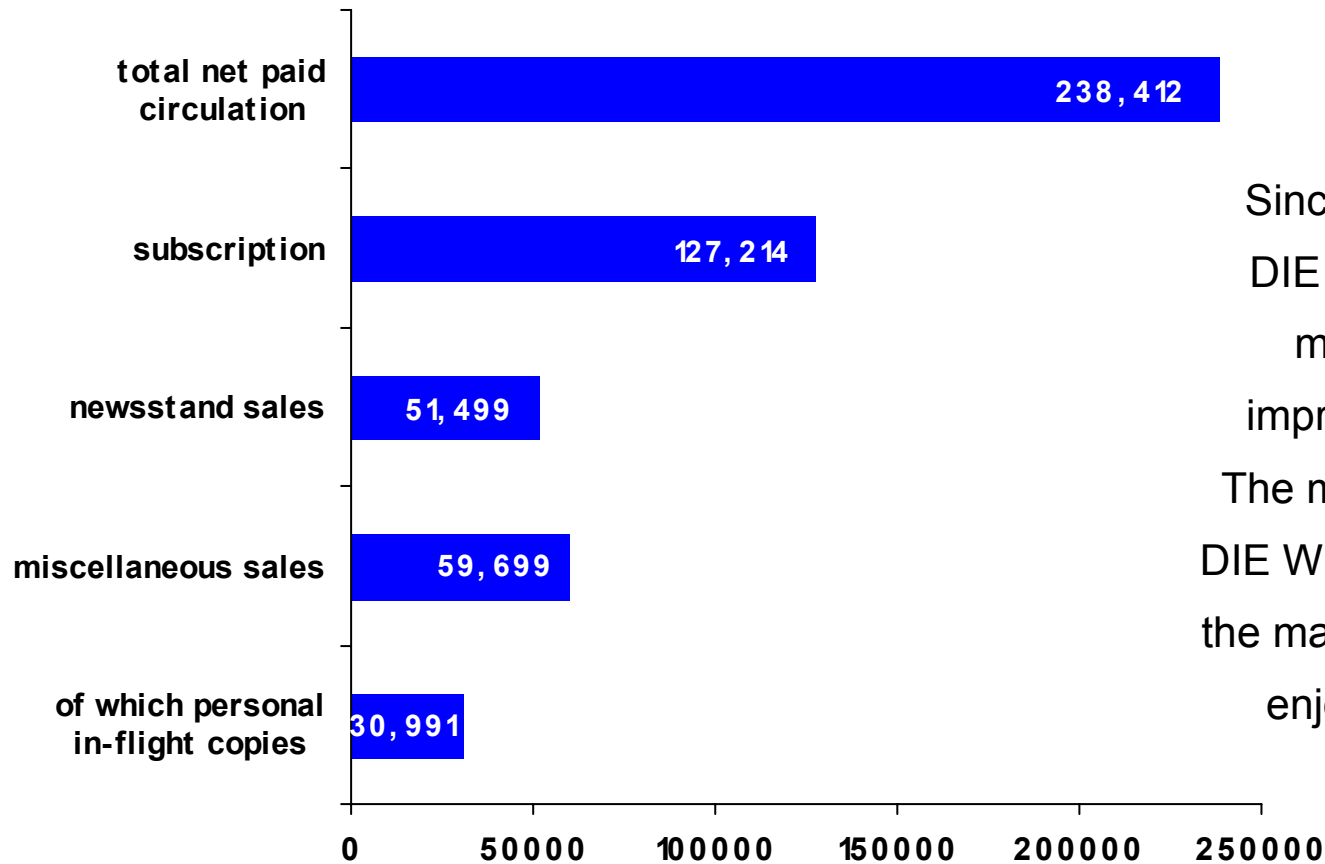
Print Sport-Redaktion des Jahres

01/2000: In second place for the “Print Sports Editing of the Year”, awarded by the “sport intern” news agency service



11/1999: “Europe’s Best Designed Newspaper” in the category „national daily newspapers“

Circulation Structure



Since the successful relaunch of DIE WELT in 1998 the readers' market has reacted with an impressively increased demand. The modern newspaper concept of DIE WELT has asserted itself daily in the market for the last four years and enjoys a high empathy with its readers.

THE READERSHIP

in market and media surveys

1. MA – socio-demography
2. AWA - interests/consumption
3. LAE – decision-makers

MA (Working Group Media Analysis) and AWA (Allensbach Advertising Media Analysis) are roughly equivalent to the UK's NRS (National Readership Survey)

LAE (Readership Analysis Decision-makers) is roughly equivalent to the UK's EBRS (European Business Readership Survey).

Socio-demography

The Readership

MA 2002 Tageszeitungen

DIE WELT coverage: 606,000 readers

Basic population: 64.25 million people aged 14+

Readers' structure

| | MA 2002 % | DIE WELT % | DIE WELT Affinity index |
|---|--------------|---------------|----------------------------|
| Universe | 100 | 100 | total = 100 |
| Sex | | | |
| male | 48 | 61 | 127 |
| female | 52 | 39 | 75 |
| Age groups | | | |
| 14-29 years | 20 | 16 | 82 |
| 30-59 years | 50 | 58 | 114 |
| 60 years and older | 30 | 26 | 88 |
| Education | | | |
| A-levels, no college or university | 7 | 22 | 299 |
| A-levels, college or university | 8 | 29 | 346 |
| employed | 52 | 62 | 121 |
| not employed (i.e. in training or retired) | 48 | 38 | 78 |
| Current employment of interviewee | | | |
| self-employed and liberal professions | 1 | 5 | 542 |
| executives and civil servants | 3 | 12 | 438 |
| Household net income | | | |
| 2,000 Euros - 2,500 Euros | 21 | 19 | 94 |
| 2,500 Euros and more | 26 | 56 | 216 |
| 3,000 Euros and more | 15 | 43 | 277 |

Source: MA 2002 Tageszeitungen

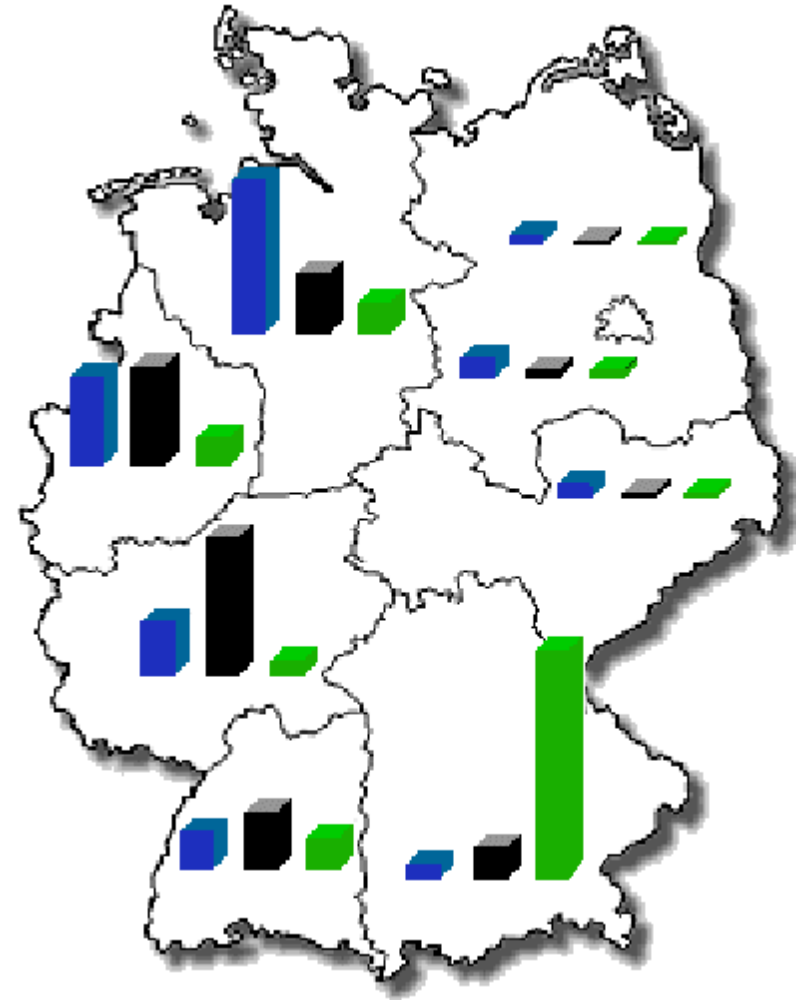
DIE WELT

Distribution

DIE WELT - nationwide circulation

As one of the leading German quality dailies DIE WELT has a particularly nationwide coverage.

In addition, DIE WELT is international and is represented in more than 130 countries.



Nielsen core areas

| | D | DIE WELT | FAZ | SZ |
|--------------|------|----------|------|------|
| Nielsen I | 16 % | 40 % | 9 % | 6 % |
| Nielsen II | 21 % | 24 % | 27 % | 7 % |
| Nielsen IIIa | 13 % | 8 % | 36 % | 5 % |
| Nielsen IIIb | 12 % | 7 % | 13 % | 10 % |
| Nielsen IV | 15 % | 6 % | 7 % | 65 % |
| Nielsen V | 4 % | 9 % | 3 % | 2 % |
| Nielsen VI | 9 % | 3 % | 2 % | 2 % |
| Nielsen VII | 9 % | 4 % | 3 % | 2 % |

High Exclusive Readership

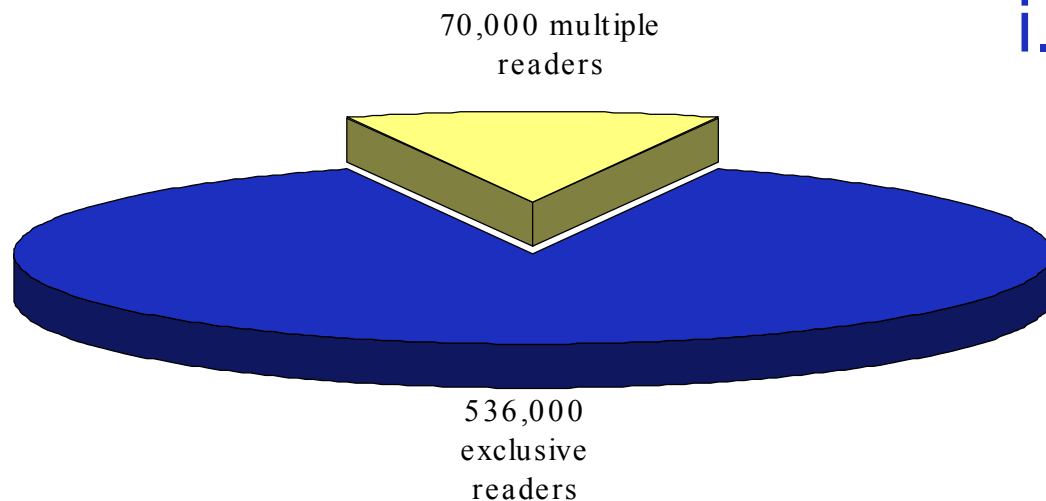
The Readership

536,000 WELT readers

i.e. 88% who read

DIE WELT

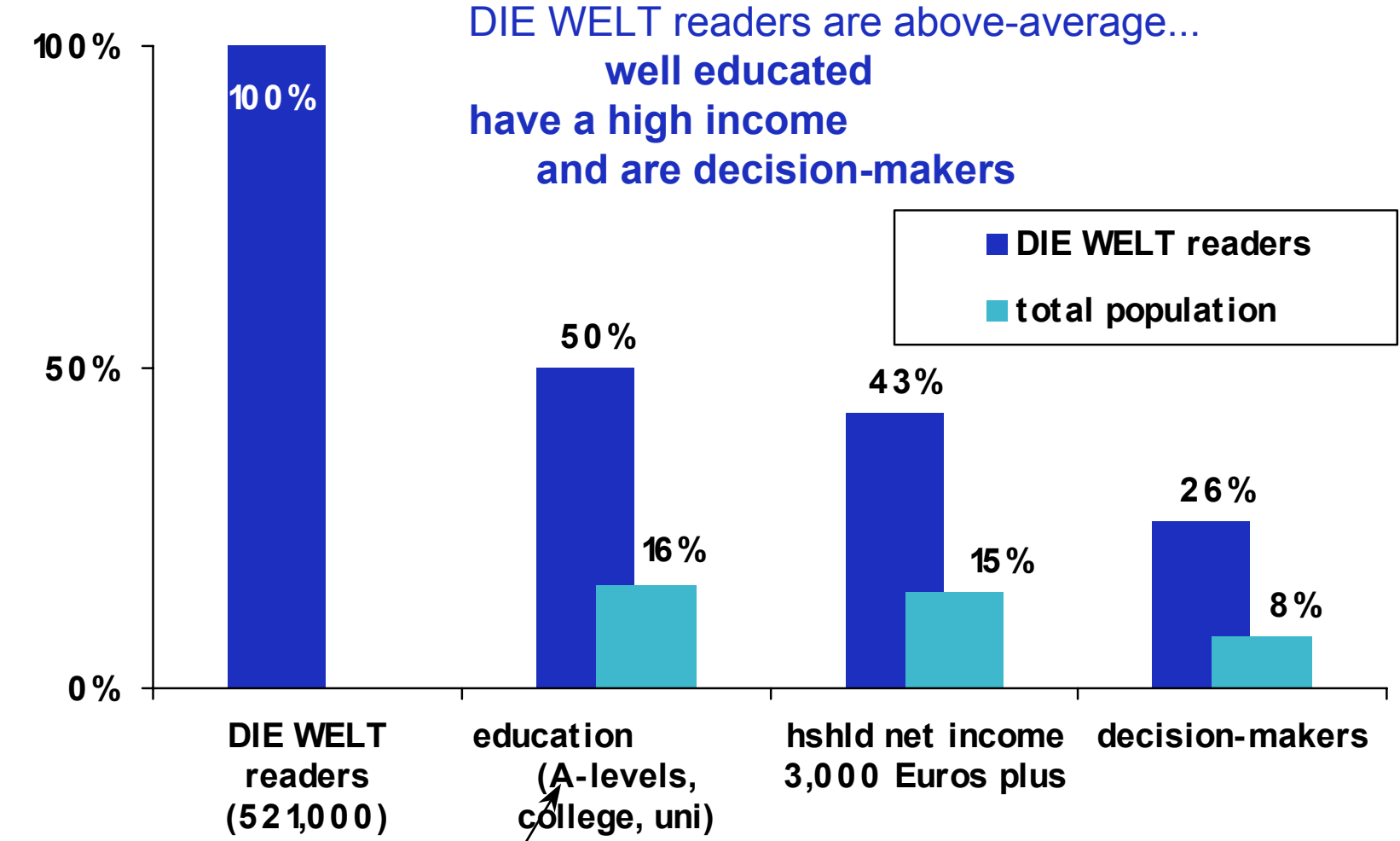
exclusively



■ DIE WELT exclusive readers ■ multiple readers (WELT, FAZ, SZ)

MA Readership Focus

The Readership



statement: 50% of DIE WELT readers have A-levels, college or university studies

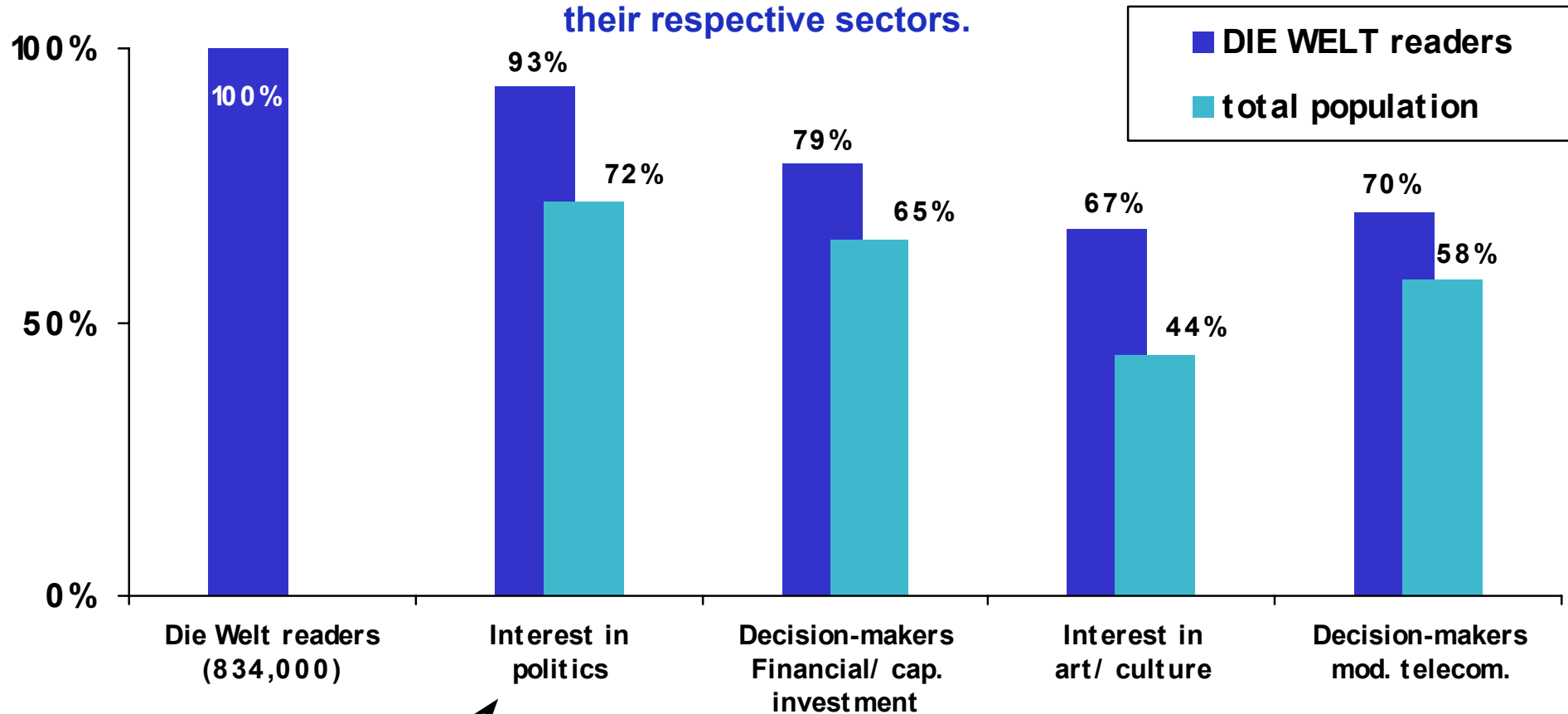
Source: MA 2002 Tageszeitungen, target group: decision-makers (liberal professions, self-employed, executives, civil servants)

AWA Readership Focus

Circulation and Reach

DIE WELT readers...

have a wide range of interests,
are affluent decision-makers in
their respective sectors.

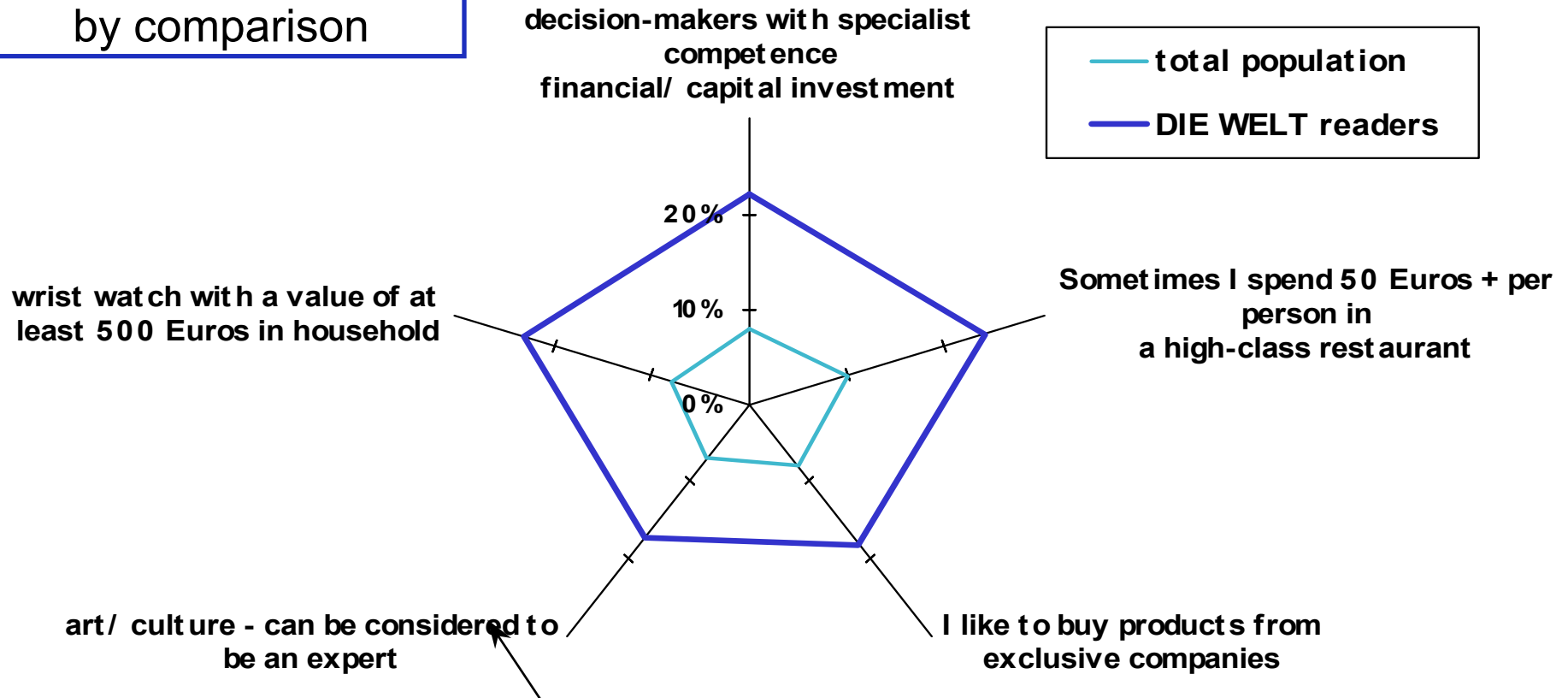


statement: 93% of DIE WELT readers are interested in politics,
(72% for the total population)

AWA Structural Profile of DIE WELT readers

The Readership

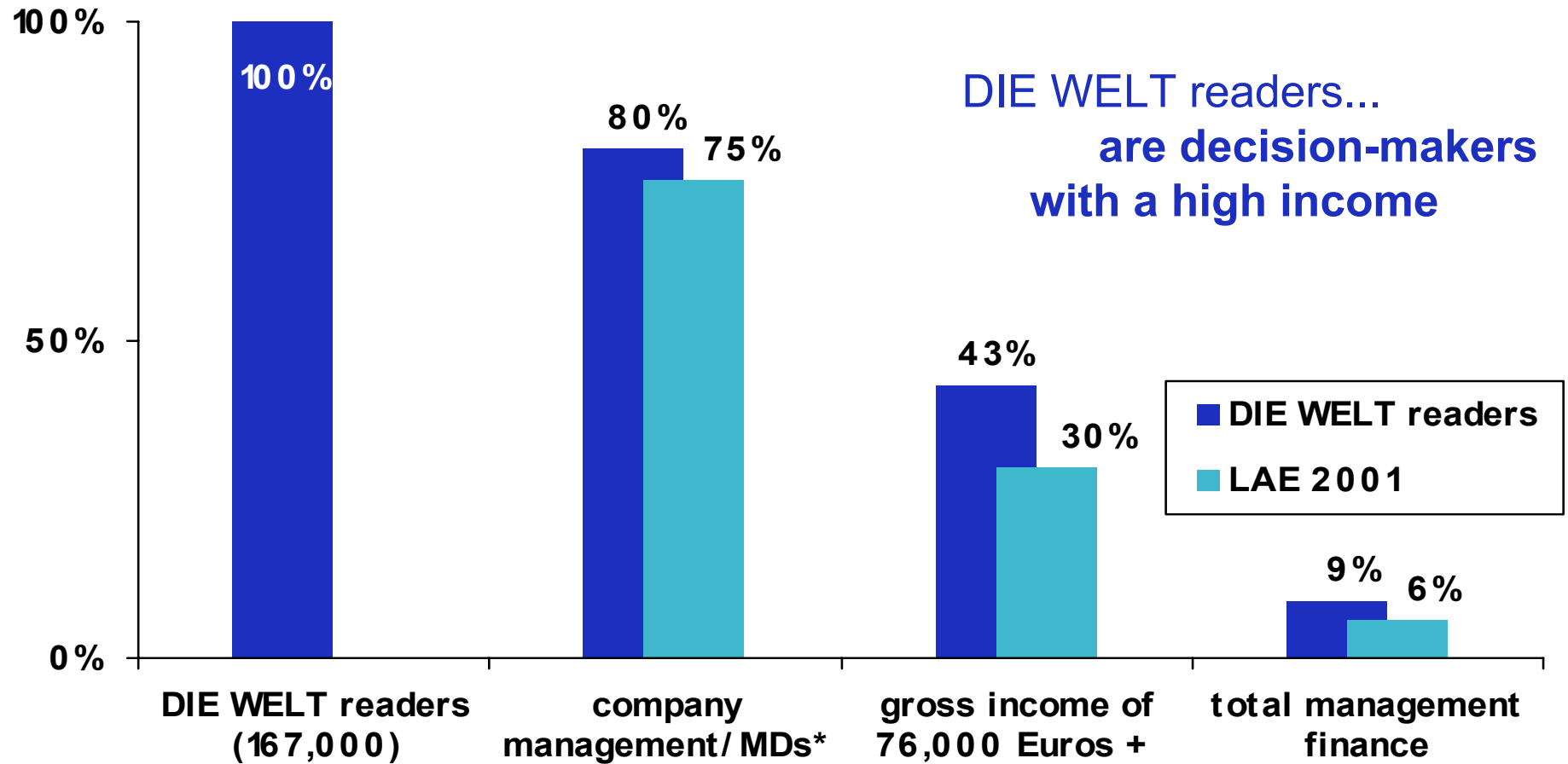
structural share:
DIE WELT readers and
total population
by comparison



statement: 17% of DIE WELT readers can be considered to be art and culture experts
(for the total population only approx. 7%)

LAE Readership Focus

Circulation and Reach



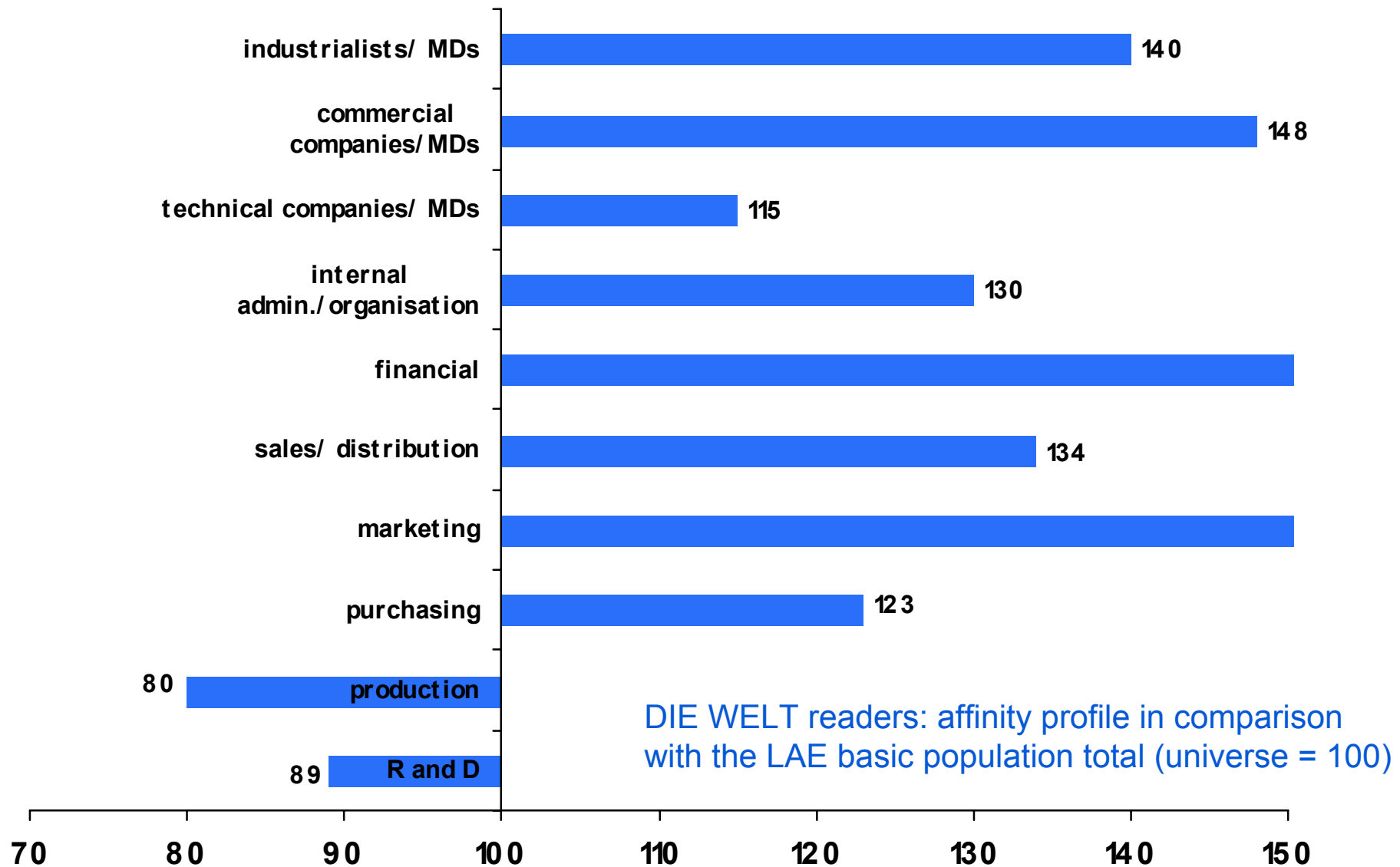
statement: 80% of the LAE-DIE WELT readers have an annual gross income of 76,000 Euros and more (for the total LAE the value is 75%)

Source: LAE 2001 , universe: total DIE WELT readers *single/ group decision-makers, delegation

DIE WELT

Die WELT Readership in the LAE Survey

The Readership



Source: LAE 2001 , universe: total DIE WELT readers

DIE WELT

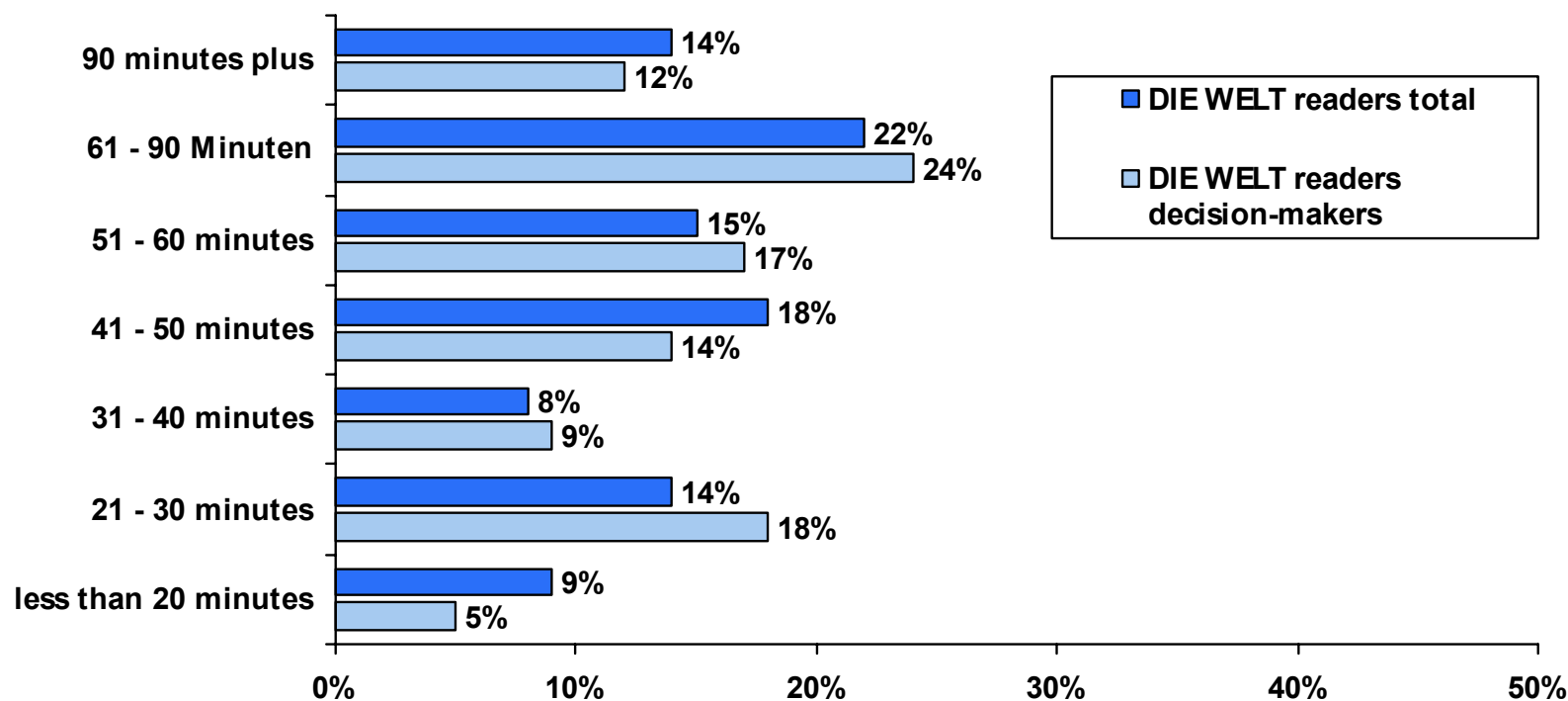
as evaluated by its readers

Reading Duration

DIE WELT as Evaluated
by its Readers

**DIE WELT is read extensively:
the average reading time is 62 minutes.**

Question: How long do you spend reading this edition on the whole?



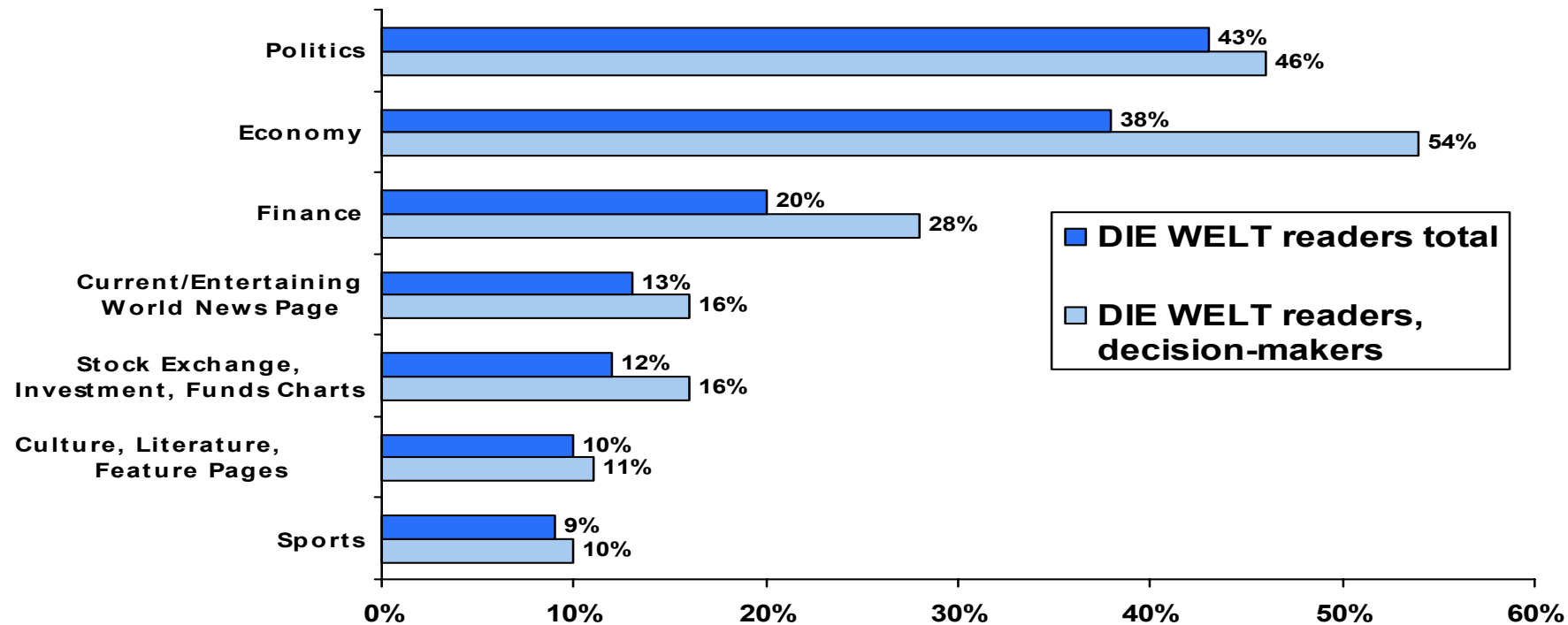
The most appreciated Components of DIE WELT

DIE WELT as evaluated
by its Readers

DIE WELT as a competent reporter:

**Economy, Politics and Finance are the most appreciated components of DIE WELT.
More than half of the decision-makers particularly hold the Economy section in high esteem.**

Question: Which parts of DIE WELT do you particularly value?



Usage of Sections

DIE WELT as evaluated
by its readers

DIE WELT und its most favourite pages Front page, Politics, Entertaining World News, Economy and Berlin Capital News.

Question: I am going to read out to you the various parts or sections of DIE WELT. Tell me using this scale whether you read this part always/ frequently/ seldom or never.

