

FACTSHEET 2022

AGENDA\KULTUR

CULTURAL CALENDAR IN THE FEUILLETON



The large art and culture calendar informs ZEIT readers about the current highlights of museums, galleries, stages and the art market. AGENDA\KULTUR appears once a week in the feuilleton section of the ZEIT.

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
Highlight (advertisement)	150 x 150	€ 3,250,-

ADVERTISEMENT FIELD

	BLEED w x h in mm	PRICE
Ad field I via online booking	90 x 50	€ 670,- € 569,50
Ad field II via online booking	90 x 100	€ 1.340,- € 1.139,-
Ad field III via online booking	90 x 150	€ 2.010,- € 1.708,50

TEXTEINTRAG

approx. 75 characters per line	3 lines	line in additional
classical	€ 50,-	€ 19,-
via online booking	€ 42,50	€ 16,15

ONLINE BOOKING

Save by using our online booking tool. The reduced price is valid by transferring order and texts via [insерieren.zeit.de](https://www.zeit.de/insерieren)

Further formats possible | All measurements in mm | Valid as from 01.01.2022
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

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