

WELT_{am} SONNTAG

Die Sonntagszeitung für Deutschland.

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WELT_{am} **SONNTAG**

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Editorial

All at a glance on Sunday

Front Page

Extensive reporting on current affairs, interesting personalities, great emotions and memorable events.

Politics

Quick-reference contents, national and international politics, forum, opinions, news and background to the news, medicine, science, people of today, the world at the weekend.

Sport

Versatile sports section with critical commentaries which get down to the essentials.

Vehicles

Car tests, columns and news and tips on everything to do with cars and boats.

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Editorial

All at a glance on Sunday

Culture & Style

Everything in the arts and cultural scenes and tomorrow's trends – pure enjoyment of life presented in a contemporary style

Economy

The economy from first-hand experts – with numerous analyses and forecasts.

Finance

Financial tips from the expert – insider knowledge presented in a simple, comprehensible way. In addition the most significant insights and prospects in the financial world.

Travel

Entertaining travel section with reports, important tips and prices, ads on travel and wellness

Real estate/ Realty

The latest trends from the real estate/ realty sector. Trends for investors and clients as well as reports on exclusive dream homes.

Regional editions

The newspaper within the newspaper for Hamburg, Berlin, Bavaria and North Rhine Westphalia

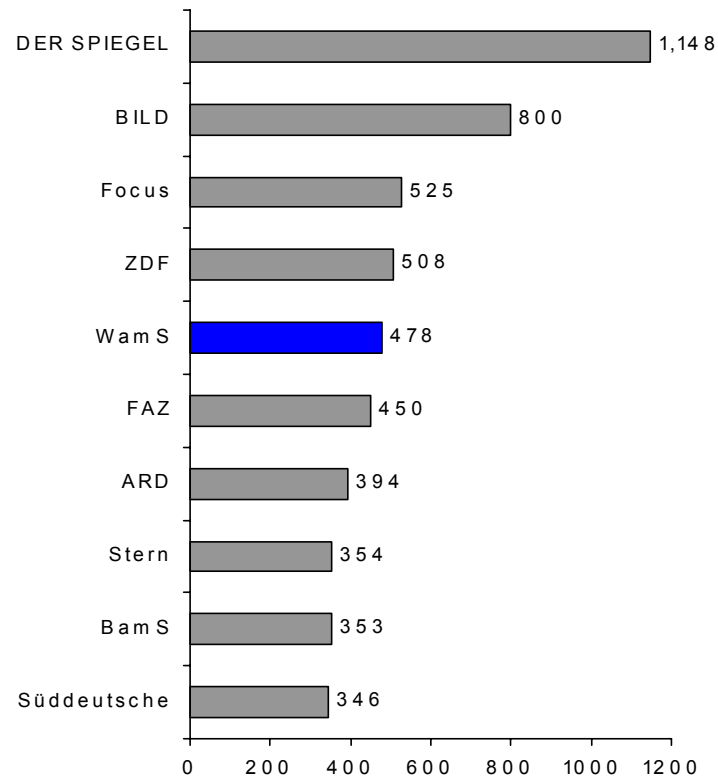
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The journalistic quality

- As an opinion-forming paper WELT am SONNTAG not only gives political orientation but also offers analyses and background reports on current affairs.
- Whoever is important, writes in WELT am SONNTAG: prominent authors and columnists shape the unmistakable character of the newspaper with their contributions.
- Journalism of an extremely high standard is presented in an appealing and comprehensive way.

The journalistic significance



In the quotes ranking of the Bonn media research institute "Media Tenor", WELT am SONNTAG holds fifth place among the most quoted media for 2001.

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Sunday has more to offer

Sunday is Reading Day.

On Sunday the newspaper enters the private realm of the reader.

The newspaper is therefore not only obligatory reading but also offers entertainment and pleasure -

and as a result achieves highest levels of brand awareness thanks to the special reading situation.

Time is a luxury treat for readers on Sunday

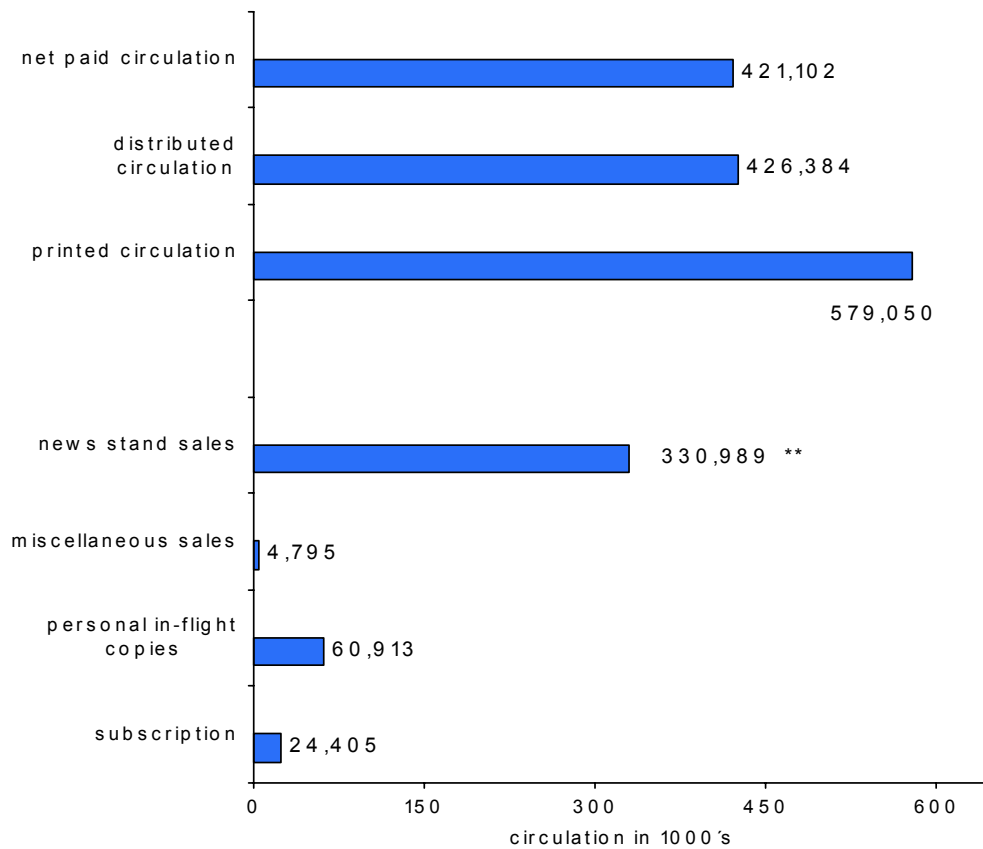
That is why WELT am SONNTAG deals with luxury, enjoyment and the goods things in life.

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Circulation

Sunday is Reading Day



** of which 207,000 are subscription copies delivered to the front door

Sunday has more to offer:

WELT am SONNTAG is used intensively with an average reading time of 90 minutes*.

Source: IVW Institute, 3rd quarter 2002

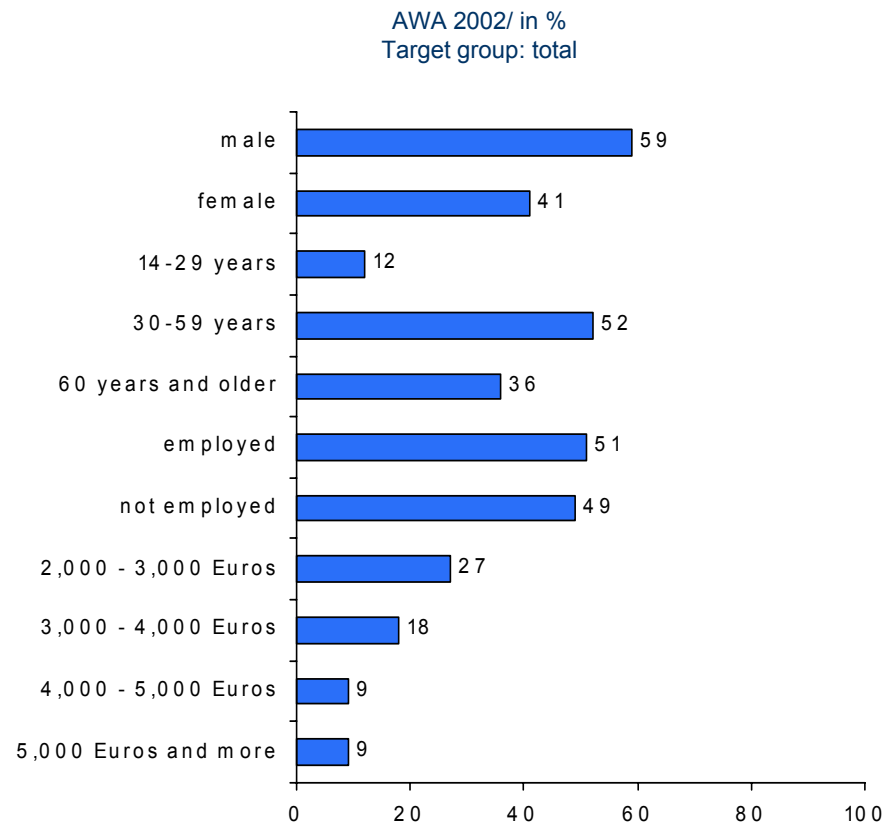
*Copy test 2002;
NFO Infratest MediaResearch

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Readership

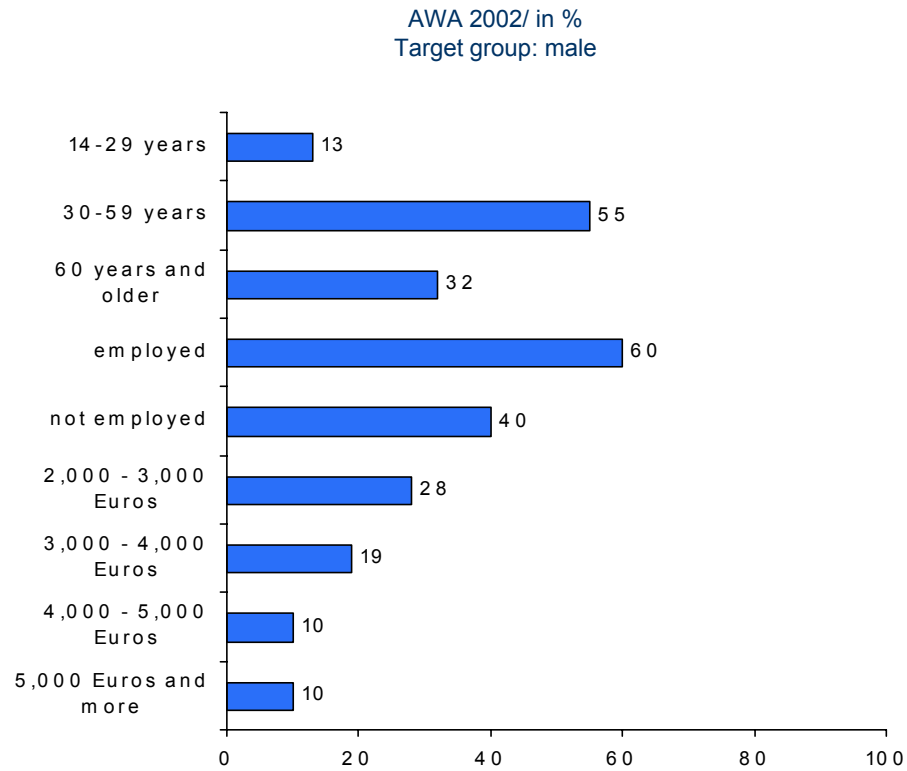
WELT am SONNTAG readers are part of the consumer elite



The readers of WELT am SONNTAG are 59 per cent male and in their prime: 36 per cent of the readers have a net household income of € 3,000 and more.

Readership

WELT am SONNTAG readers are part of the consumer elite



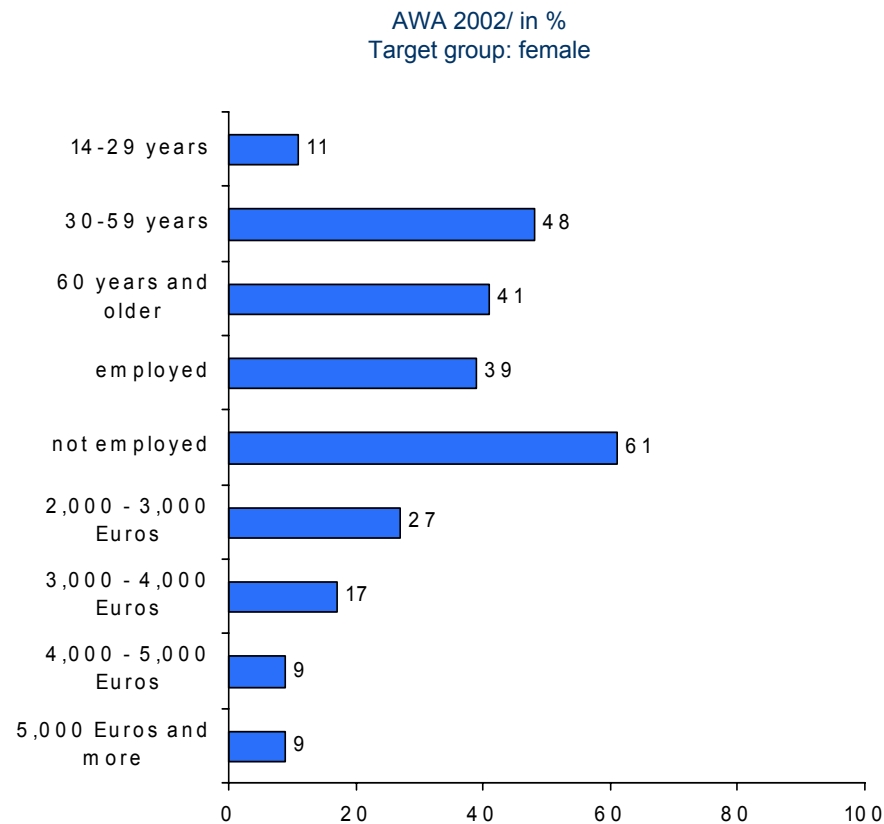
55% of the male readership of WELT am SONNTAG are in the age group 30 to 59. 39% of the male readers have a net household income of € 3,000 and more.

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Readership

WELT am SONNTAG readers are part of the consumer elite



48% of the female readership of WELT am SONNTAG are in the age group 30 to 59. 35% of the female readers have a net household income of € 3,000 and more.

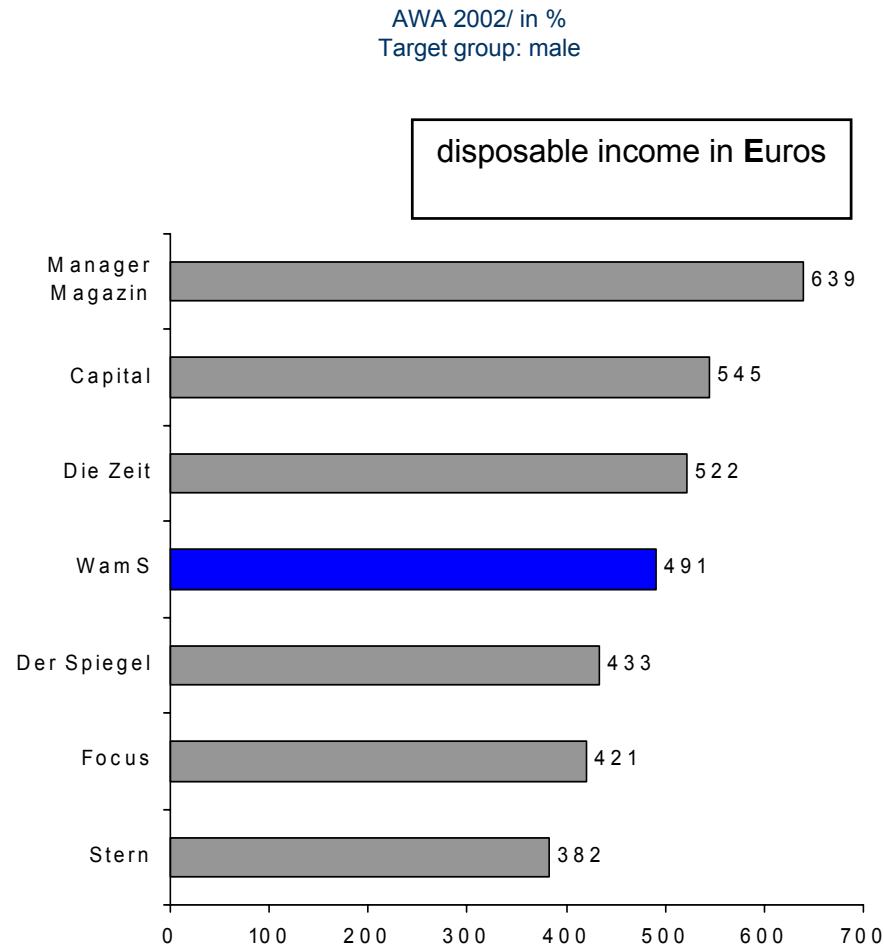
Source: AWA 2002, universe = 33.58 million

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Readership

WELT am SONNTAG readers are part of the consumer elite



The male readers of
WELT am SONNTAG have a high
disposable income and
especially high spending power.

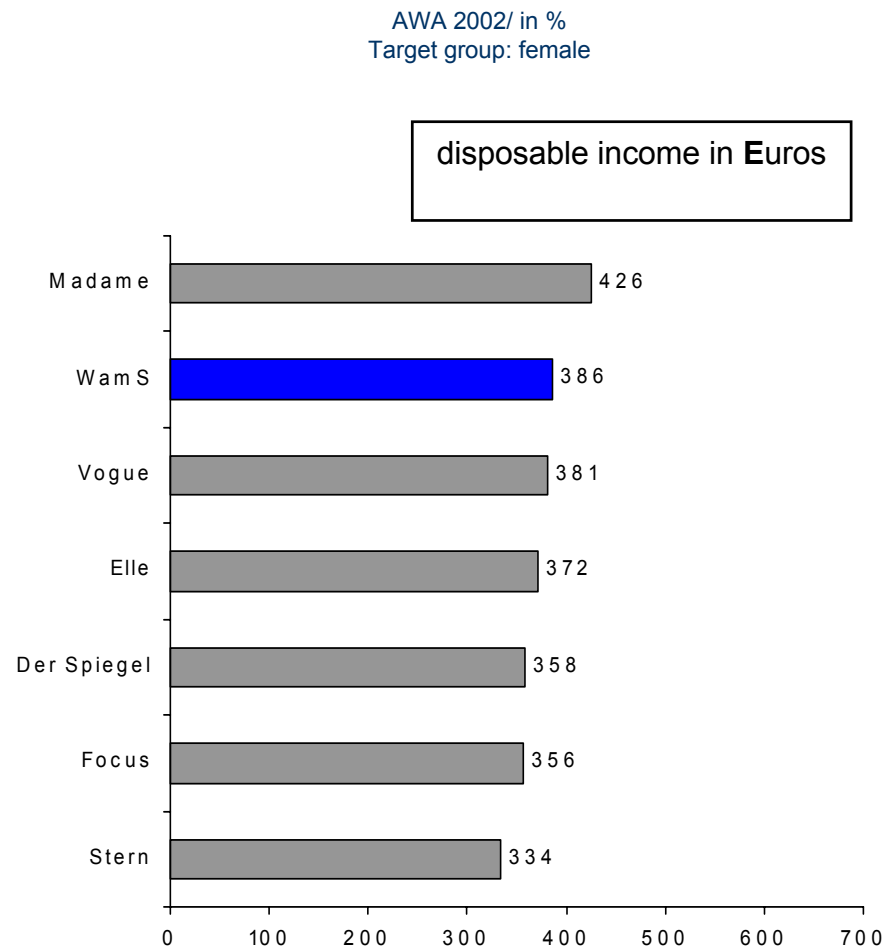
Source: AWA 2002

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Readership

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The female readers of WELT am SONNTAG have a high disposable income and especially high spending power.

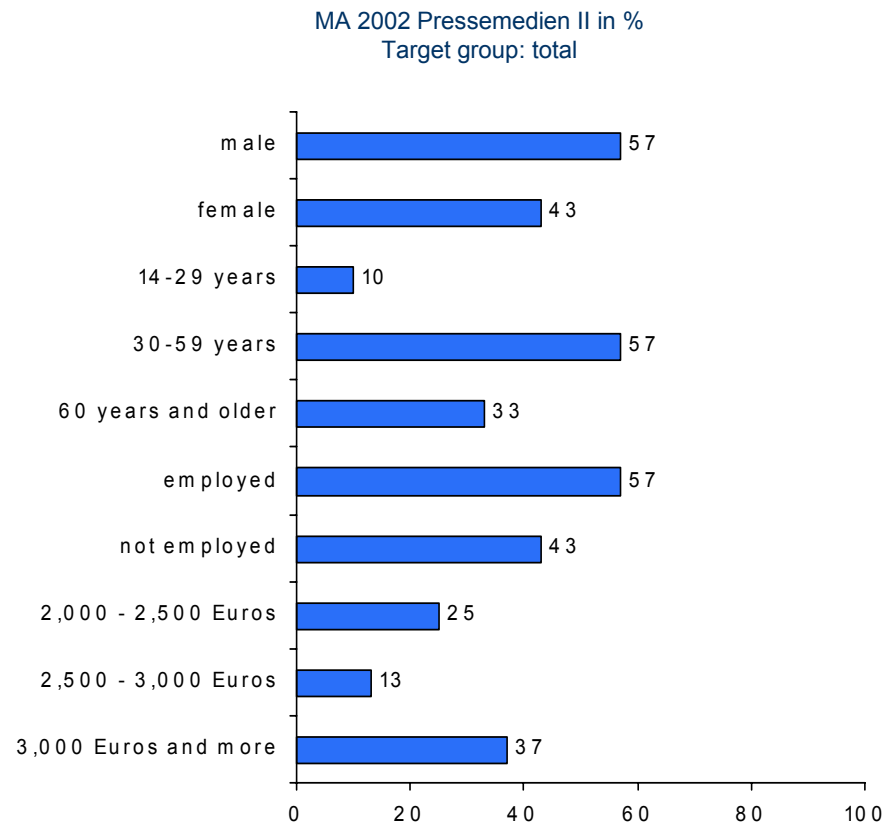
Source: AWA 2002, universe = 33,58 million

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Readership

WELT am SONNTAG readers are part of the consumer elite



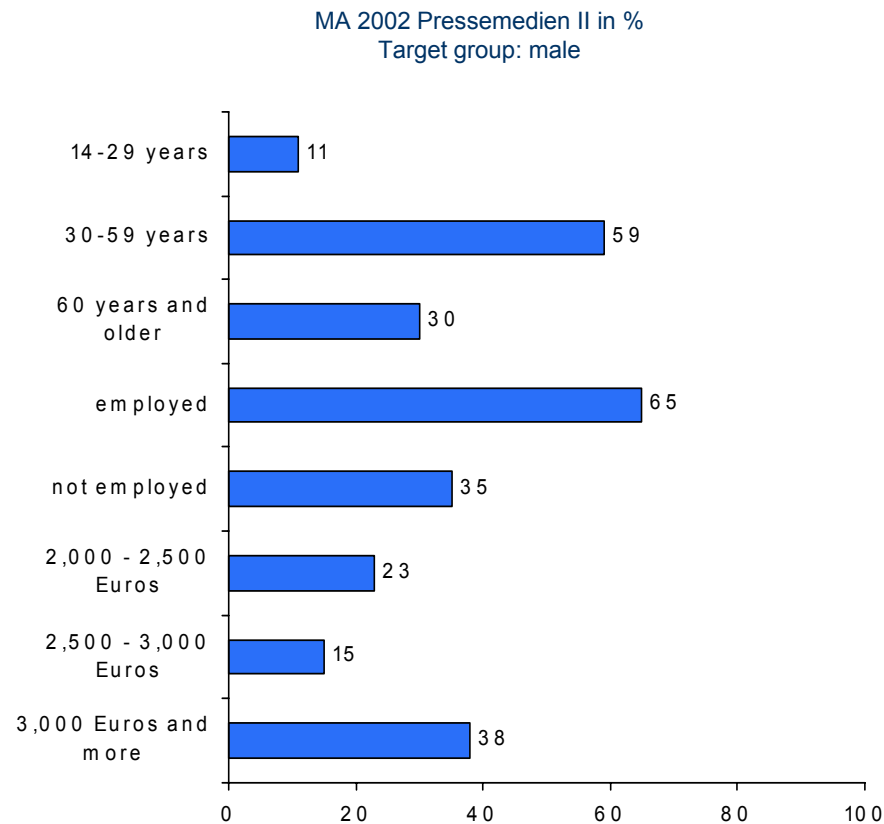
The readership of WELT am SONNTAG is 57 per cent male and they are in their prime: 37 per cent of WELT am SONNTAG readers have a net household income of € 3,000 and more.

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Readership

WELT am SONNTAG readers are part of the consumer elite



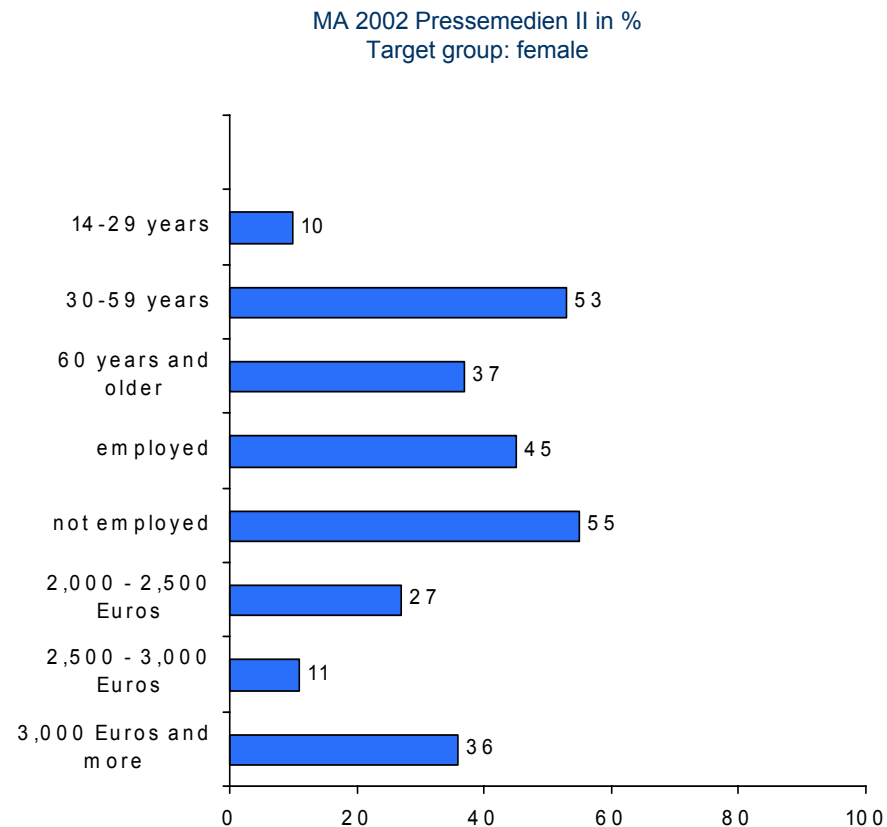
59% of the male readership of WELT are in the age group 30 to 59. 38% of the male readers have a net household income of € 3,000 and more.

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Readership

WELT am SONNTAG readers are part of the consumer elite



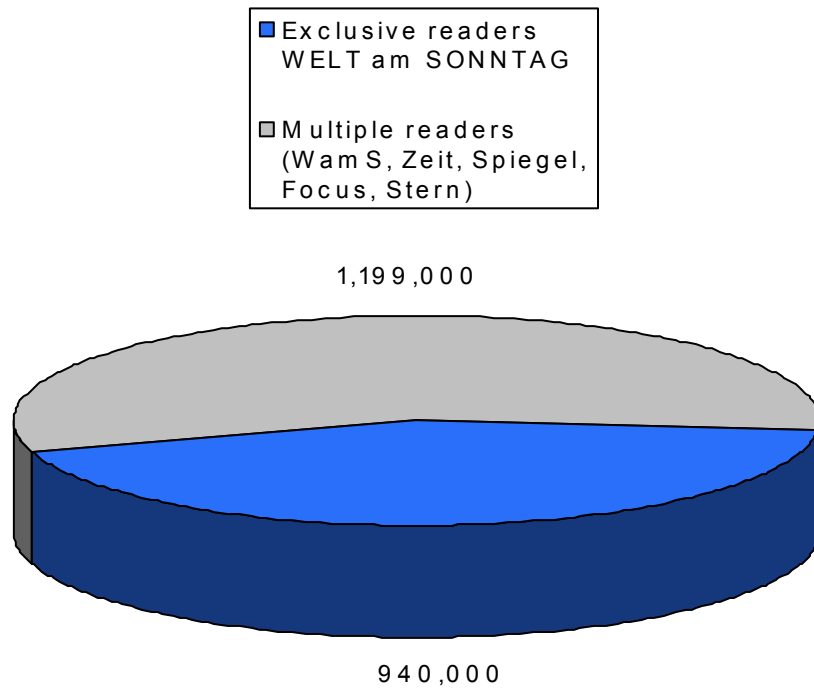
53% of the female readership of WELT am SONNTAG are in the age group 30 to 59. 36% of the female readers have a net household income of € 3,000 and more.

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Exclusive readers

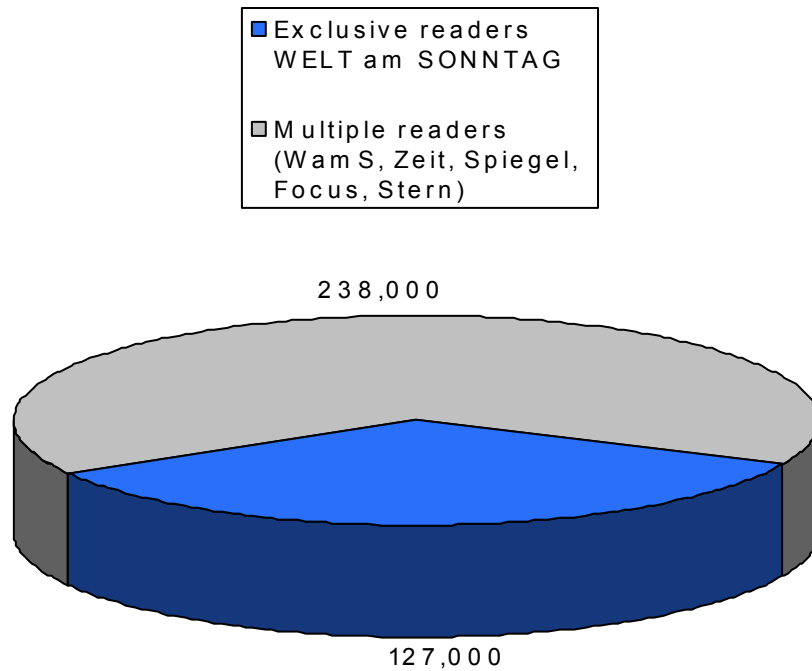
44% of WELT am SONNTAG readers are exclusive readers compared to Die Zeit, Der Spiegel, Focus, Stern



44% of WELT am SONNTAG readers read WELT am SONNTAG exclusively, i.e. in addition they do not read DIE ZEIT, Der Spiegel, Focus or Stern.

Readership

127,000 hedonists* who want to enjoy life

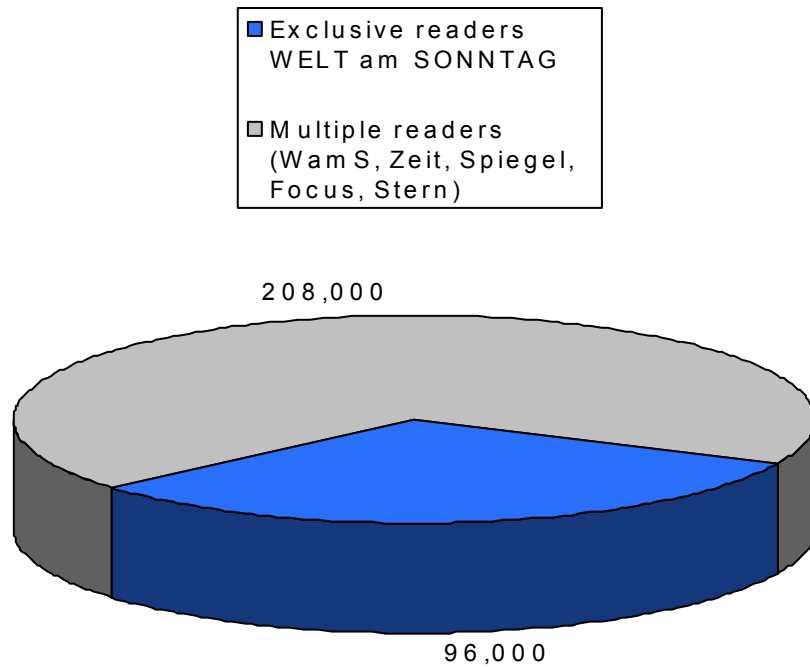


34% of WELT am SONNTAG readers who want to enjoy the good things in life read WELT am SONNTAG exclusively, i.e. in addition they do not read DIE ZEIT, Der Spiegel, Focus or Stern.

* Target group: "hedonists"
"Hedonists" is the term used in this AWA self-analysis to fulfil the statement "I think life should be enjoyed and do not have to save so much money" and 1 of the following 2 pre-set criteria:
1) Now and again I spend 51 Euros (per person) on a gourmet menu in an exclusive restaurant.
2) I like to buy products from exclusive companies, e.g Armani, Chanel, Dior, etc.

Readership

ULTRA Consumers * - 96,000 exclusive readers from the consumer elite



31% of WELT am SONNTAG readers of the consumer elite read WELT am SONNTAG exclusively, i.e. in addition they do not read DIE ZEIT, Der Spiegel, Focus or Stern.

Target group: "ULTRA consumers"
"ULTRA consumers" is the term used in this AWA self-analysis to fulfil at least 6 of 11 pre-set criteria, e.g.

- 1) Brand names are mostly worthwhile.
- 2) I always like to try out something new.
- 3) I own many things for which I am envied.
- 4) I buy things I do not really need.
- 5) I enjoy life and do not save so much money.

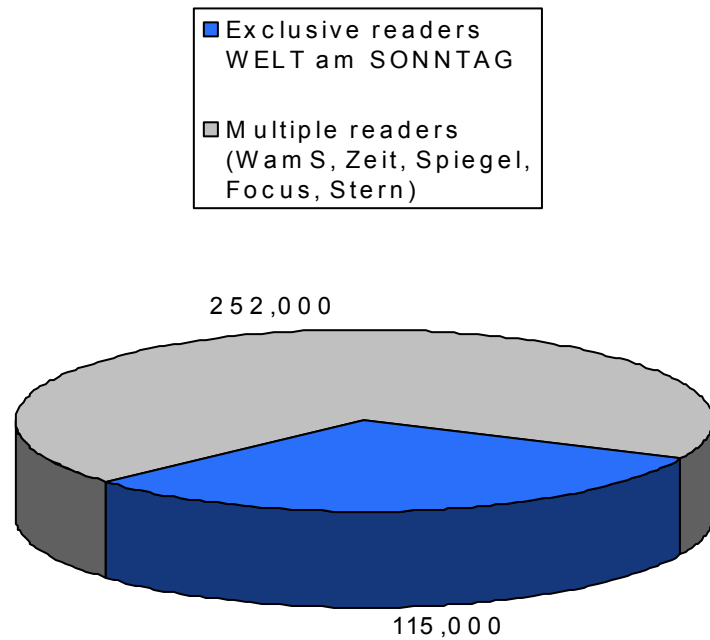
Source: AWA 2002



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Readership

WELT am SONNTAG readers in management positions - 115,000 exclusive readers



31% of WELT am SONNTAG readers in management positions read WELT am SONNTAG exclusively i.e. in addition they do not read DIE ZEIT, Der Spiegel, Focus or Stern.

Target group: liberal professions, self-employed, executives, senior civil servants

Fashion – men and women

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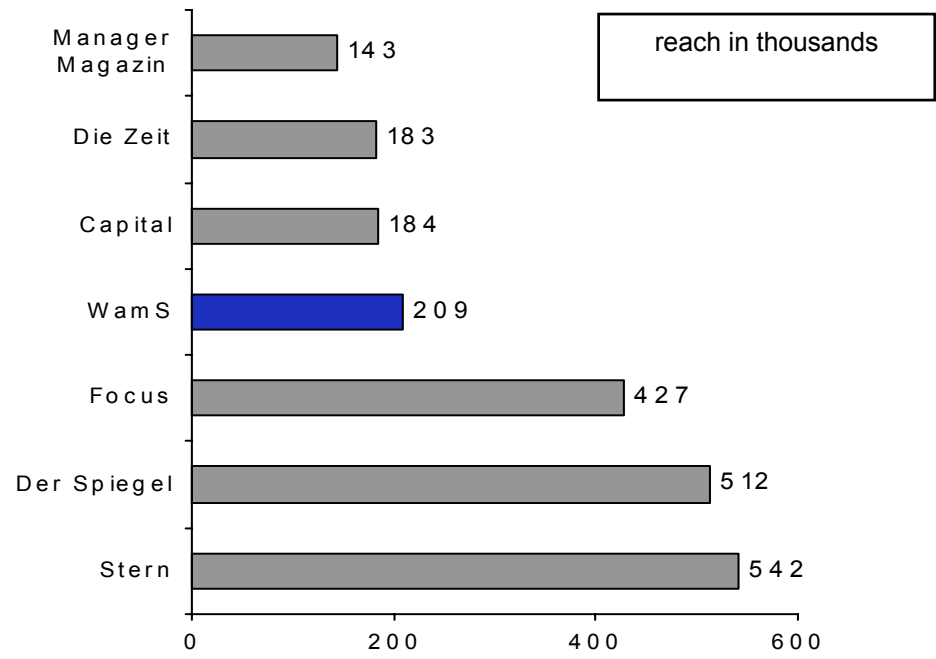
Die Sonntagszeitung für Deutschland.

Fashion

Strong consumers and brand oriented

Target group: men and women over 30 with a household net income of € 2,500 and more

- who like to buy products from exclusive companies



209,000 readers of WELT am SONNTAG like to buy products from exclusive companies

Source: AWA 2002, universe = 2.21 million

WamS: junior page format 1,000 mm/4c
DIE ZEIT: 290 mm/3 cols. corner ad/4c
magazines: full page/ 4c

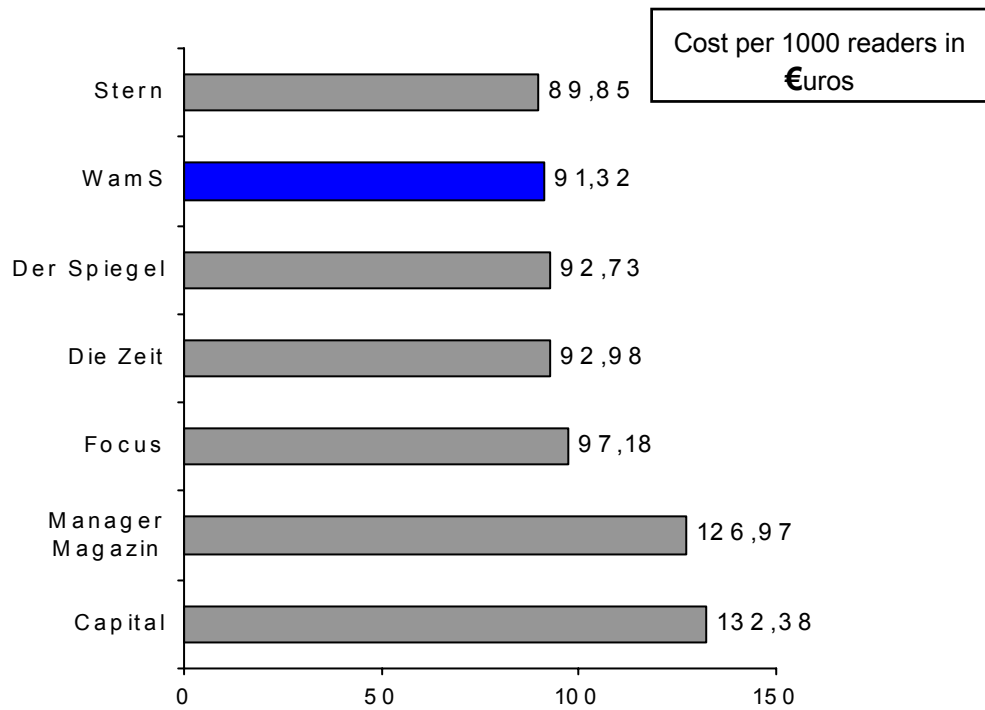


Die Sonntagszeitung für Deutschland.

Competent and performance oriented

Target group: men and women over 30 with a household net income of **€ 2,500** and more

- who like to buy products from exclusive companies



You achieve spot-on target group attention for your brand with WELT am SONNTAG for an especially economical **€ 91.32.**

Source: AWA 2002, universe = 2.21 million

WamS: junior page format 1,000 mm/4c
 DIE ZEIT: 290 mm/3 cols. corner ad/4c
 magazines: full page/ 4c

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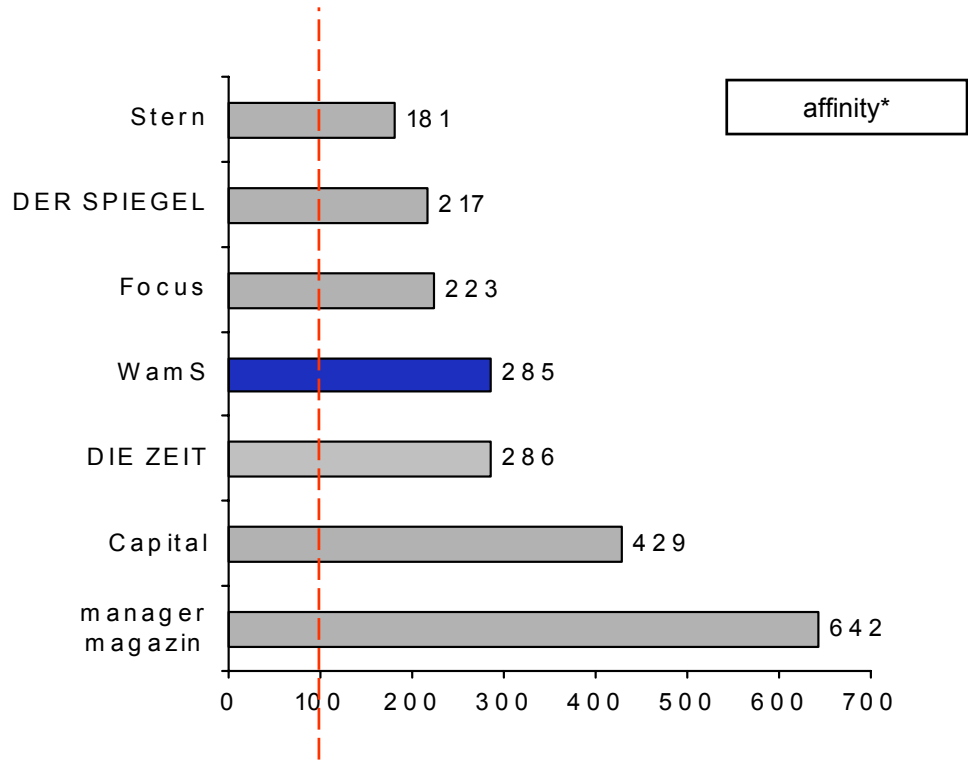
Die Sonntagszeitung für Deutschland.

Quality-conscious experts

Target group: men and women aged 30 plus, with a household net income of € 2,500 and more

- who like to buy products from exclusive companies

*Total population: Index = 100



With WELT am SONNTAG you reach an over-proportionally high number of quality-aware experts.

Source: AWA 2002, universe = 2.21 million

WamS: junior page format 1,000 mm/4c
 DIE ZEIT: 290 mm/3 cols. corner ad/4c
 magazines: full page/ 4c

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The attractive advertising medium

Six reasons for your media plan

WELT am SONNTAG ...

- ▲ is used intensively and has an average reading time of 90 minutes - Sunday is Reading Day!
- ▲ offers a readership which covers the financially strong consumer elite, decision-makers and consumers who enjoy the good things in life.
- ▲ offers a high share of exclusive readers who can be reached via this publication only.
- ▲ offers an attractive advertising platform which combines the benefits of a Sunday and quality weekly newspaper.
- ▲ presents market leadership with its high circulation.
- ▲ is one of the most quoted media - in fifth place for 2001.

Our blue-chip clients

With WELT am SONNTAG you cannot help being in best company

Activest	Deutsche Telekom	Omega
Altana	DKV Deutsche Krankenversicherung	Parma-Aurel
Audemars Piguet	Dresdner Bank	Parfums Christian Dior
Audi	DWS	Patagon
AWD	Emirates Airlines	Peugeot
Bank Julius Bär	Fabergé	Piaget
Bayerische Hypovereinsbank	Fay	Postbank
Bayerische Landesbank	Fiat	Rolf Benz
BHF-Bank	Fidelity Investment	Rado
BHW Holding	Finnair	Renault
Blaupunkt	Fremdenverkehrsamt Tunesien	Ruhrgas
BMW	Fürst von Metternich	RWE
Breguet	General Motors	Sal. Oppenheim
Breitling	Gerry Weber	Schladerer
Brioni	Giorgio Armani	Siemens
Brogsitters Weingüter	Girard-Perregaux	Singapore Tourism Board
Buderus Heiztechnik	Glashütter Uhrenbetrieb	Stinnes
Bunderepublik Deutschland Finanzagentur	Goodyear	Strellson
Burberry	HDI	Swiss
Chevrolet	Hermès	TAG Heuer
Chopard	Hessische Landesbank	THÜGA
CHRIST Juweliere	Hewlett-Packard	Thyssen Krupp
Citibank	IBM	Tod's
Citizen Watch	IWC Uhren	Toshiba
Commerzbank	KIA Motors	Toyota
Corum	KLAFS	TUI
DaimlerChrysler	A. Lange & Söhne	United Airlines
DAKS	Lufthansa	van Laack
Daniel Hechter	Marriott	Visa International
Degussa	Musterhaus Küchen	Volkswagen
DEKA	NordLB	Wellendorff
Deutsche Bahn	OBI	Wempe
Deutsche Bank	Öffentliche Sparkassen	WestLB

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WELT am SONNTAG -

Solche Leser gibt es nicht alle Tage.

**For discerning readers you do not have every
day.**

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