



THE MAGAZINE FOR ART, STYLE AND LUXURY

RATE CARD EFFECTIVE JANUARY 1, 2015



A LOOK AT THE WORLD OF ART - PORTRAITS & PHOTOS



It is the baselinemedium for art investors in Germany and therefore the most important magazine for the art market.

WELTKUNST has been the home of art lovers, art collectors and art experts for more than 80 years. It provides well-researched information on the pieces offered by art dealers, galleries and art auctions – in a format that appeals to the senses complete with extravagant visuals. With its exclusive mix of themes every month, WELTKUNST satisfies the interest of well-off readers in the good things in life – not just art but also watches and jewellery, fashion, style, design and interiors.

A modern, clear-cut magazine structure guides the reader through the fascinating and scintillating world of art and luxury. WELTKUNST shows and tells readers what is being collected and sold, reveals the latest trends and insider tips, pooling all the relevant dates and market data on Old Masters and contemporary art – and providing exclusive insights.

Each issue kicks off with a number of entertaining columns and sections penned by experts, such as "Market Woman" by Susanne Schreiber, the art market expert at "Handelsblatt", and the "What Did You See?" interview series with the world's most influential curator, Hans-Ulrich Obrist. In addition, Tillmann Prüfer, Style Director at ZEITmagazin, writes in his monthly "Hand of the Master" column about very special craftsmanship. And the section "What Goes With ...?" showcases products from the world of fashion, design, beauty, watches and jewellery that go together with the style of an artist who is currently in vogue.

In the extravagant middle section of the magazine, WELTKUNST focuses on the international art world and its key figures with in-depth profiles, reports and photo spreads (including design and interior spreads).

The informative pages of the "Agenda" section listing all the month's important dates and news round off the magazine.

People who love things of beauty and luxury – and invest in them – read WELTKUNST.



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🌐 www.zeitkunstverlag.de

PUBLICATION

12 issues per year
+ 2 special issues

PRINT CIRCULATION

18,000 copies

COPY PRICE

€ 11.80

PAYMENT TERMS

Immediately on receipt of invoice without deduction. 2 % cash discount for advance payment and direct debit.

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SIZE	TYPE AREA Width x Height in mm	BLEED* Width x Height in mm	GROSS RATES
Basic sizes			
2/1 page		440 x 300	13,400.00
1/1 page	188 x 271	220 x 300	7,200.00
1/2 page vertical	92 x 271		4,900.00
1/2 page horizontal	188 x 133		4,900.00
1/3 page vertical	60 x 271		3,900.00
1/4 page vertical	92 x 133		2,900.00
1/4 page horizontal	188 x 64		2,900.00
1/8 page horizontal	92 x 64		2,900.00
Special sizes			
Opening Spread (Cover 2 + p. 3)		440 x 300	16,800.00
1st double page		440 x 300	15,800.00
1st left hand page	188 x 271	220 x 300	8,900.00
inside cover page **	188 x 271	220 x 300	8,900.00
inside back cover	188 x 271	220 x 300	8,900.00
outside back cover	188 x 271	220 x 300	8,900.00
1st right hand page***	188 x 271	220 x 300	8,900.00
1st 1/3 page vertical	60 x 271		4,200.00

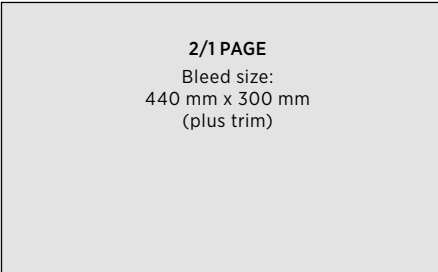
*Bleed formats: trim margins of 5 mm on all 4 sides. To avoid endangering copy elements with the bleed, they should be at least 8 mm away from the edges of the page.

** 1st left-hand page in case of OPS booking.

*** 2nd left-hand page = basic rate in case of OPS booking = basic rate

All rates in Germany shown in EUROS and without German VAT.

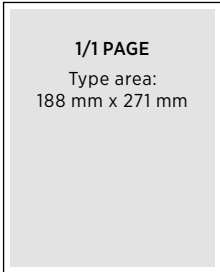
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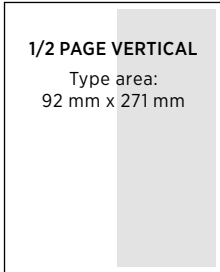
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1/1 PAGE
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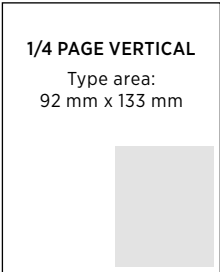
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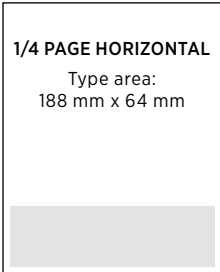
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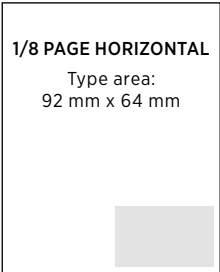
1/4 PAGE VERTICAL
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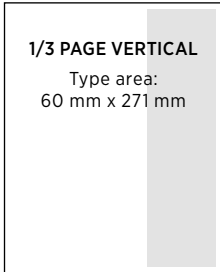
1/4 PAGE HORIZONTAL
Type area:
188 mm x 64 mm



1/8 PAGE HORIZONTAL
Type area:
92 mm x 64 mm



1/3 PAGE VERTICAL
Type area:
60 mm x 271 mm



Trim:
Bleed formats: trim margins of 5 mm on all 4 sides.
To avoid endangering copy elements with the bleed,
they should be at least 8 mm away from the edges of the page.

ISSUE DATE	NO.	BOOKING AND COPY DEADLINE
16.12.2014	96	18.11.2014
27.01.2015	97	23.12.2014
24.02.2015	98	27.01.2015
26.03.2015	99	26.02.2015
09.04.2015	100	10.03.2015 Berlin
28.04.2015	101	27.03.2015
27.05.2015	102	24.04.2015
24.06.2015	103	27.05.2015

DISCOUNTS

min. 3 ads	5%
min. 6 ads	10%
min. 12 ads	15%

ISSUE DATE	NO.	BOOKING AND COPY DEADLINE
28.07.2015	104	30.06.2015
25.08.2015	105	28.07.2015
24.09.2015	106	27.08.2015
14.10.2015	107	16.09.2015 Munich
28.10.2015	108	30.09.2015
25.11.2015	109	28.10.2015
22.12.2015	110	24.11.2015

LOOSE INSERTS:	Supplements are printed products loosely inserted in the magazine.
RATES: per 1,000 copies	up to 25 g € 180.00 up to 50 g € 220.00
MAX. WEIGHT:	50 g
POSTAL COST:	Plus postal fees, price on request
DISCOUNTS + COMMISSIONS:	The loose insert rate is not discountable but an agency commission will be granted.
INSERTION POSSIBILITIES::	full circulation
ORDER:	Final acceptance of any order is dependent on binding samples being submitted (5 x).
SIZE:	Minimum: 105 mm x 148 mm (DIN A6) Maximum: 215 mm x 295 mm
PAPER WEIGHT:	Two pages loose insert: minimum: 115 g/m ² Four pages loose insert: maximum: 80 g/m ²
TECHNICAL CONDITIONS:	Supplements are inserted by machine in the magazine and therefore have to meet special preconditions. For supplements consisting of several pages the closed page has to be parallel to the back of the magazine. Accordion fold inserts with stapled or adhesive postcards cannot be processed. Inserts with an adhesive postcard, must position it with an adhesive strip parallel to the closed back of the insert.

GLUED INSERTS:	Glued inserts are stuck on to the basic ads, so they can be easily removed and used.
RATES: per 1,000 copies	€ 95.00 (postcards or other rectangular, unfolded print products, empty sealed envelopes)
AD TO BE PLACED:	1/1 page full circulation
POSTAL COST:	Are included in the costs for adhesive inserts.
DISCOUNTS + COMMISSIONS:	No discount on insert costs. Agency commission is given.
INSERTION POSSIBILITIES:	full circulation
ORDER:	Final acceptance of any order is dependent on binding samples being submitted (5 x).
SIZE:	DIN A6 to DIN A5
PAPER WEIGHT:	for unfolded printed items usually 150 g
TECHNICAL CONDITIONS:	Adhesive inserts may not contain dangerous substances. Any disposal costs incurred by adhesive inserts are the responsibility of the client.

BOUND-IN INSERTS: Bound-in inserts are print products/prospectuses firmly bound-in to the magazine.

RATES: per 1,000 copies

Up to 2 pages	€ 190.00
Up to 4 pages	€ 200.00

plus technical costs
More comprehensive bound-in inserts on request

POST OFFICE SURCHARGE: Are included in the costs for adhesive inserts.

DISCOUNTS + COMMISSIONS: The loose insert rate is not discountable but an agency commission will be granted.

ORDER: Final acceptance of any order is dependent on binding samples being submitted (5 x).

INSERTION POSSIBILITIES: full circulation

SIZE: Untrimmed size: 226 mm x 309 mm (6 mm heading trim and 3 mm foot trim, 3 mm side trim, 3 mm gutter bleed). To avoid endangering text and picture elements by the bleed format, they should be positioned at least 2 mm away from the edges of the final trim format on all 4 sides.

TRIM SIZE: 220 mm x 300 mm

PAPER WEIGHT:

2 pages	minimum: 115 g/m ²
4 pages	minimum: 80 g/m ²

IDENTIFICATION: For legal reasons governing the press, bound-in inserts which are not easily recognised as advertising because of their design, have to be clearly labelled with the word "ANZEIGE" (advertisement)

Bound-in inserts should be delivered folded, in final, untrimmed format. All bound-in inserts with a 3 mm margin at the gutter.

DELIVERY: Loose inserts, bound-in inserts, adhesive inserts have to be well packed, all facing in one direction, separated by covers at least 2 mm thick and delivered free to the printers on Europa palettes 14 days before publication.

Delivery notes must contain the following details:

- sender and recipient
- magazine, issue no.
- product name distribution
- no. of copies on the palet, no. of pallets, total number of units in the delivery

A sample should be prominently attached to each packaging unit.

DELIVERY ADDRESS:
Neef+Stumme premium printing GmbH & Co. KG
z. Hd. Herr Michael Gartzke
☎ Lessingstraße Werk 2
D-29378 Wittingen

FORMATS:	magazine format: 220 mm wide x 300 mm high Type area: 188 mm wide x 271 mm high
PRINTING PROCESS:	sheetfed offset, computer to plate process
PAPER:	cover: 200 g/m ² wood-free, glossy coated inside: 100 g/m ² wood-free, white, gloss, fully-coated Possible shining-through of the back page with bright ad copy cannot be ruled out.
IMAGE STRUCTURE:	cover: max. 300% inside: max. 300% Total amount of colour: max. 300 %
SCREEN:	70 L/cm
PROCESSING:	adhesive binding
COLOURS:	ISO coated V2 300 (ECI)
ADDITIONAL BLEED:	4 mm
BLEED MARGIN:	5 mm on all 4 sides. Bleed-endangered elements have to be at least 8 mm inside the trimmed edges.

PRINTING MATERIAL:	Delivery of files ideally in print-ready pdf-Format with binding digital colour proof. If digital pictorial data are delivered without digital proof the publisher accepts no responsibility for substantial and colour accuracy. Colour print-outs from standard ink-jet printers are not recognised as binding colour digital proof and are not accepted by the publisher.
FILE FORMATS:	Please send us print-ready PDF / x-1a or PDF / X3 files. If you have questions about PDF production, we will be pleased to help you.
IMAGE RESOLUTION:	300 dpi
DATA MEDIA:	CD-Rom, DVD-Rom
DATA TRANSFER:	Main-Post GmbH & Co. KG Digitale Bearbeitung "Weltkunst" ☎ Berner Straße 2 D-97084 Würzburg 📞 +49-931/60 01-414 📠 +49-931/60 01-90 414 ✉ weltkunst@anzeigeneingang.de
	Further information and Upload: 🌐 www.anzeigeneingang.de
PROOF (on request):	€ 35.00

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