

Tagesspiegel „Kunst & Markt“ (Art & Market)



2026

High-quality journalism meets modern design

Editors and experts provide information on relevant and current topics from Germany, the world and the capital.

Europe's largest economic nation is getting a new capital city newspaper. The Tagesspiegel is investing in its editorial team and expanding existing departments. The politics, business, science and **culture & art** sections are being expanded:

- more federal political coverage,
- more international coverage,
- more external expertise,
- more regularity,
- more relevance.

With this **new journalistic offering**, the Tagesspiegel is tapping into new **groups of readers**.



／ The readers of Tagesspiegel are culturally interested, engaged and passionate about the arts

358 k

The Tagesspiegel reaches this number of readers daily.

132 k

Tagesspiegel readers enjoy conversations about art and philosophy.

75 %

of Tagesspiegel readers regularly go to the theater, attend concerts, festivals, museums, exhibitions, or galleries.

62 %

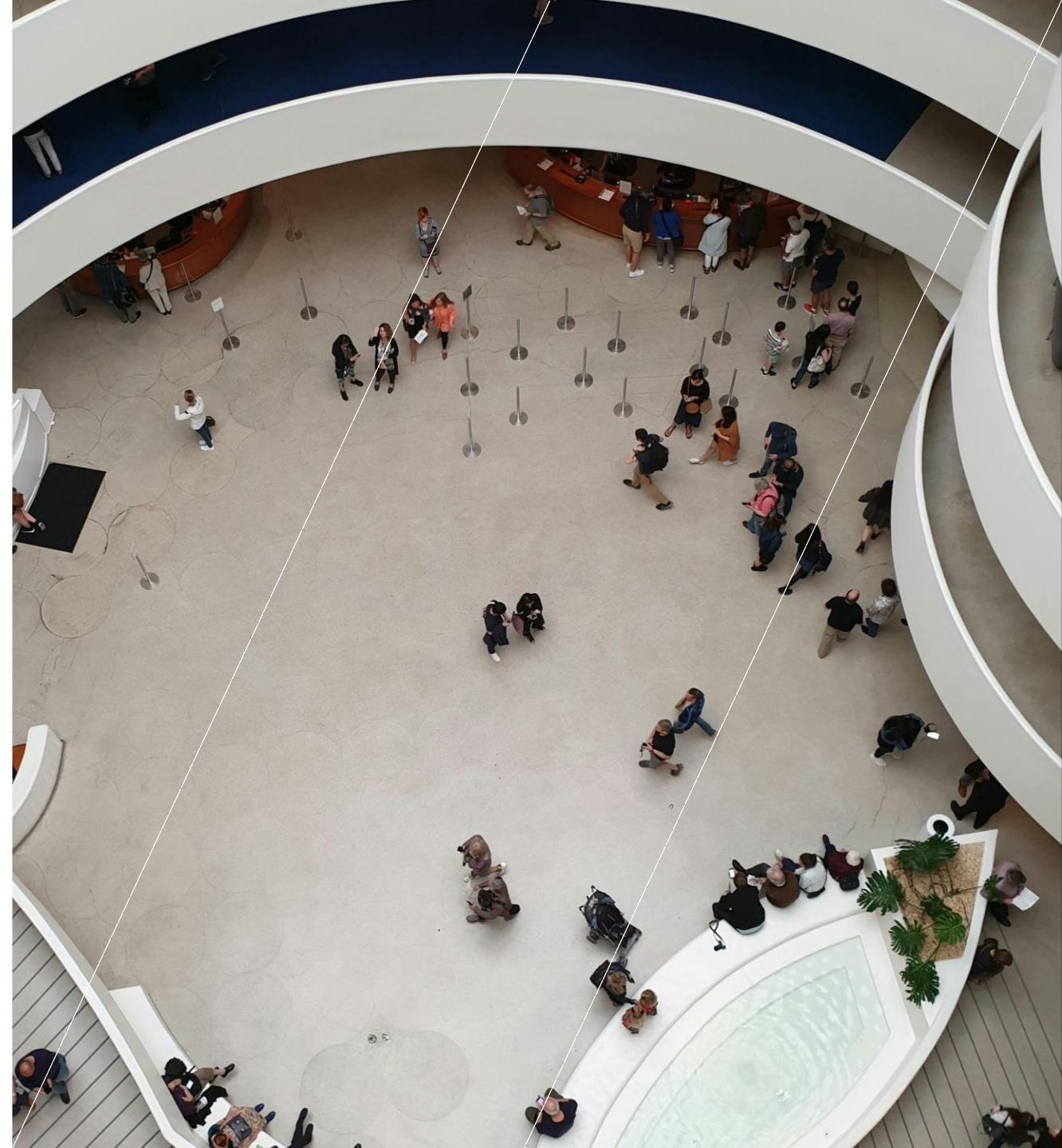
of Tagesspiegel readers are interested in magazines about music, culture, theater, or art.

173 k

of Tagesspiegel readers visit museums, exhibitions, or galleries at least once a month.

60 %

of Tagesspiegel readers are generally interested in music, culture, theater, or art.



Tagesspiegel | „Kunst & Markt“ (Art & Market)

Type of publication:

Daily newspaper

Publication

„Kunst & Markt“:

weekly Saturdays, national book, two pages

Sold copies:

101,623 Issues (IVW II/2025)

Range:

358,000 readers (b4p 2025)

Target group:

Art and culture enthusiasts

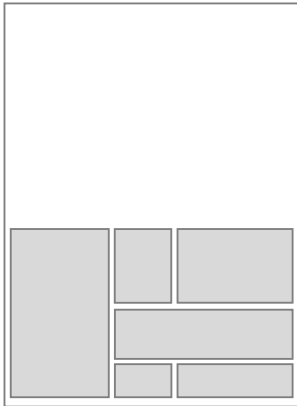
... reaches readers with an above-average income, who have an above-average interest in cultural events and spend money on these.

... offers you with the Kunst & Markt (Art & Market) page eye-catching placement opportunities for addressing a target group with a wide distribution range.



/ Formats & Prices “Kunst & Markt“

Classified ads



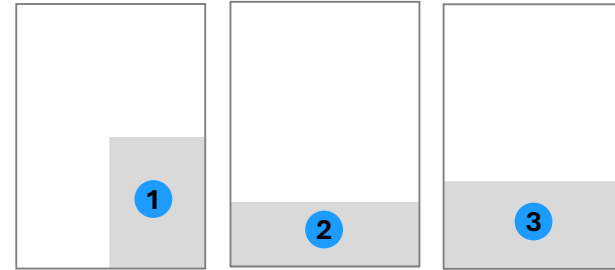
Columns	Width in mm
1 column	39 mm
2 columns	80,6 mm
3 columns	122,2 mm
4 columns	163,8 mm
5 columns	205,4 mm
6 columns	247 mm

Type area: 247 mm x 371 mm

Formats	W x H in mm	Price
1 column / 25 mm	39 x 25	304.15 €
1 column / 50 mm	39 x 50	598.25 €
1 column / 75 mm	39 x 75	877.35 €
2 columns / 50 mm	80,6 x 50	1,156.50 €
2 columns / 75 mm	80,6 x 75	1,714.75 €
2 columns / 100 mm	80,6 x 100	2,273.- €
3 columns / 100 mm	122,2 x 100	3,390.50 €

Free choice of format, other formats possible at any time. Quantity discount on request. All prices plus VAT.
Prices valid from 1 January 2026.

Individually placed ads



Formats	w x H in mm	Price
1 1/4 page corner	139 x 165	7,488.- €
2 1/4 page landscape	247 x 93	6,517.- €
3 1/3 page landscape	247 x 124	8,676.- €

Print Documents

Please send printable PDF / x-1a or PDF / X3 files with a resolution of 300 dpi to druckunterlagen@tagesspiegel.de.

Deadline for Ads

Thursdays, 2 days prior to publication, 5 pm

/ We would be happy to advise you personally!



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