

WELTKUNST

From antiquity to the present day

Why your brand shines in WELTKUNST

Exclusive.

Premium. Visible.

WELTKUNST is present wherever your target audience goes and consumes: in leading galleries, luxury hotels, and selected cultural institutions – displayed in lobbies and at art fairs. The perfect setting to stage your brand!

Your target group?

Our readership.

The readers of WELTKUNST are art- and culture-savvy, opinion-driven, and ready to invest. They belong to the top earners, are collectors, gallerists, and curators, and are for the most part deeply interested in culture and brand-conscious. WELTKUNST reaches them precisely where it matters: emotionally, intellectually, and visually.

An environment for brands that are icons themselves.

From Ketterer Kunst Munich and Lumas to Hapag-Lloyd and Chanel: numerous premium and art brands choose WELTKUNST as their communication platform. Here they encounter an aesthetic. Modern environment that lets your brand appear as what it truly is – a contemporary work of art.

* 4.77 million art and culture enthusiasts in Germany are fascinated by luxury brands and are particularly likely to purchase such products (AWA, 2025); Publisher's own data; WELTKUNST Reader Survey 2022 (Qualitative)

Overview



WELTKUNST Newsletter



WELTKUNST Online



WELTKUNST



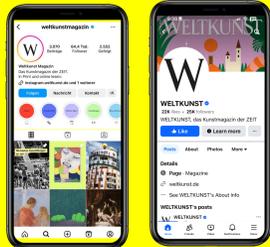
KUNSTQUARTAL



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.

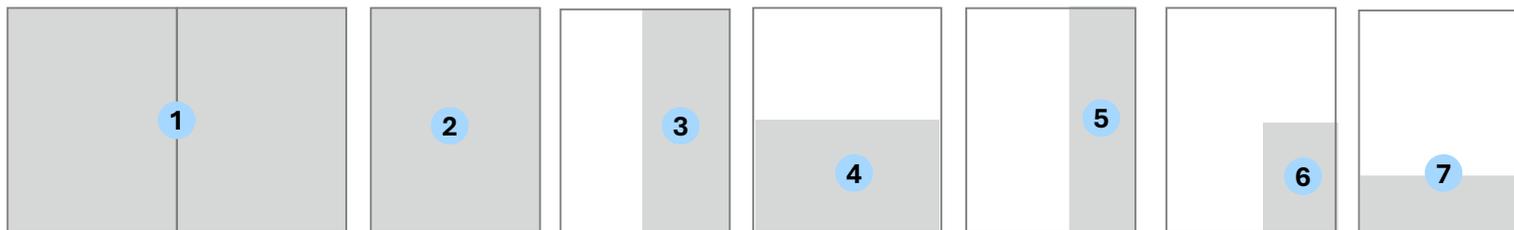


/ Schedule

Issue	Publication date	Closing date/ material deadline	Topics
#251 February incl. Kunstquartal 01.26	16/01/2026	04/12/2025	Trends of the Year 2026 The best exhibitions of the next three months All about Art Karlsruhe The most expensive auction pieces 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	The most important antiques fair in the world: major TEFAF preview The large Brâncuși exhibition at the Neue Nationalgalerie Berlin Three Days in Reims
#253 April incl. Kunstquartal 02.26	20/03/2026	16/02/2026	The best exhibitions of spring All about Art Düsseldorf Maria Lassnig and Edvard Munch at the Hamburger Kunsthalle
#254 Special issue	10/04/2026	04/03/2026	Special issue 1
#255 May	24/04/2026	20/03/2026	All about Berlin Gallery Weekend Three Days in Dessau-Roßlau for the Bauhaus anniversary
#256 June	29/05/2026	21/04/2026	Tips for the Venice Biennale All about Art Basel
#257 July incl. Kunstquartal 03.26	26/06/2026	22/05/2026	Focus on the Salzburg Festival The most beautiful exhibitions of the summer
#258 Special issue	24/07/2026	22/06/2026	Special issue 2
#259 September	21/08/2026	20/07/2026	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	Interior and Design special The best exhibitions in autumn Three Days in Hamburg
#261 Special issue	09/10/2026	07/09/2026	Sonderheft München (special issue Munich) Everything important about art fair highlights The best exhibitions in Munich and the surrounding area
#262 November	30/10/2026	28/09/2026	Uhren und Schmuck Spezial (Watches and jewelry special) Everything important about Art Cologne
#263 December	27/11/2026	26/10/2026	Ikonen Spezial (Icons special) The best of art and design 100 Years of Weltkunst 2027
#264 Special issue	18/12/2026	16/11/2026	REISEN ZUR KUNST special – with Kunstplaner All major exhibitions of 2027

Topics and publication dates are subject to change. The closing date for premium placements (including cover page) remains the same as in the previous issue.. [Topic focuses for special issues to be announced.](#)

/ Ad prices



Fixed formats	Bleed in mm (W x H)	Type area in mm (W x H)	Base price
1 Double-page spread	440 x 300	--	19,950. –€
1 Opening Spread ¹	440 x 300	--	25,390. –€
1 1/1 page	440 x 300	--	23,850. –€
2 Full page	220 x 300	188 x 271	10,750. –€
2 Full page: U2/U3/U4 ²	220 x 300	--	13,300. –€
3 Half page (vertical)	--	92 x 271	8,090. –€
4 Half page (horizontal)	--	188 x 133	8,090. –€
5 One-third page (vertical)	--	60 x 271	7,200. –€
6 Quarter page (corner)	--	92 x 133	5,650. –€
7 Quarter page (horizontal)	--	188 x 64	5,650. –€

All prices plus VAT; For bleed formats: add a 5 mm bleed on all sides.

Elements at risk of being trimmed must be placed at least 8 mm inside from the trim edge on all sides.

¹Four times a year, WELTKUNST is published together with the exhibition guide KUNSTQUARTAL with an additional outer cover (jacket). 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 pages), two separate ads must be supplied.

²In the “WELTKUNST incl. KUNSTQUARTAL” issues, the U2/U3/U4 placements of WELTKUNST are repeated on the outer cover free of charge.

Full page possible as
an **advertorial**

Design costs: on
request

WELTKUNST

/ 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.”

advise.zeit.de



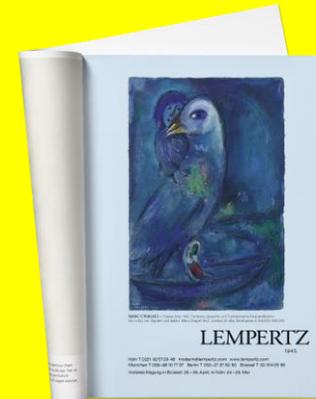
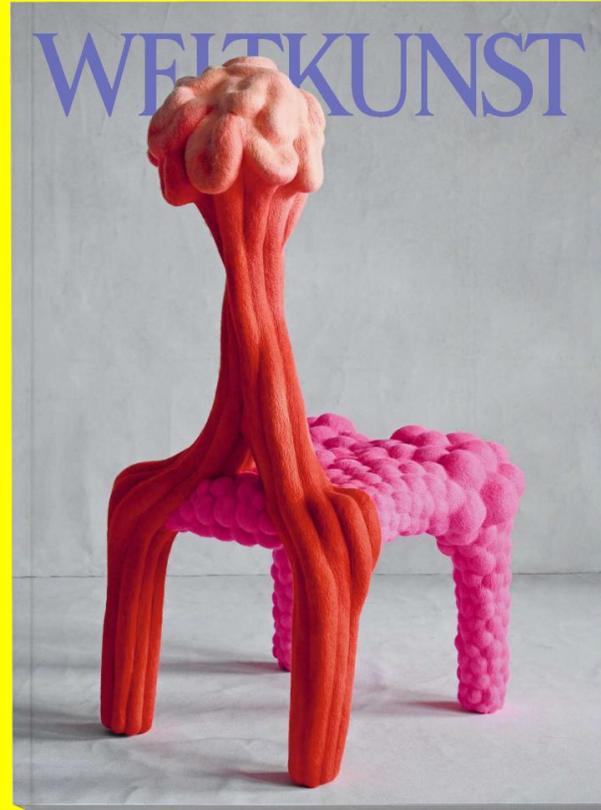
Trust connects

“Precisely because we are so aware of our role and the expectations placed on us as a brand, we are also attractive to other brands. They want to be part of the close relationship we have with our audience. They, too, want to meet expectations.”

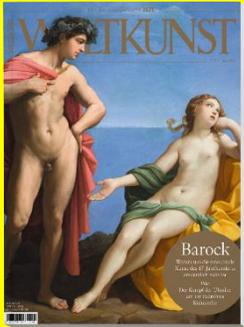
Nils von der Kall, Chief Commercial Officer, ZEIT Verlagsgruppe

Source: von der Kall, quoted in DNV, 2025 (translated to English)

Your brand as a contemporary artwork in WELTKUNST

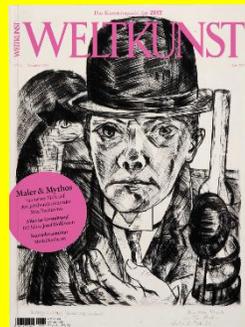
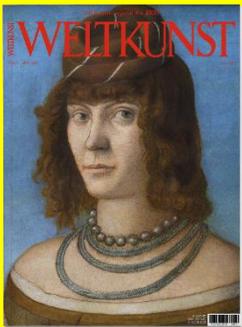


/ From antiquity to the present day



Antiquity

Present



／ Prominent readers about their love for WELTKUNST



“WELTKUNST IS LIKE A SENSORY JOURNEY THROUGH ALL ERAS, WHICH I TAKE IN WITH PURE DELIGHT. ARTISTIC QUALITY IS NOT A MATTER OF EPOCH. I ONLY TRULY UNDERSTAND MY PASSION FOR CONTEMPORARY ART BY PLACING IT WITHIN A BROADER HISTORICAL CONTEXT.”

CHRISTIAN BOROS, COLLECTOR AND PUBLISHER



“I READ WELTKUNST BECAUSE IT BRINGS TOGETHER ART EXPERTISE AND THE ART MARKET IN A TRULY UNIQUE WAY.”

DIANDRA DONECKER, CEO, AUCTION HOUSE
GRISEBACH



“WELTKUNST UNDERSTANDS, LIKE FEW OTHER MEDIA, HOW TO CONNECT WORLDS IN A TRULY FASCINATING WAY. WITH PLAYFUL EASE, IT BRINGS OLD MASTERS TOGETHER WITH THE MOST EXCITING TRAVEL DESTINATIONS, CREATING NEW PERSPECTIVES ON THE CLASSIC CULTURAL EXPERIENCE. AT THE SAME TIME, IT SUCCEEDS IN PLACING FASHION AND ARCHITECTURE WITHIN A CONTEMPORARY, ALWAYS ART-INSPIRED CONTEXT – INTELLIGENT, SURPRISING, AND GUIDED BY A REFINED SENSE OF AESTHETICS AND RELEVANCE.”

LORENZO ACHATZ, PR & COMMUNICATIONS
MANAGER CENTRAL EUROPE AT GUCCI

WELTKUNST readership

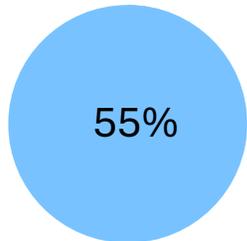
Gender



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 €



Reportagen
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.



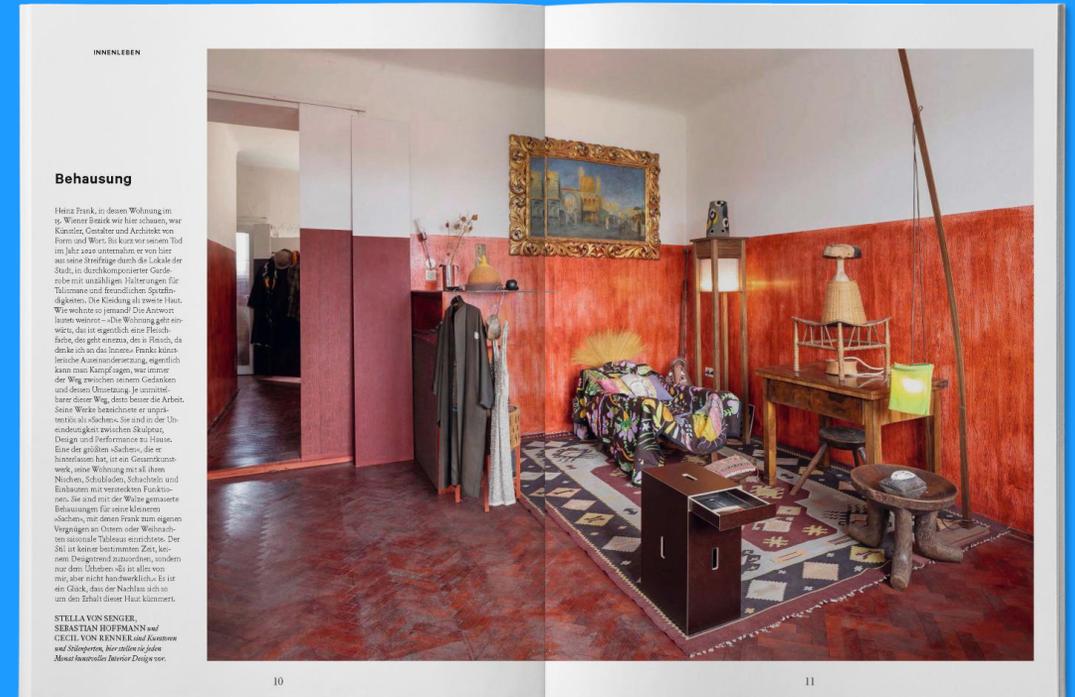
Editorial design section *Innenleben*

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.



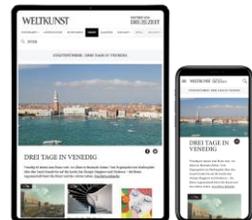
Editorial section "Drei Tage in..."

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.



Drei Tage in... digital erleben!
Mit dem Kunst-Klick haben Sie die Möglichkeit Ihre Destination digital zu platzieren



WELTKUNST May issue

The May issue is dedicated to Germany's capital and the Gallery Weekend!

In the May issue of WELTKUNST, readers will discover:

- Everything you need to know about Gallery Weekend
- Three days in Dessau-Roßlau for the Bauhaus anniversary
- Portraits of important artists

Schedule	Publication date	Closing date
#255 May	24/04/2026	23/03/2026

Topics and dates are subject to change



/ Interior and Design special

Style & aesthetic find their space here.

The WELTKUNST Interior and Design Special presents to its readers:

- Unique places designed by artists
- Art in architecture: impressive buildings around the world
- The evolution of furniture as an art form

Schedule

Topic	Publication date	Closing date
#260 October	25/09/2026	26/08/2026

Topics and dates are subject to change



／ Sonderheft München (special issue Munich)

Full-bodied delights, iconic luxury automobiles, and cultural sophistication – this very opulence defines the Munich issue. At its heart is the Bavarian capital, a city that stands like no other for art, a passion for collecting, and a distinctive way of life.

The Munich special issue of WELTKUNST introduces its readers to:

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

Schedule

Topic	Publication date	Closing date
#261 Special issue	09/10/2026	09/09/2026

Topics and dates are subject to change



/ Uhren und Schmuck Spezial (Watches and jewelry special)

The perfect environment for the sparkling things in life

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

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

Schedule

Topic	Publication date	Closing date
#262 November	30/10/2026	30/09/2026

Topics and dates are subject to change



/ Ikonen Spezial (Icons special)

The **Icons special** celebrates, for the second time in a special edition, the outstanding objects of our time – **from furniture design and fashion to watchmaking and jewelry, from automobiles to fragrances**. And, of course, from the world of art. What do these icons reveal about our desires and dreams – and what stories do they tell?

In addition, the issue offers a preview of the coming year – a year that marks a very special anniversary: **100 years of WELTKUNST!**

Schedule

Topic	Publication date	Closing date
#263 December	27/11/2026	28/10/2026

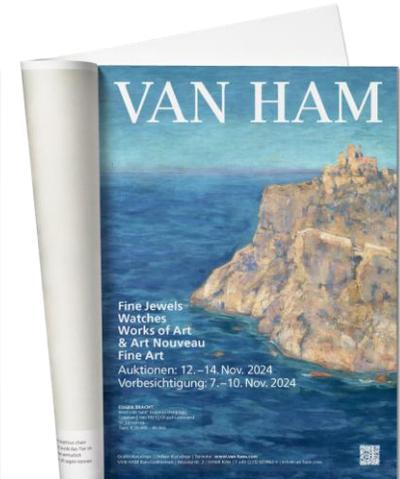
Topics and dates are subject to change



REISEN ZUR KUNST special

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	Publication date	Closing date
#264 Special issue	18/12/2026	18/11/2026

Topics and dates are subject to change

/ 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

Price

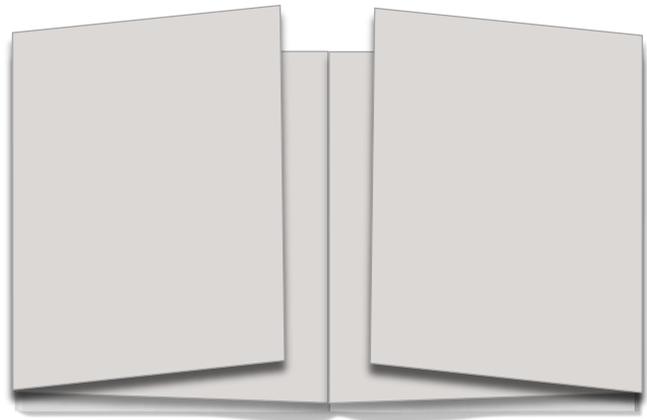
from 37,640.- €



Promotions

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

Price on request.



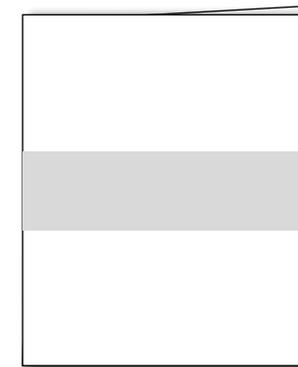
Double gatefold

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.)

Price

from 79,265.- €



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.)

Price

from 27,330.- €

Preise zzgl. MwSt und Herstellungskosten

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

Prices per 1,000 copies

25 g	€260
Up to max. 50 g	€320

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)	€150
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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	€275	min. 115 g/m ²
Up to 4 pages	€290	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.



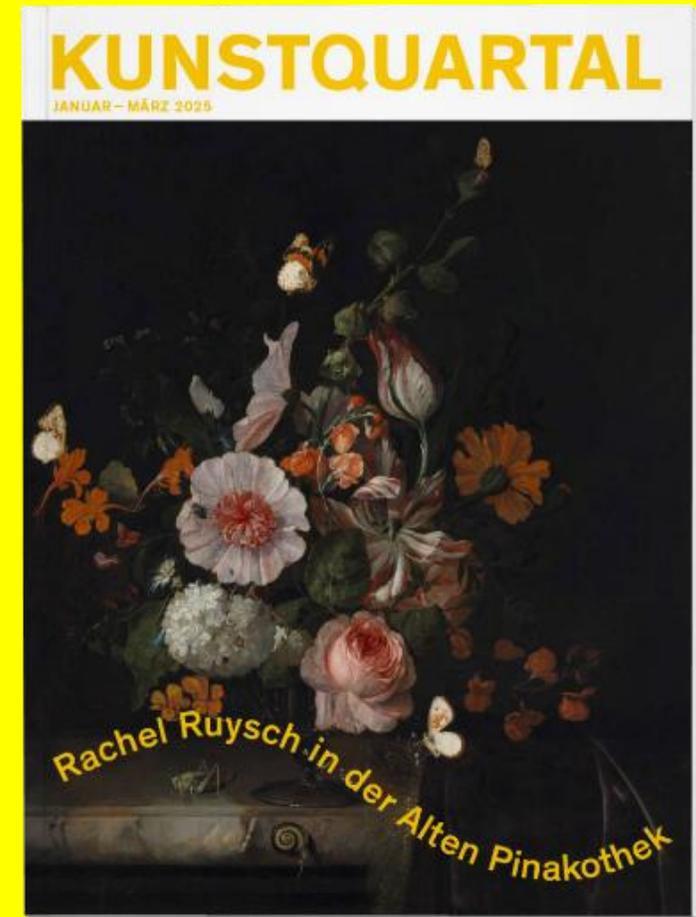
/ KUNSTQUARTAL

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**.

Termine			
Thema	PD	CD	MD
WELTKUNST #251 February incl. Kunstquartal 01.26	16/01/2026	04/12/2025	16/12/2025
WELTKUNST #253 April incl. Kunstquartal 02.26	20/03/2026	16/02/2026	26/02/2026
WELTKUNST #257 July incl. Kunstquartal 03.26	26/06/2026	22/05/2026	04/06/2026
WELTKUNST #260 October incl. Kunstquartal 04.26	25/09/2026	24/08/2026	03/09/2026



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.



/ Prices

Format	Bleed in mm (W x H)	Price
WELTKUNST, inner cover + inner cover of the binding ¹	220 x 300 220 x 300	€13,300
WELTKUNST opening spread + inner cover of the binding ²	440 x 300 220 x 300	€25,390
WELTKUNST, inner back cover + inner back cover of the binding ¹	220 x 300 220 x 300	€13,300
WELTKUNST, back cover + back cover of the binding ¹	220 x 300 220 x 300	€13,300

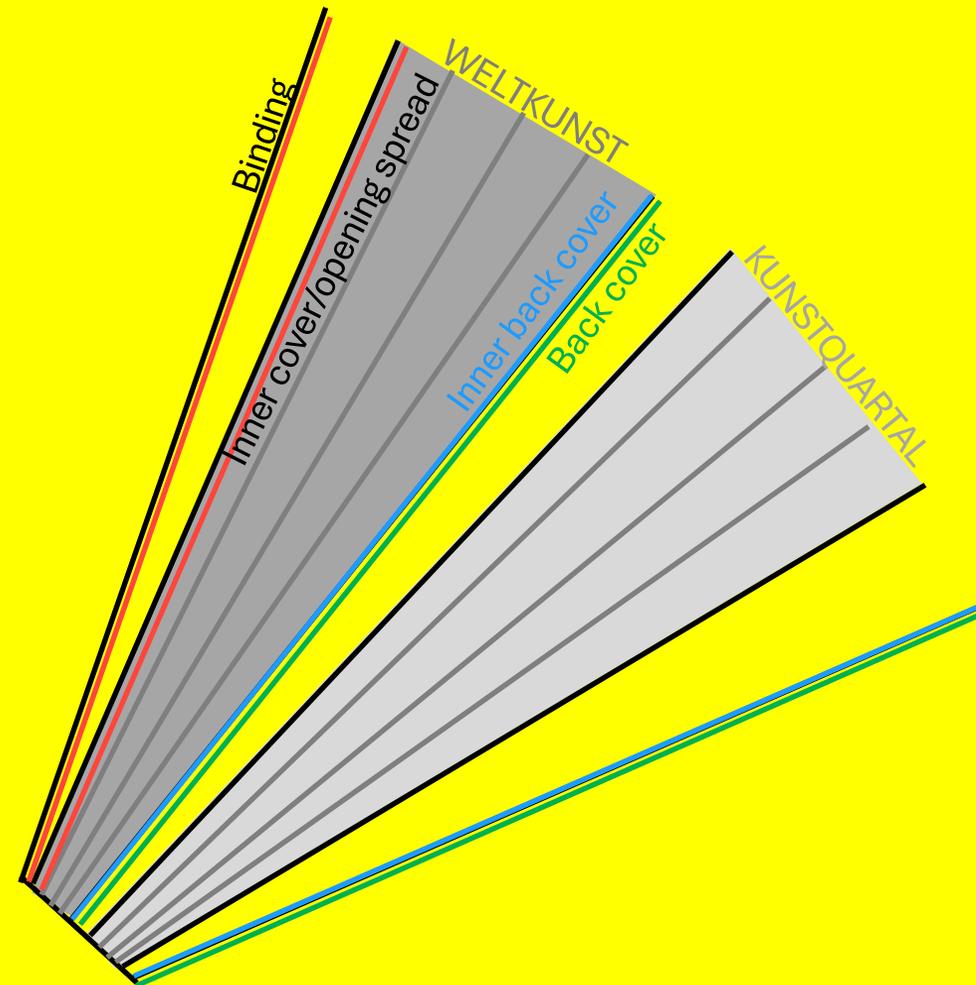
1) Ad repeats.

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)



Digital access to the world of art

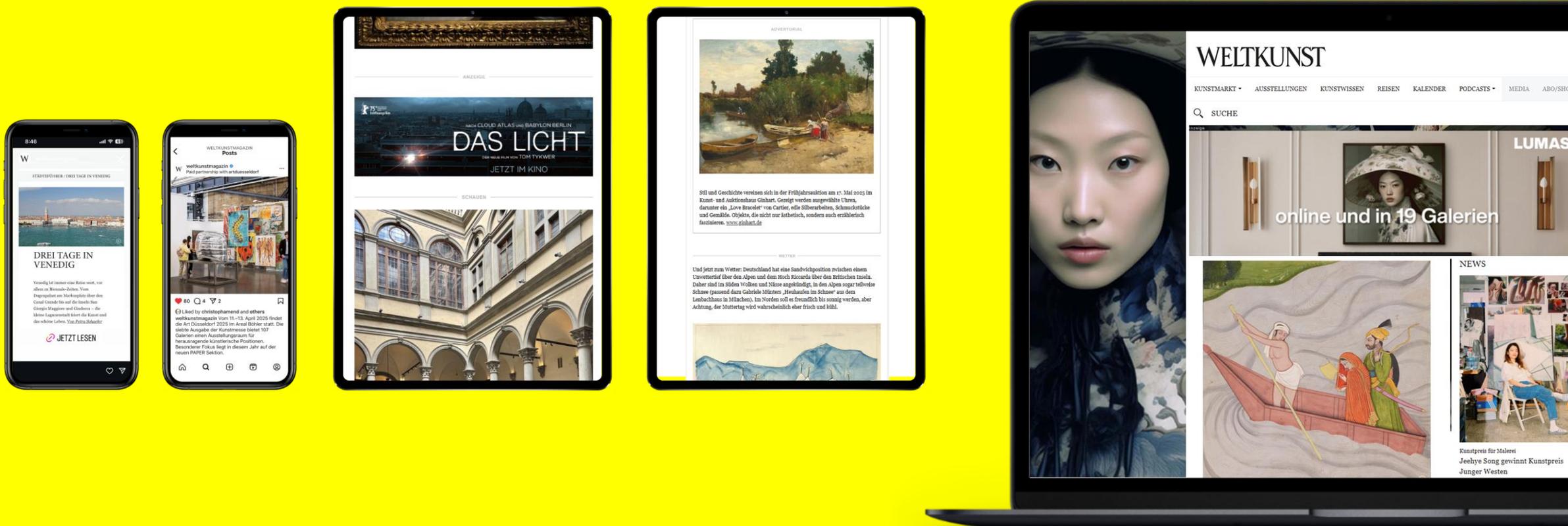
The possibilities of digital media are used to the full here. Each offer has its own strengths, but they all share a highly engaged community of art and culture enthusiasts who value the recommendations and reports of editor-in-chief Lisa Zeitz.

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.



／ Your brand on the digital canvas of WELTKUNST



Visitors:

45,000 (monthly)

Page impressions:

70,000 (monthly)

Target group:

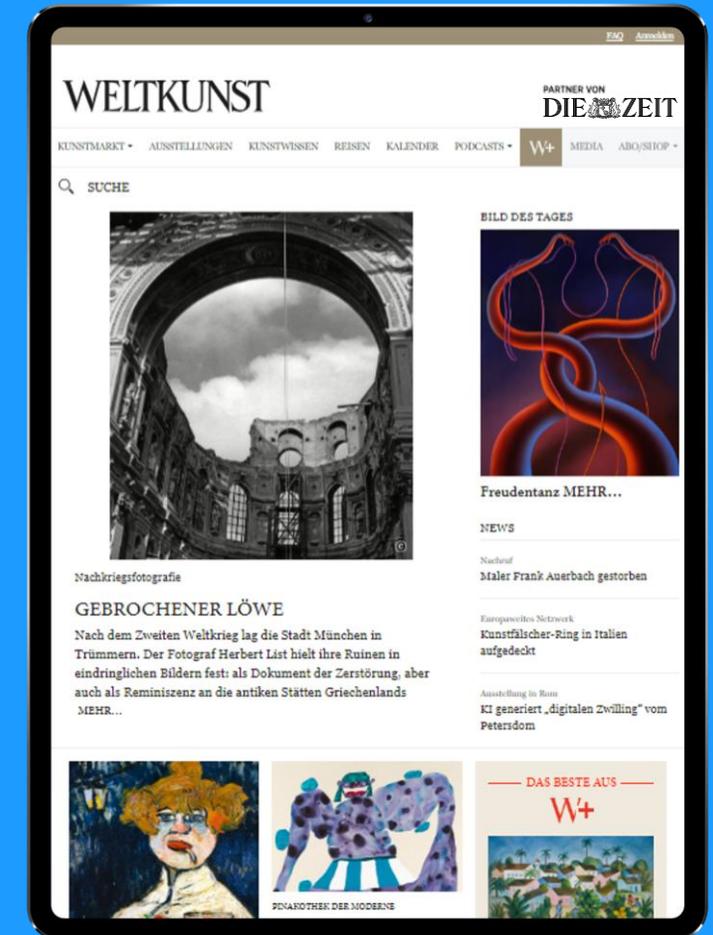
Internet users who are interested in art and have a strong interest in buying art

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	€440	€685	€820	€750



Product	Skyscraper	Content ad	Wallpaper
Size in pixels	120 x 600	300 x 250	728 x 90 + 120/160 x 600
Price/week	€600	€720	€1,300

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.

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

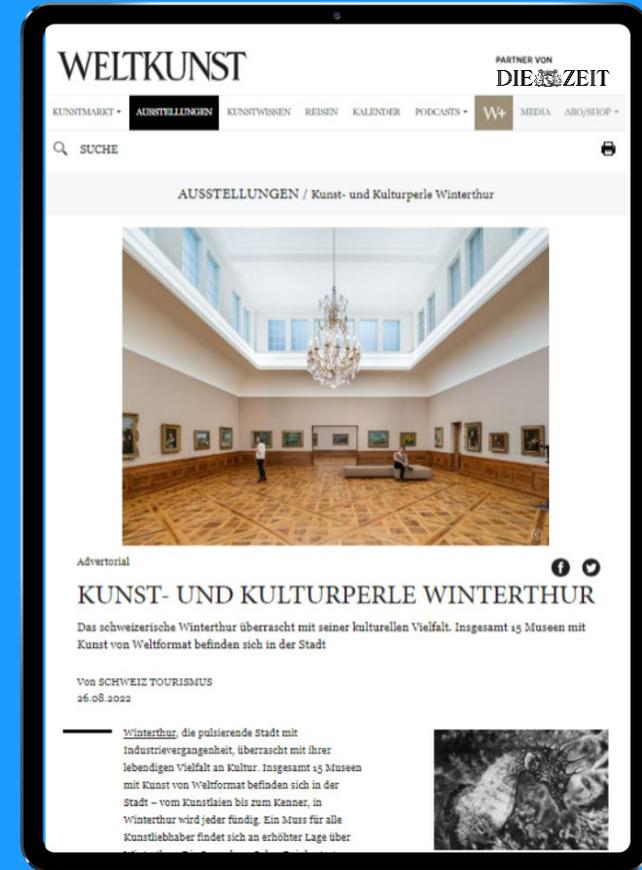
Closing date/material supply: 8 working days prior to publication date to

digital_admanagement@zeit.de

WELTKUNST online advertorial**Price**

- | | |
|---|----------------------|
| • 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 | €2,800
(1 week) |
| • Option 1: 3–5 images (jpg or tif, min. 72 dpi), portrait or landscape format (at least one in landscape format) | €1,400 |
| • 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) | (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.



WELTKUNST Newsletter

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	€800
Image-text ad	€900

Material supply to digital_admanagement@zeit.de.

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

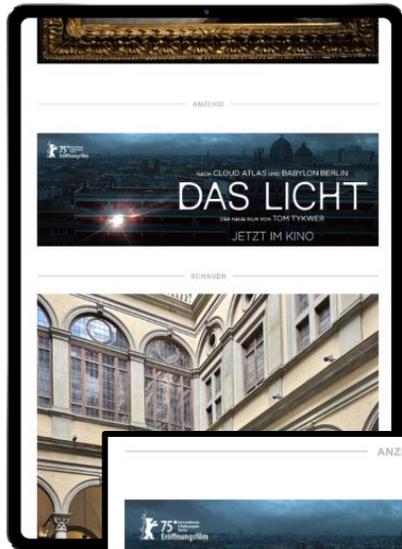
The general terms and conditions apply; see www.media.zeit.

30,000
recipients



WELTKUNST

Newsletter ads



Breaking ad

Price: €800

Technical specifications:

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

Video: 600 x 200 px (GIF), max. 500KB + URL

Material supply

to digital_admanagement@zeit.de

Frequency: weekly, Fridays

Closing date/material supply: Tuesday of the previous week

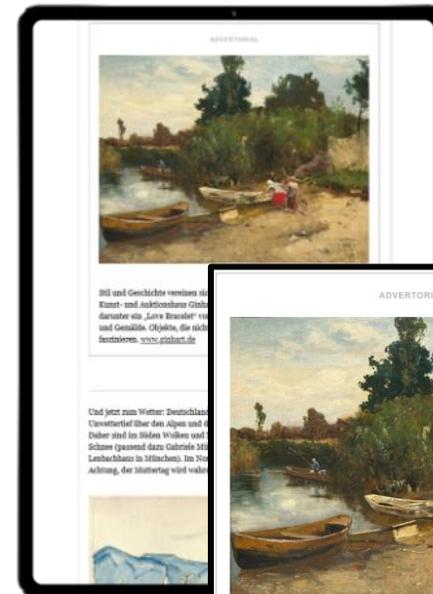


Image-text ad

Price: €900

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: 64,500 followers

Facebook reach: 25,000 followers

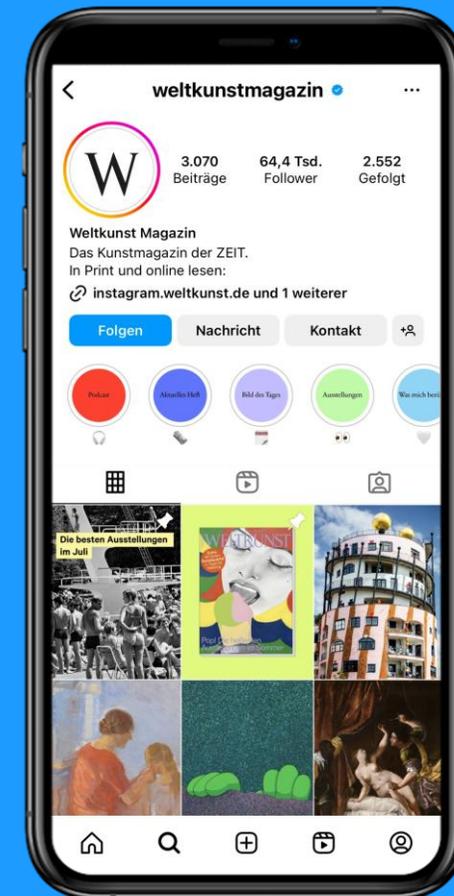
Closing date/material supply: lead time of 8 working days

WELTKUNST social media	Price
Sponsored post on Instagram or Facebook	From €860
Sponsored story on Instagram	From €860

Material supply to digital_admanagement@zeit.de.

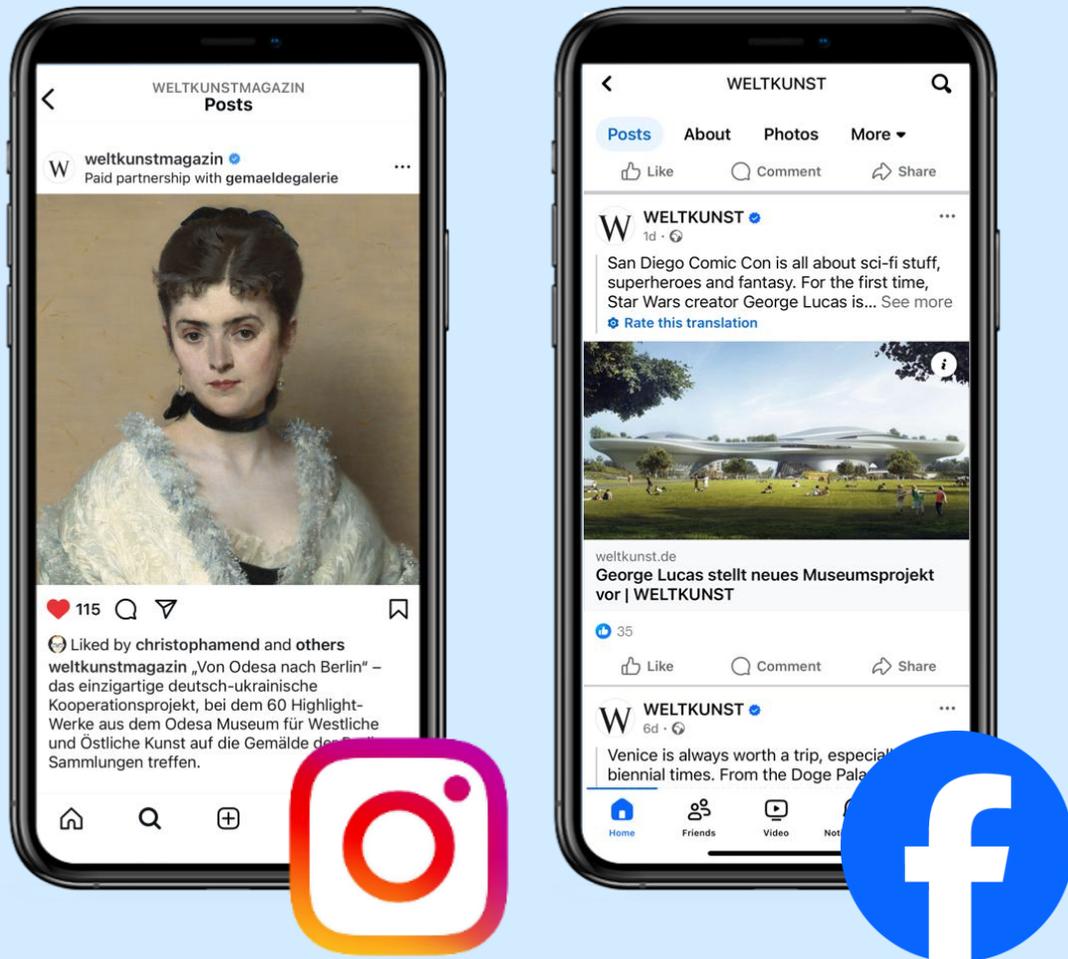
All prices plus VAT, subject to change without notice. Other formats on request. All data in pixels.

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



89.500
Followers

/ Sponsored post on Instagram or Facebook



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.

Channel		Preis
Instagram or Facebook post	1 image, 1 copy text	860,- €
Instagram or Facebook post	2 images (gallery), 1 text	1.130,- €
Instagram or Facebook post	3 images (gallery), 1 text	1.400,- €

Every additional image: 270,- €

Technical specifications:

Image post

Square (1:1, max. 1.080 x 1.080 px)
Portrait (4:5, max. 1.080 x 1350 px)
File format: jpg, png

Video post

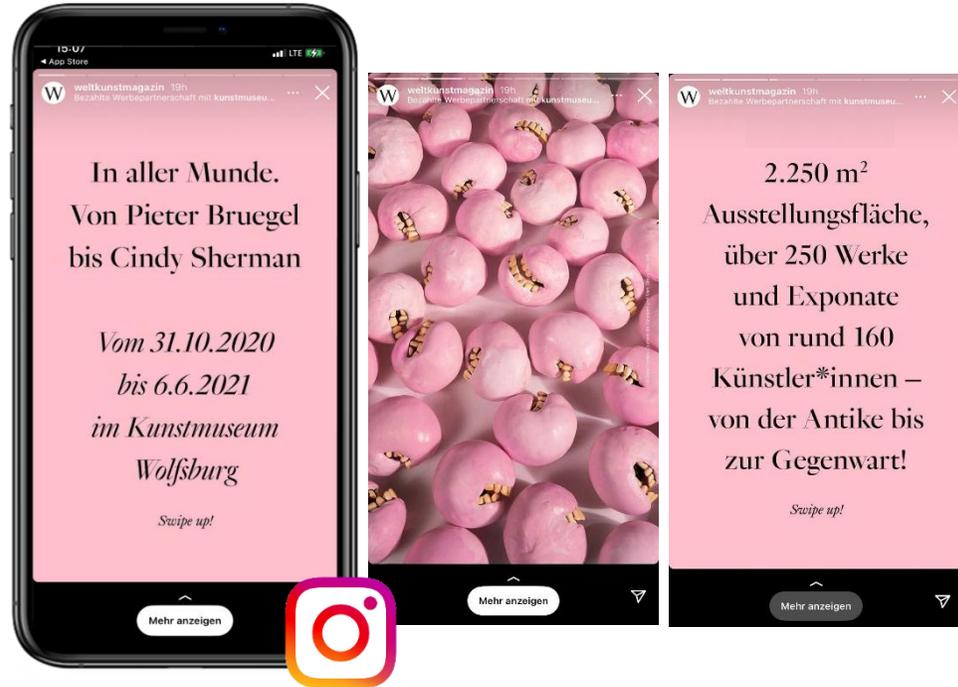
Square (1:1)
max. 60 sec.
File format: mp4

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: 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

/ Sponsored story on Instagram



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.

Channel		Price
Instagram story	1 story / 1 image	€860
Instagram story	1 story / 2 images	€1,130
Instagram story	1 story / 3 images	€1,400

Every additional image: €270

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

/ Become visible in the digital world of the arts with just one click

10 %
Discount in the package

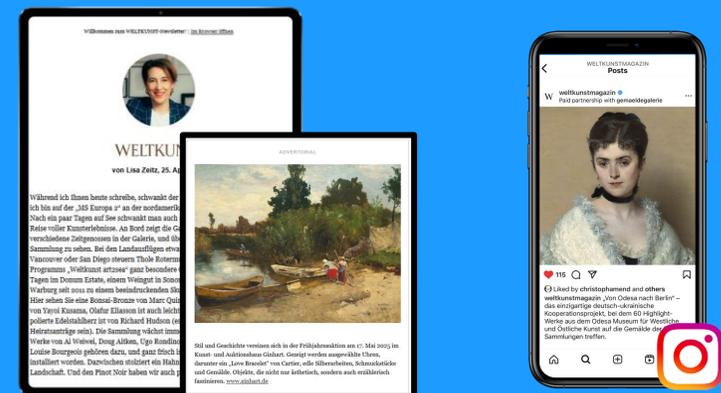
/ Kunst-Klick



WELTKUNST Online Advertorial	1 week	2.800,- €
WELTKUNST Newsletter image-text-ad	1 issue	900,- €
WELTKUNST Instagram post or story	1 post/story	860,- €
		4.560,- €
Total price	Less 10 %	4.104,- €

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

/ Kunst-Klick compact



WELTKUNST Newsletter image-text-ad	1 issue	900,- €
WELTKUNST Instagram post or story	1 post/story	860,- €
		1.760,- €
Total price	Less 10 %	1.584,- €

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

/ 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.

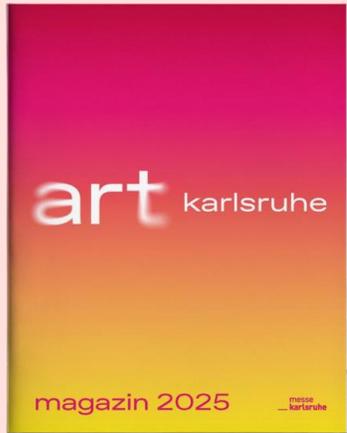
Explore our diverse portfolio and let us inspire you. Each of our communications concepts is tailored to your brand, project or product.

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



／ The art of storytelling: Your brand with an individual performance in WELTKUNST

／ Special publication



／ Special issue



／ Special supplement



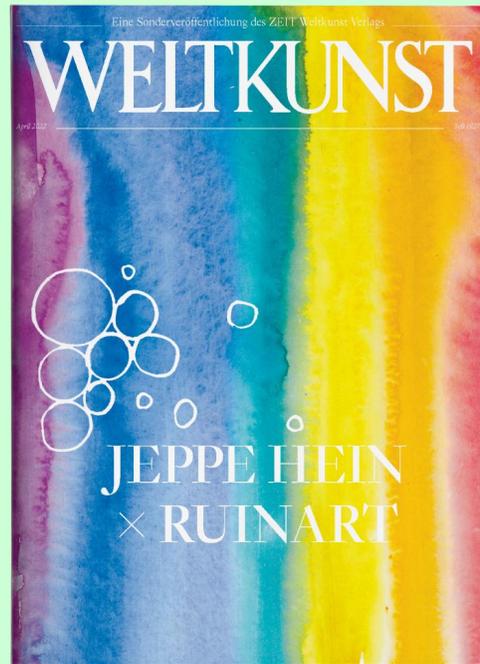
／ Corporate Newsletter & Podcast special



／ WELTKUNST Event



Top examples of exclusive communication solutions



- WELTKUNST special issue for [Ruinart](#), distributed as a supplement in DIE ZEIT
from 45,000. - €

Preise verstehen sich als Nettopreise und sind nicht provisionsfähig und AE-fähig, Endpreis in Abhängigkeit von Umfang, Ausführung, Layout Format und Auflage. Exkl. Versand- und Lieferkosten.

advise.zeit.de



- Gallery Weekend advertorial, designed exclusively for Ruinart, with integrated QR code to register for the Ruinart event
from 10,390. - €



- WELTKUNST Spezial newsletter for [SEIKO Presage](#)
from 5,750.- €

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

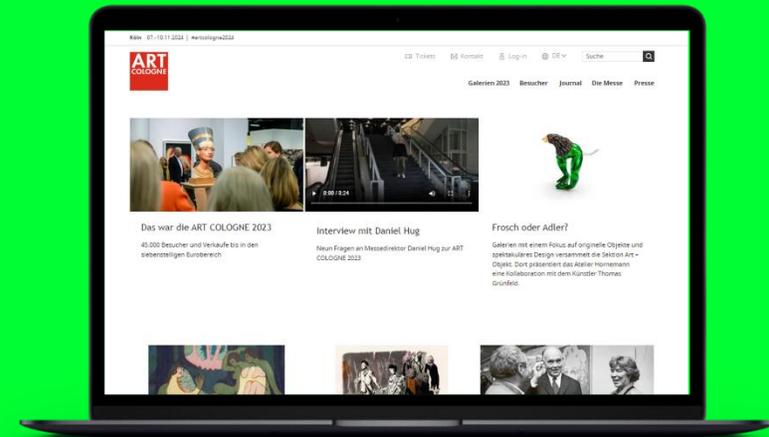
WELTKUNST special publications

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 (20,000 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](#)

[CO Berlin: Irving Penn: Centennial – Der Jahrhundertfotograf](#)

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



Corporate 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

[Museum Reinhard Ernst](#) | [PURPLE PATH](#) | [Schlumberger Gruppe](#) | [Winterthur](#)

Your benefits

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

WELTKUNST Corporate Newsletter	Price
<ul style="list-style-type: none"> • 1 client image (person; image format: round, cropped, 167 x 167px, png) • 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 	€5,750

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

30,000
recipients



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 would be happy to advise you personally!



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