

FACTSHEET 2021

AGENDA\KULTUR

CULTURAL CALENDAR IN THE FEUILLETON



From January 2020, the Art Market, Cultural Tips and Museums & Galleries sections merged into a single cultural calendar:

The AGENDA\KULTUR will be published weekly in the feuilleton.

Your benefits at a glance:

- The new AGENDA\KULTUR is diverse and stands out thanks to the sum of its parts: from exhibitions to art auctions, from straight theatre to opera premieres, from classical concerts to modern dance – everyone has a place here.
- The cultural calendar is increasingly relevant and striking with a clear and modern layout.
- The structure of the double-page spread has been redesigned, making cultural planning an inspiring reading pleasure with the new, effortless composition.
- The AGENDA\KULTUR combines different target groups and offers inspiration far beyond the reader's initial interest.
- The large cultural calendar invites ZEIT readers to linger and keeps them informed about the current highlights in the arts and culture scene.

ADVERT FORMATS & -PRICES

PREMIUM

	BLEED w x h in mm	PRICE 4c
Highlight (advertisement)	150 x 150	€ 3,200.-
Spotlight (advertorial)	89 x 132	€ 1,580.-
		€ 1,343.- (via online-booking)

ADVERTISEMENT FIELD

	BLEED w x h in mm	PRICE s/w	PRICE 4c
Ad field I via online booking	90 x 50	€ 480.-	€ 660.-
		€ 408.-	€ 561.-
Ad field II via online booking	90 x 100	€ 960.-	€ 1,320.-
		€ 816.-	€ 1,122.-
Ad field III via online booking	90 x 150	€ 1,440.-	€ 1,980.-
		€ 1,224.-	€ 1,683.-

TEXTEINTRAG

approx. 75 characters per line	3 lines	line in additional
classical	€ 59.50	€ 18.50
via online booking	€ 42.08	€ 15.76

ONLINE BOOKING

Save by using our online booking tool. The reduced price is valid by transferring order and texts via inserieren.zeit.de

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

AGENDA\KULTUR

MUSEEN BÜHNEN KUNSTMARKT

FREQUENCY

- Weekly on Thursdays in the FEUILLETON
- Our media representatives will be happy to inform you of the exact closing and publication dates.

DEADLINE FOR ADS

Week before on Thursday, 16 h a.m.

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

Laura Pischek

+49-40/3280-4645
laura.pischek@zeit.de

Publisher's representatives:

Caroline Benz

Andrea Glaubrecht

+49-30 / 44 37 380
info@printcontact-berlin.de

Simone Fahr

+49-8362 / 50 74 996
simone.fahr@verlagsbuero-fahr.de

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