

FACTSHEET 2021

»KUNST & MARKT« (ART & MARKET) IN THE BERLIN TAGESSPIEGEL



EDITORIAL CONCEPT

With 312,000 readers per day, the BERLIN TAGESSPIEGEL is the subscription newspaper with the highest distribution figures in the overall issue Berlin/Potsdam. It reaches readers with an above-average income, who have an above-average interest in cultural events and spend money on these. The Kunst & Markt page offers you eye-catching placement opportunities for addressing a target group with a wide distribution range.

You can book your advertisement regionally (= in the Tagesspiegel) or throughout the whole distribution area (= in the Tagesspiegel and in the Potsdamer Neueste Nachrichten).

ADVERT FORMATS & PRICES

• CLASSIFIED ADVERTISEMENT

1 column wide: 58,5 mm
2 columns wide: 120,9 mm

(At least: 1 text column wide x 30 mm height. Max. possible width of an ad is 2 columns)

• **Millimetre price regional**
= Tagesspiegel only € 7.80

• **Millimetre prices for the full issue**
= Tagesspiegel + Potsdamer Neueste Nachrichten: € 8.40

(To calculate the price of an ad: No. of columns x height (in mm) x millimetre price)

• EXAMPLE CLASSICAL ADS (min. height: 30 mm)

	w x h	PRICE REGIONAL	TOTAL PRICE
	58,5 x 60	€ 468.-	€ 504.-
	58,5 x 70	€ 546.-	€ 588.-
	58,5 x 80	€ 624.-	€ 672.-
	58,5 x 90	€ 702.-	€ 756.-
	58,5 x 100	€ 780.-	€ 840.-
	120,9 x 80	€ 1,248.-	€ 1,344.-
	120,9 x 100	€ 1,560.-	€ 1,680.-
	120,9 x 120	€ 1,872.-	€ 2,016.-
	120,9 x 140	€ 2,184.-	€ 2,352.-
	120,9 x 160	€ 2,496.-	€ 2,688.-

DER TAGESSPIEGEL

• PUBLICATION

Weekly, on Saturdays

• DEADLINE FOR ADS

Thursdays, 2 days prior to publication, 17:00 hrs.

• SOLD COPIES TS + PNN TOTAL DISTRIBUTION (SAT. - SUN. + SAT.)

112,575 copies (IVW III/2020)

• RANGE OF DISTRIBUTION

312,000 readers (LA Berlin 2019)

• DISCOUNTS

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

ADVICE AND SALES

ZEITVERLAG GERD BUCERIUS GmbH & CO. KG

✉ Bucerusstr., Eingang Speersort 1
D-20095 Hamburg

Michael Menzer

☎ +49-40/3280-3463

✉ michael.menzer@zeit.de

PAYMENT TERMS

2 % discount for advance payment
or direct bank debit.

PRINT DOCUMENTS

Please send printable PDF / x-1a or PDF /X3 files with a resolution of 300 dpi to druckunterlagen@tagesspiegel.de.

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