

FACTSHEET 2021

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.

ANZEIGENFORMATE & -PREISE

• BASIC FORMATS

FORMAT	PRINT SPACE w x h	PRICE IN EUROS Incl. repro proof
1/1 page	212 x 320	€ 2,500.-
1/2 page portrait	104 x 320	€ 1,410.-
1/2 page landscape	212 x 158	€ 1,410.-
1/4 page portrait	50 x 320	€ 710.-
1/4 page corner	104 x 158	€ 710.-
1/4 page landscape	212 x 77	€ 710.-
1/8 page portrait	50 x 158	€ 395.-
1/8 page corner	104 x 77	€ 395.-
1/8 page landscape	212 x 36	€ 395.-

• INDIVIDUAL PLACINGS (IF AVAILABLE)

FORMAT	PRINT SPACE w x h	PRICE IN EUROS Incl. repro proof
2/1 page (panoramic)	449 x 320	€ 5,100.-
inside cover left 1/2 page portrait	104 x 320	€ 1,600.-
inside cover right 1/2 page portrait	104 x 320	€ 1,600.-
back of inside cover	212 x 315	€ 2,900.-
Heading	50 x 14	€ 710.-
Heading (small)	50 x 40	€ 590.-
Diary date right-hand page	212 x 77	€ 900.-
Griffelcke page 3	104 x 120	€ 990.-

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

Big place	€ 650.-
Small place	€ 370.-
TEXT SECTION ADS/mm-prices (single column, 39mm wide, color) € 11.50	

- **CLASSIFIED ADS: MM-PRICES:** (mm/single column, 50 mm wide, incl. box no.), min. height 20 mm | coloured € 3.10

PRINT DOCUMENTS

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 01.01.2021
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 2021 ON THE
NEXT PAGE

ADVICE AND SALES

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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	15.01.2021	05.01.2021
02	05.02.2021	26.01.2021
03	26.02.2021	16.02.2021
04	12.03.2021	02.03.2021
05	26.03.2021	16.03.2021
06	09.04.2021	26.03.2021
07	23.04.2021	13.04.2021
08	07.05.2021	27.04.2021
09	21.05.2021	10.05.2021
10	11.06.2021	01.06.2021
11	02.07.2021	22.06.2021
12	23.07.2021	13.07.2021
13	20.08.2021	10.08.2021
14	10.09.2021	31.08.2021
15	24.09.2021	14.09.2021
16	08.10.2021	28.09.2021
17	22.10.2021	12.10.2021
18	05.11.2021	26.10.2021
19	19.11.2021	09.11.2021
20	10.12.2021	30.11.2021

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