DIE WELT
ARTIST EDITION

WITH TAKASHI MURAKAMI
DIE WELT ARTIST EDITION

CHRONICLE

PREVIOUS ARTISTS
Christopher Wool 2018
Jeff Koons 2017
Isa Genzken 2016
Julian Schnabel 2015
Cindy Sherman 2014
Neo Rauch 2013
Gerhard Richter 2012
Ellsworth Kelly 2011
Georg Baselitz 2010
„Es ist für uns eine besondere Auszeichnung, mit Takashi Murakami den populärsten Künstler Asiens für unsere zehnte WELT Künstlerausgabe gewonnen zu haben. Murakami versteht es wie kein anderer, die zeitgenössische Kunst für ein neues, junges Publikum zu öffnen.“

Cornelius Tittel
Creative director WELT and editor in chief BLAU

THE ARTIST

TAKASHI MURAKAMI
PRINT & DIGITAL
CROSSMEDIA PLACEMENTS

art magazine BLAU
30.11.2019

DIE WELT artist edition
11.12.2019

WELT.de
11.12.2019
For 9 years now, an artist has given WELT its individual look once annually. In 2019 that artist is Takashi Murakami, who designs together with editors and graphic designers a WELT edition according to his ideas and makes a unique art project out of it.

Become part of this work of art!
On the day of publication there will be a fixed integration of the artist edition on the WELT.de homepage (Online and mobile) in form of a fixed teaser block with the wording “artist edition” with further information, texts of the edition and graphics.

Fixed placements on the homepage multiscreen and subchannel sponsoring possible!
The artist chronicle focuses on the artist Takashi Murakami as well as our unique artists of the past artist editions.

With your logo you will be integrated in an eye-catching way

Become an exclusive partner of the chronicle!
A prominent story about Takashi Murakami will be published in the art magazine BLAU on November 30 in advance of the WELT artist edition.

On several pages the editor in chief Cornelius Tittel shows the artist’s background on anticipation of the WELT artist edition.

BLAU combines the exclusivity and opulence of a magazine with the authority of a traditional daily newspaper like WELT, which has stood for extraordinary art competence since the WELT art editions at the latest.
### Formats and Prices

#### Your attractive package offer

**DIE WELT artist edition**
- 11th December 2019
- 2/1 page: €105,161.60
- 1/1 page: €49,420.80
- 1/2 page: €26,780.00
- 1/3 page corner ad or strip: €23,091.20
- 1/4 page corner ad or strip: €17,318.40

**DIE WELT artist edition + BLAU**
- 11th December + 30th November 2019
- 2/1 page: €127,586.60
- 1/1 page: €62,170.80
- 1/2 page: €34,255.00
- 1/3 page corner ad or strip: -
- 1/4 page corner ad or strip: -

**BLAU**
- Homepage daily fixed placement on 11th December 2019
- Homerun Deluxe (Multiscreen)
- Presenting-artist chronicle: on top!
- Inclusion of the logo in the artist chronicle
- Gross: €56,500.00

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*When booking WELT artist edition on 11.12. and BLAU on 30.11 in combination you are eligible for a 50% discount on your booking in BLAU for the aforementioned formats, with discount already deducted in the package offer. The rate for the ad in BLAU is eligible for commitment discounts but not for volume discounts.*

*Ads in WELT artist edition as well as the presenting of the artist chronicle are eligible for discount. DIE WELT incl. DIE WELT compact edition, premium placements on request. For the rates: 15% agency commission is granted when booking via a media agency we recognize. Creation costs are not eligible for discount or agency commission. All rates are excl. statutory VAT.*
# THE WELT ARTIST EDITION

## CLENCHED POWER

### POINT OF SALE

**POS-POSTER**
- Shop window posters in subway bookstores

**MEDIA WALLS**
- digital Screens on selected subway bookstores

### CIRCULATION

- + 50% higher circulation

### ONLINE

**WERBEMITTEL**
- WELT.de
- google search

### OUT OF HOME

**OoH-SCREENS**

### ADDITIONAL OUTLETS

- sales points in art-relevant locations

### PRINT

**ANNOUNCEMENT ADS**
- In own and external media

### RADIO

**SPOTS**

### PROMOTION

- Targeted promotion actions
- Distribution of the edition
YOUR PERSONAL CONTACT

Find here your personal contact in your region!

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