

# WELTKUNST

Rate card 2024

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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



Corporate Publishing



KUNSTPLANNER



WELTKUNST  
14x jährlich erscheinendes Magazin



Kunstquartal



Kunst und Auktionen

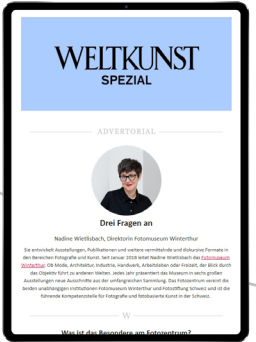


WELTKUNST  
Event

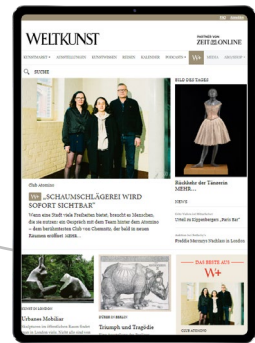
# WELTKUNST



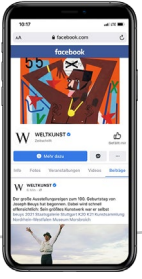
WELTKUNST  
Newsletter



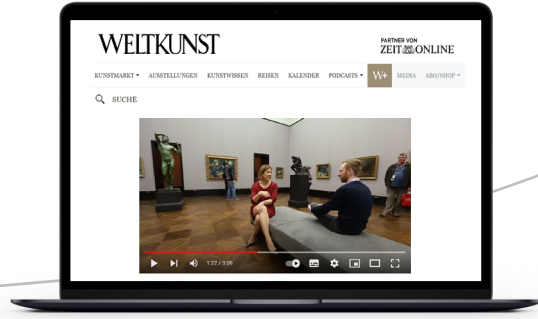
WELTKUNST  
Direct Marketing



WELTKUNST  
Instagram



WELTKUNST  
Facebook

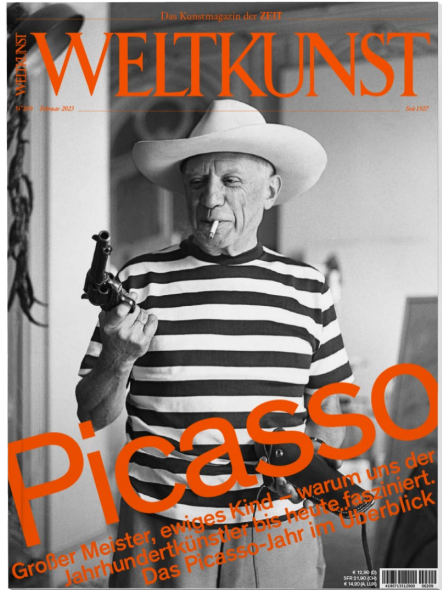


WELTKUNST TV



WELTKUNST  
Podcast

# Title Profile



## Frequency:

14 publications per year incl.  
specials editions

## Paid circulation:

25,000 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, 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)	Three days in...
223 February incl. Kunstquartal 01.24	19.01.2024	07.12.2023	Artificial Intelligence, Compact Art Market Analysis, Art Karlsruhe. The "Harlem Renaissance" at the Metropolitan Museum in New York	Brooklyn
224 March	23.02.2024	22.01.2024	Roy Lichtenstein (Exhibition at the Albertina in Vienna)	Stuttgart & Swabian Alb
225 April incl. Kunstquartal 02.24	28.03.2024	23.02.2024	Preview of the Venice Biennale	Porto
226 Sonderheft	19.04.2024	15.03.2024	Caspar David Friedrich (walking in the artist's footsteps in Greifswald and Rügen, exhibitions in Dresden, etc.)	
227 June	31.05.2024	24.04.2024	The best pavilions at the Venice Biennale	
228 July incl. Kunstquartal 03.24	28.06.2024	27.05.2024	Paris, the city of art during the Summer Olympics	Wiesbaden & Rhinehessen
229 Special edition	12.07.2024	10.06.2024		
230 August	26.07.2024	24.06.2024		Stockholm
231 September	30.08.2024	29.07.2024	100 Years of Surrealism (e.g. exhibition at the Centre Pompidou in Paris)	Bremen
232 October incl. Kunstquartal 04.24	27.09.2024	26.08.2024	Interior Design	Marseille
233 Special edition	11.10.2024	09.09.2024	Munich	
234 November	25.10.2024	19.09.2024	Jewellery & Watches, Art Cologne, New Objectivity (exhibition in Mannheim)	
235 December	29.11.2024	25.10.2024		Salzburg & Salzkammergut
236 Special edition	13.12.2024	11.11.2024	Journeys to Art/ Art Planners	

(Status as of September 2023 – Subjects to alterations.)

# 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.



3 DAYS IN...

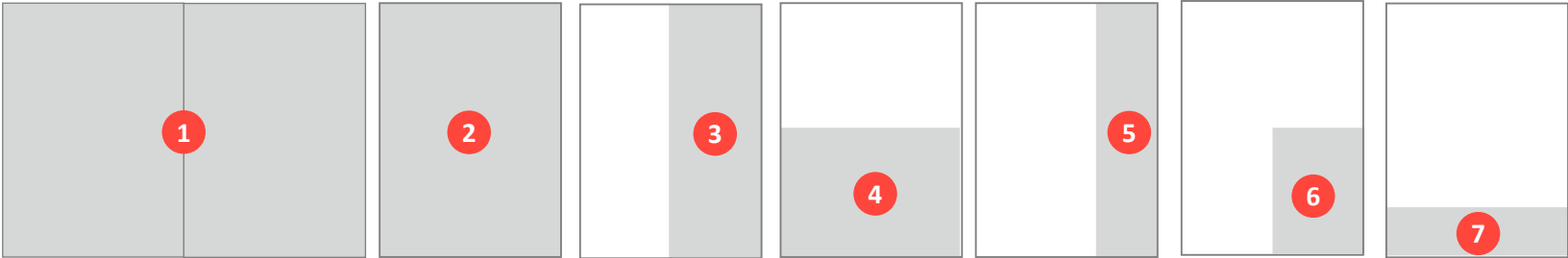
The readers of Weltkunst like to travel. In the "3 Days in..." section, we present the art scene of a metropolis or region every month and give tips on important addresses and special sights.

AGENDA

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



# Basic Rates 2024



Format	Bleed in mm (W x H)	Type Area in mm (W x H)	Rates
1 2/1 page	440 x 300	--	18.630 €
1 Opening Spread	440 x 300	--	23,700 €
1 1st 2/1 in the magazine	440 x 300	--	22,250 €
2 1/1 page	220 x 300	188 x 271	10,040 €
2 1/1 page: C2/C3/C4	220 x 300	--	12,420 €
3 1/2 page vertical	--	92 x 271	7,550 €
4 1/2 page horizontal	--	188 x 133	7,550 €
5 1/3 page vertical	--	60 x 271	6,730 €
6 1/4 page vertical	--	92 x 133	5,280 €
7 1/4 page horizontal	--	188 x 64	5,280 €

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 & 360°

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.

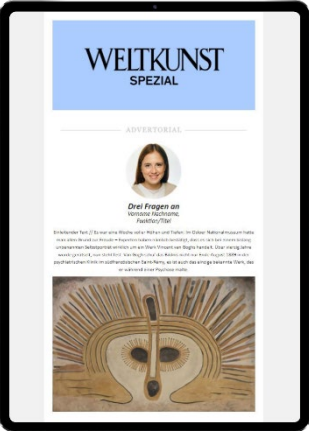
## Podcast. Your mouthpiece to the art-savvy target group

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.



**Content marketing. Reach over 3 million readers interested in art.**  
We regularly produce special WELTKUNST issues on major exhibitions, cultural events or travel destinations. These issues are included in DIE ZEIT, HANDELSBLATT and TAGESSPIEGEL. More than 3 million readers interested in art are addressed by the high-quality content and design of the WELTKUNST special issues.

**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.



**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.



# 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	Total circulation
25 g	225 €
Up to max. 50 g	275 €

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

**Paper weight**  
2-page loose insert min. 115 g/m<sup>2</sup>, 4-page loose insert max. 100 g/m<sup>2</sup>.

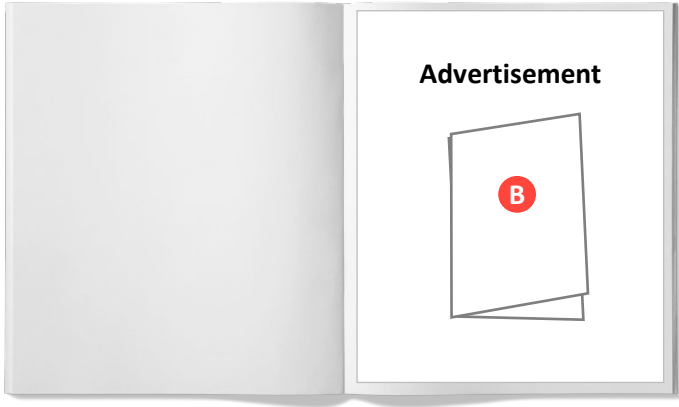
**Technical notes**  
Inserts are inserted into the magazine by machine and must therefore meet special requirements. Multi-page inserts always lie with the closed side parallel to the spine of the magazine. Fan folded inserts or inserts with a stapled postcard cannot be processed. If inserts contain 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	Paper weight
(postcards or other rectangular, unfolded print products, empty sealed envelopes)	130 €	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	Formats
Total Circulation	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	Paper weight
Up to 2 pages	240 €	min. 115 g/m <sup>2</sup>
Up to 4 pages	250 €	min. 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.

**Trimmed format:** 220 mm x 300 mm

### 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)

Delivery opportunities	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>	
Bleed size	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.	
Type Area	188 mm w, 271 mm h	
Printing Process	Sheetfed offset, Computer to plate-processing	
Paper	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	
Standard colour profile	PSOcoated_V3.icc <a href="#">Download Farb-Profil</a>	
Image structure	Cover:	max. 300 %
	Inner pages:	max. 300 %
	Total colour density:	max. 300 %
Screen width	80 Lines/cm	
Picture Resolution	300 dpi	
Data format	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.	

Data volume	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.
Printing material	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.
Data media	CD-Rom, DVD-Rom
Proofs	Only on request (35 €)
Postal Address	Mediengruppe Main-Post GmbH z. HD. Digitale Bearbeitung – WELTKUNST – Vorstufe 1. OG, Berner Straße 2, 97084 Würzburg t +49-931/60 01 414
Upload	For transmission and further technical information the following portal is available: <a href="http://www.anzeigeneingang.de/zeitverlag">www.anzeigeneingang.de/zeitverlag</a>
Please consider the copy deadlines!	
<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.	

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