WELTKUNST
RATECARD 2020
No. 52, effective Jan. 1, 2020
ADVERTISING DATA

Publisher
Zeitverlag Gerd Bucerius GmbH & Co. KG
Buceriusstraße, Eingang Speersort 1
20095 Hamburg
Telephone: +49-40/32 80-0 (switch board)
Telefax: +49-40/32 80-472 (classified advertising)

Internet address
www.weltkunst.de

Bank account
Commerzbank Stuttgart
IBAN: DE 20600400710525525200
BIC: COBADEFF600

General terms and conditions
Any advertisement order implies acceptance of the general terms and conditions as laid down under www.zeit.de/mediadaten.

Payment
Due on publication date:
2 % discount if paid before publication and old invoices have all been paid

VAT
The quoted rates exclude Value Added Tax which may apply.

Published
monthly (12 + 2 extra issues)
**WELTKUNST – TITLE PROFILE**

WELTKUNST, founded 1927 in Berlin, is the baseline medium for art investors in Germany and therefore the most important magazine for the art market.

Lisa Zeitz is the deputy editor. Dr. Gloria Ehret and Christoph Amend, deputy editor of the ZEITmagazin are the publishers of WELTKUNST.

WELTKUNST showcases the most attractive works from the different eras of art – from the Old Masters to contemporary artists. The magazine is clearly structured and kicks off with entertaining and expert columns and sections like “Three Wishes” or “What Moves Art”.

The extravagant middle section of the magazine features in-depth profiles, reports and photo spreads. And the “Collector’s Seminar” devotes around ten pages to a specialised field every month.

The “Three Days In …” section takes our readers on a journey to an art metropolis and showcases art and art events in the region.

The magazine closes with „Agenda“, providing compact information on all the important dates and news of the month and featuring the interview series “What Did You See?” with the world’s most influential curator, Hans-Ulrich Obrist.

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**WELTKUNST – DATES**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Closing date</th>
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<tbody>
<tr>
<td>166 special issue</td>
<td>17.12.2019</td>
<td>19.11.2019</td>
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<tr>
<td>167 February</td>
<td>28.01.2020</td>
<td>27.12.2019</td>
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<td>168 March</td>
<td>25.02.2020</td>
<td>28.01.2020</td>
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<td>169 April</td>
<td>24.03.2020</td>
<td>25.02.2020</td>
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<tr>
<td>170 special issue</td>
<td>07.04.2020</td>
<td>10.03.2020</td>
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<tr>
<td>171 May</td>
<td>28.04.2020</td>
<td>27.03.2020</td>
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<tr>
<td>172 June</td>
<td>26.05.2020</td>
<td>24.04.2020</td>
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<tr>
<td>173 special issue</td>
<td>30.06.2020</td>
<td>02.06.2020</td>
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<td>174 August</td>
<td>28.07.2020</td>
<td>30.06.2020</td>
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<tr>
<td>175 September</td>
<td>25.08.2020</td>
<td>28.07.2020</td>
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<td>176 October</td>
<td>29.09.2020</td>
<td>01.09.2020</td>
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<tr>
<td>177 special issue</td>
<td>06.10.2020</td>
<td>08.09.2020</td>
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<tr>
<td>178 November</td>
<td>27.10.2020</td>
<td>29.09.2020</td>
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<td>179 December</td>
<td>24.11.2020</td>
<td>27.10.2020</td>
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<tr>
<td>180 special issue</td>
<td>15.12.2020</td>
<td>17.11.2020</td>
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In the “Secret Twins” section, we reveal amazing similarities between well-known figures like Sylvester Stallone and Raffael’s portrait of Cardinal Antonio del Monte dating all the way back to the year 1511.

The middle section is also about big reports, profiles and opulent photo spreads supplying readers with in-depth information on topics from the entire breadth of the art world.
Readers of Weltkunst like to travel. In the “3 Days In ...” section, we showcase the art scene in a different metropolis or region each month – and provide tips on important addresses and sights that are really worth seeing.

WELTKUNST – AGENDA

The magazine closes with „Agenda“, providing compact information on all the important dates and news on auctions, trade fairs and exhibitions.
**BASIC RATES**

**WELTKUNST**

No. | Format | basic rate b/w and colour |
--- | --- | --- |
1 | Opening Spread | € 20,800.00 |
1 | First DPS (2/1 page) | € 19,500.00 |
1 | 2/1 page | € 16,500.00 |
2 | cover page | € 11,000.00 |
2 | 1/1 page | € 8,800.00 |
3 | 1/2 page vertical | € 6,600.00 |
4 | 1/2 page horizontal | € 6,600.00 |
5 | 1/3 page vertical | € 5,900.00 |
6 | 1/4 page vertical | € 4,500.00 |
7 | 1/4 page horizontal | € 4,500.00 |

Discount structure

- min. 3 adverts = 5%
- min. 6 adverts = 10%
- min. 12 adverts = 15%

**COOPERATIONS AND MEDIA SOLUTIONS**

Weltkunst specials: your direct line to more than 3 million* readers interested in art

On request, we can create and design your customised supplement in the full circulation or a circulation split of ZEIT, HANDELSBLATT and TAGESSPIEGEL. This ensures that your ad holds maximum appeal for readers, from the design and layout all the way through to the copy. We produce the ads in close consultation with you – from the initial briefing and the first rough draft to the finished product.

* Source: AWA 2015, LA Berlin 2014
COOPERATIONS AND MEDIA SOLUTIONS

Exclusive Weltkunst events
Showcase your brand in a high-end setting.
• Exclusive attendees: decision-makers from the worlds of business, art and culture
• Exclusive locations
• Exclusive and surprising topic combinations
• Communication-focused information in WELTKUNST in the form of reports and advertising

Corporate publishing: the art of intelligent corporate communication
• Realisation of ambitious projects in the fields of art, culture and tourism
• The entire spectrum of corporate publishing: from consulting and conception through to realisation, ad marketing, distribution and marketing
LOOSE / GLUED INSERTS


**Loose inserts**
Supplements are printed products loosely inserted in the magazine.

<table>
<thead>
<tr>
<th>Rates per 1,000 copies</th>
<th>full circulation</th>
<th>Paper weight</th>
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<tbody>
<tr>
<td>up to 25 g</td>
<td>€ 205.00</td>
<td></td>
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<tr>
<td>up to max. 50 g</td>
<td>€ 255.00</td>
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</table>

Plus postal fees, price on request.
The loose insert rate is not discountable but an agency commission will be granted.

**Insertion possibilities**
full circulation

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

**Paper weight**
Two pages loose insert: minimum: 115 g/m². Four pages loose insert: maximum: 100 g/m².

**Technical conditions:** Supplements are inserted by machine in the magazine and therefore have to meet special preconditions. For supplements consisting of several pages the closed page has to be parallel to the back of the magazine. Accordion fold inserts with stapled or adhesive postcards cannot be processed. Inserts with an adhesive postcard, must position it with an adhesive strip parallel to the closed back of the insert.

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

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<th>Rates per 1,000 copies</th>
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<tbody>
<tr>
<td>(postcards or other rectangular, unfolded print products, empty sealed envelopes)</td>
<td>€ 120.00</td>
<td>normally 150 g/m²</td>
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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 given.

**Paper weight**
for unfolded printed items usually 150 g.

**Technical conditions:** 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.

<table>
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<tbody>
<tr>
<td>up to 2 pages</td>
<td>€ 220.00</td>
<td>minimum 115 g/m²</td>
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<tr>
<td>up to 4 pages</td>
<td>€ 230.00</td>
<td>minimum 80 g/m²</td>
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Plus technical costs.
More comprehensive bound-in inserts on request

**Insertion possibilities**
full circulation

**Size**
Untrimmed size: 226 mm x 309 mm
(6 mm heading trim and 3 mm foot trim,
3 mm side trim, 3 mm gutter bleed).
To avoid endangering text and picture elements by the bleed format, they should be positioned at least 2 mm away from the edges of the final trim format on all 4 sides.

**Technical conditions:** Bound-in inserts should be delivered folded, in final, untrimmed format. All bound-in inserts with a 3 mm margin at the gutter.

**Delivery:**
Loose inserts, bound-in inserts, adhesive inserts have to be well packed, all facing in one direction, separated by covers at least 2 mm thick and delivered free to the printers on Europa palettes 14 days before publication.

Delivery notes must contain the following details:
• sender and recipient
• magazine, issue no.
• product name distribution
• no. of copies on the palet, no. of pallets, total number of units in the delivery

A sample should be prominently attached to each packaging unit.

**Delivery adress**
NEEF + STUMME premium printing GmbH & Co. KG • z. Hd. Herr Michael Gartzke • Lessingstraße Werk 2 • D-29378 Wittingen

no VAT included
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Please check advertisement deadlines.

Important information!
When delivering your ad via email or internet please provide the respective publication and issue-number/-date for better allocation.
Regardless of the transfer of your ad the publishing company needs a written ad-order.
Please let us know in advance, how your ad will be transferred.

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