

KUNSTZEITUNG

media data

Who is our target group?

And what they can expect.

Distributed monthly in its 200,000 edition, KUNSTZEITUNG reports about art and cultural activities, and also about neighbouring disciplines such as architecture, design, fashion and cooking – editorial work of the highest journalistic level. All editors, correspondents and guest authors, whether on publisher site or in the great art cities such as London, Paris or New York, watching and analysing the artistic and business developments to draw a vivid picture of a scene, constantly in transition, with interviews, reports, surveys and comments. The readers of KUNSTZEITUNG include collectors, curators and art society members as well as decision-makers in politics and business, art interested amateurs, professionals and people who want to be there. Our target group spans the young to the old generation and is united by one common interest: their passion for art and culture.

As a subscriber or follower of the free copies in museums, galleries, art associations, libraries, colleges, hotels and institutions, readers are informed about what is happening. They are animated by advertisements, to visit exhibitions and fairs, to purchase art supplies or literature - in short, to be inspired by the product advertised by you!

KUNSTZEITUNG serves as a reliable source for tips on when where what takes place. It communicates trends and discourses and enables the reader to participate in the contemporary art world. The reader is drawn into the maelstrom of an industry that is diverse and dazzling - as the art itself.

media data

circulation:	200,000 copies
number of pages:	20 to 44 pages
format:	31,5 x 47 cm (Berliner Format)
original proof:	digital data + hardcopy
point size:	32 point (rotary printing, as an exception up to 40 point)
paper:	standard for newspapers, 45g/m ²
colour:	black (additional colour Cyan may be used free of charge). Further colours: € 205,- for one colour; 4c: € 615,-). No agent's provision or discount on surcharges.

The charge for the design of the ad depends on the effort on our part.

Sizes and Prices

Ads in the advertisement strip below editorial part (1/3 full page):

1/1 size	width: 28,0 cm, height: 14,0 cm	€ 3.980,-
1/2 size	width: 13,9 cm, height: 14,0 cm	€ 1.990,-
1/4 size	width: 6,9 cm, height: 14,0 cm	€ 995,-
1/4 size	width: 13,9 cm, height: 6,9 cm	€ 995,-
panorama-page	width: 59,5 cm, height: 14,0 cm	€ 7.720,-
front page, 1/1 (4c only)	width: 28,0 cm, height: 14,0 cm	€ 5.465,-
back page, 1/1 (4c only)	width: 28,0 cm, height: 14,0 cm	€ 5.210,-

Front and back pages must be booked as four-coloured ads, the surcharges for colour and fixed position is already included.

Special format:

small box on front page in 4c or b/w	width: 3,9 cm, height: 5,2 cm	€ 4.620,-
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Full page formats:

full page, in 4c or b/w	width: 28,0 cm, height: 43,0 cm	€ 11.690,-
special publication 4 or 8 pages (gate fold), four-coloured		on request

Discounts and agent's provisions can only be given on b/w-prices. There's no reduction or agent's provision on the stripe format (on front page), the front and back page, nor on the full page and panorama-page.

Discounts

ads in 3 issues within 12 months = 10% discount per ad
ads in 5 issues within 12 months = 15% discount per ad
ads in at least 6 issues within 12 months = 35% discount per ad

All discounts are valid only for ads soliciting the same institution and automatically include agent's provisions.

Advertising Supplements

200,000 copies (minimum format 10,5 x 16 cm up to DIN A4 (21 x 29,7 cm), up to 25 g per issue)	€ 7.960,-
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No agent's provisions or discounts.

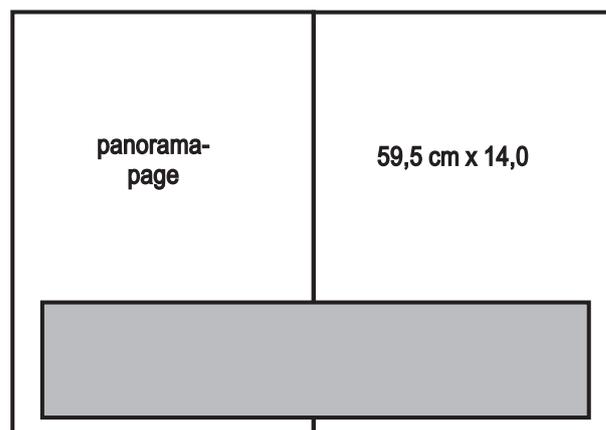
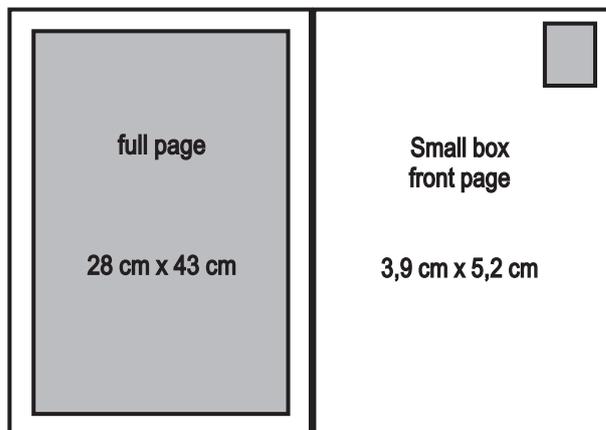
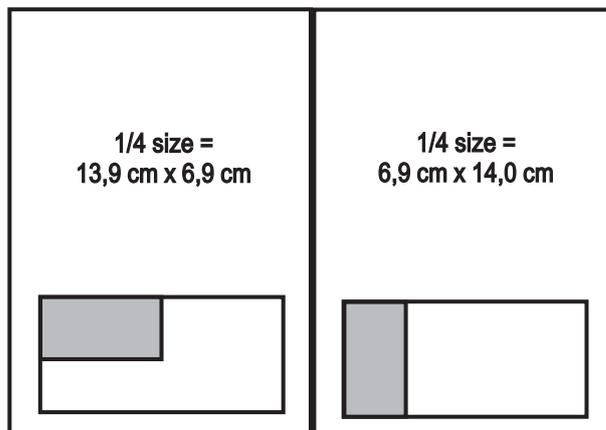
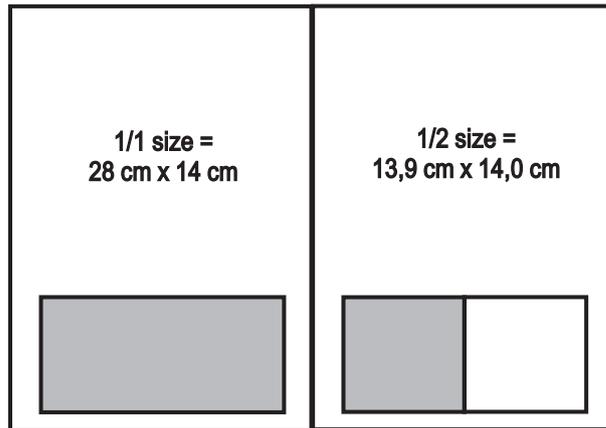
Prices for partial circulation on request.

For final acceptance, two proofs must be examined. As supplements are introduced mechanically, they must either consist of one piece or be held together by envelopes or staples.

All prices plus VAT. Conditions as of 01.01.2016. Our terms and conditions apply.

Lindinger + Schmid, Schmargendorfer Straße 29, 12159 Berlin, Telefon: 030 - 857449250, Telefax: 030 - 857449259

SIZES AND PRICES



Adformats

Edition	Publication Date	Deadline for bookings material	Deadline for printing
January	05.01.2016	11.12.2015	17.12.2015
February	03.02.2016	15.01.2016	21.01.2016
March	02.03.2016	12.02.2016	18.02.2016
April	05.04.2016	11.03.2016	17.03.2016
May	03.05.2016	15.04.2016	21.04.2016
June	01.06.2016	13.05.2016	19.05.2016
July	05.07.2016	17.06.2016	23.06.2016
August	03.08.2016	15.07.2016	21.07.2016
September	06.09.2016	19.08.2016	25.08.2016
October	05.10.2016	16.09.2016	22.09.2016
November	02.11.2016	14.10.2016	20.10.2016
December	30.11.2016	11.11.2016	17.11.2016

Due to the restricted number of pages, we kindly ask you to book your ad in good time.

Edition	Publication Date	Deadline for bookings material	Deadline for printing
January	04.01.2017	16.12.2016	22.12.2016
February	01.02.2017	13.01.2017	19.01.2017
March	01.03.2017	10.02.2017	16.02.2017
April	05.04.2017	17.03.2017	23.03.2017
May	03.05.2017	13.04.2017	20.04.2017
June	06.06.2017	19.05.2017	24.05.2017
July	05.07.2017	16.06.2017	22.06.2017
August	02.08.2017	14.07.2017	20.07.2017
September	06.09.2017	18.08.2017	24.08.2017
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Total distribution for all countries - D, A, CH, NL, B, L, FL, F, I, CZ

Museums 514	Art societies 172	Galleries 481
Town councils 76	Libraries 48	Universities 231
Bookstores 53	Theatres 14	Hotels 44
Companies 82	Others 121	

ART SECTOR (distributors)	approx. 1,350 = 75 %
OTHERS	approx. 450 = 25 %
Distributors total	approx. 1,800

Hamburger Bahnhof – Museum für Gegenwart, Berlin; Kupferstichkabinett, Staatliche Museen zu Berlin; Bundeskunsthalle, Bonn; Kunsthalle Bremen; Museum Kunstpalast, Düsseldorf; Kirchner Museum, Davos; Folkwang Museum, Essen; Städel Museum, Frankfurt; Hamburger Kunsthalle; Sprengel Museum, Hannover; Wallraf-Richartz-Museum, Köln; Kunsthalle Krems; Pinakothek der Moderne, München; Staatsgalerie Stuttgart; Fondation Beyeler, Riehen/Basel; Villa Massimo, Rom; Kunstmuseum Liechtenstein, Vaduz; Albertina, Wien; Kunsthaus Zürich - and over 1,800 more museums, art societies, galleries, universities, hotels, bookstores, libraries and companies plus major events and Europe's most important art fairs.

Contents

The responsibility for the ad's content lies with the advertiser. We refuse any liabilities and reserve ourselves the right to reject ads for important reasons.

Proofs

Proofs are only sent to the customer on special request and are charged depending on the effort on our part. If we receive no permission to print until the appointed date, the ad is understood to be approved.

Payment Conditions

Payment of the invoice has to be made within two weeks counting from the date of the invoice. Any delays will result in loss of the agent's provision or discount. We reserve the right to charge discounts granted.

Defects

Misprints and technical defects that do not gravely impair the ad's sense or contents do not entitle the advertiser to alternative claims. Minor deviations in colour are due to the printing process and the materials (paper, paint, etc.) and do not entitle to reduction or substitutive ads. Complaints are only possible within 10 days after release of the ad.

Cancellation

Cancellations can only be made until the advertisement booking deadline. The charges are 20% minimum of the corresponding basic price. Bookings of front and back pages and definite placement arrangements cannot be cancelled.

Court Jurisdiction

Place of fulfilment and court jurisdiction is the place of business.