

## FACTSHEET 2021

# 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. 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 € 7.00 | 4c € 10.20
- **Calculation of the price of an ad:**  
Number of columns × height (in mm) × millimetre price
- **BSP. CLASSIFIED ADS (MINIMUM HEIGHT: 10MM)**

w x h	Price b/w	Price coloured
47 × 60	€ 420.-	€ 612.-
97,5 × 80	€ 1,120.-	€ 1,632.-
97,5 × 100	€ 1,400.-	€ 2,040.-
97,5 × 120	€ 1,680.-	€ 2,448.-
97,5 × 160	€ 2,240.-	€ 3,264.-
148 × 100	€ 2,100.-	€ 3,060.-

## INDIVIDUALLY PLACED ADS

	<p><b>¼ page corner</b> 136 × 167 Price: € 7.550,-</p>
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	<p><b>⅓ page corner</b> 136 × 220 Price: € 8,950.-</p>
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# Handelsblatt

## Substanz entscheidet.

- **PUBLICATION**  
weekly, every Friday
- **DEADLINE FOR ADS**  
Wednesdays, 2 days before publication, by 12 noon
- **SOLD COPIES**  
120,005 (IVW II/2020)
- **DISTRIBUTION**  
524,000 readers (MA 2020/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

### ZEITVERLAG GERD BUCERIUS GmbH & CO. KG

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D-20095 Hamburg

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## PAYMENT CONDITIONS

Advance payment or  
direct debit 2% discount.

## PRINT DOCUMENTS

We prefer PDF files. Information on the technical specifications of the Handelsblatt and uploading adverts can be found under:  
[www.anzeigeneingang.de](http://www.anzeigeneingang.de) / Email: [handelsblatt@anzeigeneingang.de](mailto:handelsblatt@anzeigeneingang.de)

Further formats possible | All dimensions in mm | Valid as from 01.01.2021  
Prices in EUROS | All prices plus VAT.