

## FACTSHEET 2019

# WELTKUNST



### EDITORIAL CONCEPT

WELTKUNST is Germany's leading art magazine. Editor-in-chief is Dr. Lisa Zeitz. Together with multiplicatively renowned authors, month by month the WELTKUNST shows the most beautiful sides of all art eras, from the old masters to the contemporaries. The clear structure offers entertaining and competent headings in the introductory part of the magazine, an opulent middle section with large portraits and reports, and closes with the "Agenda" that compiles all the important dates and news of the month. The WELTKUNST is read by collectors, artists, dealers, curators – by the decision-makers of the art world. In March WELTKUNST is translated into English to be distributed in a circulation of 30,000 copies throughout Europe.

### AD FORMATS & -PRICES

#### • BASIC FORMATS

FORMAT	PRINT SPACE w x h	REDUCED ART MARKET PRICE
2/1 page	440 x 300*	€ 6,600.-
1/1 page	220 x 300*	€ 3,500.-
1/2 page portrait	92 x 271	€ 1,950.-
1/2 page landscape	188 x 133	€ 1,950.-
1/3 page portrait	60 x 271	€ 1,600.-
1/4 page portrait	92 x 133	€ 990.-
1/4 page landscape	188 x 64	€ 990.-
1/8 page landscape	92 x 64	€ 620.-

\* trimmed size

• **CLASSIFIED ADS:** mm-prices: (mm/single column, 44 mm wide), min. height 5 mm b/w € 5.60 | coloured € 6.70

#### • CALENDER PLACING:

Price: € 485.-

Image: horizontal, jpg, 300dpi

Text: max. 600 characters including spaces

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

### PRINT DOCUMENTS

Please send printable PDF /X-1a or PDF / X3 files in an image resolution of 300 dpi to [weltkunst@anzeigeneingang.de](mailto:weltkunst@anzeigeneingang.de)

# WELTKUNST

#### • PUBLICATION

• monthly, 14 x per year  
(including 2 special issues)

#### • DEADLINE FOR ADS

approx. four weeks prior to publication

#### • PRINT RUN

25.000

#### • DISCOUNTS

from 3 ads 5%

from 6 ads 10%

from 12 ads 15%

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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## WELTKUNST ISSUES AND DATES

ISSUE	MONTH	PUBLICATION DATE	DEADLINE FOR ADS
WK 153	February	29.01.2019	28.12.2018
WK 154	March	26.02.2019	29.01.2019
WK 155	special issue	26.03.2019	26.02.2019
WK 156	April	11.04.2019	14.03.2019
WK 157	May	25.04.2019	26.03.2019
WK 158	June	28.05.2019	29.04.2019
WK 159	July special issue	27.06.2019	28.05.2019
WK 160	August	30.07.2019	02.07.2019
WK 161	September	27.08.2019	30.07.2019
WK 162	October	26.09.2019	29.08.2019
WK 163	Special issue	10.10.2019	11.09.2019
WK 164	November	29.10.2019	30.09.2019
WK 165	December	26.11.2019	28.10.2019
WK 166	January 2020 special issue	17.12.2019	19.11.2019

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