The German way to do media

We captivate audiences with credible content that they can rely on. Benefit from our strengths – a brand that people believe.

MEDIKIT
We believe in people with minds of their own

People who think, reflect, reconsider, innovate.
Who make rules, instead of playing by them,
take action instead of acting out, and motivate instead of standing in the way.
Who see challenges where others only see problems and use curiosity as a way to move past fear.

We are there for them.

DW. Made for minds.
We provide people with a global platform to express their opinions. It’s a chance to discuss the matters they hold dear with an international audience.

We deliver bold journalism that reflects and strengthens democracy and freedom of speech:
No sensationalism, just an honest analysis of the facts. We provide unbiased news and information to help people understand the world better.
Global decision-makers trust us

For more than 65 years, DW has been the media company that people turn to for reliable content and information.

More than 96% of users consider DW a trustworthy source—something that you can profit from by partnering with us.

96 percent of users consider DW trustworthy

249 million weekly users worldwide

652 million TV households worldwide
Reach in focus region

- North America: 16 m
- Latin America: 31 m
- Sub-Saharan Africa: 78 m
- Middle East: 51 m
- Europe: 30 m
- CIS: 9 m
- Asia: 34 m

Weekly user contacts 2020
DW Viewer Demography

Gender
- Male: 66%
- Female: 34%

Age
- 16 to 24: 23%
- 25 to 34: 37%
- 35 to 44: 22%
- 45 to 54: 11%
- 55 to 64: 7%

Education
- Trade / technical school or college: 26%
- University degree: 41%

Income Group
- Top 10%: 16%
- Top 25%: 33%
- Mid 50%: 45%

Source: Global Web Index, Time: Q4 2018, Q1 2019, Q2 2019, Base audience: DW TV viewers among internet users
Brand Discovery: DW Viewers are more receptive to advertising

Question: How do you typically find out about new brands and products?

Frequent TV Viewers: Watch TV channel at least twice a week, Infrequent TV Viewers: Watch TV channel once a week or less, Non-Viewers: Don’t watch TV Channel

Source: Global Web Index, Time: Q4 2018, Q1 2019, Q2 2019, Base audience: DW TV viewers among internet users
General Interests

**DW Viewers** includes all viewers who watched Deutsche Welle last year.

**Viewers of international TV channels** includes viewers who watched last year at least one of the following channels: A&E, Asian Food Channel, AXN, BBC World News, BET, Blaze Italy Spain and UK only, Bloomberg Television, CI, CNBC, CNN Espanol, CNN, Comedy Central, Deutsche Welle, Discovery Channel, DISY, DISY NEWS, Eurosport, Fine Living, Food Network, FOX, FOX Sports, France24, H2, HGTV, History Channel, Lifetime, MTV, National Geographic Channel, Nickelodeon, ONE, Paramount, Sky News, Sky Sports, Syfy, TLC, Travel Channel, TV5MONDE, Universal TV, Viceland

Source: Global Web Index, Time: Q4 2018, Q1 2019, Q2 2019, Base audience: among internet users: DW TV viewers or viewers of international TV channels.
A trusted source for news in four languages worldwide
TV advertising in 4 languages worldwide

DW’s TV channels cover the most-pressing issues in English, German, Spanish and Arabic.

Our audience is made up of global leaders in business and politics from a financially strong, influential demographic. They are highly educated and frequent travelers.

39.1% brand awareness in Europe.

The “Made in Germany” effect makes us unique in the international media landscape and provides you with added value.
International TV viewers are unique

Key take-aways

Viewers of international TV channels have a different set of attitudes and behaviors that hold true inside and outside the affluent group.

It is being a watcher of the international TV channels that sets them apart.

Frequent international TV viewers are

• career-oriented and aspirational
• more brand conscious and value premium products
• ahead for adopting the latest tech
• more engaged with all media

Source: GWI, The World's Largest Digital Consumer Study about international TV viewers, July 2018
Reaching out to well-defined audiences on multiple channels
We reach out to the world!

With online content in 30 languages and editors from more than 60 countries.

128 m
page impressions per month on dw.com

69 m
visits per month on dw.com

44 m
unique visitors per month on dw.com
High reach all over the world

We offer banners in the usual sizes, customized to fit your target audience and budget.
Use of DW’s digital services

The use of DW’s digital platforms is growing steadily. In addition to (m).dw.com, it is primarily our social media platforms such as Facebook, Instagram, and Twitter that attract our users.

900 m

Monthly page impressions on digital services across all platforms

341 m

Monthly page impressions on Facebook (DW pages and DW-related)
Customized solutions for your target group and budget
TV advertising

TV spots
5”-60” TV commercials

TV sponsorship
6”-12” TV sponsorship element before and after TV magazines
(opener and closer)

Infomercial
1’-28’ informercial between two broadcasts and in a thematically appropriate environment

Full-service productions
Production and broadcast of customized TV programs, talk shows, etc.
Digital advertising - Display

(Mobile) display banners on (m.)dw.com

e.g. in the sizes

- Leaderboard (728x90)
- Mobile leaderboard (320x50)
- Wide skyscraper (160x600)
- Mobile MPU (300x250)
Digital advertising - Video

Video ads on (m.)dw.com

- Billboard (920x250)
- Mobile MPU (300x250)

Pre-roll video ads

- length: up to 60"
- skippable after 5"

Content (outstream) video ads

- 300x250
- seamless in article integration
- auto-play as soon as 50% of the ad are visible
- sound can be activated

![Example of Pre-Roll ad](image)
Social media posts

Facebook branded (video) post
- Promoted content on DW’s Facebook channels with link to the advertiser’s Facebook page

Instagram branded (video) post
- DW Instagram content that features an advertising partner

Twitter branded tweet
- Promoted DW tweets for advertisers
Native newsletter teaser with advertorial

- Seamless integration into the editorial context
- Newsletter linked to dw.com.

Popular DW newsletters

- “Deutsch im Fokus”: 625,000 subscribers
- “Deutsch als Fremdsprache”: 503,810 subscribers
- “Deutschlehrer Info”: 65,730 subscribers
Exclusive content production

Customized content production

• Limited exclusively for premium clients
• Planning and production by DW editorial team
• Broadcast on DW TV channels
• Accompanying banner or video ads available

Eye in the Sky

• *Eye in the Sky* is a series of spectacular drone videos showing tourist destinations, cities, cultural highlights, events or even vineyards.

• The drone footage guarantees attention. But indoor and nighttime flights offer breathtaking experiences.

• *Eye in the Sky* is broadcast as a stand-alone feature and contains a sponsoring element with a maximum length of five seconds (opener and closer) as a video or graphic.

If you are interested in customized content production please contact us.
Scalable, effective advertising with cross-channel agility
## Net rates for TV spots

### TV Spots (30“)

<table>
<thead>
<tr>
<th>Channel</th>
<th>DW Englisch</th>
<th>DW Deutsch</th>
<th>DW Deutsch+</th>
<th>DW Arabia</th>
<th>DW Español</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reference Time</strong></td>
<td>UTC</td>
<td>UTC + 7h</td>
<td>UTC - 6h</td>
<td>UTC + 2h</td>
<td>UTC - 3h</td>
</tr>
<tr>
<td><strong>Timezone / Language</strong></td>
<td>24h English</td>
<td>24h German</td>
<td>20h German/ 4h English</td>
<td>24h Arabic</td>
<td>24h Spanish</td>
</tr>
<tr>
<td><strong>Primetime</strong></td>
<td>1,500 €</td>
<td>1,250 €</td>
<td>1,100 €</td>
<td>900 €</td>
<td>800 €</td>
</tr>
<tr>
<td>06-09h / 18-24h</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Day time</strong></td>
<td>750 €</td>
<td>625 €</td>
<td>625 €</td>
<td>450 €</td>
<td>400 €</td>
</tr>
<tr>
<td>09-18h</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Night time</strong></td>
<td>500 €</td>
<td>400 €</td>
<td>350 €</td>
<td>200 €</td>
<td>150 €</td>
</tr>
<tr>
<td>00-06h</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Minimum booking: 15,000€ (gross). All prices in € plus statutory VAT. Spots with a length of less than 30” are calculated with the following indices: 5”=35%, 10”=50%, 15”=70%, 20”=81%, 25”=95%. Our standard booking conditions and rules apply. Spot rates as of 10/2019.
Net rates for TV sponsorship

**TV-Sponsorship (6”-12”)**

<table>
<thead>
<tr>
<th>Channel</th>
<th>DW English</th>
<th>DW Deutsch</th>
<th>DW Deutsch+</th>
<th>DW Arabia</th>
<th>DW Español</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic price¹</td>
<td>1,800 €</td>
<td>1,500 €</td>
<td>1,320 €</td>
<td>1,080 €</td>
<td>960 €</td>
</tr>
<tr>
<td>Run time 1 month</td>
<td>28,800 €</td>
<td>24,000 €</td>
<td>21,120 €</td>
<td>17,280 €</td>
<td>15,360 €</td>
</tr>
<tr>
<td>Run time 2 months²</td>
<td>21,600 €</td>
<td>18,000 €</td>
<td>15,840 €</td>
<td>12,960 €</td>
<td>11,520 €</td>
</tr>
<tr>
<td>Run time 6 months³</td>
<td>12,960 €</td>
<td>10,800 €</td>
<td>9,504 €</td>
<td>7,776 €</td>
<td>6,912 €</td>
</tr>
</tbody>
</table>

¹ Price for one sponsorship; includes opener and closer. Our standard booking conditions and rules apply. All prices in € plus statutory VAT. Rates as of 10/2019.
² A discount of 25% applies due to the longer run time of the sponsorship.
³ A discount of 55% applies due to the longer run time of the sponsorship.
Net rates for TV Infomercials

TV Infomercial

<table>
<thead>
<tr>
<th>Format</th>
<th>Channel</th>
<th>Amount</th>
<th>Media Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 minutes</td>
<td>DW English2</td>
<td>broadcast during prime time (18-24 pm UTC)</td>
<td>6,000 €</td>
</tr>
<tr>
<td>13-15 minutes</td>
<td>DW English2</td>
<td>broadcast during prime time (18-24 pm UTC)</td>
<td>16,000 €</td>
</tr>
<tr>
<td>26-28 minutes</td>
<td>DW English2</td>
<td>broadcast during prime time (18-24 pm UTC)</td>
<td>23,000 €</td>
</tr>
</tbody>
</table>

1 Infomercials can contain a sponsoring element at the beginning and the end of the broadcast. The content of the infomercial has to comply with DW’s rules and regulations. Our program schedule determines the length and the options above are the only options. Saturdays would be ideal for broadcasting the feature even though it’s possible during the week as well. Please note that DW does not offer advertisements on Sundays.

2 Other DW channels are available as well. All prices in € plus statutory VAT. Rates as of 10/2019.
Net rates for digital

dw.com & m.dw.com

<table>
<thead>
<tr>
<th>Format</th>
<th>Leaderboard</th>
<th>Sticky Wide Skyscraper</th>
<th>Skyscraper</th>
<th>MPU</th>
<th>Video Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions</td>
<td>728x90</td>
<td>160x600</td>
<td>120x600</td>
<td>300x250</td>
<td>1024x576</td>
</tr>
<tr>
<td></td>
<td>320x50 (m.dw.com)</td>
<td>300x250 (m.dw.com)</td>
<td>300x250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROS</td>
<td>30 €</td>
<td>35 €</td>
<td>28 €</td>
<td>30 €</td>
<td>50 €</td>
</tr>
<tr>
<td>Homepage &amp; Sections</td>
<td>35 €</td>
<td>40 €</td>
<td>32 €</td>
<td>35 €</td>
<td>60 €</td>
</tr>
<tr>
<td>Article</td>
<td>30 €</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>50 €</td>
</tr>
</tbody>
</table>

DW Social

<table>
<thead>
<tr>
<th>Format</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel</td>
<td>DW Facebook</td>
<td>DW Instagram</td>
<td>DW Twitter</td>
</tr>
<tr>
<td>1 Branded post/tweet</td>
<td>500 €</td>
<td>300 €</td>
<td>400 €</td>
</tr>
</tbody>
</table>

DW Newsletter

<table>
<thead>
<tr>
<th>Format</th>
<th>DW Newsletter &amp; Advertorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution lists</td>
<td>tbd</td>
</tr>
<tr>
<td>1 Newsletter teaser</td>
<td>1,000 €</td>
</tr>
</tbody>
</table>

All prices in € plus statutory VAT. Rates as of 10/2019
# Specifications

## Display

<table>
<thead>
<tr>
<th>Creative type</th>
<th>HTML 5</th>
<th>Third party tag</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allowed file type</td>
<td>HTTPS I-Frame</td>
<td>HTTPS I-Frame</td>
<td>JPEG, GIF, PNG</td>
</tr>
<tr>
<td>Max size (kb)</td>
<td>200 kb</td>
<td>200 kb</td>
<td>200 kb</td>
</tr>
<tr>
<td>Note</td>
<td>Correct tag required (on request)</td>
<td>Click tag documentation required</td>
<td>image + (optional) 1x1 with Click-Tracker</td>
</tr>
</tbody>
</table>

## Video

<table>
<thead>
<tr>
<th>Creative type</th>
<th>Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allowed file type</td>
<td>MP4, VAST</td>
</tr>
<tr>
<td>Max size (mb)</td>
<td>10 mb</td>
</tr>
<tr>
<td>Note</td>
<td>For delivery as VAST file, please contact Ad Sales</td>
</tr>
</tbody>
</table>
Programmatic advertising opportunities

Take advantage of all the benefits of programmatic advertising and reach your target group in real time in a high-quality environment. We offer the right inventory for your campaign goals.
Become one of our clients
We are always available to answer any questions you may have about TV and online advertising opportunities with DW.