

„KUNST & MARKT“ (ART & MARKET) IN THE BERLIN TAGESSPIEGEL

The guiding medium from the capital



TAGESSPIEGEL

High-quality journalism meets modern design

Editors and experts provide information on relevant and current topics from Germany, the world and the capital.

Europe's largest economic nation is getting a new capital city newspaper. The Tagesspiegel is investing in its editorial team and expanding existing departments. The politics, business, science and **culture & art** sections are being expanded:

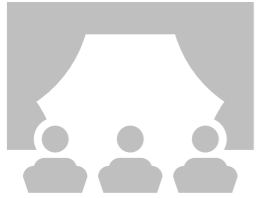
- › more federal political coverage,
- › more international coverage,
- › more external expertise,
- › more regularity,
- › more relevance.

With this **new journalistic offering**, the Tagesspiegel is tapping into new groups of readers.



TAGESSPIEGEL

The typical Tagesspiegel readers



331.000 Culture fans

91% of Tagesspiegel readers go to the theatre, concerts, festivals, museums, exhibitions or galleries.



44%

love conversations about art and philosophy.



82%

find cultural life (particularly) important.



50%

are interested in music, culture, theatre or art in magazines.



33%

book events such as concerts or cinema visits online at least once every six months.



45%

perceive culture, e.g. art, sights or religions, as a motivation for a holiday trip.

No.1

Highest-circulation daily newspaper in the capital region*

Range

363,000 daily readers

No. 1

in terms of visitors to cultural events among Berlin's daily newspapers.

Sources: best for planning 2023, basis: German-speaking population aged 14 and over; *IVW III/2023, paid circulation and IVW-VA I/2022, circulation in Berlin; Further information on No. 1 positioning at tagesspiegel.de/leitmedium

TAGESSPIEGEL | „KUNST & MARKT“ („ART & MARKET“)

Fact Sheet



- › **Type of publication:**
Daily newspaper
- › **Publication „Kunst & Markt“:**
weekly saturdays,
national book, two pages
- › **Sold Copies:**
100.504 Issues (IVW III/2023)
- › **Reichweite:**
363.000 Leser:innen (ma 2023)
- › **Target group:**
Art and culture enthusiasts

BERLINER TAGESSPIEGEL

... reaches readers with an above-average income, who have an above-average interest in cultural events and spend money on these.

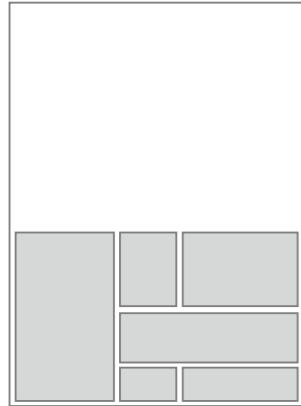
... offers you with the Kunst & Markt (Art & Market) page eye-catching placement opportunities for addressing a target group with a wide distribution range.

Source: Publisher information

TAGESSPIEGEL | „KUNST & MARKT“

Formats & Prices

CLASSIFIED ADS



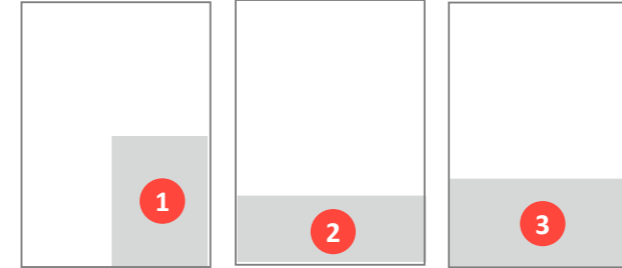
Columns	Width in mm
1 column	39 mm
2 columns	80,6 mm
3 columns	122,2 mm
4 columns	163,8 mm
5 columns	205,4 mm
6 columns	247 mm

Type area: 247 mm x 371 mm

Formats	W x H in mm	Price
1 Spalte / 25 mm	39 x 25	287,00 €
1 Spalte / 50 mm	39 x 50	563,90 €
1 Spalte / 75 mm	39 x 75	825,85 €
1 Spalte / 100 mm	39 x 100	1.087,80 €
2 Spalten / 25 mm	80,6 x 25	563,90 €
2 Spalten / 50 mm	80,6 x 50	1.087,80 €
2 Spalten / 75 mm	80,6 x 75	1.611,75 €
2 Spalten / 100 mm	80,6 x 100	2.135,65 €
2 Spalten / 150 mm	80,6 x 150	3.183,45 €
3 Spalten / 100 mm	122,2 x 100	3.183,45 €

Free choice of format, other formats possible at any time. Quantity discount on request. All prices plus VAT.
Prices valid from 1 January 2024

INDIVIDUALLY PLACED ADS



Formats	W x H in mm	Price
1 1/4 page corner	139 x 165	10.285,00 €
2 1/4 page landscape	247 x 93	10.285,00 €
3 1/3 page landscape	247 x 124	13.701,00 €

Print Documents

Please send printable PDF / x-1a or PDF /X3 files with a resolution of 300 dpi to druckunterlagen@tagesspiegel.de.

Deadline for Ads

Thursdays, 2 days prior to publication, 5 pm

Kontakt

We would be happy to advice you personally

Zeitverlag Gerd Bucerius GmbH & Co. KG

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