

## FACTSHEET 2019

# »KUNST & MARKT« (ART & MARKET) IN THE BERLIN TAGESSPIEGEL



## EDITORIAL CONCEPT

With 318,000 readers per day, the BERLIN TAGESSPIEGEL is the subscription newspaper with the highest distribution figures in the overall issue Berlin/Potsdam. It reaches readers with an above-average income, who have an above-average interest in cultural events and spend money on these. The Kunst & Markt page offers you eye-catching placement opportunities for addressing a target group with a wide distribution range.

You can book your advertisement regionally (= in the Tagesspiegel) or throughout the whole distribution area (= in the Tagesspiegel and in the Potsdamer Neueste Nachrichten).

## ADVERT FORMATS & PRICES

### • CLASSIFIED ADVERTISEMENT

1 column wide: 58,5 mm  
2 columns wide: 120,9 mm

(At least: 1 text column wide x 30 mm height. Max. possible width of an ad is 2 columns)

#### • Millimetre price regional

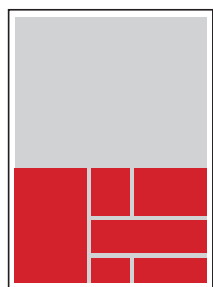
= Tagesspiegel only € 7.10

#### • Millimetre prices for the full issue

= Tagesspiegel + Potsdamer Neueste Nachrichten: € 7.60

(To calculate the price of an ad: No. of columns x height (in mm) x millimetre price)

### • EXAMPLE CLASSICAL ADS (min. height: 30 mm)



w x h	PRICE REGIONAL	TOTAL PRICE
58.5 x 60	€ 426.-	€ 456.-
58.5 x 70	€ 497.-	€ 532.-
58.5 x 80	€ 568.-	€ 608.-
58.5 x 90	€ 639.-	€ 684.-
58.5 x 100	€ 710.-	€ 760.-
120.9 x 80	€ 1,136.-	€ 1,216.-
120.9 x 100	€ 1,420.-	€ 1,520.-
120.9 x 120	€ 1,704.-	€ 1,824.-
120.9 x 140	€ 1,988.-	€ 2,128.-
120.9 x 160	€ 2,272.-	€ 2,432.-

## DER TAGESSPIEGEL

### • PUBLICATION

Every Saturday

### • DEADLINE FOR ADS

Thursdays, 2 days prior to publication, 17:00 hrs.

### • SOLD COPIES TS + PNN

TOTAL DISTRIBUTION

(SAT. - SUN. + SAT.) (IVW II/2018)

115,507 copies

### • RANGE OF DISTRIBUTION

318,000 readers (LA Berlin 2017)

### • DISCOUNTS

from 6 ads 5%

from 12 ads 10%

from 24 ads 15%

from 52 ads 20%

## ADVICE AND SALES

### ZEITVERLAG GERD BUCERIUS

#### GmbH & CO. KG

☑ Buceriustr., Eingang Speersort 1  
D-20095 Hamburg

Elke Vogel

☎ +49-40/3280-1634

✉ elke.vogel@zeit.de

## PAYMENT TERMS

2 % discount for advance payment  
or direct bank debit.

## PRINT DOCUMENTS

Please send printable PDF / x-1a or PDF /X3 files with a resolution of 300 dpi to [druckunterlagen@tagesspiegel.de](mailto:druckunterlagen@tagesspiegel.de).

Further formats possible | All measurements in mm | Valid as from 01.01.2019  
Prices in EUROS | All prices excl. VAT.