

## FACTSHEET 2022

# WELTKUNST NEWSLETTER



### THE WELTKUNST GETS PERSONAL: DR. LISA ZEITZ TAKES YOU ALONG.

- Editor-in-chief Lisa Zeitz provides insights into her personal experience and her everyday life with art in the weekly newsletter: Which books are worth reading, which museum should definitely be visited, which finds have otherwise fallen into her net or which auction is she keeping an eye on this week?
- You reach a top target group of art-interested Internet users who want to benefit from the insider knowledge of the chief editors.
- Your campaign will gain from the topicality and reach of our weekly newsletter and will redirect the reader directly to your website.

### ANZEIGENFORMATE & -PREISE

- **BANNER**  
600 x 174 Pixel  
**PRICE:**  
630 €



- **ADVERTORIAL**  
**IMAGE, CAPTION**  
**LINK, TEXT:**  
max. 400 characters  
(incl. spaces)  
**PREIS:**  
710 €



Offer subject to availability (3 advertising spaces per issue).  
Prices in EURO | All prices plus VAT. | AE capable 15% | valid from 01.01.2022.

### DATA

Please send your data to [digital\\_admanagement@zeit.de](mailto:digital_admanagement@zeit.de)

# WELTKUNST

[WWW.WELTKUNST.DE](http://WWW.WELTKUNST.DE)

### RECIPIENTS

23.000

### DISPATCH

weekly, fridays

### ACCEPTANCE DEADLINE

ten working days before publication

### OPENING RATE

35 %

### DISCOUNTS

5x = 5 %  
10x = 10 %  
20x = 15 %  
40x = 20 %

(Print-discounts are transferable.)

### ADVICE AND SALES

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

☎ Buceriusstr., Eingang Speersort 1  
D-20095 Hamburg

**Michael Menzer**

☎ +49-40/3280-3463

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## Technical Specifications

### WELTKUNST NEWSLETTER

#### 1. Banner

600x174px (png, jpg), max. 60kb + URL

#### 2. Advertorial Field

Image in landscape format with min. 600px width (jpg), max. 1MB

Text: max. 400 characters (incl. spaces) + URL

### PROCESS

- You supply all the relevant materials, and the service editorial team of WELTKUNST takes over the media-appropriate preparation and presentation of the various different media channels.
- Before the launch, the final content will of course be coordinated with you once again.

### ACCEPTANCE

Acceptance deadline for all formats: Lead time of 10 working days

### DATA TRANSMISSION

- Order has to be transmitted to your contact person in sales
- Text, photo and video files with reference to your order transmitted to [digital\\_admanagement@zeit.de](mailto:digital_admanagement@zeit.de)

### PUBLICATION

Newsletter: Friday

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