

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

Prices

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
color:	black (additional colour Cyan may be used free of charge). Further colours: € 205.- for one color; 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.-
3/4 size	width: 20,8 cm, height: 14,0 cm	€ 2.985.-
1/2 size	width: 13,9 cm, height: 14,0 cm	€ 1.990.-
1/2 size	width: 28,0 cm, height: 6,9 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	€ 7.960.-
100,000 copies	€ 5.220.-
50,000 copies	€ 4.520.-
(minimum format 10,5 x 16 cm up to DIN A4 (21 x 29,7 cm), up to 25 g per issue)	

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.

Formats

KUNSTZEITUNG 

Small box
on the
front page

3,9 cm x 5,2 cm

1/1 size =
28 cm x 14 cm



3/4 size =
20,8 cm x 14,0 cm



1/2 size =
13,9 cm x 14,0 cm



1/2 size =
6,9 cm x 14,0 cm



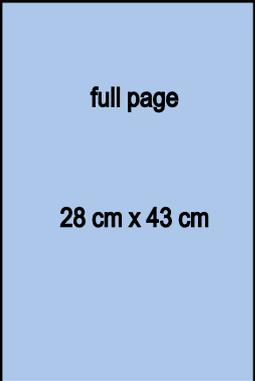
1/4 size =
13,9 cm x 6,9 cm



1/4 size =
6,9 cm x 14,0 cm



full page
28 cm x 43 cm



panorama-
page

59,5 cm x 14,0



Adformats

Deadlines 2018

Edition	Release date	Booking deadline	Data deadline
January	04.01.2018	15.12.2017	21.12.2017
February	01.02.2018	12.01.2018	18.01.2018
March	06.03.2018	16.02.2018	22.02.2018
April	04.04.2018	16.03.2018	22.03.2018
May	02.05.2018	13.04.2018	19.04.2018
June	05.06.2018	18.05.2018	24.05.2018
July	04.07.2018	15.06.2018	21.06.2018
August	01.08.2018	13.07.2018	19.07.2018
September	05.09.2018	17.08.2018	23.08.2018
October	02.10.2018	14.09.2018	20.09.2018
November	01.11.2018	12.10.2018	18.10.2018
December	05.12.2018	16.11.2018	22.11.2018

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

Ad specifications

Please send the printable ad (PDF) to anzeigen@kunstzeitung.com.

We strongly prefer PDF files (must include all necessary fonts; must also include graphics/logos/pictures in TIFF or EPS format in high resolution).

We will also accept QuarkXPress, InDesign, Illustrator, Photoshop for further processing.

Please notice that the type fonts have to be embedded or saved as paths or curves.

Please do not use fonts smaller than 8 pt.

We do not need trimming edges.

KUNSTZEITUNG is printed in CMYK color. Please note that for 4-color products, all the colors are converted to CMYK color mode, as well the special color Cyan.

If you have no possibility to generate such a data format, please send us all your details with images, and fonts to process it into the right format.

Color guarantee can only be ensured if you create a color proof on newsprint or proof paper with the above mentioned newspaper profile "ISOnewspaper26v4.icc".

For further information please check:

www.lindinger-schmid.de

Distribution

Total distribution for all countries

D, A, CH, NL, B, L, FL, F, I, CZ

Museums
567

Art societies
232

Galleries
550

Town councils
72

Libraries
60

Universities
260

Bookstores
45

Theatres
7

Hotels
33

Companies
106

Others
173

ART SECTOR (distributors) approx. 1,350 = 75 %

OTHERS approx. 450 = 25 %

Distributors total approx. 1,900

Hamburger Bahnhof – Museum für Gegenwart, Berlin; Kupferstichkabinett, Staatliche Museen zu Berlin; Bundeskunsthalle, Bonn; Museion, Bozen; Kunsthalle Bremen; Museum Kunstpalast, Düsseldorf; Kirchner Museum, Davos; Museum Folkwang, Essen; Villa Romana, Florenz; Städel Museum, Frankfurt; Hamburger Kunsthalle; Sprengel Museum, Hannover; Wallraf-Richartz-Museum, Köln; Kunsthalle Krems, Krems; Pinakothek der Moderne, München; Staatliche Sammlung Goetz, München, Fondation Beyeler, Riehen/Basel; Villa Massimo, Rom; Kunstmuseum Liechtenstein, Vaduz; Staatsgalerie Stuttgart; Albertina, Wien; Kunsthaus Zürich, and over 1,900 more museums, art societies, galleries, universities, hotels, bookstores, libraries and companies plus major events and Europe's most important art fairs.

Status: May 2017

Distribution

Terms / Conditions

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.

Contact

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Gabriele Lindinger (press law responsibility), Verlag Lindinger + Schmid, Berlin
KUNSTZEITUNG founded and published by Gabriele Lindinger und Karlheinz Schmid