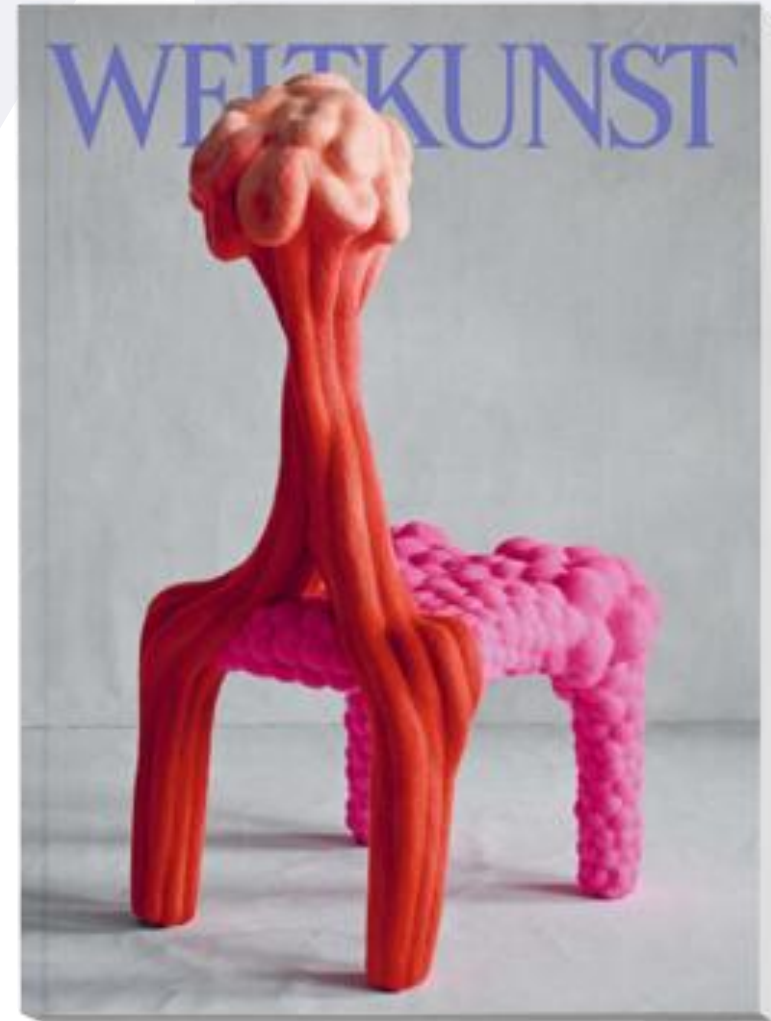


WELTKUNST Ratecard 2026



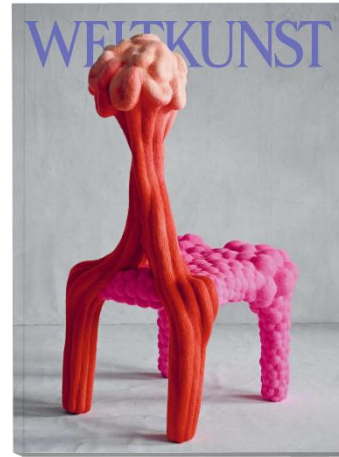
WELTKUNST Brand Family



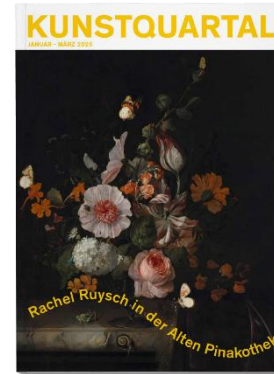
WELTKUNST
Newsletter



WELTKUNST
Online



WELTKUNST



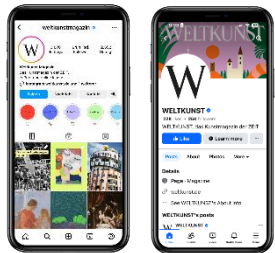
KUNSTQUARTAL



KUNST UND
AUKTIONEN



KUNSTPLANER



WELTKUNST
Instagram + Facebook



Corporate Publishing

WELTKUNST



WELTKUNST Event





Published:

10x yearly + 4 special issues

circulation:

20,000 copies (publishers information)

Copy price:

13.90 €

WELTKUNST is Germany's leading art magazine, founded in 1927 in Berlin. It is the most important publication for the art market and is read by collectors, artists, dealers, curators, and art enthusiasts. The editor-in-chief is Lisa Zeitz. Dr. Gloria Ehret and Christoph Amend, Editorial Director of ZEITmagazin, are the publishers of WELTKUNST. WELTKUNST showcases the most beautiful aspects of all art epochs, from the Old Masters to contemporary artists. With its elegant presentation, the magazine invites readers to immerse themselves and linger: at the beginning, readers are welcomed by inspiring columns and charming sections such as "Three Wishes" or "What Moves Art."

In the opulent central section, readers find in-depth portraits, captivating reports, and visual essays. The monthly "Collector's Seminar" devotes around ten pages to a selected specialist topic. The "Three Days in..." section takes readers on an inspiring journey to the most exciting art regions and presents the highlights of the local art scene.

Each issue is rounded off by the "Agenda," which provides a clear overview of all important dates and news of the month. A special highlight is the interview series "What Did You See?", featuring the world's most influential curator, Hans-Ulrich Obrist. charmante Rubriken wie „Drei Wünsche“ oder „Was bewegt die Kunst“.

issue	Publication date	Closing date	Material deadline	Topics
#251 February incl. Kunstquartal 01.26	16.01.2026	04.12.2025	12.12.2025	Trends of 2026 The best exhibitions of the coming three months All about Art Karlsruhe The most expensive auction works of the year / Collector's Seminar: Art Deco Silver / Interview with Tracey Emin / Art Market and AI
#252 March	20.02.2026	19.01.2026	27.01.2026	The world's most important Antiques Fair: Major TEFAF Preview / The Major Brancusi Exhibition at the Neue Nationalgalerie Berlin / Three Days in Reims
#253 April incl. Kunstquartal 02.26	20.03.2026	16.02.2026	24.02.2026	The best exhibitions in spring All about Art Düsseldorf Maria Lassnig and Edvard Munch at Hamburger Kunsthalle
#254 Special issue	10.04.2026	04.03.2026	12.03.2026	Special issue „Vienna“
#255 May	24.04.2026	20.03.2026	30.03.2026	All about Berlin Gallery Weekend Three Days in Dessau-Roßlau for the Bauhaus Anniversary
#256 June	29.05.2026	21.04.2026	29.04.2026	Tips for the Venice Biennale All about Art Basel
#257 July incl. Kunstquartal 03.26	26.06.2026	22.05.2026	02.06.2026	Focus on the Salzburg Festival The most beautiful summer exhibitions
#258 Special issue	24.07.2026	22.06.2026	02.07.2026	Special issue „Hesse“
#259 September	21.08.2026	13.07.2026	30.07.2026	Weltkunst and AD appear as a bundle for the first time The major Franz Marc exhibition in Düsseldorf. Festival of Book Art: Rare Book Week in Berlin
#260 October incl. Kunstquartal 04.26	25.09.2026	24.08.2026	01.09.2026	Interior and Design Special The best exhibitions in autumn Three Days in Hamburg
#261 Special issue	09.10.2026	07.09.2026	15.09.2026	Special issue Munich Everything you need to know about the art highlights and the best exhibitions in Munich and surroundings
#262 November	30.10.2026	28.09.2026	06.10.2026	Watches and Jewellery Special All about Art Cologne
#263 December	27.11.2026	26.10.2026	05.11.2026	Icons Special The best of art and design 100 years Weltkunst 2027
#264 Special issue	18.12.2026	16.11.2026	26.11.2026	Special issue REISEN ZUR KUNST (Art travelling) – with the special planer: All major exhibitions in 2027

Subject to alteration. Topics of special issues tbd.

/ Regular topics and sections (1/3)



Grenzenlos

Werte von mehr als 100.000 Euro für die gesamte Ausstattung sind in diesem Magazin zu finden. Die Kunstwerke sind in der Regel von internationalen Künstlern und Designern. Die Preise sind in der Regel in Euro angegeben. Die Preise sind in der Regel in Euro angegeben. Die Preise sind in der Regel in Euro angegeben.



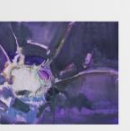
Heißblut denkt in ästhetischen Gesamtkonzepten. **PROFESSOR PREMIEREN** zeigt, wie der Celina-Designer eine Skulptur Jean Arps als Schmuckstück wiederaufleben lässt



Kunst und Mode werden schon immer eng verbunden. Das ist auch bei der Designerin Prof. Dr. Celina Präger der Fall. Die Designerin hat eine Skulptur von Jean Arps als Schmuckstück wiederaufleben lassen. Die Skulptur ist ein goldenes Schmuckstück, das die Form einer Skulptur hat. Die Skulptur ist ein goldenes Schmuckstück, das die Form einer Skulptur hat. Die Skulptur ist ein goldenes Schmuckstück, das die Form einer Skulptur hat.



Sie finden die Kunstmarktpreise oft schwindelerregend! Erfüllen Sie sich **DREI WÜNSCHE** für unter 10000 Euro



3500€

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322€

KUNSTVOLLER ESSEN



Ottlie W. Roederstein **Klaus Kinski**

Über die Kunstwerke finden Sie alle die besten Informationen über die Kunstwerke und die Künstler. Die Preise sind in der Regel in Euro angegeben. Die Preise sind in der Regel in Euro angegeben. Die Preise sind in der Regel in Euro angegeben.

WELCHER MUSEUMSCHAUSAT DER KUNST?



Columns
 The entertaining columns at the front of WELTKUNST offer readers a relaxed yet expert introduction to the magazine.
 In the column *“Interior Lives”*, the editorial team presents each month the work of an outstanding interior designer from the present or the 20th century.
 In *“Prüfer’s Premieres”*, Tillmann Prüfer showcases exceptional achievements in craftsmanship.
 Under *“Three Wishes”*, readers discover artworks under €10,000.
 And in *“Secret Twins”*, we uncover astonishing similarities between celebrities and paintings.

/ Regular topics and sections (2/3)



Reports and Portraits

In the central section, readers dive into in-depth reports and portraits, accompanied by opulent photo spreads covering topics from across the entire spectrum of art.

/ Regular topics and sections (3/3)



Three Days in...

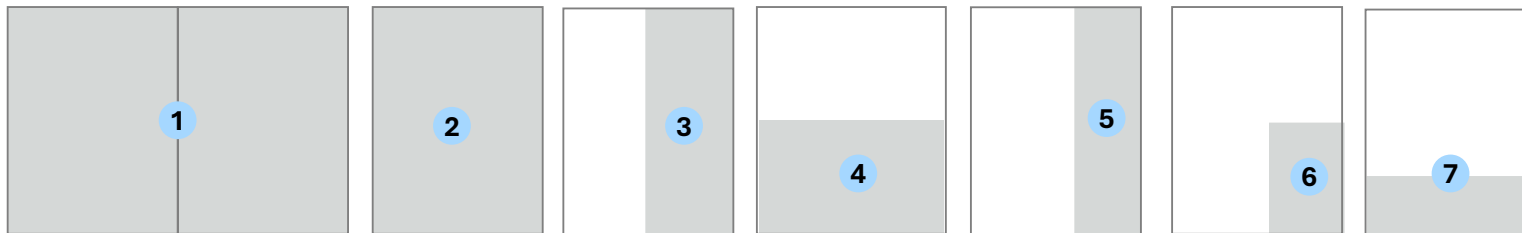
WELTKUNST readers love to travel. In the “Three Days in...” section, the editorial team presents the art scene of a city or region each month, offering tips on key addresses and special sights.



Agenda

The magazine concludes with the “Agenda,” which provides a concise overview of all important dates and news related to auctions, fairs and exhibitions.

Basic advertising rates



Formats	Bleed in mm (W x H)	Type areal in mm (W x H)	rates
1 Double page	440 x 300	--	19.950,- €
1 Opening Spread ¹	440 x 300	--	25.390,- €
1 1. Double page	440 x 300	--	23.850,- €
2 1/1 page	220 x 300	188 x 271	10.750,- €
2 1/1 page: cover page ²	220 x 300	--	13.300,- €
3 1/2 page vertical	--	92 x 271	8.090,- €
4 1/2 page horizontal	--	188 x 133	8.090,- €
5 1/3 page vertical	--	60 x 271	7.200,- €
6 1/4 page corner	--	92 x 133	5.650,- €
7 1/4 page horizontal	--	188 x 64	5.650,- €

All prices plus VAT. For bleed formats: please allow a 5 mm trim margin on all sides.

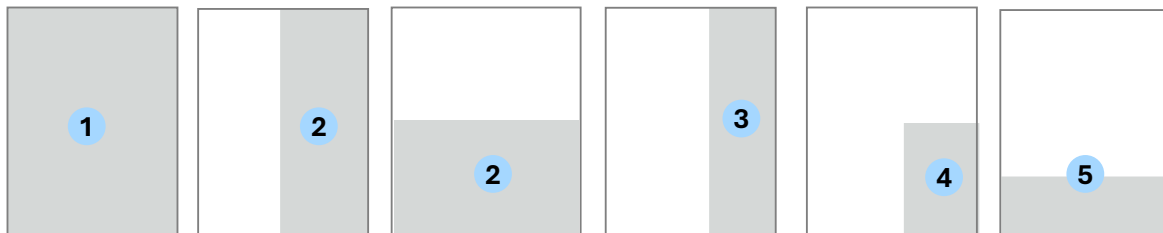
Elements at risk of being cut must be placed at least 8 mm inside from the trim edge.

Four times a year, WELTKUNST is published together with the exhibition guide **KUNSTQUARTAL**, featuring an additional outer cover.

In these issues, the **WELTKUNST Opening Spread** includes a free U2 placement on the outer cover.

Due to the different ad formats (1/1 page and 2/1 page), two separate ads must be submitted.

In the "WELTKUNST incl. KUNSTQUARTAL" issues, the U2/U3/U4 ads of WELTKUNST are repeated free of charge on the outer cover.



Formats	Bleed in mm (W x H)	Type area in mm (W x H)	Media costs	Creative costs	Total rate
1 1/1 page	220 x 300	188 x 271	10.750,- €	1.650,- €	12.400,- €
1 1/1 page Hotel recommendation			3.270,- €	--	3.270,- €
1 1/1 page Travel recommendation			10.750,- €	--	10.750,- €
2 1/2 page vertical	--	92 x 271	8.090,- €	1.100,- €	9.190,- €
2 1/2 page horizontal	--	188 x 133	8.090,- €	1.100,- €	9.190,- €
2 1/2 page vertical/horizontal Hotel or travel recommendation			1.830,- €	--	1.830,- €
3 1/3 page vertical	--	60 x 271	7.200,- €	650,- €	7.850,- €
4 1/4 page corner	--	92 x 133	5.650,- €	650,- €	6.300,- €
5 1/4 page horizontal	--	188 x 64	5.650,- €	650,- €	6.300,- €

All rates are subject to VAT. For bleed formats: please allow a 5 mm bleed on all pages. Elements at risk of being cut off must be placed at least 8 mm inside from the edge on all pages.



Dates	Publication date	Closing date
WELTKUNST #251 February incl. Kunstquartal 01.26	16.01.2026	04.12.2025
WELTKUNST #253 April incl. Kunstquartal 02.26	20.03.2026	16.02.2026
WELTKUNST #257 July incl. Kunstquartal 03.25	26.06.2026	22.05.2026
WELTKUNST #260 October incl. Kunstquartal 04.25	25.09.2026	24.08.2026

Published together with
WELTKUNST
in a premium cover wrap

Since 1965, KUNSTQUARTAL has been providing quarterly updates on the most important exhibition dates in Germany, Austria, and Switzerland.

On more than 60 pages, it reliably lists a curated selection of around 500 exhibitions from Aachen to Zurich.

In 2024, the compendium received a major refresh: In addition to being published as part of the total circulation of WELTKUNST, the larger format and more generous layout design now offer improved readability.

WELTKUNST and KUNSTQUARTAL are connected through a high-quality, additional cover wrap.

- WELTKUNST and KUNSTQUARTAL will be distributed together in a premium wrap-around cover, glued at the spine.
- Both magazines can be easily removed from the wrap-around cover without leaving any residue.
- The wrap-around cover features the WELTKUNST title.
- All cover pages of WELTKUNST are repeated on the wrap-around cover.
- The opening spread of WELTKUNST receives an additional ad placement on the inside front cover (U2) of the wrap-around.
- **Your Benefits**
- Increased visibility and more advertising space for WELTKUNST's cover pages and opening spread through additional placements on the wrap-around cover.
- Larger volume of WELTKUNST, resulting in greater attention from readers.
- The bundle of WELTKUNST and KUNSTQUARTAL attracts more attention at the point of sale.

Please get in touch with us for your individual offer!



LOOSE INSERTS

Take advantage of eye-catching and individually designed formats such as inserts, affixed items, or bound-in inserts. These formats generate strong advertising impact and high attention. To highlight your advertising message in a unique way, you can let your creativity run free.

Inserts

You can place inserts, i.e. loose printed materials, within the publication.

Rate per 1,000 inserts

Up to 25 g	260,- €
max. 50 g	320,- €

zzgl. Postgebühren. Auf Beilegekosten wird kein Rabatt gewährt.
Agenturprovision wird gewährt.

Placement Options

Total circulation (print and digital, available upon request)

Formats

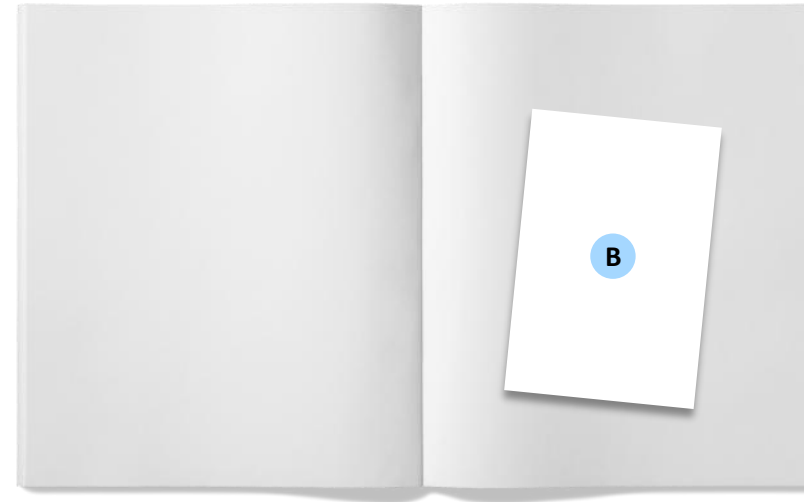
Minimum format: 95 x 145 mm (W x H)

Maximum format: 200 x 280 mm (W x H)

Paper Weight

2-page inserts: minimum 115 g/m²

4-page inserts: maximum 100 g/m²



TECHNICAL GUIDELINES

INSERTS ARE MACHINE-FED INTO THE MAGAZINE AND MUST THEREFORE MEET SPECIFIC REQUIREMENTS. MULTI-PAGE INSERTS MUST ALWAYS BE ALIGNED WITH THE CLOSED EDGE PARALLEL TO THE MAGAZINE SPINE. ACCORDION-FOLDED INSERTS OR INSERTS WITH STAPLED POSTCARDS CANNOT BE PROCESSED. IF INSERTS CONTAIN AN AFFIXED POSTCARD, IT MUST BE GLUED WITH A STRIP OF ADHESIVE PARALLEL TO THE CLOSED EDGE OF THE INSERT.

/ Glued inserts

Glued inserts, like postcards or booklets on a 1/1 page carrying ad.

Rate per 1,000 copies

Postcards, empty envelopes, rectangular printed materials (booklets)	150,- €
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Plus 1/1 page ad rate (carrying ad)

Postal fees are included in the prices for glued inserts. No discounts are granted.
Agency commission is granted.

Placement options

Subscription circulation (on request)

Formats

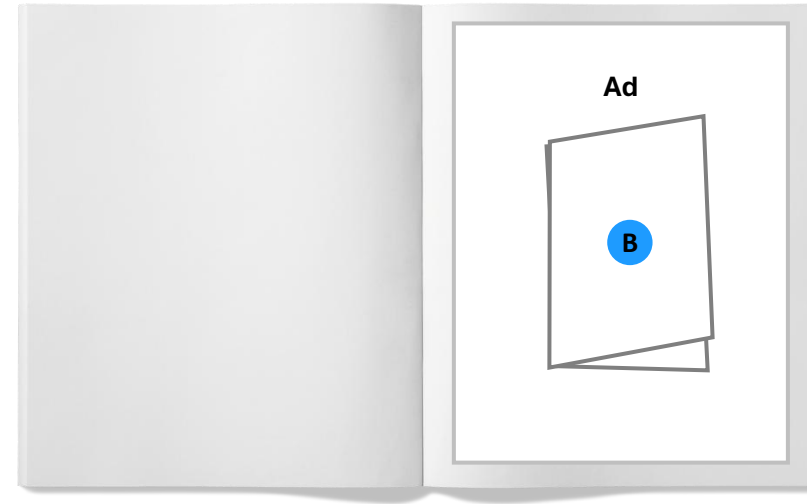
DIN A6 up to DIN A5

Paper weight

normally 150 g/m²

Order

Final acceptance of each order is subject to the submission of five binding samples.



TECHNICAL GUIDELINES

AFFIXED ITEMS MUST NOT CONTAIN ANY HAZARDOUS MATERIALS.
IF DISPOSAL COSTS ARISE DUE TO THE AFFIXED ITEMS, THESE WILL BE
BORNE BY THE CLIENT.

/ Bound-in inserts

Bound-in inserts

Inserts delivered ready for processing and which are firmly stitched in the magazine.

Rate per 1,000 inserts		Paper weight
2 pages	275,- €	min. 115 g/m ²
4 pages	290,- €	min. 80 g/m ²

Additional Information. Technical costs are not included. Other bound-in insert options available upon request.
Postal fees are included in the prices for bound-in inserts. No discounts are granted on the cost of binding.
Agency commission is granted.

Placement Options

Subscription circulation (available upon request)

Formats

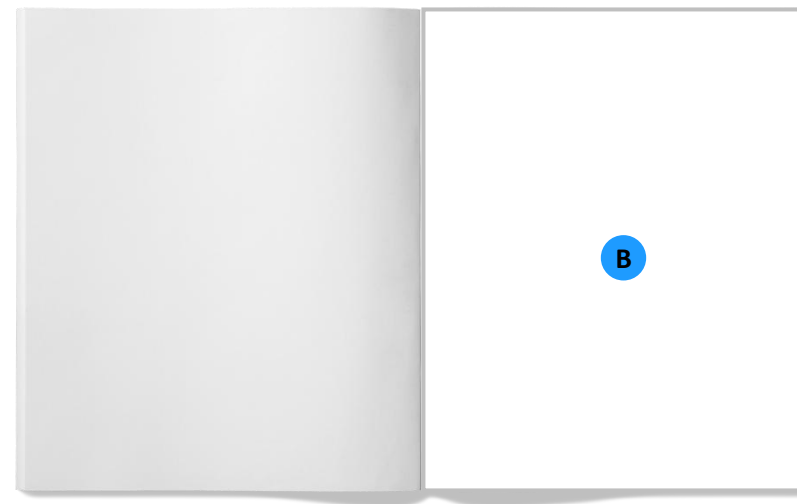
Untrimmed format: 226 mm x 309 mm

(6 mm head trim, 3 mm foot trim, 3 mm side trim, 3 mm milling edge).

Text and image elements at risk of being trimmed should be placed at least 2 mm away from the final trimmed format on all sides due to possible trimming tolerances.

Trimmed format: 220 mm x 300 mm

All rates are subject to VAT.



TECHNICAL GUIDELINES

BOUND-IN INSERTS MUST BE DELIVERED FOLDED IN THE UNTRIMMED FINAL FORMAT.

ALL BOUND-IN INSERTS MUST INCLUDE A 3 MM MILLING EDGE AT THE SPINE.

General Information

The content and design of inserts, bound-in inserts, or affixed items must be coordinated with the publisher prior to printing. The calculation basis is the current print run. The exact quantity of inserts required must be agreed upon before printing begins. Inserts, bound-in inserts, or affixed items used jointly by multiple advertisers are possible by special arrangement; surcharges available upon request. In the event of processing difficulties, completion of the print run takes priority. Order and cancellation deadline: 6 weeks before the first sales date.

Samples

The publisher requires 3 binding samples no later than 4 weeks before the issue is published. Elaborately produced inserts and bound-in inserts must be checked for processability before the order is placed. For affixed items outside the standard format, a test run with approx. 500 samples is required, which must technically correspond to the final version of the affixed item.

Allowance

Standard inserts: 2%

Standard bound-in inserts / affixed items: 3%

Delivery

Inserts, bound-in inserts, or affixed items must be delivered to the printing house on Euro pallets, properly packaged, aligned in one direction, and separated by intermediate layers at least 2 mm thick. Delivery date upon request. Delivery notes must include the following information: sender and recipient, magazine title, issue number, name of the special insertion, number of copies per pallet, type of special product (insert, bound-in insert, affixed item), total quantity of the delivery (number of pallets). A sample should be visibly attached to each packaging unit. Please note: no incoming goods inspection is carried out at the bookbinding facility.

Delivery Address

Grafisches Centrum Cuno GmbH & Co. KG

Attn: Ann-Kristin Meyen

Gewerbering West 27

39240 Calbe (Saale)

/ Technical data

To ensure access to the most up-to-date technical specifications for printing, please refer to our external portal, which also serves as the upload platform for advertisement materials.

→ [Technical specifications online](#)

Publisher Address

Zeitverlag Gerd Bucerius GmbH & Co. KG
Buceriusstraße, Eingang Speersort 1
D 20095 Hamburg
Phone: +49-40/32 80-0

Website

www.weltkunst.de

Bank Details

Commerzbank Stuttgart
Bank Code (BLZ): 600 400 71
Account No.: 525 52 52
IBAN: DE20600400710525525200
BIC: COBADEFF600

Terms and Conditions

The general terms and conditions of the publisher apply to the handling of advertisement and insert orders. You can view them at advise.zeit.de/agb.pdf.

We will gladly send you the terms and conditions upon request.

Payment Terms

Payment is due immediately upon receipt of invoice, net cash.

2% discount for advance payment or direct debit on the publication date.

Delivery charges are excluded from the discount.

VAT

Statutory VAT applies.

Publication Frequency

Monthly (10 regular issues + 4 special issues)

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