

WELTKUNST

From antiquity to the present day



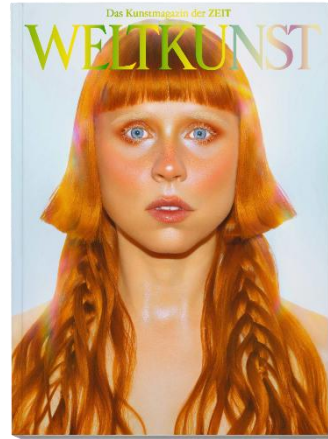
Overview



WELTKUNST Newsletter



WELTKUNST Online



WELTKUNST



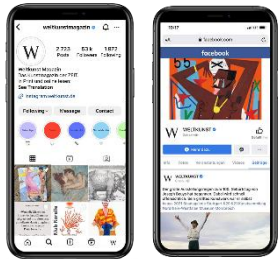
KUNSTQUARTAL



KUNST UND AUKTIONEN



KUNSTPLANER



WELTKUNST Instagram + Facebook



Corporate Publishing

WELTKUNST



WELTKUNST Event

Type of publication:
Magazine

Copy price:
€13.90

Frequency:
Monthly
(10 + 4 special issues)

Circulation:
20,000 copies

... is the top choice for art collectors and art investors, making it Germany's most important art market magazine.

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

... showcases the art trade, galleries, fairs and auctions with sensuality, opulence and professionalism.

... picks up on its well-off readership's interest in beautiful and valuable things with its monthly mix of topics.

... reaches readers who are highly educated and belong to the upper echelons of society. They are sophisticated, with high incomes and wealth. They invest in art, but also in watches, jewellery, design and cars.

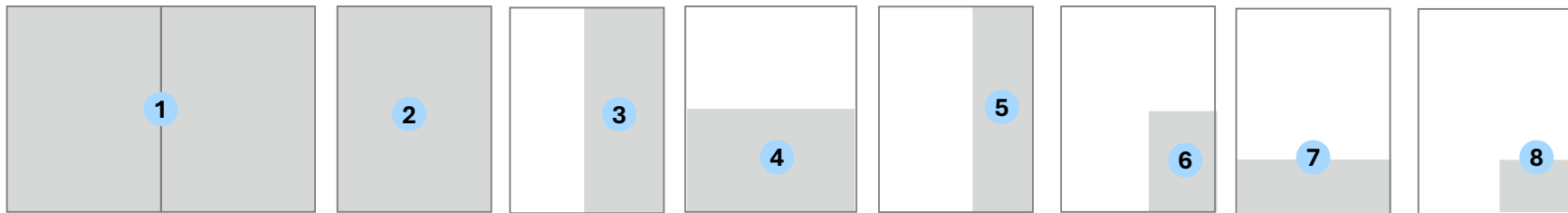


/ Schedule

| Issue | Publication date | Closing date/ material deadline | Topics |
|---|------------------|------------------------------------|--|
| #237 February incl. KUNSTQUARTAL 01.25 | 17/01/2025 | 02/12/2024 | 2025 trends The next three months' best exhibitions All about Art Karlsruhe The year's highest-selling auction pieces |
| #238 March | 21/02/2025 | 20/01/2025 | The world's most important antiques fair: an in-depth preview of TEFAF |
| #239 April incl. KUNSTQUARTAL 02.25 | 28/03/2025 | 24/02/2025 | The best exhibitions of the spring season All about Art Düsseldorf Editorial Drei Tage in Magdeburg |
| #240 Special issue | 11/04/2025 | 10/03/2025 | Special issue Everything you need to know about the Gallery Weekend Plus: Christo – 30 years of Wrapped Reichstag |
| #241 May | 25/04/2025 | 24/03/2025 | Pioneer of modernity: The Parisian art dealer Berthe Weill, Picasso and Matisse gallerist Key facts about the New York auctions Editorial Drei Tage Ruhr |
| #242 June special issue | 30/05/2025 | 28/04/2025 | Basel special issue |
| #243 July incl. KUNSTQUARTAL 03.25 | 27/06/2025 | 26/05/2025 | Vienna and Austria Salzburg Festival feature The best exhibitions of the summer season All you need to know about the art weeks in Bamberg, the antiques capital of Germany |
| #244 August special issue | 25/07/2025 | 23/06/2025 | Thuringia special issue The treasure trove of Thuringia |
| #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 | Interiors and Design special issue The best exhibitions of the autumn season Max Liebermann and impressionism in Germany |
| #247 Special issue | 10/10/2025 | 08/09/2025 | Munich special issue All you need to know about the HIGHLIGHTS art fair The best exhibitions in and around Munich |
| #248 November | 24/10/2025 | 22/09/2025 | Watches and Jewellery special issue All you need to know about Art Cologne Editorial Drei Tage in Lausanne |
| #249 December | 28/11/2025 | 27/10/2025 | 100 years of Bauhaus Dessau (2025/2026) The unicorn in art (Potsdam Museum Barberini) |
| #250 Special issue | 12/12/2025 | 10/11/2025 | REISEN ZUR KUNST special issue – including KUNSTPLANER All the major exhibitions of 2026 |

Topics and dates are subject to change.
Closing date for premium placements is the previous issue's closing date.

Prices



| Fixed formats | Bleed in mm (W x H) | Type area in mm (W x H) | Art dealers, galleries, museums, art fairs, publishers, auction houses |
|-----------------------|---------------------|-------------------------|---|
| 1 Double page | 440 x 300 | -- | €7,930 |
| 2 1/1 page | 220 x 300 | 188 x 271 | €4,180 |
| 3 1/2 page, portrait | -- | 92 x 271 | €2,360 |
| 4 1/2 page, landscape | -- | 188 x 133 | €2,360 |
| 5 1/3 page, portrait | -- | 60 x 271 | €1,990 |
| 6 1/4 page corner | -- | 92 x 133 | €1,180 |
| 7 1/4 page, landscape | -- | 188 x 64 | €1,180 |
| 8 1/8 page, landscape | -- | 92 x 64 | €760 |

All prices plus VAT. For bleed formats, bleed allowance on all sides 5 mm each.
Elements at risk of bleed must be placed at least 8 mm inwards from the trim on the sides.

| Millimetre price for classified ads | Price |
|-------------------------------------|-------|
| b/w | €6.75 |
| 4c | €7.80 |

Columns (approx. 40 characters/column)

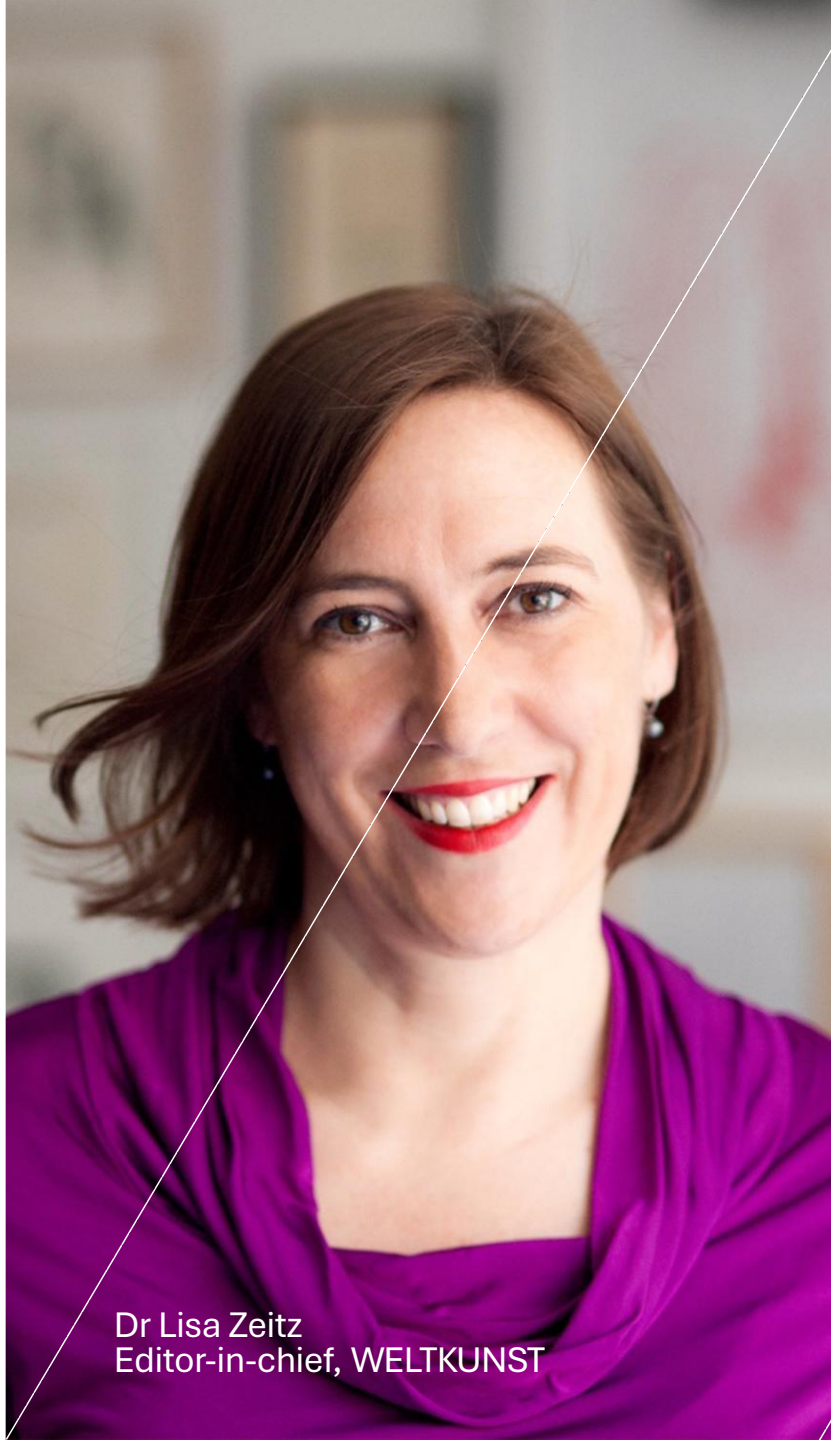
| | |
|-----------|-------|
| 1 column | 44 mm |
| 2 columns | 91 mm |

/ A magazine dedicated to aesthetics

“WELTKUNST revels in art and design from antiquity to the present day. Johnny Rotten reveals his favourite artist, Herta Müller writes about how painting moves her, and Thomas Struth photographs the enchanted corners of Los Angeles for WELTKUNST.

You’ll also find insider knowledge on the art market and travel tips on art events and regions worth visiting.

We have been combining new and old art with modern journalism since 1927 – a magazine for aesthetes.”

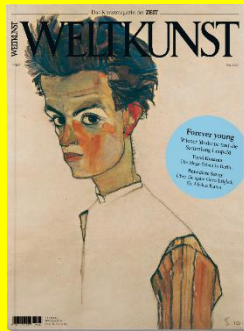
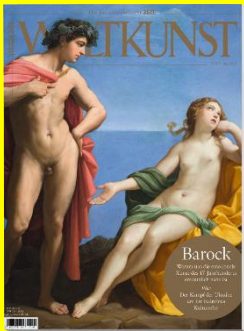


Dr Lisa Zeitz
Editor-in-chief, WELTKUNST



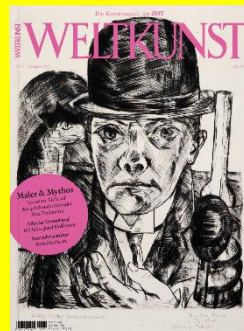
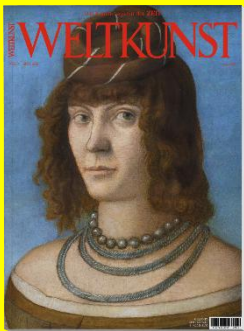
Christoph Amend
Editorial director, WELTKUNST
(Editorial director, ZEIT)

From antiquity to the present day



Antiquity

Present



WELTKUNST readership

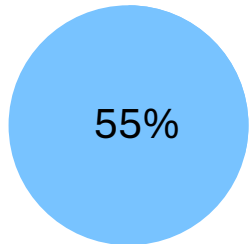
Gender



67% men
33% women

Household net income

€5,000+



Source: WELTKUNST 2013 reader survey (n=205)

AGE

79%

of WELTKUNST readers are 50 years old or older.

PROFESSION

54%

of WELTKUNST readers are executives, business owners or self-employed.

PROPERTY

70%

of WELTKUNST readers own valuable works of art.

GRADUATION

76%

of WELTKUNST readers have a secondary school diploma.

OWN HOME

76%

of WELTKUNST readers live in their own house or flat.

HOUSEHOLD SIZE

78%

of WELTKUNST readers live on their own or with one other person.



What readers have to say about WELTKUNST

- // Eclectic articles on art from all periods.
- // An interesting insight into the contemporary art scene.
- // WELTKUNST encourages people to take a closer look at the topics it covers.
- // Various reports on exhibitions and places of interest for art and culture.
- // A great combination of art and collecting.
- // Wonderful suggestions for places to visit.

Source: WELTKUNST 2022 reader survey (qualitative)



/ A look into the magazine



Innenleben
Presentation of works by outstanding interior designers



Drei Wünsche
Artworks for less than €10,000



Reports
on current art topics



Portraits
boasting opulent photo spreads



“Drei Tage in...”
Curated short art trips



Agenda
All the important dates for auctions, fairs and exhibitions

The range of topics

Columns

The entertaining columns in the WELTKUNST front section give readers a relaxed yet thorough introduction to the magazine.

In the *Innenleben* column, the editors present the work of an outstanding contemporary or 20th-century interior designer every month. In the *Prüfer's Premieren* column, Tillmann Prüfer presents outstanding achievements in craftsmanship. Under *Drei Wünsche*, readers will find artworks for less than €10,000. And the *Heimliche Zwillinge* column uncovers astonishing similarities between celebrities and paintings.



／ The range of topics

Reports and portraits

In the middle section, readers will find in-depth articles and portraits, as well as sumptuous photo spreads covering the full spectrum of the arts.

Agenda

The *Agenda*, which brings together all the important dates and news on auctions, fairs and exhibitions, concludes the magazine.



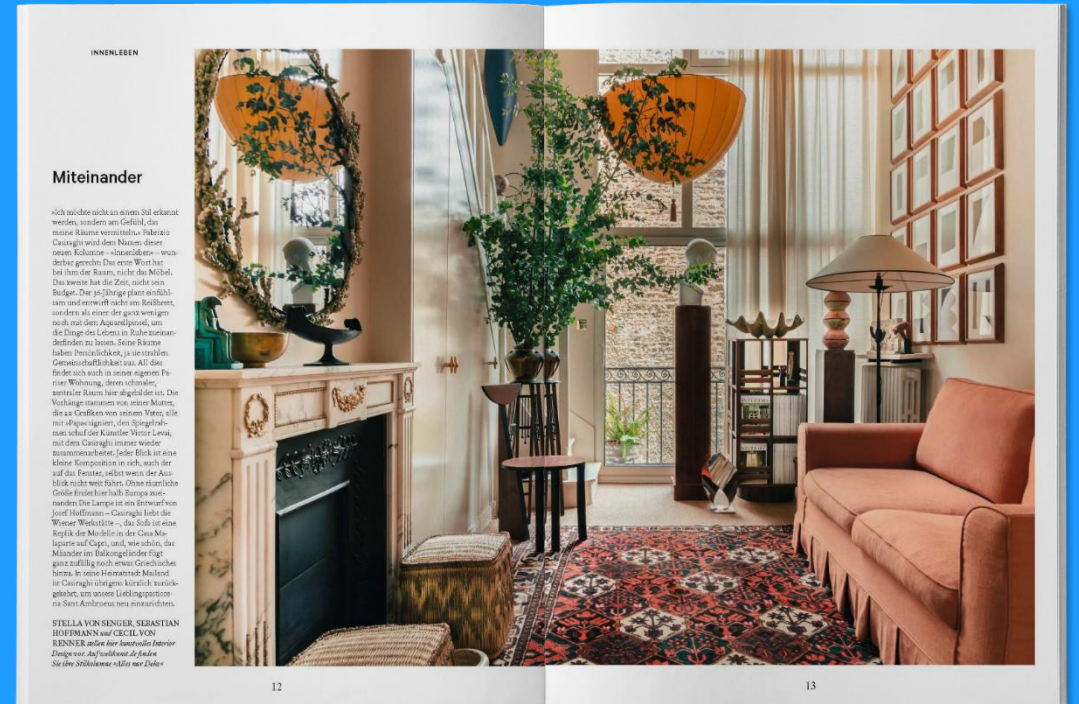
Editorial design section *Innenleben*

Renowned designers and up-and-coming talent

In the WELTKUNST front section, the editorial team devotes a prominent place to interior design. In the *Innenleben* column, the three style experts Stella von Senger, Sebastian Hoffmann and Cecil von Renner present the work of an outstanding contemporary or 20th-century interior designer every month. *Innenleben* in WELTKUNST's print edition thus complements the successful virtual column *Alles nur Deko* on WELTKUNST Online.

Your benefits

- You will be reaching a target audience with an affinity for art and design.
- The editorial focus on interior design will help to give your ad more impact.
- Placements directly adjacent are possible subject to availability.



Editorial luxury section *Prüfer's Premieren*

A look at the workbench

In his column *Prüfer's Premieren*, Tillmann Prüfer, who is also responsible for style and design topics in ZEITmagazin, presents outstanding achievements in craftsmanship. From filigree jewellery and exclusive watches to extravagant fashion, Prüfer highlights handmade products of exceptional value and quality that stand for authenticity and luxury with their exclusivity. The column inspires readers to appreciate age-old craftsmanship and attention to detail, bucking the trend towards global mass production.

Your benefits

- You will be reaching a target audience with an affinity for art and design.
- The editorial focus on the craft of luxury items will help to give your ad more impact.
- Placements directly adjacent are possible subject to availability.



Editorial section

“Drei Tage in...”

A curated short trip with WELTKUNST

In “Drei Tage in ...”, the editorial team presents the art scene of a metropolis or region and gives tips on important addresses and special places of interest. The editorial section presents different destinations in each print edition of WELTKUNST.

Your benefits

- You efficiently reach a target group with an affinity for art and travel.
- The editorial focus on the particular region will help to give your ad more impact.
- Placements directly adjacent are possible subject to availability.

Topics

| | |
|--------------------|-----------|
| Magdeburg | Lausanne |
| Chemnitz | Prague |
| Würzburg/Franconia | Flanders |
| Alsace | Utrecht |
| On the Ruhr | Hong Kong |



“Reisetipp” advertorial

Compelling in content and design

Present your destination in a high-quality, stand-out, informative environment.

Your benefits

- Attention-grabbing layout and design
- Highly informative for readers
- Winning editorial look and credibility
- Design by publisher

Price

1/1 page advertorial: €10,390 (incl. creative costs)

Supplying materials

Please send text (max. 1,600 characters including spaces), images (max. 5 images, image resolution: 300 dpi), period, exhibition name and service text to matthias.ehlert@weltkunst.de.



→ Illustrative example

/ “*Hoteltipp*” advertorial**Compelling in content and design**

Present your destination in a high-quality, stand-out, informative environment.

Your benefits

- Attention-grabbing layout and design
- Highly informative for readers
- Winning editorial look and credibility
- Design by publisher

Price

1/1 page advertorial: €3,160 (incl. creative costs)

1/2 page advertorial: €1,770 (incl. creative costs)

Supplying materials

Please send text (max. 1,600 characters including spaces), images (max. 5 images, image resolution: 300 dpi), period, exhibition name and service text to

matthias.ehlert@weltkunst.de.



→ Illustrative example

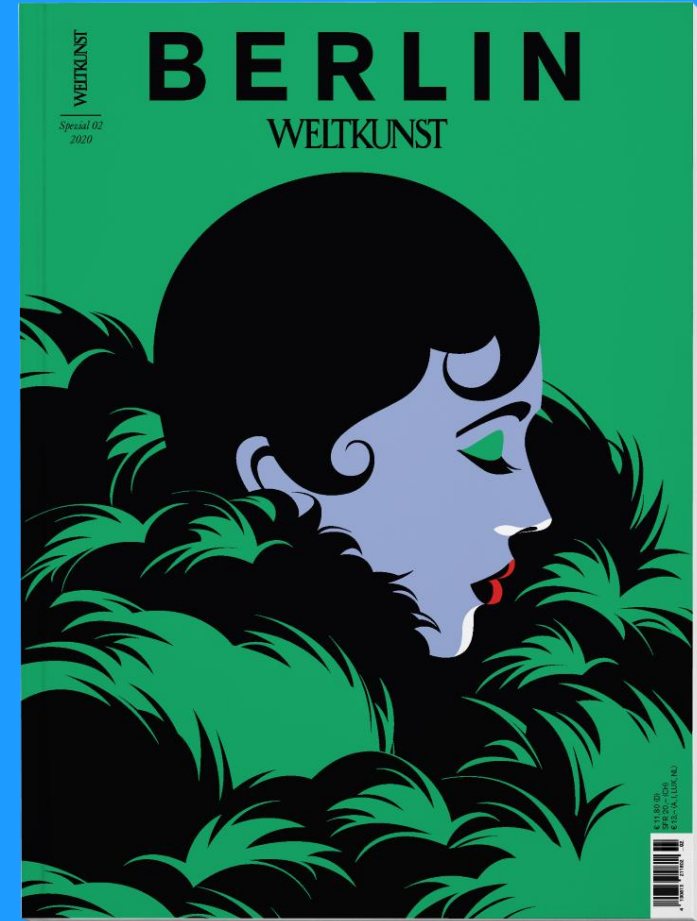
A special issue about the capital

The Berlin special issue of WELTKUNST introduces its readers to:

- The most exciting art locations in Berlin
- All you need to know about the Gallery Weekend
- Christo – 30 years of Wrapped Reichstag
- Portraits of important artists
- Discoveries and art treasures, from the classical to the modern

Schedule

| Topic | PD | CD / MD |
|------------------------------|------------|------------|
| #240 Berlin special issue | 11/04/2025 | 10/03/2025 |



/ Design special issue

Where style and aesthetics find their place

The Design special issue of WELTKUNST introduces its readers to:

- Outstanding places designed by artists
- Art in home construction: impressive buildings worldwide
- Furniture as art through the ages

Schedule

| Topic | PD | CD / MD |
|---|------------|------------|
| #246 October Interiors and Design special issue | 26/09/2025 | 22/08/2025 |



A special issue about the Bavarian capital

The Munich special issue of WELTKUNST introduces its readers to:

- The most exciting art locations in Munich
- Exhibition highlights on art and antiques in Bavaria's capital city
- Portraits of important Munich artists
- Discoveries and art treasures, from the classical to the modern

Schedule

| Topic | PD | CD / MD |
|---------------------------|------------|------------|
| #247 Munich special issue | 10/10/2025 | 08/09/2025 |



/ Watches and Jewellery special issue

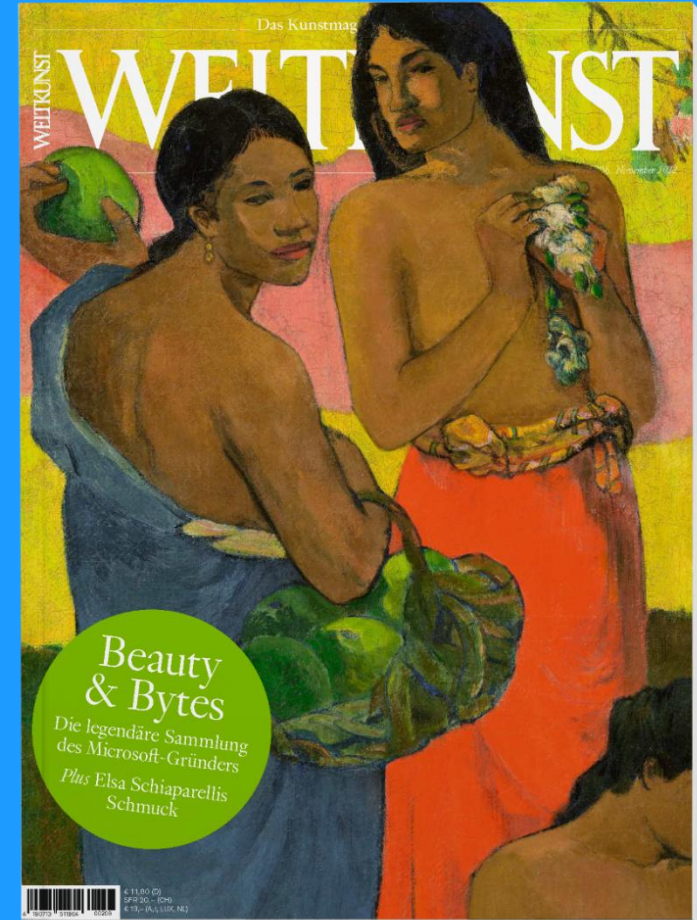
The perfect environment for the sparkling things in life

The Watches and Jewellery special issue of WELTKUNST introduces its readers to:

- Portraits of notable jewellers
- The greatest influences in the modern jewellery world
- Watches and jewellery: the most beautiful museum exhibitions

Schedule

| Topic | PD | CD / MD |
|---|------------|------------|
| #248 November Watches and Jewellery special issue | 24/10/2025 | 22/09/2025 |



/ REISEN ZUR KUNST special issue

The special travel issue of WELTKUNST introduces its readers to:

- Journeys of discovery to extraordinary museums around the world
- Visits to cultural cities
- Travels to countries that are home to spectacular and unique art treasures

Schedule

| Topic | PD | CD / MD |
|--|------------|------------|
| #250 Special issue Reisen zur Kunst | 12/12/2025 | 10/11/2025 |



/ Special advertising formats



Cover gatefold

The cover gatefold offers a unique promotional presence.
(Three pages, inner cover can be unfolded outwards.)

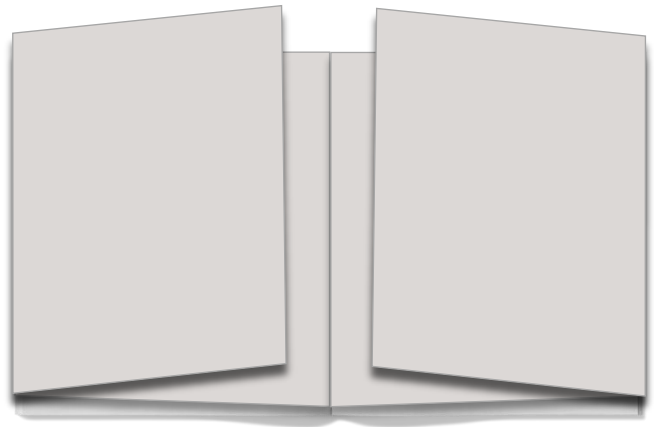
Formats

Fold: 200 mm x 300 mm
Bleed allowance: 4 mm



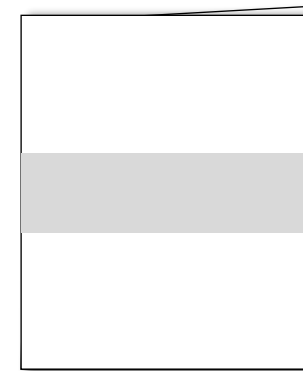
Promotions

On request, we can design and create promotional pages and showcase your product. Promotions / advertorials are labelled as such.



Double gatefold

This exclusive format allows a special presentation of the content due to the way it opens.
(Eight pages, can be unfolded outwards on both sides.)



Banderole

The banderole encircles the magazine across the middle and offers an exclusive way to present your products. Readers see your message before they even read the magazine.
(Only in conjunction with the fourth cover page; additional costs according to current price list.)

Prices on request

You can book supplements, i.e. loose printed matter enclosed in the magazine.

Prices per 1,000 copies

| | |
|-----------------|------|
| 25 g | €248 |
| Up to max. 50 g | €303 |

Plus postage. No discount will be granted on supplement costs.
Eligible for agency commissions.

Booking options:

Total circulation (print and digital, on request)

Formats:

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

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

Paper weight:

2-page supplements min. 115 g/m²

4-page supplements max. 100 g/m²

Technical information

Supplements are inserted into the magazine by machine and must therefore meet special requirements. Multi-page supplements always lie with the closed side parallel to the magazine spine. Fold-out supplements and supplements with stapled postcards cannot be processed. If supplements contain a glued-on postcard, the strip of glue must run parallel to the closed edge of the supplement.



/ Glued-in inserts

You can place glued-in inserts, such as postcards or booklets, on a carrier ad you have booked.

Prices per 1,000 copies

| | |
|--|------|
| Glued-in inserts (postcards, empty envelopes, flat rectangular printed matter) | €143 |
|--|------|

Plus 1/1 carrier ad price according to price list

Postage is included in the insert prices. Glued-in inserts are not eligible for discounts. Eligible for agency commissions.

Booking options:

Subscription edition (on request)

Formats:

DIN A6 to DIN A5

Paper weight:

Usually 150 g/m²

Order:

Final acceptance of any order is subject to the submission of binding samples (5 copies)

Technical information:

Glued-in inserts must not contain any hazardous content.

Any disposal costs incurred as a result of the glued-in inserts shall be borne by the client.



/ Bound-in inserts

A bound-in insert is a piece of printed material that is supplied ready to be processed and is attached to the magazine during processing.

| Prices per 1,000 copies | | Paper weight |
|-------------------------|------|---------------------------|
| Up to 2 pages | €264 | min. 115 g/m ² |
| Up to 4 pages | €275 | min. 80 g/m ² |

Plus technical costs. Other types of insert on request. Postage is included in the insert prices. Bound-in inserts are not eligible for discounts. Eligible for agency commissions.

Booking options:

Subscription edition (on request)

Formats:

Untrimmed format: 226 mm x 309 mm (6 mm head trim and 3 mm tail trim, 3 mm side trim, 3 mm grind-off). Text and image elements at risk of bleed must be positioned at least 2 mm from the trimmed size at the top, bottom and sides due to tolerance.

Trimmed format: 220 mm x 300 mm

Technical information:
Bound-in inserts must be supplied folded in untrimmed final format.
All inserts have a 3 mm grind-off on the spine.



/ KUNSTQUARTAL

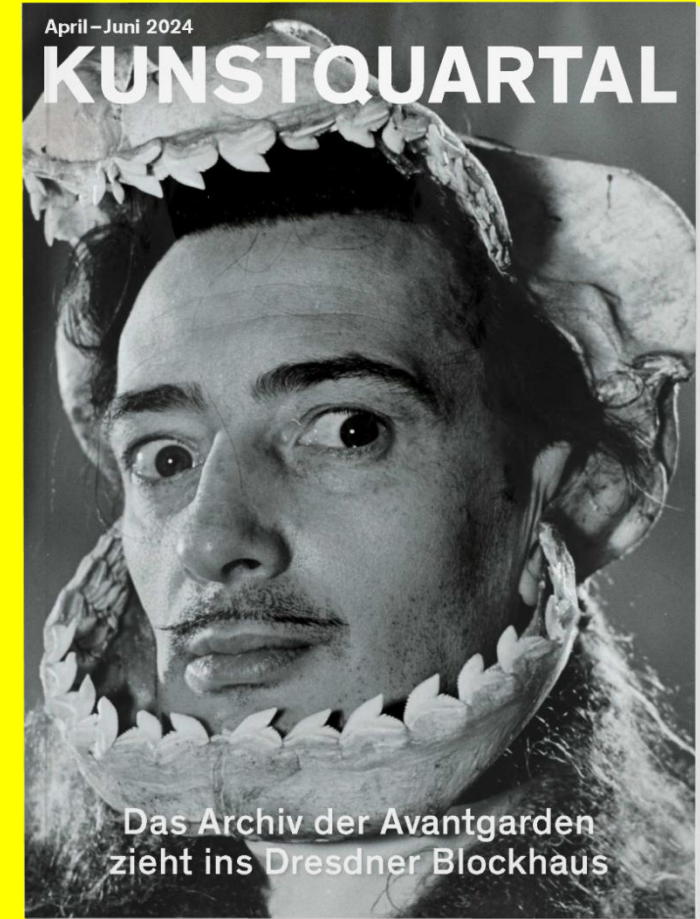
KUNSTQUARTAL has been publishing quarterly since 1965, informing readers about the **most important exhibitions taking place in Germany, Austria and Switzerland**. A reliable curated selection of around 500 exhibitions is presented on **more than 60 pages**.

The compendium has been thoroughly updated in 2024:

Along with being published as a tear-out together with WELTKUNST, the new, larger format, with its more generous layout, is easier to read. WELTKUNST and KUNSTQUARTAL are bound together with an **additional high-quality binding**.

Schedule

| Topic | PD | CD / MD |
|---|------------|------------|
| WELTKUNST #237 February incl. KUNSTQUARTAL 01.25 | 17/01/2025 | 27/11/2024 |
| WELTKUNST #239 April incl. KUNSTQUARTAL 02.25 | 28/03/2025 | 24/02/2025 |
| WELTKUNST #243 July incl. KUNSTQUARTAL 03.25 | 27/06/2025 | 26/05/2025 |
| WELTKUNST #246 October incl. KUNSTQUARTAL 04.25 | 26/09/2025 | 22/08/2025 |



FOKUS

SECHS AUSSTELLUNGEN, DIE SIE NICHT VERPASSEN SOLLTEN

1 BASEL

Man nimmt sich selten die Zeit, eine Blume wirklich zu sehen. Ich habe eine gross genug gemalt, damit andere sehen, was ich sehe. Diese Skizze von 1926 ist zu einem roten Faden für die Kunst und das Leben von Georgia O'Keeffe (1887 - 1996) geworden, einer der bedeutendsten Malerinnen des 20. Jahrhunderts. Georgia O'Keeffe in der Fondation Beyeler (23. 1. - 22. 5.) ist die erste grosse Retrospektive der amerikanischen Künstlerin in Basel. Sie reicht von O'Keeffes frühesten Abstraktionen bis zu ihren klassischen Darstellungen von Blumen und Landschaften aus dem Südwesten der Vereinigten Staaten. (fondationbeyeler.ch)



3 AMSTERDAM

Die Künstlerin, Autorin und Filmemacherin Hito Steyerl ist eine Doktorantin in Philosophie. Sie hat sie auch noch verortet, er, aktuelle Themen wie Feminismus, Genderpolitik und Alltagsrassismus zeitgenössisch in Form zu bringen. Dabei experimentiert sie mit medialen Präsentationsformen und setzt sich kritisch mit Daten und dem Einsatz von künstlicher Intelligenz auseinander. Ihre Arbeiten gehen zu den international wichtigsten Positionen, wenn es um die Reflexion der gesellschaftlichen Rolle von Kunst und Museum geht. Vier Steyerls erste umfassende Ausstellung in Düsseldorf verpasst hat, kann das im Amsterdammer Stedelijk Museum nachholen. Dort läuft 'I will survive' von 29. Januar bis 12. Juni. (stedelijk.nl)



2 ESSEN

Eine Kunstreise nach Tokio, das wäre schon toll. Aber man könnte auch nach Essen fahren, denn das Museum Folkwang zeigt in der spektakulären Schau 'Renoir, Monet, Gauguin: Bilder einer freibildenden Welt' (8.2. - 15.5.) Hauptwerke aus der Sammlung des National Museum of Western Art. Und das zum ersten Mal seit 70 Jahren Was den Sammler Kojima Matsuzaki mit Folkwang-Gründer Ker Ernst Otho aus verbindet, war ihre Wertschätzung des Spätimpressionismus, die schon früh begann.

Georgia O'Keeffe, 'Jack-in-the-Pulpit No.10' 1930, Alfred Stegitz Collection, © Board of Trustees, National Gallery of Art, Washington

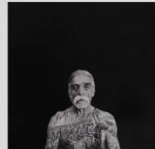
Claude Monet, 'Im Boot' (Junges Mädchen im Ruderboot), 1897, The National Museum of Western Art, Tokyo, Museum Collection

Hito Steyerl, 'Still as 'Socialism'' 2020, Andrew Kreaz Gallery, New York und Esther Schoppe, Berlin / VG Bild-Kunst, Bonn 2022

Von Georgia O'Keeffe bis Shirin Neshat: Das sind die Favoriten der WELTKUNST Redaktion für den Frühjahr 2024

6 BERLIN

Ferdinand Hodders (1853 - 1918) Figuren- und Landschaften und Porträts sind Ikonen der Moderne. Bereits zu Lebzeiten fand das Werk des Schweizer Malers, der den Symbolismus einprägte, hat international große Beachtung. Was heute kaum bekannt ist: Hodder Weg zum Ruhm führte über Berlin, wo er bis zum Ersten Weltkrieg nahezu jährlich ausstellte. Die Ausstellung 'Ferdinand Hodder und die Berliner Moderne' (bis 17. 5.) in der Berlinischen Galerie zeigt rund 50 Gemälde des Künstlers, dessen Tizianerinnen und Jünglinge mit ihrer zeitlos eleganten Haltung und ihren zarten Gesichtern bis heute fesseln. (berlinischegalerie.de)



4 FRANKFURT / M.

Wie kam ein anderer Künstler hat Pierre-Auguste Renoir (1841 - 1919) unser Verständnis von den stimmungsvollen Figurenbildern des Impressionismus geprägt. Eine bedauernde Inzidenzquelle dafür war das Risiko, etwa die Bilder von Fraignard und Watteau. Galt diese Malerei nach der französischen Revolution als frivoll und unmoralisch, so war sie zu Lebzeiten Renoirs wieder überaus präsent. Die Ausstellung 'Renoir, Picasso, Rivoli. Der Impressionismus und die französische Kunst des 19. Jahrhunderts' (2.3. - 10.6.) im Städel Museum verbindet sich Renoirs facettenreicher Traditionsverbundenheit. (staedel-museum.de)



5 MÜNCHEN

Selbstbewusst und kraftvoll, zugleich verletzlich und fragil wirken die Werke der iranischen Künstlerin, Fotografin und Filmemacherin Shirin Neshat (1967). Zentrale Themen ihres Schaffens sind Identität, Heiligkeit und Machtverhältnisse. Die Verbindung und Erweiterung der reichen Tradition persischer und westlicher Bildkulturen prägen ihr Œuvre. Auch in der Ausstellung 'Shirin Neshat. Living in one land. Dreaming in another' (bis 24. 4.) in der Pinakothek der Moderne werden persische Kalligrafie und westliche Porträtkunst zusammengesetzt, wobei sie erstrahlt die Medien.



Auguste Renoir, 'Nach dem Mittagessen (La fin de l'après-midi)', 1970, Städel Museum

Shirin Neshat, 'Mad in the Farm', 2004/05, © Kunsthaus München / Kunsthaus

Ferdinand Hodder, 'Mad in the Farm', 1904/05, © Kunsthaus München / Kunsthaus

11

A INDEX 1-40

Table listing art exhibitions in Aachen, D, and Aachen, DE, including venues like Kunsthalle NRW, Ludwig Forum, and Kunstmuseum Bonn.

Table listing art exhibitions in Aachen, DE, including venues like Kunstmuseum NRW, Ludwig Forum, and Kunstmuseum Bonn.

13

Table listing art exhibitions in Aachen, DE, including venues like Kunstmuseum NRW, Ludwig Forum, and Kunstmuseum Bonn.

Table listing art exhibitions in Aachen, DE, including venues like Kunstmuseum NRW, Ludwig Forum, and Kunstmuseum Bonn.

For joint distribution, WELTKUNST and KUNSTQUARTAL are glued together at the spine using a high-quality binding. Both magazines can easily be removed from the binding without leaving any residue.

The binding bears the WELTKUNST title, and all the WELTKUNST cover pages are reproduced on it. The WELTKUNST opening spread boasts additional advertising space on the inner cover of the binding.

[→ To an explanatory video](#)

Your benefits

- More brand recognition and more advertising space on the right-hand pages and opening spread of WELTKUNST thanks to additional space on the binding.
- More pages of WELTKUNST and thus more attention from readers.
- The WELTKUNST and KUNSTQUARTAL bundle attracts more attention at the POS.



Bound
together with
WELTKUNST

/ Prices

| Format | Bleed in mm (W x H) | Price |
|---|------------------------|---------|
| WELTKUNST, inner cover + inner cover of the binding ¹ | 220 x 300 220 x 300 | €12,850 |
| WELTKUNST opening spread + inner cover of the binding ² | 440 x 300 220 x 300 | €24,530 |
| WELTKUNST, inner back cover + inner back cover of the binding ¹ | 220 x 300 220 x 300 | €12,850 |
| WELTKUNST, back cover + back cover of the binding ¹ | 220 x 300 220 x 300 | €12,850 |

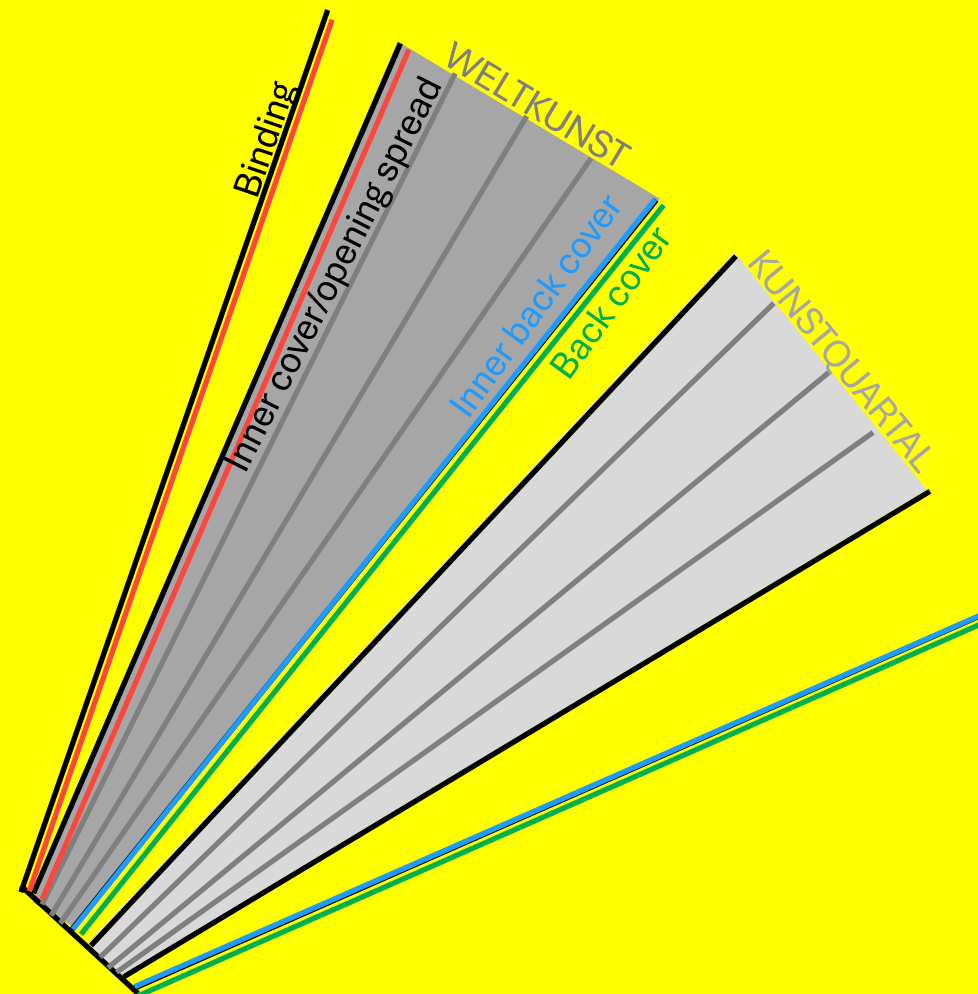
1) Ad repeats.

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

All prices plus VAT. For bleed formats, bleed allowance on all sides 5 mm each.
Elements at risk of bleed must be placed at least 8 mm inwards from the trim on the sides.

Material supply

Please send printable PDF/X-1a or PDF/X3 files with an image resolution of 300 dpi to weltkunst@anzeigeneingang.de.
(Colour profile: PSO coated V3)



/ WELTKUNST digital

Digital access to the world of art

The possibilities of digital media are used to the full here. Each offer has its own strengths, but they all share a highly engaged community of art and culture enthusiasts who value the recommendations and reports of editor-in-chief Lisa Zeitz.

Which museum is a must? What auction is Lisa Zeitz keeping an eye on this week? Which events are not to be missed?

Lisa Zeitz shares these and other insights in the newsletter, on weltkunst.de, on the podcast and on social media.



Visitors:

45,000 (monthly)

Page impressions:

70,000 (monthly)

Target group:

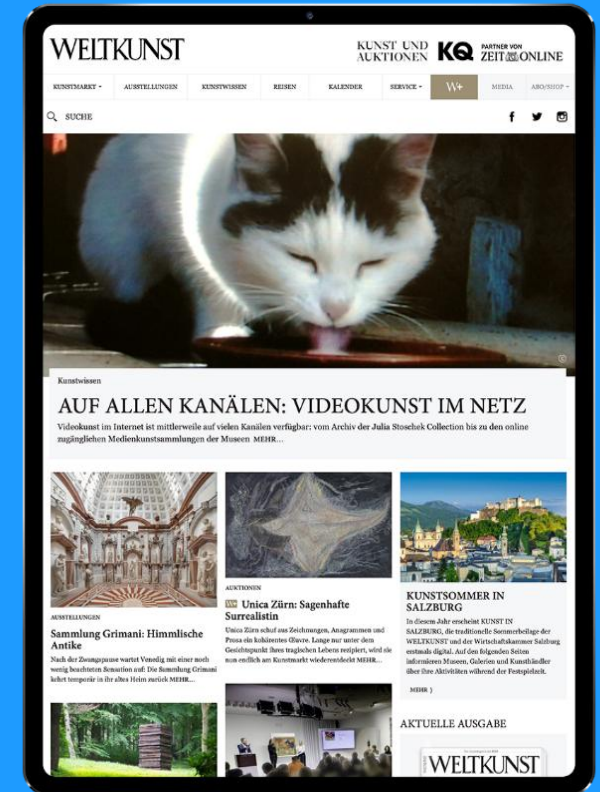
Internet users who are interested in art and have a strong interest in buying art

WELTKUNST Online is the digital presence of the three major print brands WELTKUNST, KUNST UND AUKTIONEN and KUNSTQUARTAL.

The website provides its readers with the latest information from the art market and from all sides of the world of art.

The high relevance and reach of the website, which can be supported with targeted online marketing measures, will benefit your campaign.

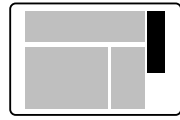
At WELTKUNST Online, users will find the largest art calendar in Germany. You can create an address entry for your company online yourself.



/ Display ads



| Product | Superbanner | Dynamic skyscraper | Half-page ad | Billboard |
|----------------|-------------|--------------------|--------------|-----------------|
| Size in pixels | 728 x 90 | 160 x 600 | 300 x 600 | 800 (970) x 250 |
| Price/week | €425 | €660 | €790 | €720 |



| Product | Skyscraper | Content ad | Wallpaper |
|----------------|------------|------------|--------------------------|
| Size in pixels | 120 x 600 | 300 x 250 | 728 x 90 + 120/160 x 600 |
| Price/week | €580 | €695 | €1,250 |

Material supply

to digital_admanagement@zeit.de

Format: depending on the booking, max. 200 KB for stationary and max. 50 KB for mobile advertising media

Frequency: by arrangement

Closing date/material supply: lead time of 3 working days

All prices plus VAT, subject to change without notice. Other formats on request. All data in pixels.
The general terms and conditions apply; see www.media.zeit.de.

Online advertorial

Your content natively integrated into the WELTKUNST editorial environment

A WELTKUNST online advertorial is your opportunity to spread your message with the editorial look and feel of a WELTKUNST article. Together we focus on preparing your information and content to position you as an expert in your specific field. The online advertorial will be announced on the WELTKUNST homepage with a teaser. You supply the text and images, we provide the design.

Top example

[Winterthur](#)

Frequency: by arrangement

Closing date/material supply: 8 working days prior to publication date to

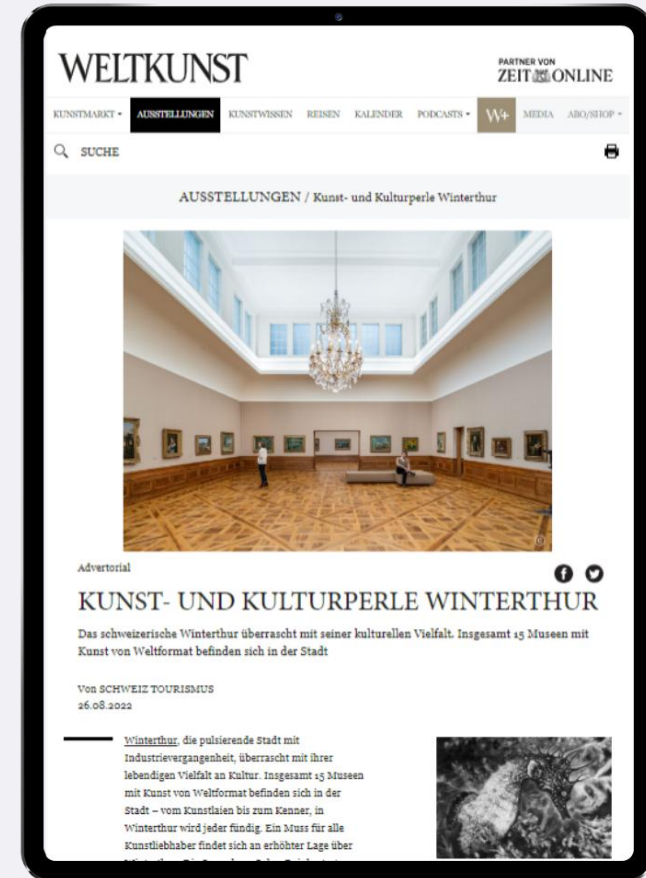
digital_admanagement@zeit.de

WELTKUNST online advertorial

Price

- | | |
|---|-----------------------------|
| <ul style="list-style-type: none"> • A clear text (e.g. about an exhibition, auction, travel destination, etc.), 2,000 to 4,000 characters in length, information about desired links and, if applicable, service information | €2,690 (1 week) |
| <ul style="list-style-type: none"> • Option 1: 3–5 images (jpg or tif, min. 72 dpi), portrait or landscape format (at least one in landscape format) | €1,345 (subsequent week) |
| <ul style="list-style-type: none"> • Option 2: 3 images (jpg or tif, min. 72 dpi), portrait or landscape format (at least one in landscape format), and one video (format: mp4, length: max. 1 minute, file size: max. 100 MB) | €1,345 (subsequent week) |

All prices plus VAT, subject to change without notice. Other formats on request. All data in pixels.
The general terms and conditions apply; see www.media.zeit.de.



Personal. Diverse. Weekly.

In this newsletter, editor-in-chief Dr Lisa Zeitz provides insights into her personal experience and everyday life related to art – which books are worth reading, what museum definitely deserves a visit, what other finds have caught her eye and which auction she is keeping an eye on this week.

Frequency: weekly, Fridays

Coverage: 30,000 newsletter subscribers

Opening rate: 25%

Ad spaces: 4 per newsletter

Closing date/material supply: Tuesday of the previous week

| WELTKUNST Newsletter | Price |
|----------------------|-------|
| Breaking ad | €775 |
| Image-text ad | €870 |

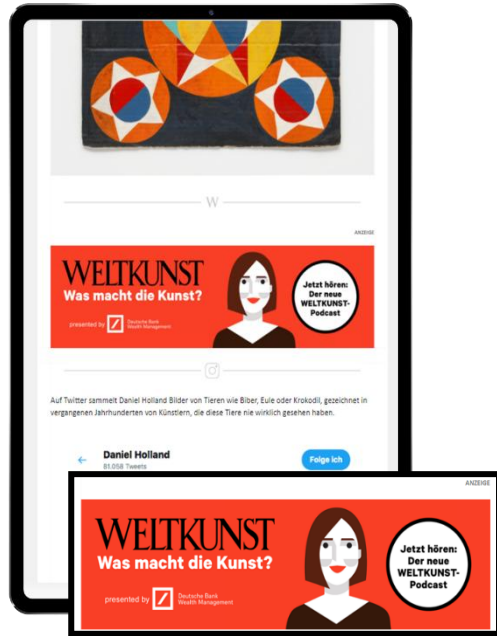
Material supply to digital_admanagement@zeit.de.

All prices plus VAT, subject to change without notice. Other formats on request. All data in pixels.

The general terms and conditions apply; see www.media.zeit.



Newsletter ads



Breaking ad

Price: €775

Technical specifications:

Image: 600 x 200 px (png, jpg), max. 60 KB + URL

Material supply

to digital_admanagement@zeit.de

Frequency: weekly, Fridays

Closing date/material supply: Tuesday of the previous week

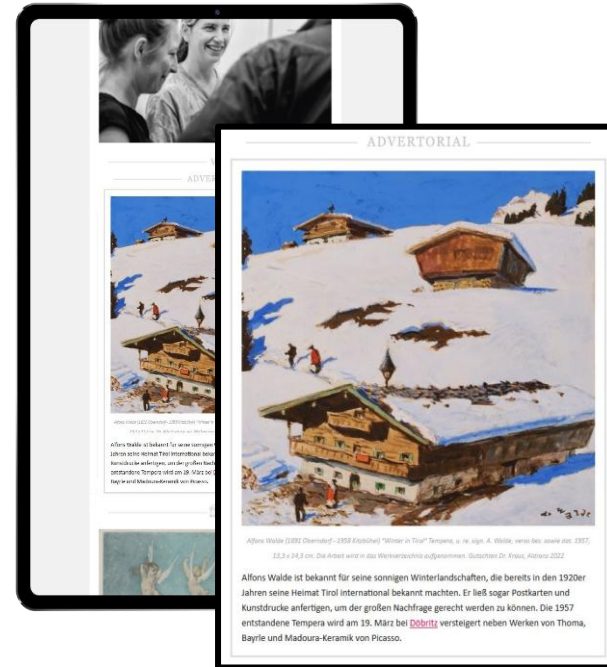


Image-text ad

Price: €870

Technical specifications:

Image (square or landscape format)

- Min. 600 px width (jpg)
- Max. 500 KB
- No text in image

Copy (max. 400 characters incl. spaces + URL)

- Caption and text
- No headline or address line/address
- Please provide only one link and indicate in the text where the link should be placed. If we do not get instructions, we will place the link at our own discretion.
- Please do not write in the first-person plural ("we") in the text.
- No text formatting specifications, such as italics, boldface, different fonts or font sizes.

Material supply

to digital_admanagement@zeit.de

Frequency: weekly, Fridays

Closing date/material supply: Tuesday of the previous week

Prices are eligible for agency commissions but not for discounts.

All prices plus VAT. Subject to change. The general terms and conditions apply; see www.advise.zeit.de.

WELTKUNST social media

Creative. Contemporary. Young.

Be on the pulse of the (art) times thanks to the WELTKUNST social media editorial team. The WELTKUNST editorial team has its eyes and ears on artists, the art market and art exhibitions. News and special events are posted promptly on Instagram and Facebook. Reach an ever-growing number of followers through sponsored posts and stories and get noticed by WELTKUNST social media followers.

Instagram reach: 60,000 followers

Facebook reach: 25,000 followers

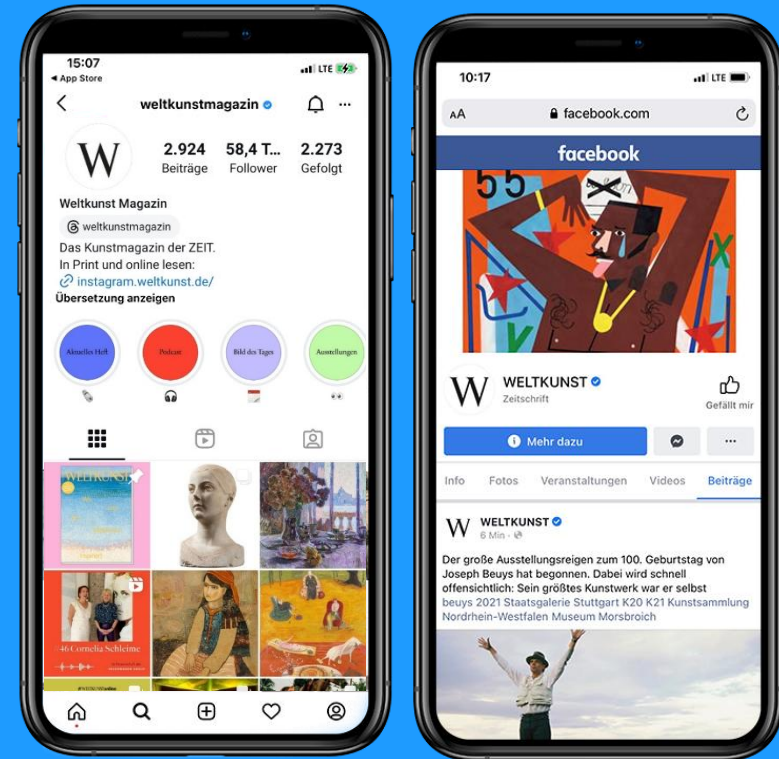
Closing date/material supply: lead time of 8 working days

| WELTKUNST social media | Price |
|---|-----------|
| Sponsored post on Instagram or Facebook | From €830 |
| Sponsored story on Instagram | From €830 |

Material supply to digital_admanagement@zeit.de.

All prices plus VAT, subject to change without notice. Other formats on request. All data in pixels.

The general terms and conditions apply; see www.media.zeit.de.



/ Sponsored post on Instagram or Facebook



| Channel | | Price |
|----------------------------|----------------------------|--------|
| Instagram or Facebook post | 1 image, 1 copy text | €830 |
| Instagram or Facebook post | 2 images (gallery), 1 text | €1,090 |
| Instagram or Facebook post | 3 images (gallery), 1 text | €1,350 |

Every additional image: €260

Technical specifications:

Image post

Square (1:1, max. 1,080 x 1,080 px)

Portrait (4:5, max. 1,080 x 1,350 px)

File format: jpg, png

Video post

Square (1:1)

Max. 60 sec.

File format: mp4

Copy: 125–500 characters, in English and/or German. Hashtags of your choice. Labelling (“Paid partnership”) is done by Instagram and/or Facebook, and we then activate it. It must be approved by the customer. Dwell time in the feed: 4 weeks
Deadline: 8 working days prior to publication date

Material supply

to digital_admanagement@zeit.de

Frequency: weekly, Monday, Wednesday, Friday, approx. 12 noon

Closing date/material supply: lead time of 10 days

Eligible for agency commissions but not for discounts.
All prices plus VAT, subject to change.
The general terms and conditions apply; see www.advise.zeit.de.

/ Sponsored story on Instagram



| Channel | | Price |
|-----------------|--------------------|--------|
| Instagram story | 1 story / 1 image | €830 |
| Instagram story | 1 story / 2 images | €1,090 |
| Instagram story | 1 story / 3 images | €1,350 |

Every additional image: €260

Technical specifications:

Image story

1,080 x 1,920 px, page length 9:16
File format: jpg, png

Video story

1,080 x 1,920 px, page length 9:16
File size: max. 4 GB
Max. 6 sequences of 15 sec. each (total max. 1:30 min.)

When filming with a mobile phone, please always use the highest possible resolution, to ensure the images are in perfect focus.

In addition, the following must always be supplied:

An overview of the hashtags to be used

An overview of links

Mention of the client's Instagram profile (for linking in the story)

The editors reserve the right to edit content supplied. Deadline: 10 working days prior to publication date

Material supply

to digital_admanagement@zeit.de

Frequency: weekly, Monday, Wednesday, Friday, approx. 12 noon

Closing date/material supply: lead time of 8 days

Eligible for agency commissions but not for discounts.
All prices plus VAT, subject to change.
The general terms and conditions apply; see www.advise.zeit.de.

Kunst-Klick

The digital WELTKUNST environments in a package. With *Kunst-Klick*, you present yourself online with an online advertorial on WELTKUNST Online, an image-text ad in the WELTKUNST Newsletter and a post or story on the WELTKUNST Instagram account, thus reaching the digital target group of art lovers on all relevant channels. You coordinate the start times of the modules in line with your campaign and availability with us.

| Kunst-Klick | | |
|--|------------------|---------------|
| WELTKUNST Online Online advertorial | 1 week | €2,690 |
| WELTKUNST Newsletter Image-text ad | 1 issue | €870 |
| WELTKUNST Instagram Post or story | 1 post/story | €830 |
| | | €4,390 |
| Total | Minus 10% | €3,951 |

Dates on request, subject to availability. Subsequent week (same motif): 50% discount
 Eligible for agency commissions but not for discounts. All prices plus VAT, subject to change without notice.
 The general terms and conditions apply; see www.media.zeit.de.

/ WELTKUNST corporate publishing

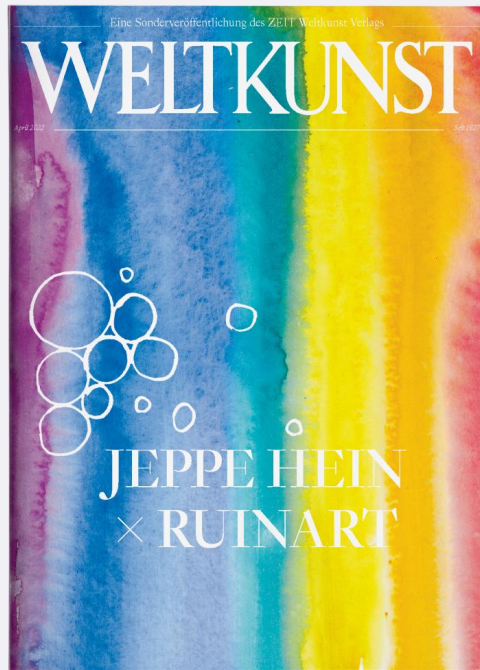
We routinely create 360° communication solutions, bringing your brand together with art and culture. In addition to traditional advertising, we offer a range of tailored communication options to engage with attractive target groups with an affinity for travel and culture.

Explore our diverse portfolio and let us inspire you. Each of our communications concepts is tailored to your brand, project or product.

Find more information and best-practice examples at www.weltkunstagentur.de.



Top examples of exclusive communication solutions



→ WELTKUNST special issue for [Ruinart](#), distributed as a supplement in DIE ZEIT



→ Gallery Weekend advertorial, designed exclusively for Ruinart, with integrated QR code to register for the Ruinart event



→ WELTKUNST Spezial newsletter for [SEIKO Presage](#)

Special publications

Top quality for your publication

As full-service corporate publishing experts, we regularly produce catalogues and customer and staff magazines of the highest quality, both in terms of content and of production technology.

From editing and project management to production, we offer a one-stop service. Of course, we can also deliver sophisticated content and design in digital formats.

Top examples

[Art Cologne: Digital magazine](#)

[Art Karlsruhe: VIP trade fair magazine](#)

[Karl & Faber art auctions: 100th anniversary](#)

Your benefits

- Specialised editorial team with art expertise
- Corporate publishing from a single source
- Customised and cross-media

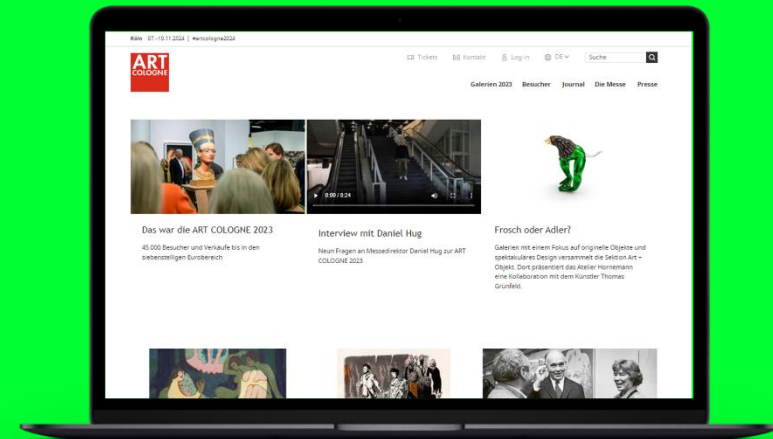
WELTKUNST special publications

Price

Professional project management from idea to delivery/upload;
exclusive editorial content; bespoke layout and design
Fully customisable: extent, design, format and circulation

From €45,000

Prices are net and are not eligible for commissions. Final price depending on extent, design, layout, format and circulation. Excluding shipping and delivery costs.



Special issue

The WELTKUNST focus issue

WELTKUNST's special issues are designed to inform the travel-savvy WELTKUNST readership about the impressive diversity of art and cultural institutions, events and regions, and to inspire them to visit these places thanks to the informative and lavishly illustrated reports on exhibitions, projects and events. The special issues can be produced exclusively on a selected topic or region.

Top examples

Saxon state chancellery: WELTKUNST Chemnitz special issue

Basel city marketing: WELTKUNST Basel special issue

Saxon state chancellery: WELTKUNST Dresden and Saxony special issue

Your benefits

- Distribution as a WELTKUNST special issue (25,000 copies)
- Exclusive, with an editorial look and feel

| WELTKUNST special issue | Price |
|--|--------------|
| WELTKUNST special issue, with editorial content presenting art and cultural highlights on a selected topic or region. Design, format and circulation matching standard WELTKUNST issue. Distribution via subscription and individual sale. | From €70,000 |

The offer is subject to change. All prices are based on daily updated production costs, are subject to VAT and are not eligible for commissions. We expect you to provide us with copyright-free images for the special issue. If ads are to be placed in the special issue for refinancing purposes, the publisher must be consulted in advance. Additional runs and shipping/transport costs will be charged separately.



Special supplement

Editorial-style WELTKUNST supplement with a wide reach

The WELTKUNST corporate publishing editorial team creates a WELTKUNST special edition with an editorial look and feel for you. It is then inserted into the high-reach DIE ZEIT newspaper or, alternatively, the Handelsblatt, Tagesspiegel or WELTKUNST.

Top examples

[Hamburg tourism: Hamburg's vibrant culture](#)

[Ruinart](#)

Your benefits

- High-reach supplement distributed with DIE ZEIT, Handelsblatt, Tagesspiegel or WELTKUNST
- Attention-grabbing and bespoke

| Special supplement | Price |
|---|---------|
| Extent: choice of 8, 12, 16, 20 or 24 pages | From |
| Circulation: at least 100,000 copies | €45,000 |
| Distribution: selected according to federal state (see minimum circulation) | |
| Lead time: at least 12 weeks (for 8 pages) | |

*The offer is calculated using daily updated production costs and is subject to change. The prices are subject to VAT and are not eligible for commissions. The general terms and conditions apply.



Podcast special

Your mouthpiece for the art-loving target group

The WELTKUNST podcast special gives you the opportunity to present your exhibition or art project in one or more podcast episodes.

Working closely with you, we create a sophisticated listening experience. The concept and moderation will be developed by the WELTKUNST editorial team in collaboration with selected key players, such as curators.

Your max. 30-minute podcast episode will be hosted on Podigee for 12 months and integrated on podcast platforms such as Spotify, Apple and Google for streaming and download, as well as on WELTKUNST Online.

Top examples

[Alte Nationalgalerie: Late Gothic](#)

[Art Düsseldorf: Director's talk](#)

[Fondation Beyeler: 25th anniversary of the collection](#)

[This Is Basel: The podcast](#)

Your benefits

- Target group: listeners interested in art from the collector, artist, art influencer and culture scenes
- Exclusive and topical

| WELTKUNST podcast special | Price |
|--|--------|
| Editing, moderation, production (max. 30 min. length), placement | €8,160 |

Offer subject to acceptance by the editors and availability.

Prices in € | All prices plus VAT | No discounts available | Eligible for 15% commission on media services



/ Direct marketing newsletter

The direct route to the mailbox of the target group of art lovers

In the style of the popular WELTKUNST Friday Newsletter, the editorial team will ask you three questions about your region, your event, etc. The three questions make the format recognisable and build trust in the editorial team's proven art expertise. The newsletter is sent to the subscribers to the WELTKUNST Newsletter, so that you can draw the attention of this high-quality target group exclusively to your message. A maximum of 12 newsletters per year will be sent. This guarantees high exclusivity for customers of the WELTKUNST direct marketing newsletter.

Top examples

[Winterthur](#) | [SEIKO Presage](#)

Your benefits

- 30,000 recipients, brand loyalty thanks to the WELTKUNST Newsletter
- Dispatch: individually, 1x per month (Mondays to Thursdays)

WELTKUNST direct marketing newsletter

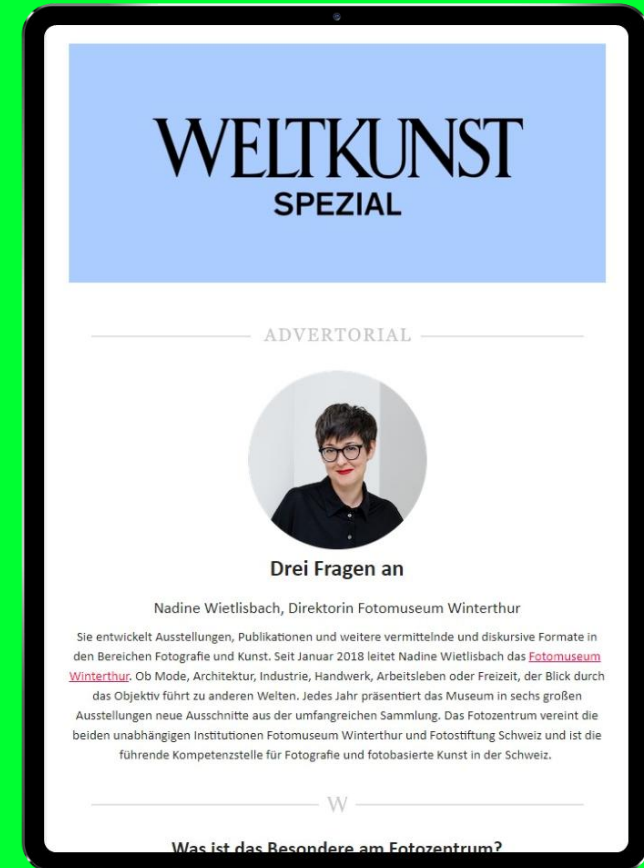
Price

- 1 client image (person; image format: round, cropped, 167 x 167 px, png) €5,540
- 3 images (for the three questions), preferably in landscape format, at least 600 px wide, max. 1 MB (jpg or png)
- Intro text (max. 800 characters), 3 texts (answering the three questions), max. 800 characters each
- Link

Please send materials to digital@weltkunst.de.

Offer subject to acceptance by the editors and availability.

Prices in € | All prices plus VAT | No discounts available | Eligible for 15% commission on media services



Bring your brand to life

Whether through an exclusive salon discussion, a panel discussion with a large audience, or a series of events with media support, we connect your brand with art in a tangible way. We create a synergetic experience for you, from the bespoke concept to its sophisticated realisation and the get-together to follow.

Top examples

[Audemars Piguet: Galleryweekend](#)

Montblanc: Artist talk

Art Karlsruhe: Art fair talk panel

Your benefits

- The exclusive WELTKUNST network
- Moderated by Dr Lisa Zeitz, editor-in-chief of WELTKUNST

WELTKUNST salon**Price**

- Concept and organisation: 45-minute talk with Dr Lisa Zeitz and max. two other guests
- 1/1 page exclusive follow-up report in WELTKUNST (publication date by arrangement)

From
€50,000

Price depends on specific concept and agreement.



/ We are happy to advise you.



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