

## FACTSHEET 2022

# WELTKUNST



## EDITORIAL CONCEPT

WELTKUNST is Germany's leading art magazine. Every month, editor-in-chief Dr. Lisa Zeitz and renowned authors and experts shows the most beautiful sides of art history, from antiquity and the old masters to contemporary art. The clear structure offers entertaining and competent columns in the introductory part of the magazine, an opulent middle section with in-depth portraits and reports, and closes with our "Agenda" compiling all important dates and news of the month. WELTKUNST is read by collectors, artists, dealers, curators – by the decision-makers of the art world.

## AD FORMATS & PRICES

### • BASIC FORMATS

FORMAT	PRINT SPACE w x h	REDUCED ART MARKET PRICE
2/1 page	440 x 300*	€ 7,050.-
1/1 page	220 x 300*	€ 3,700.-
1/2 page portrait	92 x 271	€ 2,100.-
1/2 page landscape	188 x 133	€ 2,100.-
1/3 page portrait	60 x 271	€ 1,750.-
1/4 page portrait	92 x 133	€ 1,020.-
1/4 page landscape	188 x 64	€ 1,020.-
1/8 page landscape	92 x 64	€ 670.-

\*trimmed size

• **CLASSIFIED ADS:** mm-prices: (mm/single column, 44 mm wide), min. height 5 mm b/w € 6.10 | coloured € 7.10

### • CALENDER PLACING:

Price: € 510.-  
Image: horizontal, jpg, 300dpi  
Text: max. 600 characters including spaces

Further formats possible | All dimensions in mm | Valid as from 01.01.2022  
Prices in EUROS | All prices plus VAT.

## PRINT DOCUMENTS

Please send printable PDF /X-1a or PDF / X3 files in an image resolution of 300 dpi to [weltkunst@anzeigeneingang.de](mailto:weltkunst@anzeigeneingang.de)

# WELTKUNST

### • PUBLICATION

monthly, 14 x per year  
(including 2 special issues)

### • DEADLINE FOR ADS

approx. four weeks prior to publication

### • PRINT RUN

25.000

### • DISCOUNTS

from 3 ads 5%  
from 6 ads 10%  
from 12 ads 15%

PLEASE  
SEE THE TIMINGS  
FOR 2022 ON THE  
NEXT PAGE

## ADVICE AND SALES

### ZEITVERLAG GERD BUCERIUS GmbH & CO. KG

✉ Buceriusstr., Eingang Speersort 1  
D-20095 Hamburg

### Michael Menzer

☎ +49-40/3280-3463  
✉ michael.menzer@zeit.de

## PAYMENT CONDITIONS

Advance payment or  
direct debit 2% discount.

## FACTSHEET 2022

# WELTKUNST



## WELTKUNST ISSUES AND DATES

ISSUE	MONTH	PUBLICATION DATE	DEADLINE FOR ADS
WK 194	Special issue	14.12.2021	16.11.2021
WK 195	February	25.01.2022	27.12.2022
WK 196	March	22.02.2022	25.01.2022
WK 197	Special issue	29.03.2022	01.03.2022
WK 198	May	26.04.2022	25.03.2022
WK 199	June	24.05.2022	26.04.2022
WK 200	July	21.06.2022	20.05.2022
WK 201	Special issue	05.07.2022	07.06.2022
WK 202	August	26.07.2022	28.06.2022
WK 203	September	30.08.2022	02.08.2022
WK 204	October	27.09.2022	30.08.2022
WK 205	Special issue	11.10.2022	12.09.2022
WK 206	November	25.10.2022	26.09.2022
WK 207	December	22.11.2022	24.10.2022
WK 208	January 2023 special issue	13.12.2022	15.11.2022

# WELTKUNST

## ADVICE AND SALES

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

☑ Buceriusstr., Eingang Speersort 1  
D-20095 Hamburg

**Michael Menzer**

☎ +49-40/3280-3463

✉ michael.menzer@zeit.de

## PAYMENT CONDITIONS

Advance payment or  
direct debit 2% discount.