FACTSHEET 2020

KUNSTMARKT (ART MARKET) HANDELSBLATT

EDITORIAL CONCEPT
The Handelsblatt is the leading medium of the business elite and the largest business and financial newspaper in the German language. 257,000 decision makers read the Handelsblatt daily according to LAE 2019. Every Friday experts peruse auctions and exhibitions, gallery and museum exhibitions both at home and abroad in the Handelsblatt Kunstmarkt. They learn everything about records, prices and background information. A reliable guide through the jungle of art. Compulsory Friday reading for the whole art business.

ADVERT FORMATS & PRICES

- Millimetre prices: b/w € 6.80 | 4c € 9.90
- Calculation of the price of an ad:
  Number of columns × height (in mm) × millimetre price

**BSP. CLASSIFIED ADS (MINIMUM HEIGHT: 10MM)**

<table>
<thead>
<tr>
<th>w x h</th>
<th>Price b/w</th>
<th>Price coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>47 × 60</td>
<td>€ 408.-</td>
<td>€ 594.-</td>
</tr>
<tr>
<td>97,5 × 80</td>
<td>€ 1,088.-</td>
<td>€ 1,584.-</td>
</tr>
<tr>
<td>97,5 × 100</td>
<td>€ 1,360.-</td>
<td>€ 1,980.-</td>
</tr>
<tr>
<td>97,5 × 120</td>
<td>€ 1,632.-</td>
<td>€ 2,376.-</td>
</tr>
<tr>
<td>97,5 × 160</td>
<td>€ 2,176.-</td>
<td>€ 3,168.-</td>
</tr>
<tr>
<td>148 × 100</td>
<td>€ 2,040.-</td>
<td>€ 2,970.-</td>
</tr>
</tbody>
</table>

- INDIVIDUALLY PLACED ADS

| ¼ page corner | 140 × 165 | Price: € 7,350.- |
| ½ page corner | 140 × 220 | Price: € 8,700.- |

PRINT DOCUMENTS
We prefer PDF files. Information on the technical specifications of the Handelsblatt and uploading adverts can be found under:

www.anzeigeneingang.de / Email: handelsblatt@anzeigeneingang.de

Further formats possible | All dimensions in mm | Valid as from 01.01.2020
Prices in EUROS | All prices plus VAT.

Handelsblatt

Substanz entscheidet.

- PUBLICATION
  weekly, every Friday

- DEADLINE FOR ADS
  Wednesdays, 2 days before publication, by 12 noon

- SOLD COPIES
  133,796 (IVW II/2019)

- DISTRIBUTION
  449,000 readers (MA 2019/II)

- DISCOUNTS
  from 6 ads 5%
  from 12 ads 10%
  from 24 ads 15%
  from 52 ads 20%

- TEXT AND ADVERT COLUMNS
  1 col. 47 mm
  2 col. 97,5 mm
  3 col. 148 mm
  4 col. 198,5 mm
  5 col. 249 mm

ADVICE AND SALES
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PAYMENT CONDITIONS
Advance payment or direct debit 2% discount.