

# WELTKUNST x AD

## Shared stories & friendship



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**Publication type:**

Magazine

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**Copy price:**

€13.90

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**Frequency:**

Monthly

(10 + 4 special editions)

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**Circulation:**

20,000 copies

... is the leading medium for art collectors and investors — Germany's most important art market magazine.

... guides its readers through the fascinating and dazzling world of art, style, and luxury.

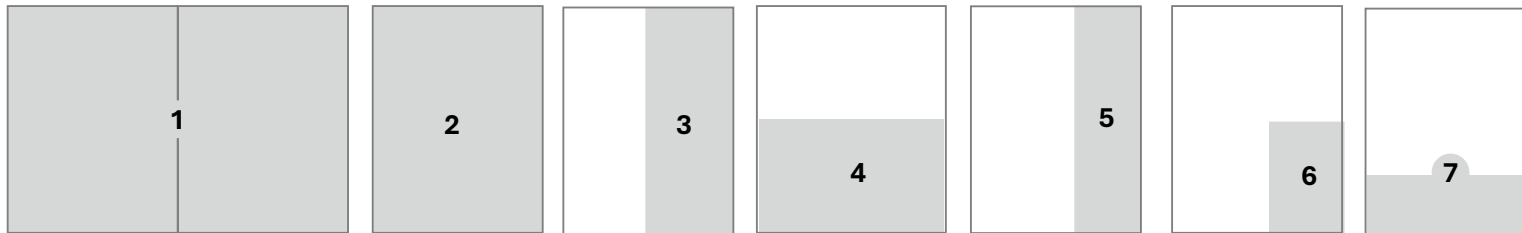
... explores the offerings of the art trade, galleries, fairs, and auctions with sensuality, opulence, and expert insight.

... addresses the interests of its affluent readership each month with a carefully curated mix of topics focused on beautiful and valuable things.

... reaches readers who are highly educated and belong to the upper social class. They are discerning, with high income and wealth. They invest in art — as well as in watches, jewelry, design, and automobiles.



# / Advertisement rates



Fixed formats	Bleed in mm (W × H)	Type area in mm (W × H)	rates
1 Double page	440 x 300	--	€19,950
1 Opening spread <sup>1</sup>	440 x 300	--	€25,390
1 1st double page in the magazine	440 x 300	--	€23,850
2 1/1 page	220 x 300	188 x 271	€10,750
2 1/1 page: U2/U3/U4 <sup>2</sup>	220 x 300	--	€13,300
3 1/2 page vertical	--	92 x 271	€8,090
4 1/2 page landscape	--	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 landscape	--	188 x 64	€5,650

All prices exclude VAT; the following applies to trim formats: 5 mm bleed allowance on all sides.

Elements at risk of being cut off must be placed at least 8 mm from the trim on the sides.

<sup>1</sup> Four times a year, WELTKUNST is published together with the exhibition guide KUNSTQUARTAL with an additional cover.

In these issues, the WELTKUNST opening spread receives a free U2 on the cover. Due to the different ad formats (1/1 p. and 2/1 p.), two separate ads must be submitted.

<sup>2</sup> In the "WELTKUNST incl. KUNSTQUARTAL" issues, the U2/U3/U4 of WELTKUNST are repeated free of charge on the cover.

1/1 page as  
**advertorial possible**

Design costs:  
On request

# / Dates for 2026

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
<b>#254 Special issue</b>	10.04.2026	04.03.2026	12.03.2026	<b>Special issue „Vienna“</b>
#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
<b>#258 Special issue</b>	24.07.2026	22.06.2026	02.07.2026	<b>Special issue „Hesse“</b>
#259 September	21.08.2026	13.07.2026	30.07.2026	<b>Weltkunst and AD appear as a bundle for the first time</b> 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	<b>Interior and Design Special   The best exhibitions in autumn</b> <b>Three Days in Hamburg</b>
<b>#261 Special issue</b>	09.10.2026	07.09.2026	15.09.2026	<b>Special issue Munich</b> 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	<b>Watches and Jewellery Special</b>   All about Art Cologne
#263 December	27.11.2026	26.10.2026	05.11.2026	<b>Icons Special</b>   The best of art and design   100 years Weltkunst 2027
<b>#264 Special issue</b>	18.12.2026	16.11.2026	26.11.2026	<b>Special issue REISEN ZUR KUNST (Art travelling) – with the special planer:</b> All major exhibitions in 2027

Subject to alteration. Topics of special issues tbd.

# / Weltkunst x AD: Shared stories & friendship

## IDEA

Friendship: Under this motto, the editorial teams of Weltkunst and AD are combining their expertise in art, architecture and design for the first time in their respective September 2026 issues.

The teams at AD and Weltkunst are working together across publishers to tell stories about special friendships. Not only are editorial formats and columns featured in each other's publications, but also authors who provide surprising changes of perspective and inspiring insights. Joint interviews, home visits and photo shoots: both editorial teams are playing journalistic ping-pong.

**PD: 21 August**

**BD: 13 July**

**MD: 13 July**



# Weltkunst x AD: Shared stories & friendship

In addition to the regular print run, an exclusive bundle edition of 6,000 pre-packaged copies will be available at an attractive special price.

The bundle will be prominently displayed in railway stations, bookshops and via selected special channels (e.g. Thalia, Dussmann).

In addition, communication will be reinforced by a multiplier mailing and accompanied by a launch event at Art Week Berlin.

Advertisers benefit from this high advertising and communication impact.

**2 magazines  
in one bundle**



# / Event Berlin Art Week

A joint launch event with WELTKUNST & AD is planned as part of Art Week Berlin (9–13 September 2026).

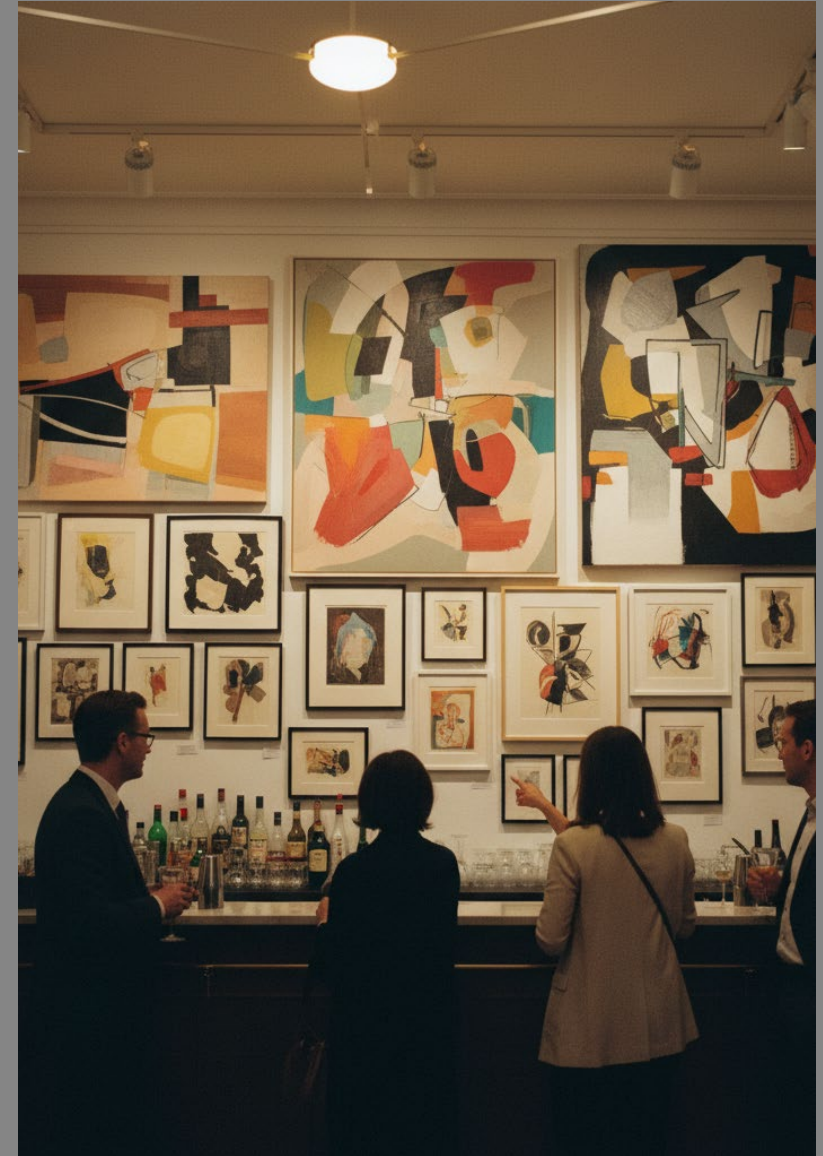
**When:** September (to be confirmed), around Berlin Art Week

**Where:** Berlin, location (to be confirmed)

**Who:** 100-150 guests

**Programme:** Art Talk & Cocktail

There are two different event partnership options ("Presented by Partner" and "Sponsored by Partner"), please refer to the following pages.



# / Event Berlin Art Week- Sponsor package I

## Components of the "Presented by Partner" package\*

- Headline partner of the event with logo integration
- Immersive integration of your brand into the overall event concept
- Prominent presence as main partner within the event
- Integration of your brand into all relevant marketing and communication measures (e.g. digital invitation and press wall)
- Advertorial coverage in WELTKUNST channels (magazine, newsletter, social media) as well as integration into editorial coverage on site via AD Instagram Story and in the editorial follow-up report on [ad-magazin.de](http://ad-magazin.de)\*\*
- Native integration into the highlight video
- Photos of the event for your channels
- Exclusive ticket allocation of 10 places for the event
- Advertisement page in WELTKUNST #259 (10,750 euros) and in AD 9/26 (26,500 euros): gross media value 37,250 euros

**Price for the event: 80,000 euros\*\*\***

\*Concept development and implementation by the partner in consultation with the editorial teams. Any additional costs incurred shall be borne by the partner.

\*\*The nature and scope of editorial coverage is at the discretion of the AD editorial team.

\*\*\*Event costs are not eligible for discounts or AE.

# / Event Berlin Art Week – Sponsor package II

## Components of "Supported by Partner" package\*

- Brand integration within the event concept in consultation with AD x WELTKUNST
- Integration of your brand into selected marketing and communication measures
- Integration of your brand into selected branding measures (digital invitation, press wall)
- Integration into editorial reporting on site via AD x WELTKUNST Social & Digital\*\*
- Photo package
- Logo integration in highlight video
- Exclusive ticket allocation

**Price for the event: 30,000 euros + media\*\*\***

\*Concept development and implementation by the partner in consultation with the editorial teams. Any additional costs incurred shall be borne by the partner.

\*\*The nature and scope of the online follow-up report is the responsibility of the AD editorial team.

\*\*\*Prices for 2026 are subject to change. Event costs and net prices are not eligible for discounts or AE.

# / Please get in touch

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