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.

MEDIAKIT
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.
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

320 million weekly users worldwide

545 million TV households worldwide
Reach in focus regions

- **North America**: 39 m
- **Europe**: 35 m
- **Eastern Europe and Central Asia**: 11 m
- **Latin America**: 51 m
- **MENA**: 38 m
- **Asia**: 55 m
- **Sub-Saharan Africa**: 91 m

Video
Audio
Text
DW Viewer Demography

Gender
- Male: 66%
- Female: 34%

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

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

- Ads seen before online videos or TV shows start to play
- Ads seen on social media
- Ads seen on TV
- Ads seen on websites
- Stories / articles on newspaper or magazine websites
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, CNN, Comedy Central, Deutsche Welle, Discovery Channel, Disney Channel, Diva, E!, ESPN, Euronews, Eurosport, Fine Living, Food Network, Fox, Fox Sports, France24, FYI, History Channel, H2, HGTV, History Channel, Lifetime, National Geographic Channel, Nickelodeon, OCS, Paramount, Sky News, Sky Sports, Syfy, TV5 MONDE, 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 3 languages worldwide

DW’s TV channels cover the most-pressing issues in English, 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
Digital

Reaching out to well-defined audiences on multiple channels
We reach out to the world!

Page impressions per month on DW's website

- English: 14m
- Arabic: 5m
- Russian: 9m
- Chinese: 5m
- Spanish: 10m
- Farsi: 3m

74 m
Page impressions per month on dw.com

278 m
Views per month on YouTube

1.4 bn
Monthly page impressions on digital services across all platforms

Source: DW | Market & Audience Insights Research, 2023
Customized solutions for your target group and budget
TV advertising

**TV spots**
5”-60” TV commercials

**TV sponsorship**
5”/10” TV sponsorship element before and after TV magazines (opener and closer)

**Infomercial**
1’-28’ infomercial 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
• Premium Billboard (1000x250)
• Billboard (970x250)
• Super Leaderboard (970x90, m.dw.com 320x100)
• (Mobile) MPU (300x250)
• Video Ads 1024x576
Digital advertising - Video

Instream Pre-Roll video ads on (m.)dw.com
- length: up to 60”
- skippable after 5”

Content (outstream) video ads
- Mobile MPU (300x250)
- seamless in article integration
- auto-play as soon as 50% of the ad are visible
- sound can be activated
Digital advertising – Sponsored Content

Sponsored Content on dw.com

- extensive content hub (text, video, images) with external links
- advertised through prominent campaign on dw.com with geotargeting
- remains on DW’s website for 6 months
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
Native newsletter teaser with advertorial

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

Popular DW newsletters

- “Deutsch im Fokus”: 687,910 subscribers
- “Deutsch als Fremdsprache”: 491,072 subscribers
- “Deutschlehrer Info”: 117,385 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 digital campaign available

Further information upon request.
Scalable, effective advertising with cross-channel agility
### 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>Initial load size 150 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>
Become one of our clients
We are always available to answer any questions you may have about TV and online advertising opportunities with DW.