

FACTSHEET 2022

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	€ 2,600.-
1/2 page portrait	104 x 320	€ 1,450.-
1/2 page landscape	212 x 158	€ 1,450.-
1/4 page portrait	50 x 320	€ 740.-
1/4 page corner	104 x 158	€ 740.-
1/4 page landscape	212 x 77	€ 740.-
1/8 page portrait	50 x 158	€ 410.-
1/8 page corner	104 x 77	€ 410.-
1/8 page landscape	212 x 36	€ 410.-

• INDIVIDUAL PLACINGS (IF AVAILABLE)

FORMAT	PRINT SPACE w x h	PRICE IN EUROS Incl. repro proof
2/1 page (panoramic)	449 x 320	€ 5,200.-
inside cover left 1/2 page portrait	104 x 320	€ 1,650.-
inside cover right 1/2 page portrait	104 x 320	€ 1,650.-
back of inside cover	212 x 315	€ 3,000.-
Heading	50 x 14	€ 730.-
Heading (small)	50 x 40	€ 610.-
Diary date right-hand page	212 x 77	€ 930.-
Griffecke page 3	104 x 120	€ 1,020.-

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

Big place	€ 670.-
Small place	€ 380.-
TEXT SECTION ADS/mm-prices (single column, 39mm wide, color) € 12.-	

• **CLASSIFIED ADS: MM-PRICES:** (mm/single column, 50 mm wide, incl. box no.), min. height 20 mm | coloured € 3.20

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 01.01.2022
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 2022 ON THE
NEXT PAGE

ADVICE AND SALES

**ZEITVERLAG GERD BUCERIUS
GmbH & CO. KG**

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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	14.01.2022	03.01.2022
02	04.02.2022	25.01.2022
03	25.02.2022	15.02.2022
04	11.03.2022	01.03.2022
05	25.03.2022	15.03.2022
06	08.04.2022	29.03.2022
07	22.04.2022	08.04.2022
08	06.05.2022	26.04.2022
09	20.05.2022	10.05.2022
10	10.06.2022	30.05.2022
11	01.07.2022	21.06.2022
12	22.07.2022	12.07.2022
13	19.08.2022	09.08.2022
14	09.09.2022	30.08.2022
15	23.09.2022	13.09.2022
16	07.10.2022	26.09.2022
17	21.10.2022	11.10.2022
18	04.11.2022	21.10.2022
19	18.11.2022	08.11.2022
20	09.12.2022	29.11.2022

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