

HANDELSBLATT | KUNSTMARKT (ART MARKET)

Factsheet 2024



- › **Type of publication:** Newspaper
- › **Copy price:** 4,00 € (Fr)
- › **Publication :** weekly, every Friday
- › **Sold Copies :** 127.809 (IVW IV/2023)
- › **Distribution:** 546.000 readers (ma II/2023)
- › **Target group:** Entrepreneurs, Art connoisseurs

THE HANDELSBLATT

...is the leading medium of the business elite and the largest business and financial newspaper in the German language.

...peruses auctions and exhibitions, gallery and museum exhibitions both at home and abroad by experts every Friday.

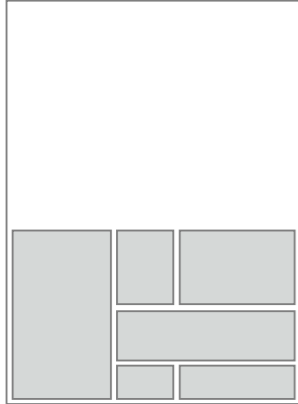
... is a reliable guide through the jungle of art and a compulsory Friday reading for the whole art business.

Source: Publisher information

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Formats & Prices

CLASSIFIED ADS



Formats	Width
1 columns	47 mm
2 columns	97,5 mm
3 columns	148 mm
4 columns	198,5 mm
5 columns	249 mm

(Minimum: 1 text column wide x 10 mm high. A maximum width of 5 columns is possible)

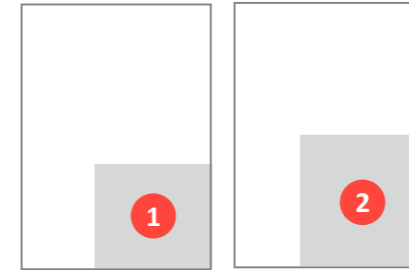
Millimetre price	Price
coloured	11,30 €

(Calculation of the price of an advert: number of columns x height (in mm) x price in millimetres)

Sample formats (W x H in mm)	Total price
47 x 60	678,- €
97,5 x 80	1.808,- €
97,5 x 100	2.260,- €
97,5 x 120	2.712,- €
97,5 x 160	3.616,- €
148 x 100	3.390,- €

All prices plus VAT, other formats possible, valid from 01.01.2024, prices in EURO

INDIVIDUALLY PLACED ADS



Fixed formats	Type area (W x H)	Price
1 1/4 page corner panel	136 x 167 mm	8.100,- €
2 1/3 page corner panel	136 x 221 mm	9.600,- €

Discounts

from 6 ads 5 %
from 12 ads 10 %
from 24 ads 15 %
from 52 ads 20 %

Print Documents

We prefer PDF files. Information on the technical specifications of the Handelsblatt and uploading adverts can be found under:

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Deadline for Ads

Wednesdays, 2 days before publication, by 12 noon

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Contact

We would be happy to advise you personally

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