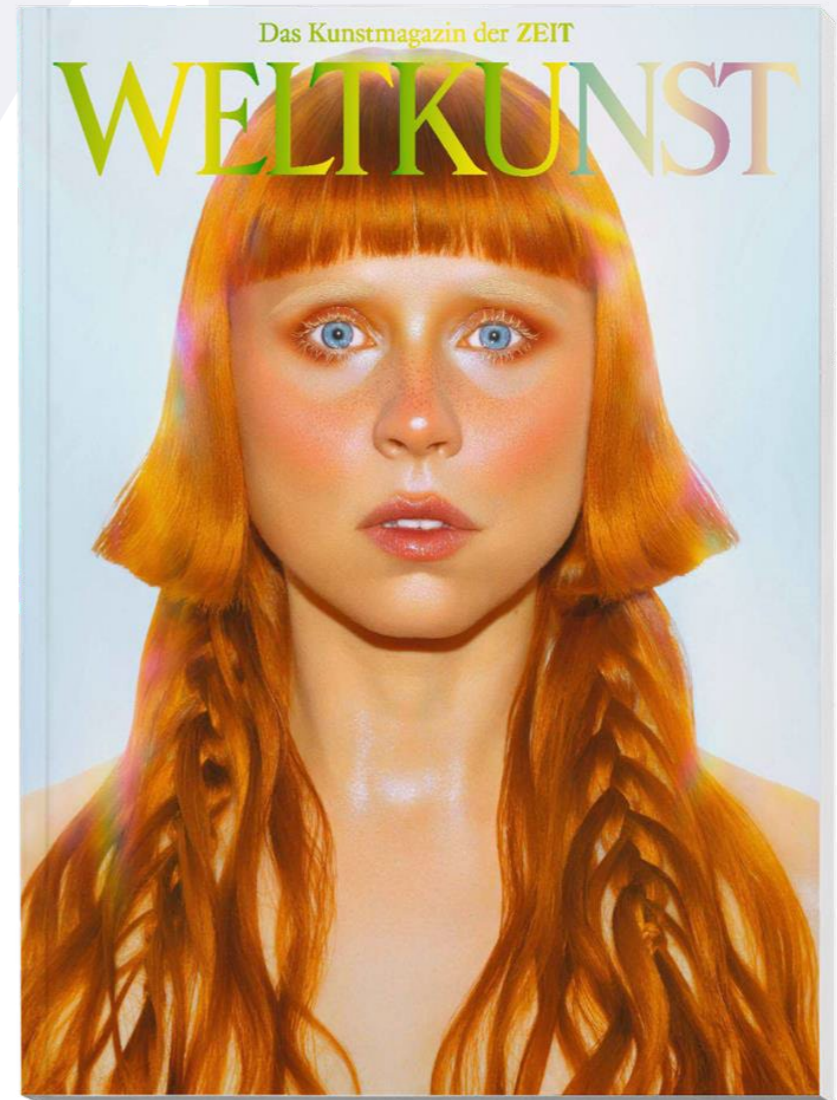


# WELTKUNST

Rate card 2025

Effective January 1, 2025, no.57

[iqmedia.de](http://iqmedia.de)



# / Publisher details

## Address

Zeitverlag Gerd Bucerius GmbH & Co. KG  
Buceriusstraße, Eingang Speersort 1  
20095 Hamburg

## Internet address

[www.zeit.de](http://www.zeit.de)

## Bank details

Commerzbank Stuttgart

IBAN: DE20600400710525525200

BIC: COBADEFF600

## Terms & Conditions

Any advertisement order implies acceptance of the general terms and conditions as laid down under [www.zeit.de/mediadaten](http://www.zeit.de/mediadaten).

## Payment terms

Due on publication date; 2 % discount if paid before publication and no previous invoices are overdue.

## VAT

The quoted rates exclude Value Added Tax which may apply.

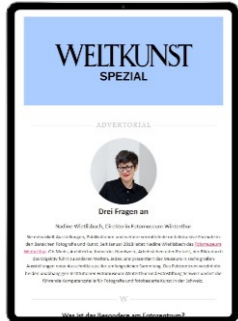
## Publication date

Monthly (10 + 4 special editions)

# / THE WELTKUNST-UNIVERSE



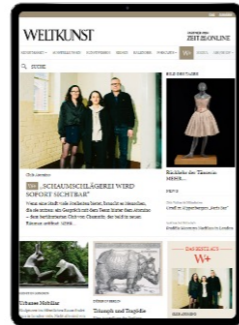
KUNSTPLANER



WELTKUNST Direct Marketing Newsletter



WELTKUNST Newsletter



WELTKUNST Online



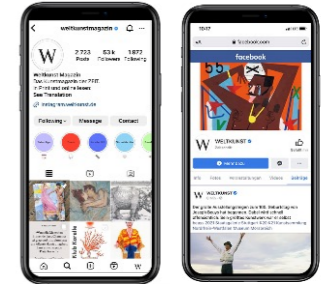
WELTKUNST 14x jährlich erscheinendes Magazin



KUNSTQUARTAL



KUNST UND AUKTIONEN



WELTKUNST Instagram + Facebook



WELTKUNST Podcast



Corporate Publishing



WELTKUNST Event

# WELTKUNST



**Frequency:**

14 publications per year incl.  
specials editions

**Paid circulation:**

20,000 copies (Publisher statement)

**Copy price:**

13.90 €

WELTKUNST is Germany's leading art magazine, founded in Berlin in 1927. It is the most important magazine for the art market and is read by collectors, artists, dealers and curators.

Editor-in-chief is Lisa Zeitz. Dr. Gloria Ehret and Christoph Amend, Editorial Director of ZEITmagazin, are the editors of WELTKUNST.

WELTKUNST shows the most beautiful sides of all art epochs, from the Old Masters to the contemporary's masters. The magazine has a clear structure. At the beginning of the issue there are entertaining and competent columns and sections such as "Three Wishes" or "What Moves Art". This is followed by the opulent middle section with large portraits, reports and photo spreads. The "Collectors' Seminar" devotes about ten pages a month to a special subject. The environment "Three days in..." takes our readers on a trip to an art metropolis and presents the art scene in the region.

The magazine concludes with the "Agenda", which brings together all the important dates and news of the month, and the interview series "What have you seen?" with the world's most influential curator influential curator Hans-Ulrich Obrist.

# / Publication dates

Edition	Publication date	Booking deadline	Core topic(s)
#237 February incl. Kunstquartal 01.25	17.01.2025	27.11.2024	The trends in 2025   The best exhibitions in the next three months All the information on the Art Karlsruhe   The year's most expensive auction pieces
#238 March	21.02.2025	20.01.2025	The world's most important antiques fair: extensive preview of the Tefaf
#239 April incl. Kunstquartal 02.25	28.03.2025	24.02.2025	The best exhibitions in the spring All the information on the Art Düsseldorf
#240 Special edition	11.04.2025	10.03.2025	<b>Berlin special issue</b>   Key info on Gallery Weekend Plus: Christo – 30 years on from the “wrapping of the Reichstag”
#241 May	25.04.2025	24.03.2025	Pioneer of modern art: Parisian art dealer Berthe Weill, the gallerist who promoted Picasso and Matisse   Key facts on the auctions in New York
#242 June	30.05.2025	28.04.2025	Key info on the Art Basel
#243 July incl. Kunstquartal 03.25	27.06.2025	26.05.2025	The best exhibitions in the summer Key info on the Art Weeks in Bamberg, the capital of antiques
#244 August	25.07.2025	23.06.2025	<b>Vienna with Austria special issue</b>   Focus on the Salzburg Festival
#245 September	29.08.2025	28.07.2025	Marie-Antoinette, Queen of Style: her fashion, her furniture, her art
#246 October incl. Kunstquartal 04.25	26.09.2025	22.08.2025	<b>Interior and Design special</b>   The best exhibitions in the autumn Max Liebermann and Impressionism in Germany
#247 Special edition	10.10.2025	08.09.2025	<b>Munich special issue</b>   Key info on the Highlights Art Fair The best exhibitions in Munich and environs
#248 November	24.10.2025	22.09.2025	<b>Watches and Jewellery special</b>   Key info on the Art Cologne
#249 December	28.11.2025	27.10.2025	100 years of Dessau's Bauhaus (2025/2026)   Unicorn: The Mythical Beast in Art (Barberini Museum in Potsdam)
#250 Special edition	12.12.2025	10.11.2025	<b>“TRIPS TO ART” special issue – complete with art planner</b> All the important exhibitions in 2026

# / Spectrum of topics (1/2)



## COLUMNS

The entertaining columns in the front section of Weltkunst offer readers a casual yet competent introduction to the magazine. In the "Interior Life" column, the editors present the work of an outstanding contemporary or 20th century interior designer every month. Under "3 Wishes", readers will find works of art under 10,000 €. And in the "Secret Twins" we discover amazing similarities between celebrities and paintings.



## REPORTAGES AND PORTRAITS

In the middle section, readers will read in detail about major reports and portraits and see opulent photo spreads on topics from the entire spectrum of the arts.

# / Spectrum of topics (2/2)



**3 DAYS IN ...**

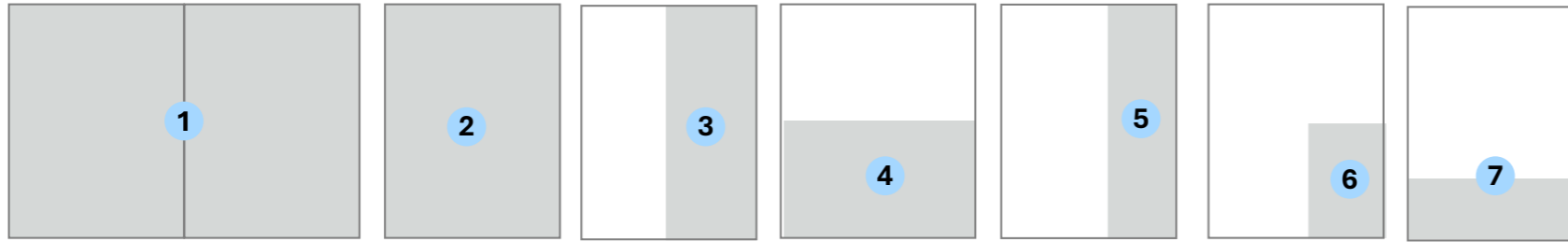
The readers of Weltkunstlike to travel. In the "3 Days in..." section, we present the art scene of a metropolis or region every month and give tips on important addresses and special sights.



**AGENDA**

The magazine closes with the "Agenda", which bundles all important dates and news on auctions, fairs and exhibitions.

# / Basic Rates 2025



Format	Bleed in mm (W x H)	Type area in mm (W x H)	Rates
1 2/1 page	440 x 300	--	19,280 €
1 Opening Spread	440 x 300	--	24,530 €
1 1st 2/1 in the magazine	440 x 300	--	23,030 €
2 1/1 page	220 x 300	188 x 271	10,390 €
2 1/1 page: C2/C3/C4	220 x 300	--	12,850 €
3 1/2 page vertical	--	92 x 271	7,810 €
4 1/2 page horizontal	--	188 x 133	7,810 €
5 1/3 page vertical	--	60 x 271	6,970 €
6 1/4 page vertical	--	92 x 133	5,460 €
7 1/4 page horizontal	--	188 x 64	5,460 €

All rates plus VAT if applicable; Please add 5 mm trim for bleed sizes

Elements in Danger to be cut off during production needs to be at least 8mm away from the trimmed edge.



# / Corporate Publishing (1/2)

We regularly realise **media cooperations** and thus connect your brand with art and culture. Beyond the classic advertisement, we offer you a whole spectrum of individually designed communication options to engage in conversation with an attractive target group. Get to know our diverse portfolio here and let us inspire you. Each of our communication concepts is individually developed to suit your brand, project or product.



**Corporate publishing. Highest quality for your publication** as holistic corporate publishing experts, we regularly produce catalogues, customer and staff magazines for our clients in the arts and culture sector at the highest level of content and production technology. From editing and project management to production and dispatch, we offer all services from a single source. Naturally, we also offer you digital formats that are sophisticated in terms of content and design.



## **WELTKUNST special issue: the focal issue of WELTKUNST**

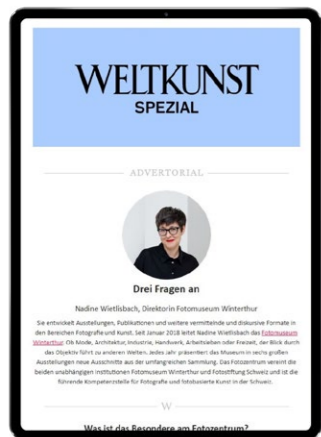
The WELTKUNST special issues inform the travel-loving readers about the impressive variety of art and cultural institutions as well as the most important events and regions, acting as “tour guides” backed up by informative reports on exhibitions, projects and events complete with extravagant visuals. These special issues can be produced as exclusive editions with the focus on a selected core topic or region.



## **WELTKUNST special: your exclusive supplement with major reach**

The WELTKUNST editorial team puts together a WELTKUNST special with editorial look&feel inserted in the high-reach ZEIT newspaper or either in Handelsblatt, Tagesspiegel or WELTKUNST itself.

# / Corporate Publishing (2/2)



## Direct marketing. Communicate directly with an attractive target group

Benefit from the WELTKUNST subscribers: inside reach with the special newsletter -we offer you customised placement options to communicate directly with an attractive target group.



**Podcast. Your mouthpiece to the art-savvy target group** as a dynamic dialogue format, the WELTKUNST podcast special offers you the ideal opportunity to make your institution, art event or cultural project audible. In close consultation, we design a sophisticated listening experience for you.



**Events. Make your brand come alive** whether it's an exclusive salon talk, a panel discussion with a large audience or a series of events with media accompaniment - we bring your brand to life with art. From the individual conception to the sophisticated implementation to the subsequent get-together, we realise a synergistic experience for you.

# / Loose inserts

Use attractive and individually designable special insert forms such as inserts, tip-on or bound inserts. They achieve a great advertising impact and high attention. Put your advertising message in the limelight.

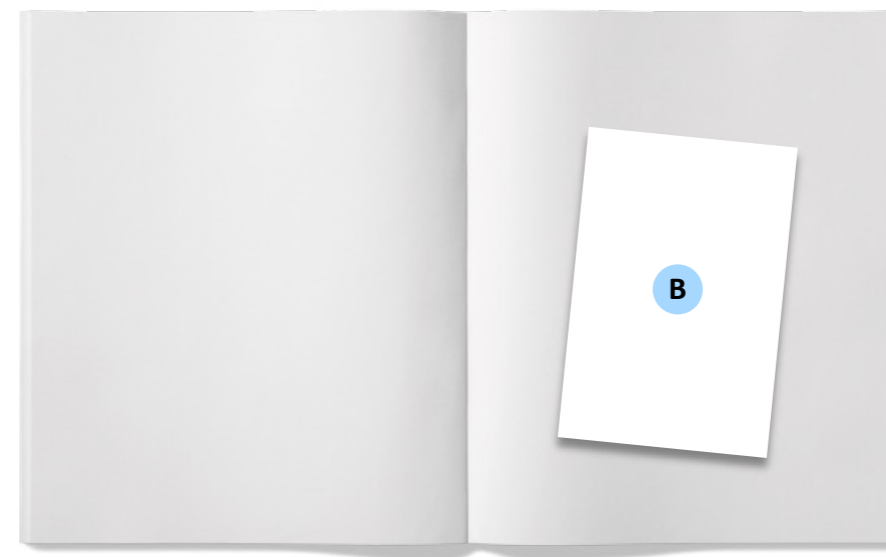
## Rates per 1,000 copies

25 g	248,- €
Up to max. 50 g	303,- €

Plus, postal charges. No discount  
Agency commission is granted.

## Paper weight

2-page loose inserts min. 115 g/m<sup>2</sup>, 4-page loose inserts max. 100 g/m<sup>2</sup>.



## Technical notes

Inserts are inserted into the magazine by machine and must therefore meet special requirements. Multi-page inserts always lie with the closed side parallel to the spine of the magazine. Fan folded inserts or inserts with a stapled postcard cannot be processed. If inserts contain a stapled postcard, this must be glued with a strip glue parallel to the closed waistband of the insert.

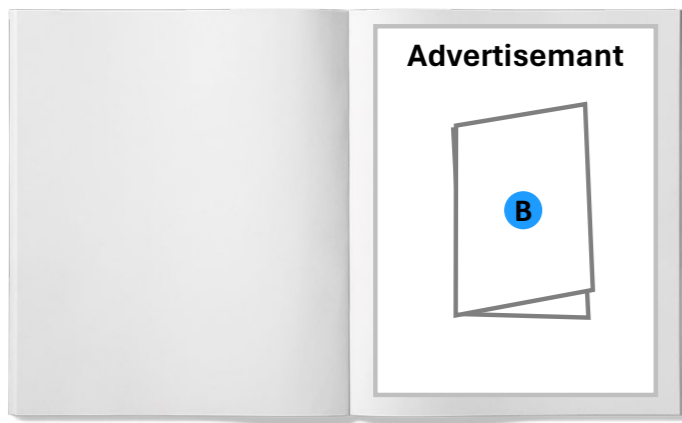
## Formats

Minimum format: 95 x 145 mm (W x H),  
Maximum format: 200 x 280 mm (W x H)

# / Glued/Bound-in inserts

## GLUED INSERT

Glued inserts are stuck on to the basic ads, so they can be easily removed and used.



Rates per 1,000 copies	Total circulation	Paperweight
(postcards or other rectangular, unfolded print products, empty sealed envelopes)	143 €	Standard 150 g/m <sup>2</sup>

Ad to be placed: 1/1-page full circulation

Postal costs are included in the costs for adhesive inserts. No discount on insert costs. Agency commission is granted.

### Distribution

Total Circulation

### Formats

DIN A6 to DIN A5

### Insertion order

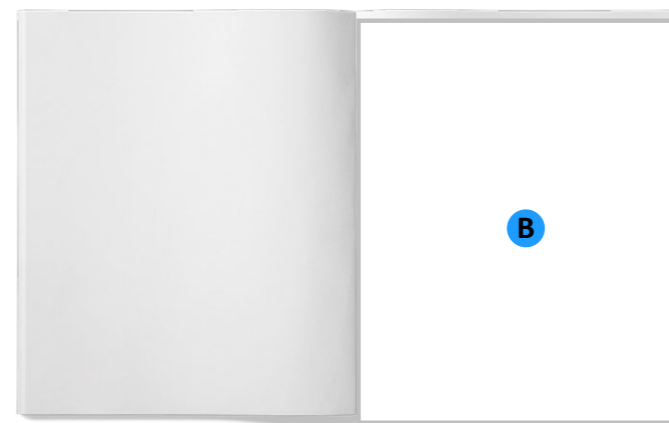
Final acceptance of any order is dependent on binding samples being submitted (5 x).

### Technical details

Adhesive inserts may not contain dangerous substances. Any disposal costs incurred by adhesive inserts are the responsibility of the client.

## BOUND-IN INSERTS

Bound-in inserts are print products/prospectuses firmly bound-in to the magazine.



Rates per 1,000 copies	Total circulation	Paperweight
Up to 2 pages	264,- €	mind. 115 g/m <sup>2</sup>
Up to 4 pages	275,- €	mind. 80 g/m <sup>2</sup>

Plus technical costs. Other insert formats on request. Postal charges are included in the rates. No discount; Agency commission is granted

**Untrimmed format:** 226 mm x 309 mm (6 mm head and 3 mm foot trim, 3 mm side trim, 3 mm routing margin). Text and image elements at risk of bleed should be laid out at least 2 mm from the trimmed final format at the top, bottom and sides due to possible trim tolerances.

### Technical information

Bound inserts must be delivered folded in the untrimmed final format. All bound inserts have a 3 mm milled edge at the binding.

# / Special insertions

## **General**

the content and design of inserts, bound inserts or tip-ons must be agreed with the publisher before going to press. The basis for calculation is always the current print run. The actual number of inserts required must be agreed before printing begins. Inserts, bound inserts or tip-ons used jointly by several advertisers are possible by special agreement, surcharges on request. In the event of any processing difficulties, the completion of the print run shall have priority. Order and cancellation deadline 6 weeks before first day of sale.

## **Sample**

the publisher requires 3 binding samples at the latest 4 weeks before publication of the issue. Elaborately worked inserts and bound-in inserts must be tested for workability by before the order is placed. For inserts outside the standard, a test run of approx. 500 samples is required, which technically correspond to the original condition of the insert.

## **Reserve delivery**

standard inserts: 2 %, standard bound inserts/adhesives: 3 %.

## **Delivery**

Inserts/bound-in inserts/adhesives must be delivered free to the printer on Euro pallets, perfectly packaged, lying in one direction and separated by at least 2 mm thick dividers. Deadline on request. The delivery notes must contain the following information: Sender and recipient, magazine, issue number, name of the special insert, number of copies on the pallet, type of special product (insert, bound-in insert, glued-in insert), total number of copies of the delivery (number of pallets). A sample should be visibly attached to each packaging unit. An incoming goods inspection does not take place in the bookbindery.

## **Delivery address**

Grafisches Centrum Cuno GmbH & Co. KG  
Ann-Kristin Meyen  
Gewerbering West 27  
39240 Calbe (Saale)

# Technical details

<b>Delivery opportunities</b>	Via Web-Upload at <a href="http://www.anzeigeneingang.de">www.anzeigeneingang.de</a> via Mail to <a href="mailto:weltkunst@anzeigeneingang.de">weltkunst@anzeigeneingang.de</a>
<b>Bleed size</b>	220 mm w, 300 mm h + 5 mm trim at all sides (Adhesive binding). Elements at risk of bleed must be at least 8 mm from the trim on the sides.
<b>Type Area</b>	188 mm w, 271 mm h
<b>Printing Process</b>	Sheetfed offset, Computer to plate-processing
<b>Paper</b>	Cover: 250 g/m <sup>2</sup> wood-free, glossy coated  inside: 100 g/m <sup>2</sup> wood-free, white, gloss, fully-coated Possible shining-through of the back page with bright ad copy cannot be ruled out
<b>Standard colour profile</b>	PSOcoated_V3.icc <a href="#">Download Farb-Profil</a>
<b>Image structure</b>	Cover: max. 300 % Inner pages: max. 300 % Total colour density: max. 300 %
<b>Screen width</b>	80 Lines/cm
<b>Picture Resolution</b>	300 dpi
<b>Data format</b>	Adobe-PDF/X1a:2001, Adobe-PDF/X3:2002 or Adobe- PDF/X4:2010 in CMYK mode. Fonts are to be included. Images shall be included. The quality of JPEG-compressed quality of JPEG-compressed images is determined by the supplier. Embedded ICC profiles are not evaluated.

<b>Data volume</b>	To avoid oversized data files, please crop the image section to the necessary size using Photoshop. When placing greyscale TIFs or bmp files, please set the image background to white in the design programme.
<b>Printing material</b>	Files should preferably be supplied in printable PDF format with a colour-accurate digital proof (plus UGRA/FOGRA media wedge). In the case of delivery of digital image data without digital proof, the publisher assumes no responsibility with regard to factual and colour accuracy. Colour printouts from commercially available inkjet printers do not count as a colour-accurate digital proof and will not be accepted by the publisher.
<b>Data media</b>	CD-Rom, DVD-Rom
<b>Proofs</b>	Only on request (35 €)
<b>Postal Address</b>	Mediengruppe Main-Post GmbH z. HD. Digitale Bearbeitung – WELTKUNST – Vorstufe 1. OG, Berner Straße 2, 97084 Würzburg t +49-931/60 01 414
<b>Upload</b>	For transmission and further technical information the following portal is available: <a href="http://www.anzeigeneingang.de/zeitverlag">www.anzeigeneingang.de/zeitverlag</a>
<b>Please consider the copy deadlines!</b>	
<b>Attention: important information!</b> If you send us your advertisement by e-mail or via the Internet, we would like to ask you to state the publication you have booked and the issue number. Irrespective of the transmission of your advertisement, the publisher requires a written advertisement order. When sending the advertisement, please indicate the method by which it is to be transmitted.	

# / International Representatives

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**Or our**

Worldwide network of international representatives

refer to: <https://iqmedia.de/contact>