

FACTSHEET 2019

KUNSTMARKT (ART MARKET) DIE ZEIT



EDITORIAL CONCEPT

DIE ZEIT is Germany's largest weekly quality newspaper. The readers of DIE ZEIT are not only interested in art, but also have the financial means to buy art.

The art market is published successfully in the "Economy" section. Dr. Uwe-Jean Heuser, department manager and art collector, and his team offer an emotional access to understanding and knowing the art market to the readers of the ZEIT.

With the ZEIT you reach 2.29 million readers a week. Take advantage of this coverage and reach new customers!

ADVERT FORMATS & PRICES

- **Millimetre prices:** b/w € 6.90 | 4c € 9.00
- **Calculation of the price of an ad:**
Number of columns x height (in mm) x millimetre price
- **BSP. CLASSIFIED ADS** (MINIMUM HEIGHT: 10MM)

w x h	Price b/w	Price coloured
45 x 60	€ 420.-	€ 552.-
91,5 x 80	€ 1,120.-	€ 1,472.-
91,5 x 100	€ 1,400.-	€ 1,840.-
91,5 x 120	€ 1,800.-	€ 2,208.-
91,5 x 160	€ 2,400.-	€ 2,944.-
138 x 100	€ 2,100.-	€ 2,760.-

Further formats possible | All dimensions in mm | Valid as from 01.10.2018
Prices in EUROS | All prices plus VAT.

DIE ZEIT

- **PUBLICATION**
weekly, every Thursday
- **DEADLINE FOR ADS**
by 16:00 hrs on Thursday of week prior to publication
- **PRINT RUN**
weekly: sold copies 498.439 (IVW II/2017)
- **DISTRIBUTION**
weekly: 2.29 million readers (AWA 2017)
- **DISCOUNTS**
 - **Quantity discount scale**
 - from 6 ads 5%
 - from 12 ads 10%
 - from 14 ads 15%
 - from 36 ads 20%
- **TEXT AND ADVERT COLUMNS**
 - 1 col. 45 mm
 - 2 col. 91,5 mm
 - 3 col. 138 mm
 - 4 col. 184,5 mm
 - 5 col. 231 mm
 - 6 col. 277,5 mm

ADVICE AND SALES

ZEITVERLAG GERD BUCERIUS GmbH & CO. KG

✉ Buceriustr., Eingang Speersort 1
D-20095 Hamburg

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PAYMENT CONDITIONS

Advance payment or
direct debit 2% discount.

PRINT DOCUMENTS

Please send a printable PDF to regina.brose@zeit.de