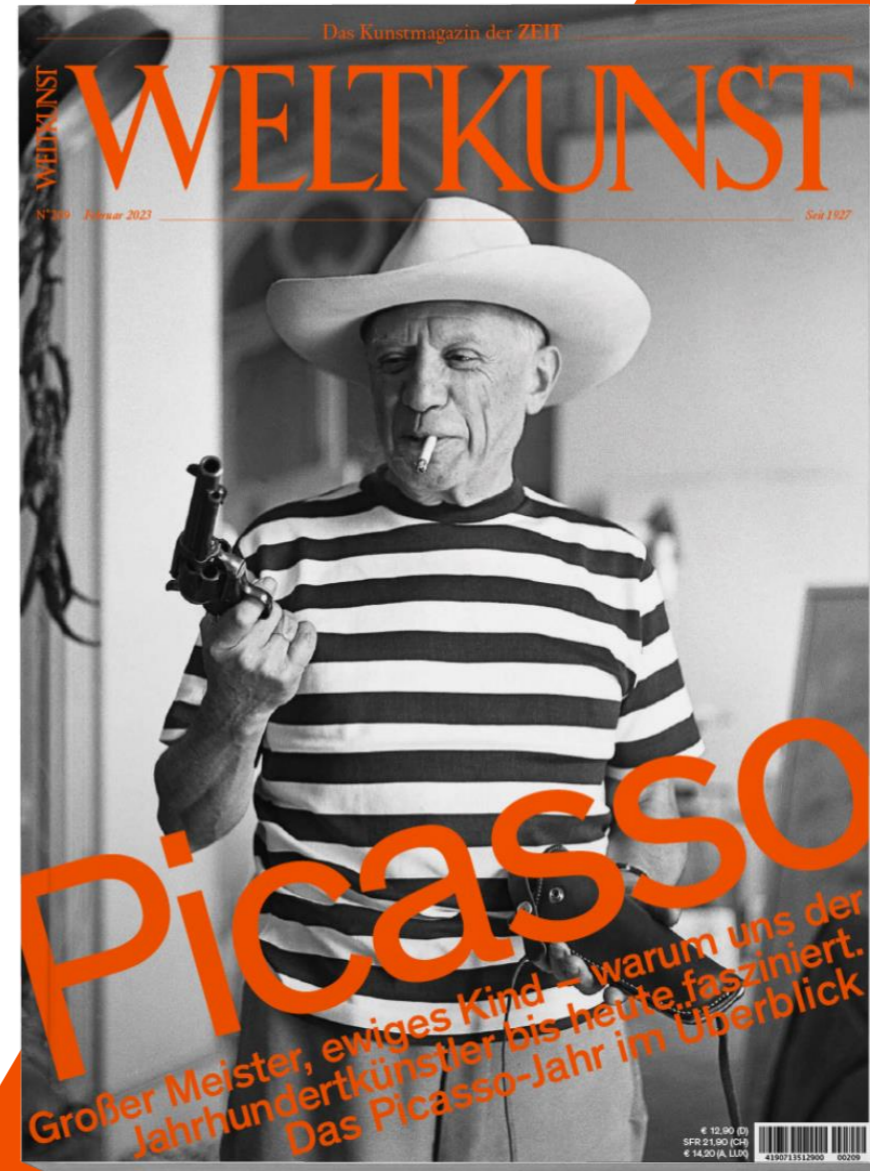


Germany's magazine
for art,
style and luxury

WELTKUNST



2024

WELTKUNST

At a glance



Corporate Publishing



KUNSTPLANER



WELTKUNST
Art magazine published
14 times per year



KUNSTQUARTAL



KUNST UND AUKTIONEN
(Art and Auctions)

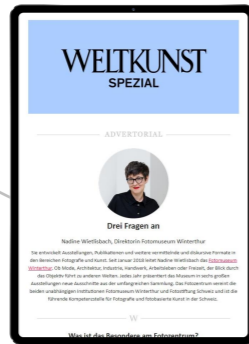


WELTKUNST
Event

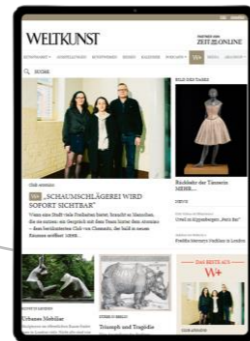
WELTKUNST



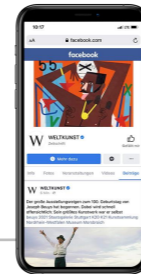
WELTKUNST
Newsletter



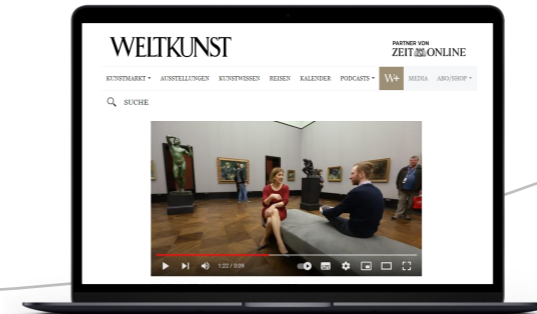
WELTKUNST
Direct Marketing



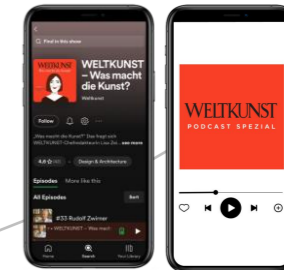
WELTKUNST
Instagram



WELTKUNST
Facebook



WELTKUNST TV



WELTKUNST
Podcast

WELTKUNST

Object profile



- › **Type of publication:**
Magazine
- › **Copypreis:**
13,90 €
- › **Frequency:**
Monthly
(10 + 4 special issues)
- › **Print run:**
25,000 copies
- › **Target group:**
Very sophisticated, solvent and top target group of collectors, artists, multipliers in the art and culture scene and quality and design-oriented art enthusiasts.

WELTKUNST

... is the main medium for art collectors and art investors and thus Germany's most important art market magazine.

... guides its readers through the intriguing and dazzling world of art, style and luxury.

... deals sensuously, opulently and professionally with the offerings of the art trade, galleries, fairs and auctions.

... very specifically addresses the interest of its solvent readership in beautiful and valuable things with its mix of topics every month.

... reaches readers who are highly educated and part of the upper social class. They are fastidious, with high incomes and wealth. They invest in art, as well as in watches, jewellery, design and automobiles.

Quelle: Verlagsangabe

WELTKUNST

Editor-in-chief and editorial director

“WELTKUNST revels in **art and design, from antiquity to the recent modern**. Johnny Rotten reveals his favourite artist, Herta Müller writes about how painting moves her, and Thomas Struth photographs Los Angeles’ enchanted corners for WELTKUNST.

Also included are **insider knowledge on the art market** and **travel tips on art events and regions worth visiting**.

We combine new and ancient art with modern journalism, and have since 1927 – a magazine for aesthetes.”



Dr Lisa Zeitz
Editor-in-chief
WELTKUNST and
KUNST UND AUKTION



Christoph Amend
Editorial director
WELTKUNST and
ZEITmagazin

WELTKUNST

A look into the magazine.

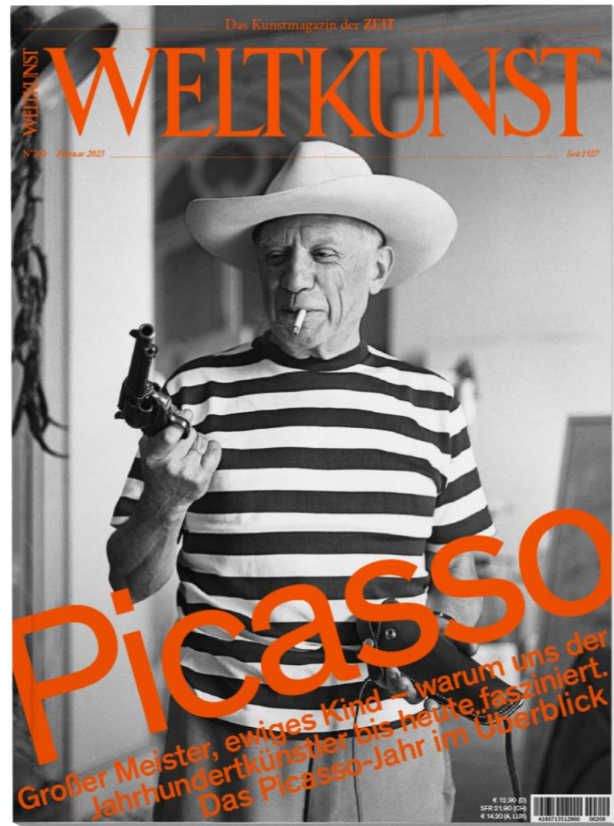
Interior
Presentation of works by
outstanding interior
designers



Three wishes
Artworks for less than
€10,000



Reports
on current art topics



Portraits
boasting lush photo spreads



“Three days in...”
Curated short art trips



Agenda
All the important dates for
auctions, fairs and
exhibitions

WELTKUNST

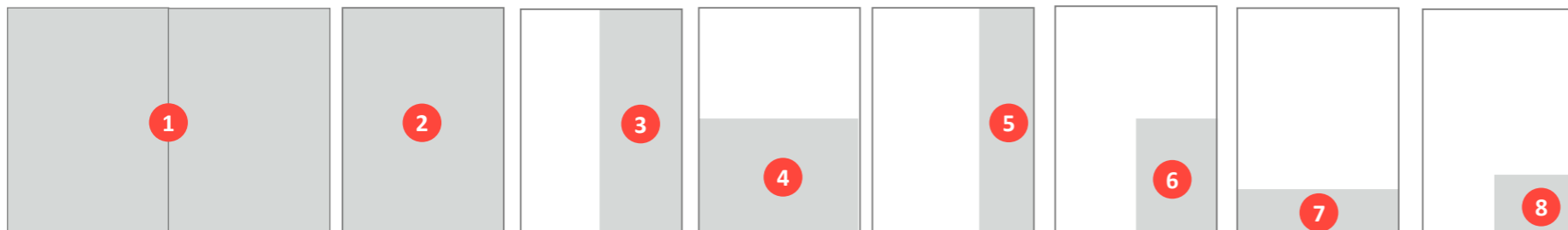
Dates 2024

Issue	Publication date	Closing date	Topic outlook	3 Days in...
223 February incl. Kunstquartal 01.24	19.01.2024	07.12.2023	Artificial Intelligence, Compact Art Market Analysis, Art Karlsruhe, The "Harlem Renaissance" at the Metropolitan Museum in New York	Brooklyn
224 March	23.02.2024	22.01.2024	Roy Lichtenstein (exhibition at the Albertina in Vienna)	Stuttgart & Schwäbische Alb
225 April incl. Kunstquartal 02.24	28.03.2024	23.02.2024	Preview of the Venice Biennale	Porto
226 Sonderheft	19.04.2024	15.03.2024	Caspar David Friedrich (traces of the artist in Greifswald and on Rügen, exhibitions in Dresden, etc.)	
227 June	31.05.2024	24.04.2024	The best pavilions at the Venice Biennale	
228 July incl. Kunstquartal 03.24	28.06.2024	27.05.2024	Paris, the city of art during the Summer Olympics	Wiesbaden & Rheinhessen
229 Special issue	12.07.2024	10.06.2024		
230 August	26.07.2024	24.06.2024		Stockholm
231 September	30.08.2024	29.07.2024	100 years of Surrealism (e.g. exhibition at the Centre Pompidou in Paris)	Bremen
232 October incl. Kunstquartal 04.24	27.09.2024	26.08.2024	Interior Design	Marseille
233 Special issue	11.10.2024	09.09.2024	Munich	
234 November	25.10.2024	19.09.2024	Jewellery & Watches, Art Cologne, New Objectivity (exhibition in Mannheim)	
235 December	29.11.2024	25.10.2024		Salzburg & Salzkammergut
236 Special issue	13.12.2024	11.11.2024	The Journey to Art/ Kunstplaner	

(As of October 2023 – subject to change.)

WELTKUNST

2024 rates



Format	Bleed in mm (W x H)	Type area in mm (W x H)	Art dealers, galleries, museums, Art fairs, publishers, auction houses
1 Double page	440 x 300	--	7.660,- €
2 1/1 page	220 x 300	188 x 271	4.040,- €
3 1/2 page high	--	92 x 271	2.280,- €
4 1/2 page high	--	188 x 133	2.280,- €
5 1/3 page high	--	60 x 271	1.920,- €
6 1/4 page high	--	92 x 133	1.140,- €
7 1/4 page horizontal	--	188 x 64	1.140,- €
8 1/8 page horizontal	--	92 x 64	735,- €

All prices plus VAT; For bleed formats the following applies:

Bleed allowance on all sides 5 mm each. Elements at risk of bleed must be placed at least 8 mm inwards from the trim on the sides.

Millimetre price for classified ads

sw	6,50 €
4c	7,50 €

Columns (approx. 40 characters / column)

1-column	44 mm
2-column	91 mm

Material delivery advertisements

Please send printable PDF / X-1a or PDF / X3 files in an image resolution of 300 dpi to weltkunst@anzeigeneingang.de (colour profile: PSO coated V3).

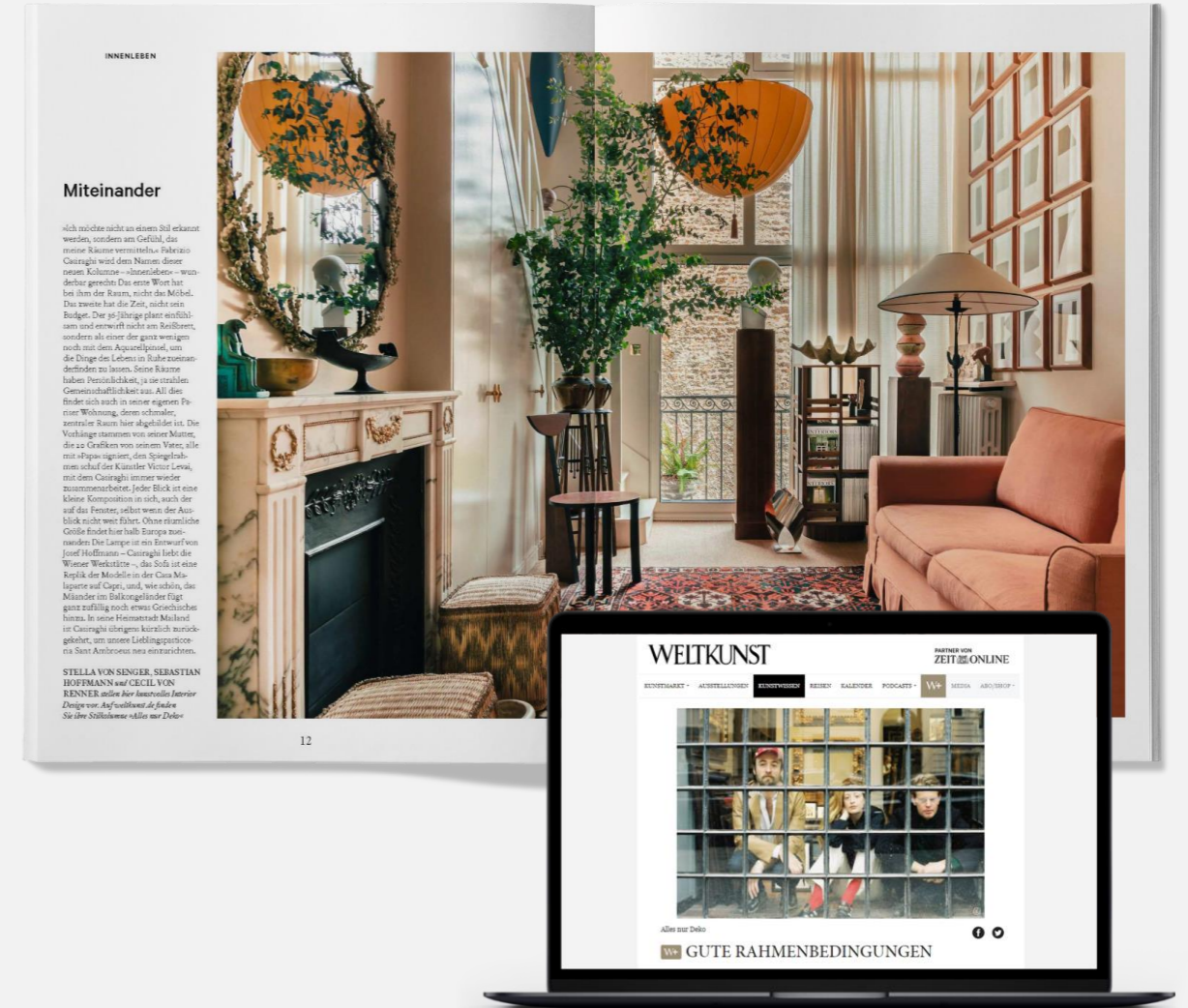
WELTKUNST

Editorial design environment „Interior“

From renowned designers to up-and-coming talents: In the prominent front section of WELTKUNST, the editorial team devotes itself to the topic of interior design. In the "Innenleben" column, the three style experts Stella von Senger, Sebastian Hoffmann and Cecil von Renner present the work of an outstanding contemporary or 20th century interior designer every month. "Innenleben" in the WELTKUNST print edition thereby ties in with the successful online column "Alles nur Deko" on WELTKUNST Online.

YOUR BENEFITS

- You efficiently reach a target group with an affinity for art and travel
- The editorial focus on interior design supports the impact of your ad
- Placements in the near vicinity are possible depending on availability



WELTKUNST

Editorial travel environment "Three days in..."

A curated short trip with WELTKUNST

In "Three Days in...", the editorial team introduces the art scene of a city or region and gives tips on important addresses and special sights. The editorial environment is published on varying destinations in the print edition of WELTKUNST.

YOUR BENEFITS

- You efficiently reach a target group with an affinity for art and travel
- The editorial focus on the respective region supports the effect of your advertisement
- Placements in the direct vicinity are possible according to availability

DATES

Topic	Publication date	Closing date/ Printing material deadline
Brooklyn	19.01.2024	07.12.2023
Stuttgart & Schwäbische Alb	23.02.2024	22.01.2024
Porto	28.03.2024	23.02.2024
Wiesbaden & Rheinhessen	28.06.2024	27.05.2024
Stockholm	26.07.2024	24.06.2024
Bremen	30.08.2024	29.07.2024
Marseille	27.09.2024	26.08.2024
Salzburg & Salzkammergut	29.11.2024	25.10.2024



WELTKUNST

Special issue “Munich”

All about the Bavarian capital

The **WELTKUNST** special issue on **Munich** presents its readers:

- The most exciting art locations in Munich
- Exhibition highlights for art and antiques in Bavaria’s capital city
- Portraits of distinguished Munich artists
- Discoveries and art treasures between the traditional and the modern

SCHEDULE

Topic	Publication date	Closing date
Special issue “Munich”	11.10.2024	09.09.2024



WELTKUNST

Special issue “Design”

The home for style and aesthetics

The **WELTKUNST** special issue “Design” presents its readers:

- Outstanding places designed by artists
- The art of house construction: impressive buildings worldwide
- Furniture as art through the ages

SCHEDULE

Topic	Publication date	Closing date
Special issue “Design”	27.09.2024	26.08.2024



WELTKUNST

„Uhren und Schmuck“- Special

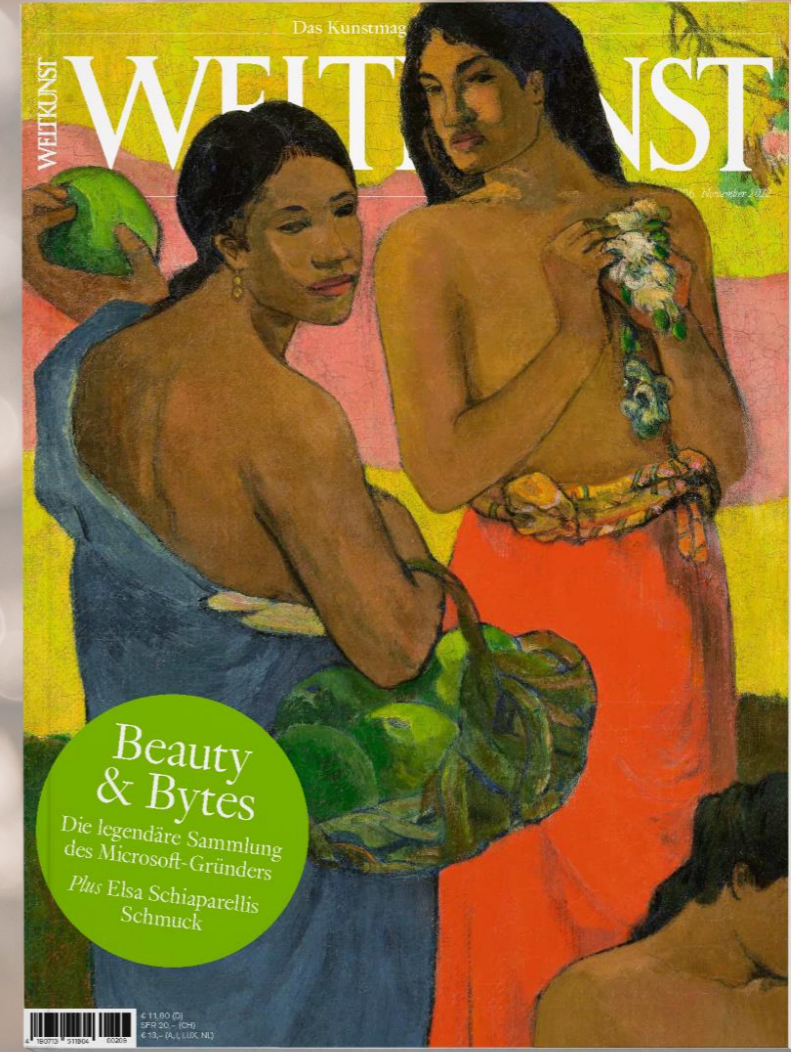
The perfect setting for the sparkling things in life

The **WELTKUNST** special issue “Watches & Jewellery” presents its readers:

- Portraits of notable jewellers
- The greatest influences in the modern jewellery world
- Watches and jewellery: the most beautiful museum exhibitions

SCHEDULE

Topic	Publication date	Closing date
Special issue “Watches and Jewellery”	25.10.2024	20.09.2024



WELTKUNST

Special issue “Journeys to Art”

The **WELTKUNST** special issue “Journeys to Art” presents its readers:

- Journeys of discovery to extraordinary museums worldwide
- Visits to cultural cities
- Road trips through countries that offer spectacular and unique art highlights

Reach educated readers from the upper social classes with high incomes and wealth through WELTKUNST.

SCHEDULE

Topic	Publication date	Closing date
Special issue “Journeys to Art”	13.12.24	11.11.23



WELTKUNST

WELTKUNST supplements



Benefit from attractive, custom-designable media such as supplements and fixed inserts. These media have a remarkable advertising impact and achieve high awareness. Put your advertising message in the spotlight.

Supplements

You can place supplements, i.e. loose printed matter, in the magazine.

Prices per 1,000 copies	Total circulation
25 g	€225
Up to max. 50 g	€275

Plus postage. No discount is available for supplement costs.
Eligible for agency commissions.

Options

Total circulation

Formats

Minimum format: 95 x 145 mm (W x H)
Maximum format: 200 x 280 mm (W x H)

Paper weight

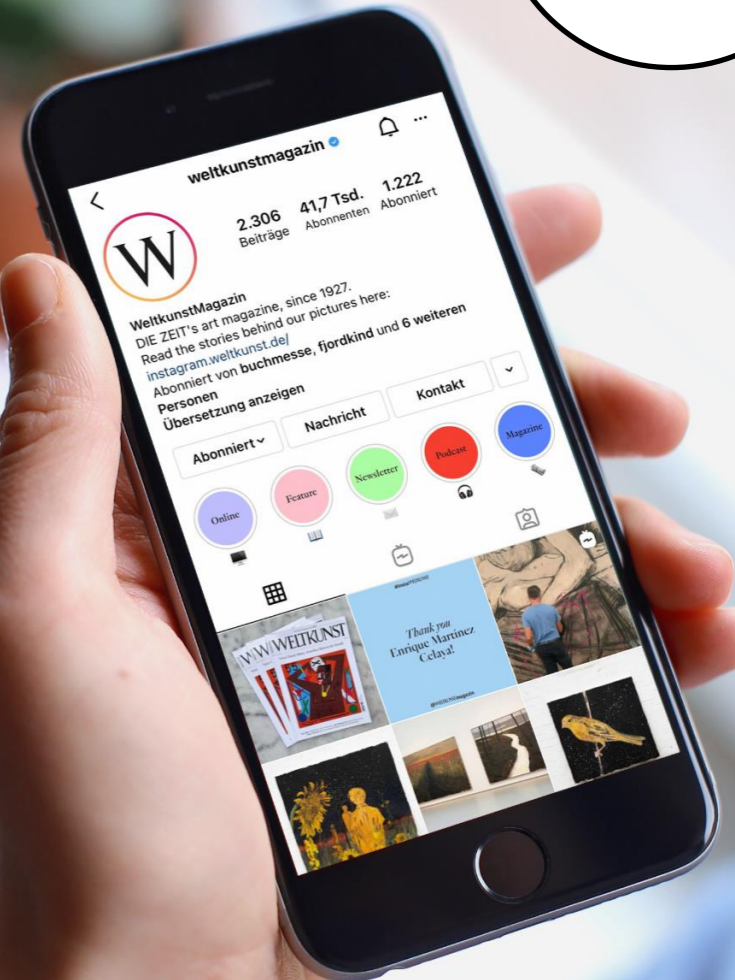
2-page supplements, min. 115 g/m²; 4-page supplements, max. 100 g/m².

All prices plus VAT, subject to change without notice.
The general terms and conditions apply; see www.media.zeit.de.

WELTKUNST DIGITAL

Art digitally staged on Instagram, Facebook and WELTKUNST.de and in the WELTKUNST Newsletter

2024



WELTKUNST SOCIAL MEDIA

Stage your art on Instagram and Facebook

Be on the pulse of the (art) times thanks to the WELTKUNST social media editorial team. The WELTKUNST editorial team has its eyes and ears on artists, the art market and exhibitions. News and unusual events are posted promptly on Instagram and Facebook. Get in touch with a steadily growing number of followers.

Reach a total of 80,000 WELTKUNST social media followers:

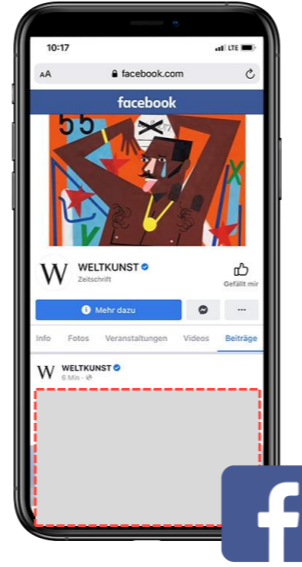
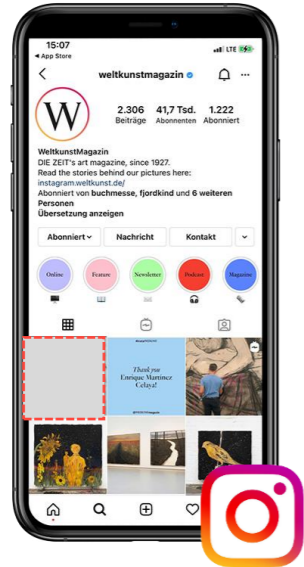
- › 55,000 Instagram followers
- › 25,000 Facebook followers



Total
80,000
followers

WELTKUNST SOCIAL MEDIA

Sponsored Instagram post | Instagram story | Facebook post



INSTAGRAM POST

Channel		Price
Instagram post	1 image, 1 copy text	€800
Instagram post	2 images (gallery), 1 copy text	€1,050
Instagram post	3 images (gallery), 1 copy text	€1,300

Every additional image: €250

FACEBOOK POST

Channel		Price
Facebook post	1 image, 1 copy text	€800
Facebook post	2 images (gallery), 1 copy text	€1,050
Facebook post	3 images (gallery), 1 copy text	€1,300

Every additional image: €250

FACEBOOK POST

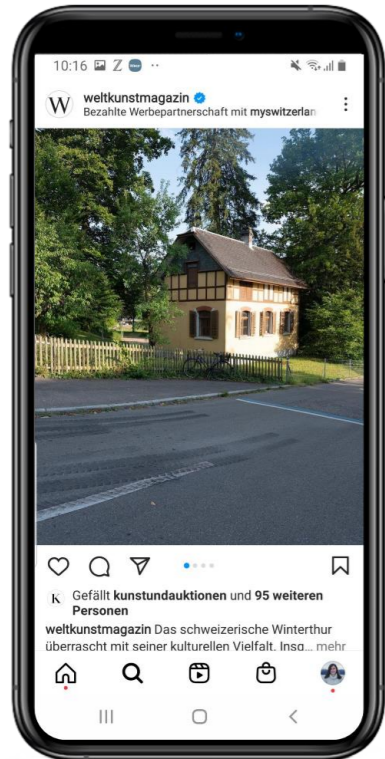
Channel		Price
Facebook post	1 image, 1 copy text	€800
Facebook post	2 images (gallery), 1 copy text	€1,050
Facebook post	3 images (gallery), 1 copy text	€1,300

Every additional image: €250

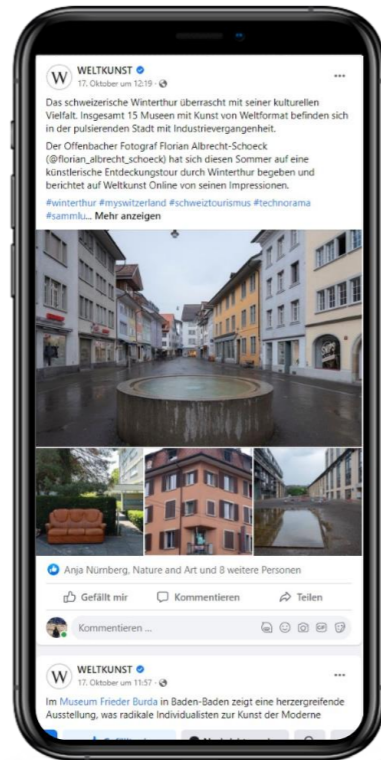
¹ Eligible for agency commissions but not for discounts
All prices plus VAT, subject to change. The general terms and conditions apply; see www.media.zeit.de.

WELTKUNST SOCIAL MEDIA

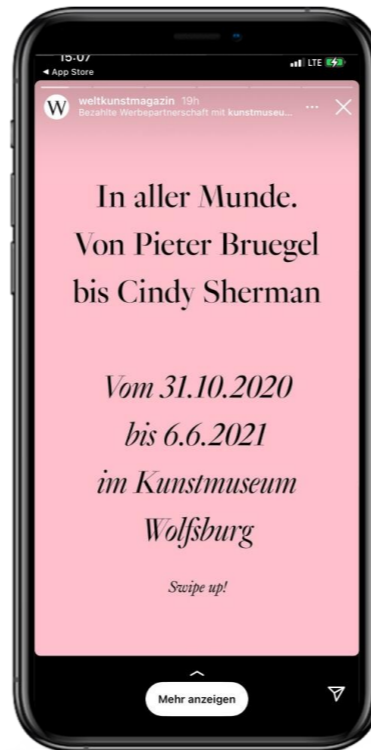
Client examples



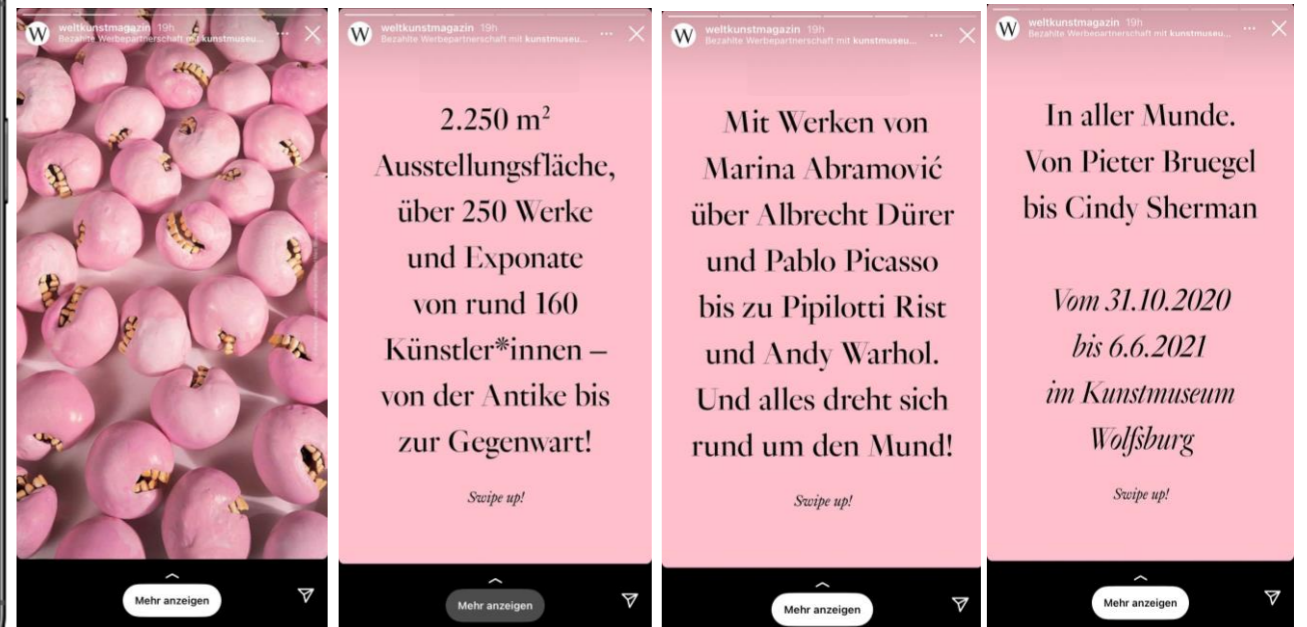
INSTAGRAM POST
Example: 3 images
(gallery), 1 copy text



FACEBOOK POST
Example: 4 images
(gallery), 1 copy text



INSTAGRAM STORY
Example: 1 story/5 images



WELTKUNST SOCIAL MEDIA

Technical specifications

Process

- › You supply all the required materials, and the WELTKUNST editorial service team takes over the appropriate preparation and presentation for the various media channels using those materials.

Schedule

- › Social media: only 1 post/story per day and a maximum of 3 posts/stories per week
- › Deadline for all formats: lead time of 10 days

Data transmission

- › Submit order to your sales contact person
- › Send text, image and video files with your order reference to digital_admanagement@zeit.de

Publication

- › Social media: Monday, Wednesday, Friday, approx. 12 noon

WELTKUNST SOCIAL MEDIA

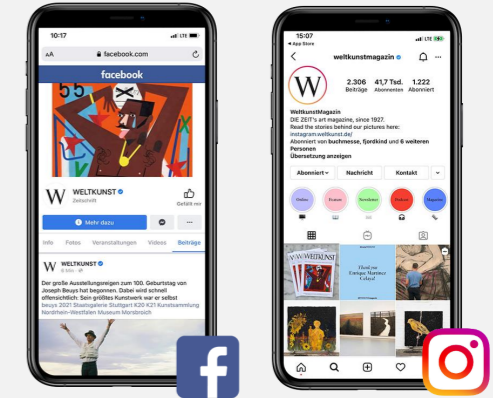
Post in the Instagram and Facebook feed

1. PHOTO POST

Square (1:1, max. 1,080 x 1,080 px)
Portrait (4:5, max. 1,080 x 1,350 px)
File format: jpg, png

2. VIDEO POST

Square (1:1)
Max. 60 sec.
File format: mp4



Copy: 125–500 characters, in English and/or German. Hashtags of your choice. Labelling (“Paid partnership”) is carried out by Instagram and/or Facebook, is activated by us and must be approved by the customer. Time on the feed: 4 weeks.
Deadline: 10 working days prior to publication date

Instagram story

1. PHOTO STORY

1,080 x 1,920 px, page format 9:16
File format: jpg, png

2. VIDEO STORY

1,080 x 1,920 px, page format 9:16
File size: max. 4 GB
Max. 6 sequences of 15 sec. (total max. 1:30 min.)
When filming with a mobile phone, please always use the highest possible resolution, or the images will appear slightly blurry.



In addition, the following must always be supplied:

- › An overview of the hashtags to be used
- › An overview of links
- › Mention of the client’s Instagram profile (for linking in the story)

The editors reserve the right to edit the content provided.

Deadline: 10 working days prior to publication date



WELTKUNST

WELTKUNST NEWSLETTER

Personal. Diverse. Weekly.

In this newsletter, editor-in-chief Dr Lisa Zeitz provides insights into her personal experience and everyday life related to art: which books are worth reading, which museums should not be missed, what other finds have caught her attention or which auction she is keeping an eye on this week.

Frequency: Weekly, Fridays

Coverage: 36,000 newsletter subscribers

Opening rate: 35%

Ad spaces: 4 per newsletter

Closing date: 8 working days prior to publication

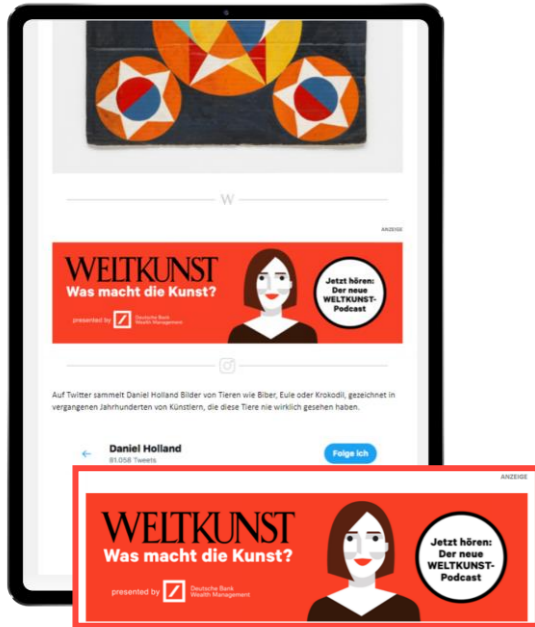
Placement options: advertorial (format: landscape, width at least 600 px) and strip ad (format: W 600 x H 200 px)

Price: Strip ad: €750*, advertorial: €840*

* Prices are eligible for agency commissions but not for discounts
All prices plus VAT, subject to change. The general terms and conditions apply; see www.media.zeit.de.

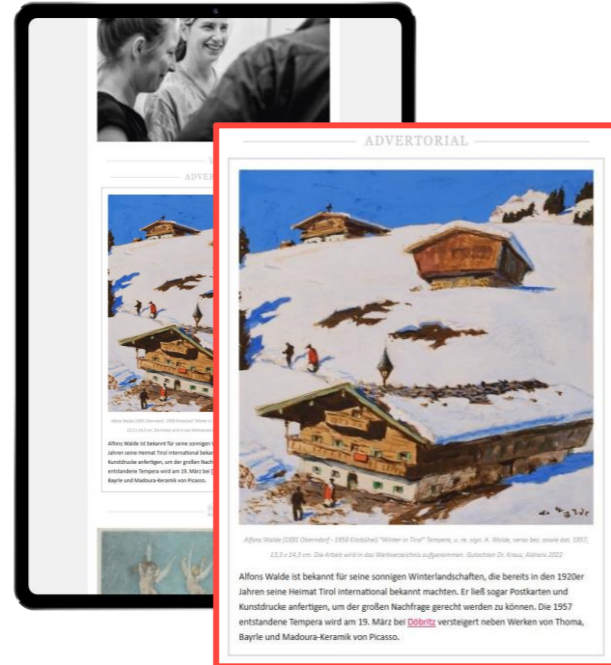
WELTKUNST NEWSLETTER

Formats & prices



BANNER

Price: €750



ADVERTORIAL FIELD

Price: €840

Material supply

to digital_admanagement@zeit.de

Frequency: Weekly, Fridays

Closing date/material supply: Tuesday of the previous week

1. Newsletter banner

› Image: 600 x 200 px (png, jpg), max. 60 kB + URL

2. Newsletter advertorial

› Image (square or landscape format)

› Min. 600 px width (jpg)

› Max. 500 MB

› No text in image

› Copy (max. 400 characters, incl. spaces + URL)

› Caption and text

› Do not provide a headline or address line/address.

› Please provide only one link at a time, indicating in the text where the link should be placed. If we do not receive instructions, we place the link at our own discretion.

› Please do not write your copy in the first-person plural (i.e. "we").

› Do not provide typographic instructions, such as italics, bold, different fonts or sizes.

All prices plus VAT, subject to change without notice.
The general terms and conditions apply; see www.media.zeit.de.

WELTKUNST ONLINE

Up to date. Informative. Giving direction.



- › **Visitors:**
45,000 (monthly)
- › **Page impressions:**
75,000 (monthly)
- › **Target group:**
Internet users who are interested in art and have a strong interest in buying art

WELTKUNST ONLINE

- › WELTKUNST ONLINE is the digital presence of the three major print brands WELTKUNST, KUNST UND AUKTIONEN and KUNSTQUARTAL.
- › The website provides our readers with current information from the art market and about art events.
- › Your campaign benefits from the high relevance and reach of our website, which we support with targeted online marketing campaigns.
- › On WELTKUNST ONLINE, users can find Germany's largest art calendar. You can enter your company address online yourself.

WELTKUNST ONLINE

Formats & prices

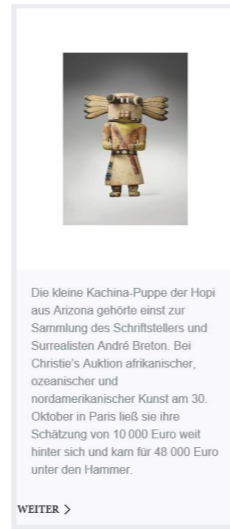
ADVERTORIAL FIELD “CURRENT AUCTIONS”

Image: horizontal

Text: 500 characters

The design is provided by Zeitverlag

Price: 780 €/week



ADVERTORIAL FIELD “ONLINE ADVERTORIAL”

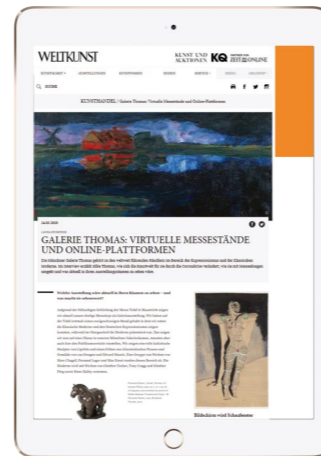
Teaser placement on the WELTKUNST homepage

Image: 3 to 5 images or 3 images + video

Text: approx. 2,000 to 4,000 characters

Zeitverlag will handle the design

Price: €2,600/week



BANNER

Product	Superbanner	Dynamic skyscraper	Half-page ad	Billboard
Size in pixels	728 x 90	160 x 600	300 x 600	800 (970) x 250
Price/week	€410	€640	€760	€695

Product	Skyscraper	Content ad	Wallpaper
Size in pixels	120 x 600	300 x 250	728 x 90 + 120 / 160 x 600
Price/week	€560	€670	€1,210

All prices plus VAT, subject to change without notice. Other formats on request.
The general terms and conditions apply; see www.media.zeit.de.

WELTKUNST ONLINE

Technical specifications

Process

- › You supply all the required materials, and the WELTKUNST editorial service team takes over the appropriate preparation and presentation for the various media channels using those materials.
- › Before launch, the final content will of course be agreed with you once again.

Schedule

- › Deadline for all formats: lead time of 10 days

Data transmission

- › Submit order to your sales contact person
- › Send text, image and video files with your order reference to digital_admanagement@zeit.de

Publication

- › Advertorial: Monday to Friday

Material supply

to digital_admanagement@zeit.de

1. Banner

- › Format depending on booking, max. 200 kB for stationary and max. 50 kB for mobile advertising media

2. Advertorial: "Current auctions"

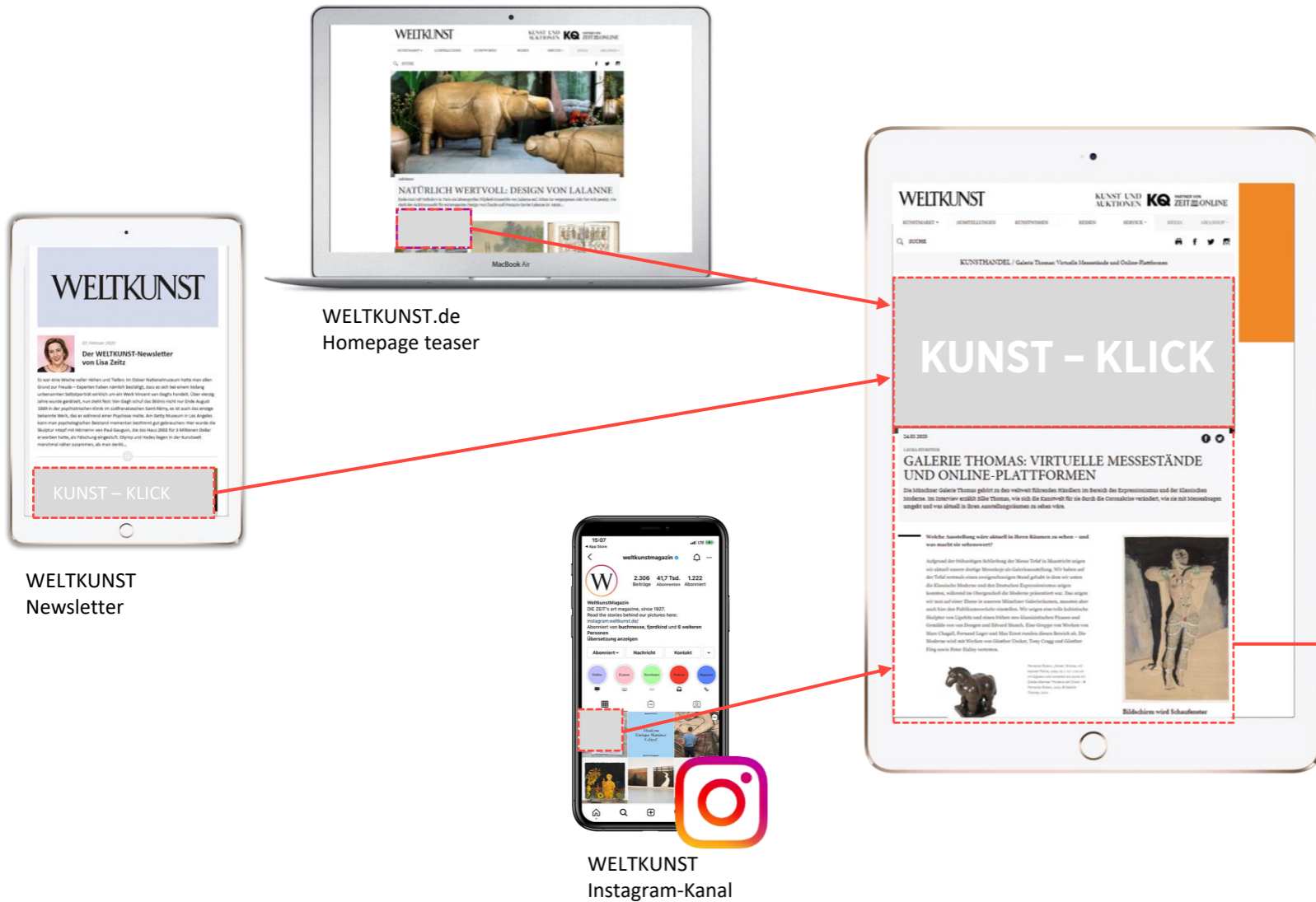
- › A continuous text (e.g. about an exhibition, an auction, a travel destination etc.), length: 500 characters
- › 1 image (jpg or tif, min. 72 dpi), landscape format
- › Information on desired links and, if applicable, service information
- › Deadline: 10 working days prior to publication date

3. Advertorial: "Online advertorial"

- › A continuous text (e.g. about an exhibition, auction, travel destination etc.), length: 2,000 to 4,000 characters, information about desired links and, if applicable, service information
- › *Version 1*: 3 to 5 images (jpg or tif, min. 72 dpi), portrait or landscape format (at least one in landscape)
- › *Version 2*: 3 images (jpg or tif, min. 72 dpi), portrait or landscape format (at least one in landscape), and one video (format: mp4, length: max. 1 minute, file size: max. 100 MB)
- › Deadline: 10 working days prior to publication date

WELTKUNST KUNST-KLICK

Four digital channels = 1 package



In Kunst-Klick, you present your exhibition digitally, using images, videos and text. A teaser on the WELTKUNST.de homepage prominently draws attention to your article, another teaser is placed in the weekly WELTKUNST Newsletter and an Instagram and Facebook post round off the package.

You coordinate the start times of the modules with your sales contact person according to your campaign and availability.



Reach your target group with WELTKUNST via digital media

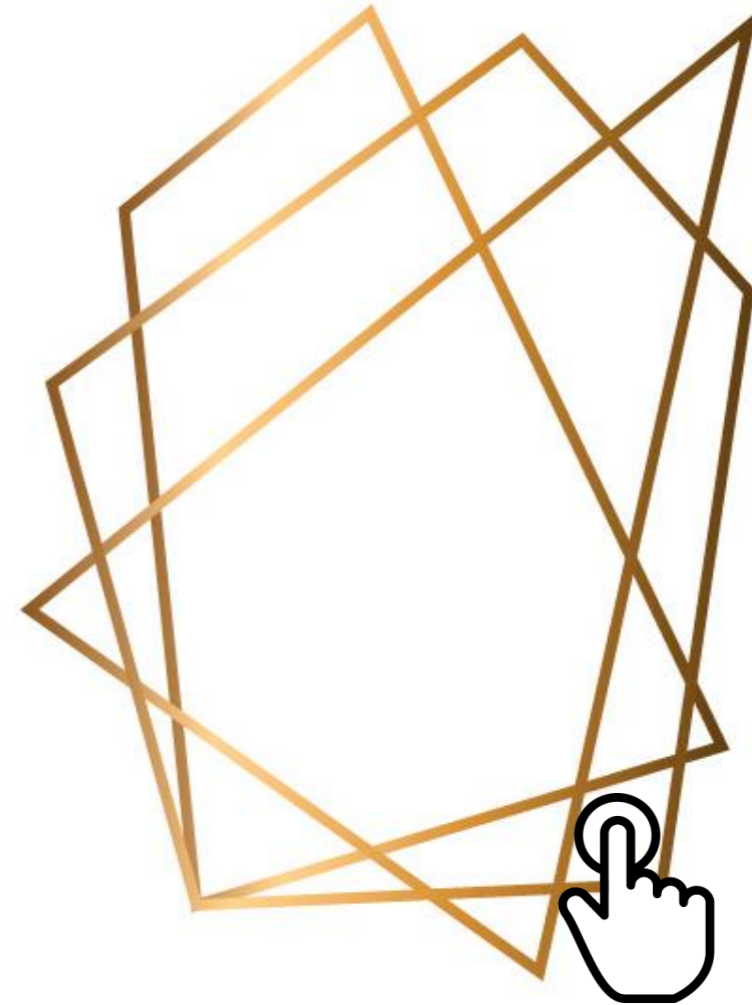
WELTKUNST KUNST-KLICK

The package at a glance

Channel	Format	Term	Price
WELTKUNST.de	Online advertorial enriched with text, images and video	1 week	€2,600*
WELTKUNST Newsletter	Advertorial	1 issue	€840*
Instagram	Post or story	1 slide	€800*
			€4,240*
		Minus 10% discount	
		Total	€3,816

Dates on request, subject to availability.
Following week (same motif): €1,908

* Eligible for agency commissions
All prices plus VAT, subject to change without notice.
The general terms and conditions apply; see www.media.zeit.de.



WELTKUNST KUNST-KLICK

Technical specifications

Process

- › You supply all the required materials, and the WELTKUNST editorial service team takes over the appropriate preparation and presentation for the various media channels using those materials.
- › Kunst-Klick: we also use the data you provide for the online advertorial for the homepage teaser and the newsletter advertorial.
- › Before launch, the final content will of course be agreed with you once again.

Schedule

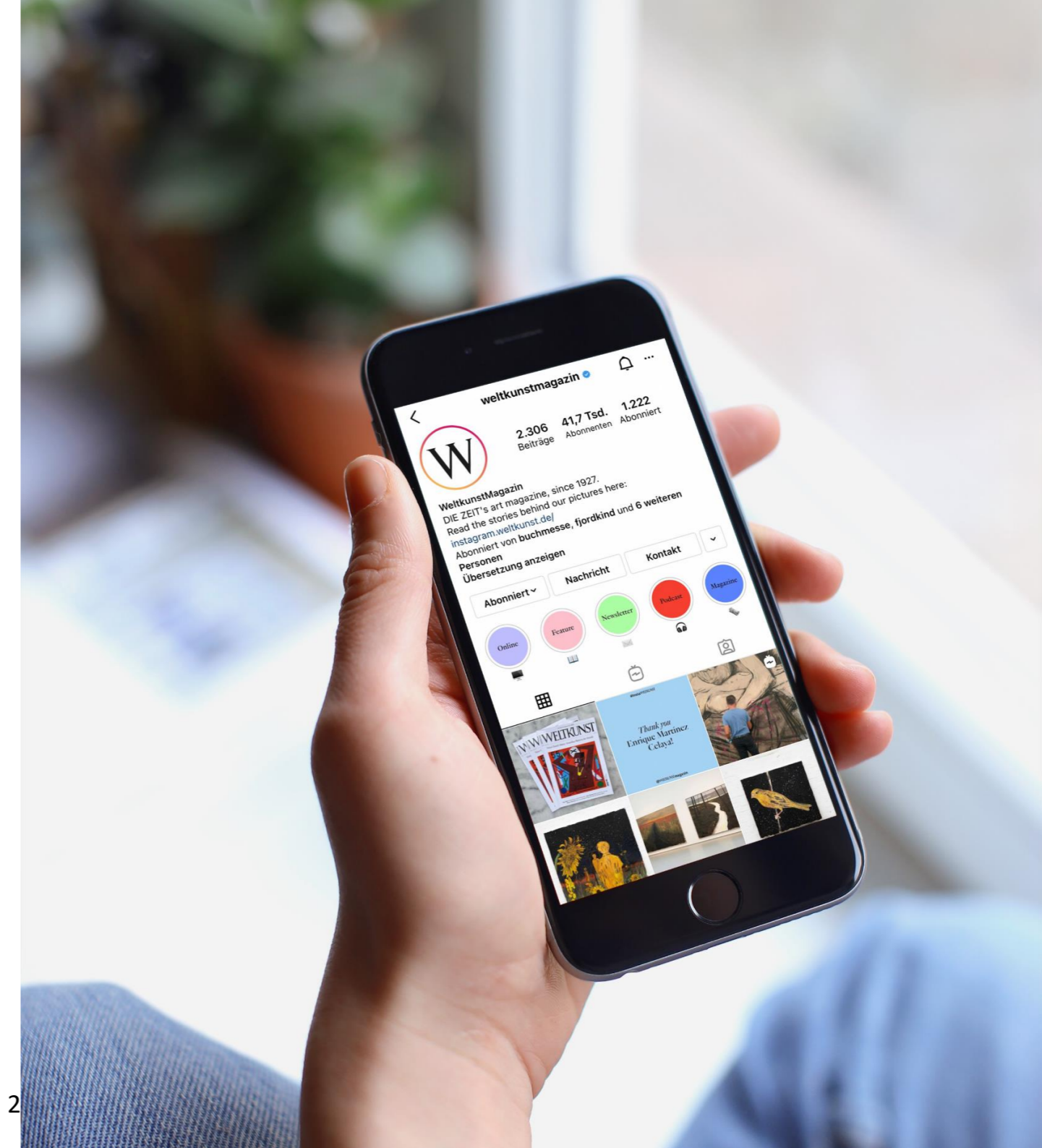
- › Social media: only 1 post/story per day and a maximum of 3 posts/stories per week
- › Deadline for all formats: lead time of 10 days

Data transmission

- › Submit order to your sales contact person
- › Send text, image and video files with your order reference to digital_admanagement@zeit.de

Publication

- › Social media: Monday, Wednesday, Friday, approx. 12 noon
- › Advertorial: Monday to Friday
- › Newsletter: Friday



WELTKUNST KUNST-KLICK

Technical specifications

Material supply

to digital_admanagement@zeit.de

Newsletter: Advertorial field

- › Image (square or landscape format)
 - › Min. 600 px width (jpg)
 - › Max. 500 MB
 - › No text in image
- › Copy (max. 400 characters, incl. spaces + URL)
 - › Caption and text
 - › Do not provide a headline or address line/address
 - › Please provide only one link at a time, indicating in the text where the link should be placed. If we do not receive instructions, we place the link at our own discretion.
 - › Please do not write your copy in the first-person plural (i.e. “we”).
 - › Do not provide typographic instructions, such as italics, bold, different fonts or sizes.

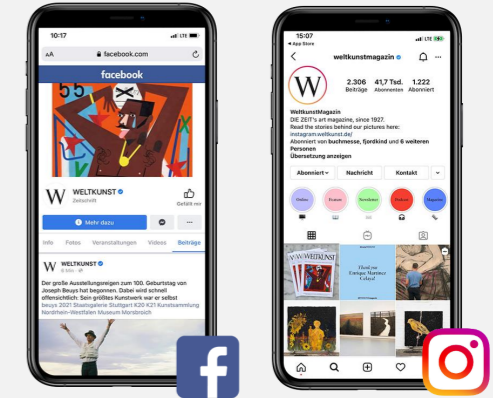
Advertorial: “Online advertorial”

- › A continuous text (e.g. about an exhibition, auction, travel destination etc.)
Length: 2,000 to 4,000 characters, information about desired links and, if applicable, service information
- › *Version 1:* 3 to 5 images (jpg or tif, min. 72 dpi), portrait or landscape format (at least one in landscape)
Version 2: 3 images (jpg or tif, min. 72 dpi), portrait or landscape format (at least one in landscape), and one video (format: mp4, length: max. 1 minute, file size: max. 100 MB)
- › Deadline: 10 working days prior to publication date

WELTKUNST SOCIAL MEDIA

Post on Instagram and Facebook feed

- 1. PHOTO POST**
Square (1:1, max. 1,080 x 1,080 px)
Portrait (4:5, max. 1,080 x 1,350 px)
File format: jpg, png
- 2. VIDEO POST**
Square (1:1)
Max. 60 sec.
File format: mp4



Copy: 125–500 characters, in English and/or German. Hashtags of your choice. Labelling (“Paid partnership”) is carried out by Instagram and/or Facebook, is activated by us and must be approved by the customer. Time in the feed: 4 weeks.
Deadline: 10 working days prior to publication date

Instagram story

- 1. PHOTO STORY**
1,080 x 1,920 px, page format 9:16
File format: jpg, png
- 2. VIDEO STORY**
1,080 x 1,920 px, page format 9:16
File size: max. 4 GB
Max. 6 sequences of 15 sec. (total max. 1:30 min.)
When filming with a mobile phone, please always use the highest possible resolution, or the images will appear slightly blurry.



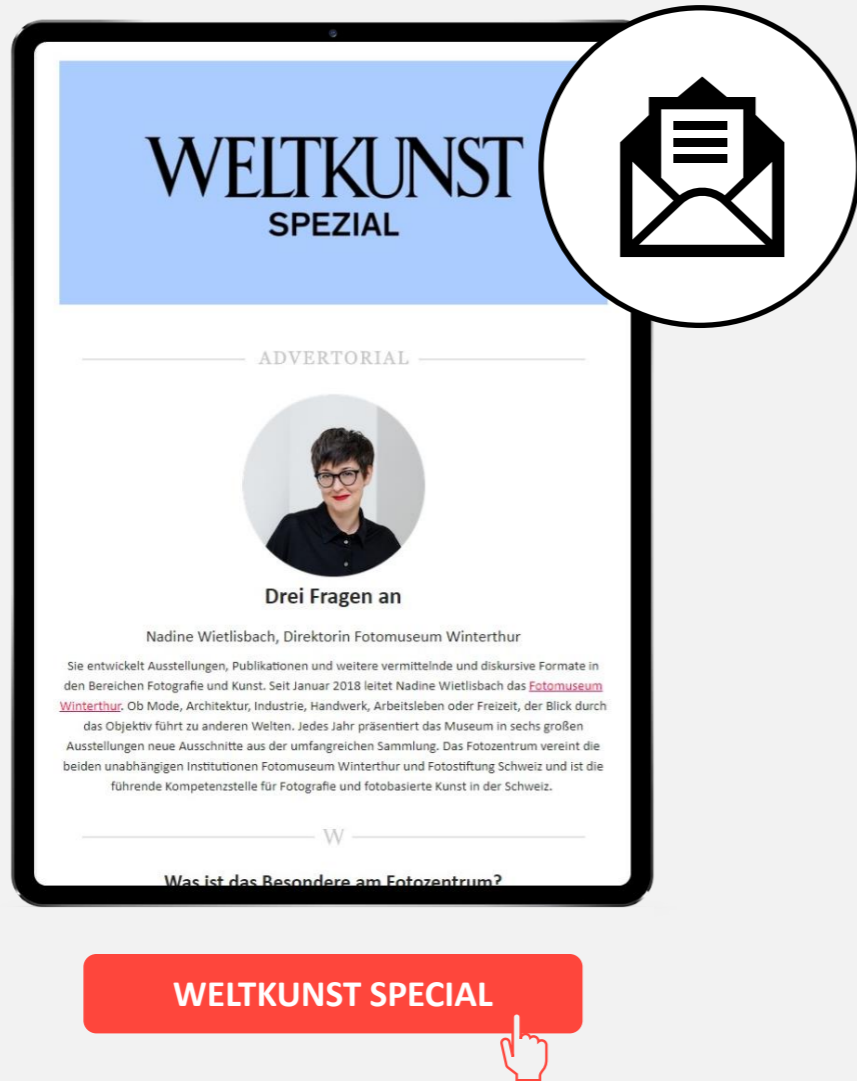
In addition, the following must always be supplied:

- › An overview of the hashtags to be used
- › An overview of links
- › Mention of the client’s Instagram profile (for linking in the story)

The editors reserve the right to edit the content provided.
Deadline: 10 working days prior to publication date

WELTKUNST DIRECT MARKETING

Direct communication to the art community



Benefit from the WELTKUNST subscriber reach with this special newsletter. In the style of the popular WELTKUNST Friday newsletter, the **editors ask you three questions** about your product, your offer, your event or something similar.

The WELTKUNST “Three Questions For” newsletter is sent to subscribers to the WELTKUNST Newsletter, letting you exclusively draw the attention of this high-value target group to your message. The three questions give this format a **familiarity** and build on the confidence in the editorial team’s proven art expertise. The newsletter is produced in close consultation with expert contact persons in the editorial office, who decide whether to accept an order. A maximum of 12 newsletters per year are sent. This ensures a **high degree of exclusivity** for clients of the WELTKUNST “Three Questions For” newsletter.

Your benefits:

- › 36,000 recipients
- › Brand loyalty through WELTKUNST Newsletter
- › Dispatch: solo, 1x Monday to Thursday (weekdays)

Produkt		Price
WELTKUNST “Three Questions For” newsletter	<ul style="list-style-type: none">› 1 picture from the client (headshot; picture format: round, cropped, 167 x 167 px, png)› 3 images (for the three questions), preferably in landscape format, min. 600 px wide, max. 1 MB (jpg or png)› Intro text (max. 800 characters)› 3 copy texts (for the three questions), max. 800 characters each› Link	€ 5,350

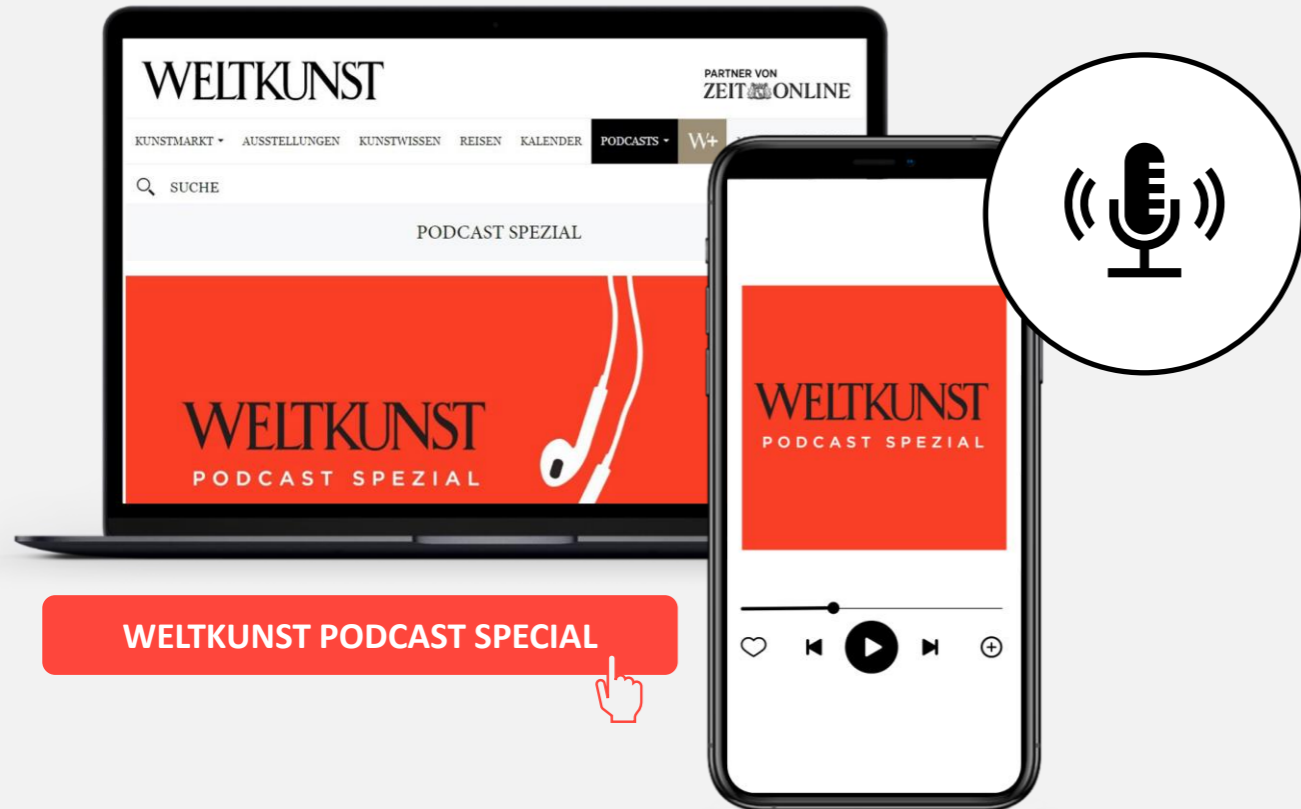
Please send the data to digital@weltkunst.de.

Offer subject to acceptance by editorial team and availability.

Prices in € | All prices plus VAT | No discounts available | Eligible for 15% agency commission

WELTKUNST PODCAST SPEZIAL

Your microphone to the art-savvy target group



With the Podcast Special produced by ZEIT Weltkunst Verlag, you can stage your exhibition or art project as a podcast episode or episodes.

In close coordination with you, we create a sophisticated listening experience. **Concept and moderation** are provided **by the WELTKUNST editorial team** in collaboration with selected key players, such as curators.

Your max. 30-minute podcast episode will be hosted on Podigee for 12 months and thus included on **podcast platforms** such as Spotify, Apple and Google for streaming and download, as well as on WELTKUNST ONLINE.

Your benefits:

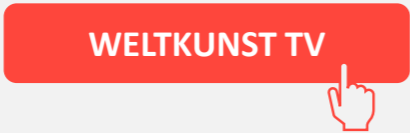
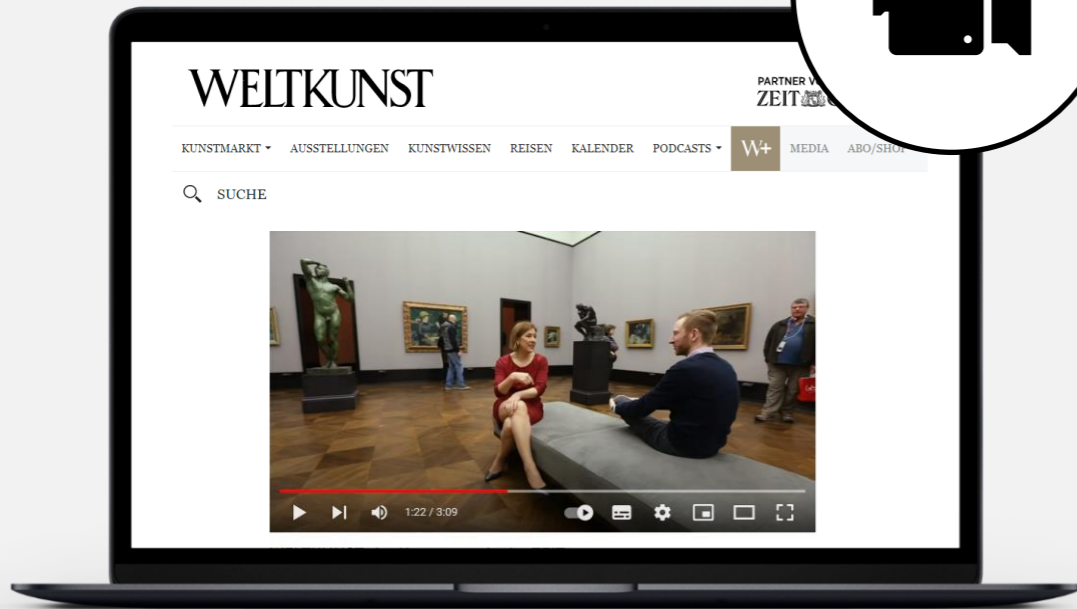
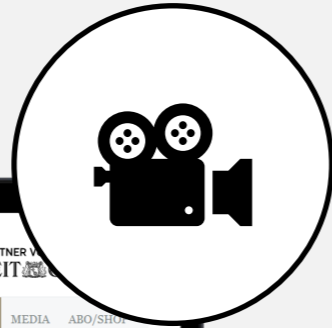
- › Target group: users interested in art from the collector, artist, art influencer and culture scenes
- › Brand loyalty through Dr Lisa Zeitz's podcast "What's Going On in Art?"
- › Exclusivity and topicality

Product		Price/ episode
WELTKUNST podcast episode	Editing, moderation, production (max. 30 min. length), placement	€ 7,880
+ Optional media package Kunst-Klick	WELTKUNST online advertorial, WELTKUNST newsletter advertorial, Instagram post	€ 3,816

Offer subject to acceptance by editorial team and availability.
Prices in € | All prices plus VAT | No discounts available | Eligible for 15% agency commission

WELTKUNST TV

The world of art as a moving image



From now on, WELTKUNST TV will bring art auctions, trade fair appearances and gallery exhibitions online in moving and affecting images and will distribute them via the various WELTKUNST channels: the short, **visually attractive** and dynamically edited **video clips** are distributed in the newsletter, on W+ and via the WELTKUNST Instagram channel, depending on the booking made. The video clip has a length of 90 sec. (3x 30 sec. for social media reels).

Depending on the focus, different formats are available:

- › Highlight clips on selected objects (with or without expert presentation)
- › Moderated discussion (WELTKUNST chief editor in voice over)
- › Artist portraits and studio visits

If you are interested, we will be happy to provide a bespoke, modular offer for you that is adapted to the content of your exhibition, auction or trade fair and fits your marketing strategy.

Product		Price/ episode
WELTKUNST TV video clip	Editing, moderation, production (90 min. length), placement	€ 8,400
+ Optional media package: Kunst-Klick	WELTKUNST online advertorial, WELTKUNST newsletter advertorial, Instagram post	€ 3,816

Offer subject to acceptance by editorial team and availability.
Prices in € | All prices plus VAT | No discounts available | Eligible for 15% agency commission

WELTKUNST EVENTS

Meetings & events

Whether it's an exclusive salon talk or a panel discussion with a large auditorium – thanks to WELTKUNST you can connect your brand with art in an experiential way.

- › Exclusive group of participants: decision-makers from business, art and culture
- › Exclusive locations
- › Exclusive, surprising topics
- › Communicative impact via WELTKUNST through reporting and advertisements



Contact

We would be happy to advise you personally

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