

FACTSHEET 2019

KUNST UND AUKTIONEN (ART & AUCTIONS)



EDITORIAL CONCEPT

KUNST UND AUKTIONEN, the art market newspaper from the ZEIT publishing house, has been the most important trade journal for the German art market for over 40 years. KUNST UND AUKTIONEN is currently the essential adviser, facilitator and interpreter when buying and selling art. The new KUNST UND AUKTIONEN was published since 30.10.2015, with a more streamlined and upmarket look to reflect the increasing importance of knowledge in the art market. The new style includes a double-page spread featuring an expert's annual review of the art collection focus in each KUNST UND AUKTIONEN edition, which enhances the 'auction book' format considerably. Interesting new subjects, including a review of particular art collection areas with a topical focus on the market and advice on purchasing art over the Internet, offer readers attractive and modern topics. The editor-in-chief is Dr. Lisa Zeitz.

ADVERT FORMATS & PRICES

• BASIC FORMATS

FORMAT	PRINT SPACE w x h	PRICE IN EUROS Incl. repro proof
1/1 page	212 x 320	€ 2,400.-
1/2 page portrait	104 x 320	€ 1,350.-
1/2 page landscape	212 x 158	€ 1,350.-
1/4 page portrait	50 x 320	€ 670.-
1/4 page corner	104 x 158	€ 670.-
1/4 page landscape	212 x 77	€ 670.-
1/8 page portrait	50 x 158	€ 375.-
1/8 page corner	104 x 77	€ 375.-
1/8 page landscape	212 x 36	€ 375.-

• INDIVIDUAL PLACINGS

FORMAT	PRINT SPACE w x h	PRICE IN EUROS Incl. repro proof
2/1 page (panoramic)	449 x 320	€ 5,000.-
inside cover left 1/2 page portrait	104 x 320	€ 1,500.-
inside cover right 1/2 page portrait	104 x 320	€ 1,500.-
back of inside cover	212 x 315	€ 2,800.-
Heading	50 x 14	€ 570.-
Heading	50 x 40	€ 690.-
Diary date right-hand page	212 x 77	€ 870.-
Griffelcke page 3	104 x 120	€ 980.-

• TEXT SECTION ADS IN AUCTION CALENDER PLACING (ADVERTORIALS):

Big place	€ 630.-
Small place	€ 350.-
TEXT SECTION ADS/mm-prices (single column, 39mm wide, color) € 10.80	

• **CLASSIFIED ADS: MM-PRICES:** (mm/single column, 50 mm wide, incl. box no.), min. height 20 mm | coloured € 2.90

DRUCKVORLAGEN

Please send printable PDF /X-1a or PDF / X3 files in an image resolution of 300 dpi to kunstundauktionen@anzeigeneingang.de

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

KUNST UND AUKTIONEN

• PUBLICATION

- approx. every 14 days, 20 issues per year
- Our media representatives will be pleased to inform you about the exact deadlines for ads and publication dates

• DEADLINE FOR ADS

approx. 2 weeks prior to publication

• PRINT RUN

11.000

• DISCOUNTS

from 5 ads	5%
from 10 ads	10%
from 15 ads	15%
from 20 ads	20%

PLEASE
SEE THE TIMINGS
FOR 2019 ON THE
NEXT PAGE

ADVICE AND SALES

ZEITVERLAG GERD BUCERIUS GmbH & CO. KG

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PAYMENT CONDITIONS

Advance payment or
direct debit 2% discount.

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KUNST UND AUKTIONEN ISSUES AND DATES

ISSUE	PUBLICATION DATE	DEADLINE FOR ADS
01	11.01.2019	28.12.2018
02	01.02.2019	22.01.2019
03	22.02.2019	12.02.2019
04	08.03.2019	26.02.2019
05	22.03.2019	12.03.2019
06	05.04.2018	26.03.2019
07	18.04.2019	08.04.2019
08	03.05.2019	18.04.2019
09	17.05.2019	07.05.2019
10	07.06.2019	27.05.2019
11	28.06.2019	18.06.2019
12	19.07.2019	09.07.2019
13	09.08.2019	30.07.2019
14	06.09.2019	27.08.2019
15	20.09.2019	10.09.2019
16	04.10.2019	23.09.2019
17	18.10.2019	08.10.2019
18	01.11.2019	21.10.2019
19	15.11.2019	05.11.2019
20	06.12.2019	26.11.2019

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