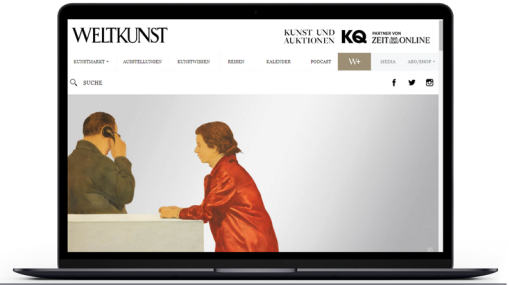


## FACTSHEET 2021

# WELTKUNST ONLINE



### GOOD REASONS FOR WELTKUNST ONLINE

- WELTKUNST ONLINE is the digital presence of three major print titles: WELTKUNST, KUNST UND AUKTIONEN and KQ-Kunstquartal.
- The website provides our readers with news from the art market and around the art world.
- You reach a premier target group of art-loving internet users – with a keen interest in buying art.
- Your campaign benefits from the high relevance and broad reach of our website – which we support with targeted online marketing initiatives.

[www.weltkunst.de](http://www.weltkunst.de)

- **VISITORS**  
45.000 (per month)
- **PAGE IMPRESSIONS**  
75.000 (per month)

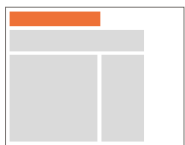
Source: Webtrekk Q3/2020

### DEADLINE FOR ADS

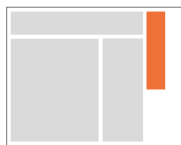
ten days prior to publication

### ADVERTISEMENT FORMATS AND PRICES

#### • BANNER



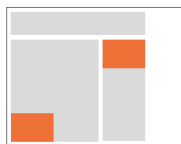
**PRODUCT**  
Super banner  
**PRICE**  
€330 per week



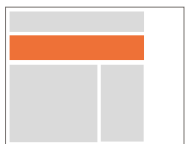
**PRODUCT**  
Skyscraper  
**PRICE**  
€450 per week



**PRODUCT**  
Half-page ad  
**PRICE**  
€610 per week



**PRODUCT**  
Content ad  
**PRICE**  
€540 per week



**PRODUCT**  
Billboard  
**PRICE**  
€560 per week



**PRODUCT**  
Wallpaper  
**PRICE**  
€980 per week

Other formats available | For more information visit [techspecs.iqd-ao.de](https://techspecs.iqd-ao.de)

#### • EXPERT DIRECTORY ENTRY

**Standard entry:** free  
**Premium entry:** € 149  
More information at:  
[www.weltkunst.de/expertenverzeichnis](http://www.weltkunst.de/expertenverzeichnis)



#### • ADVERTORIAL FIELD »AKTUELLE AUKTIONEN«

**Image:** landscape  
**Text:** approx. 350 characters  
Inhouse design by  
ZEIT Verlag  
**Price:** €630 per week



#### • »ONLINE ADVERTORIAL«

Teaser placement on the  
WELTKUNST homepage  
**Picture:** 3 to 5 pictures OR  
3 pictures + video  
**Text:** ca. 2.000 to 4.000 characters  
**Price:** €2,950 per week

### IN NEWSLETTER

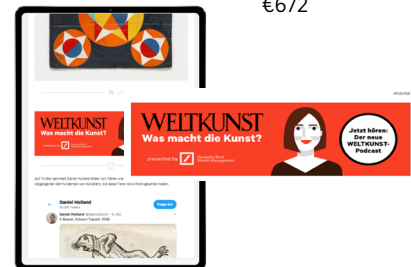
#### • BANNER

**SIZE IN PIXELS**  
600 x 174  
**PRICE**  
€588

#### • ADVERTORIAL

IMAGE, CAPTION, LINK,  
TEXT:  
MAX 400 CHARACTERS  
(INCL. SPACES)

**PRICE**  
€672



Weekly published to  
23.000 subscribers

### ADVICE AND SALES

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