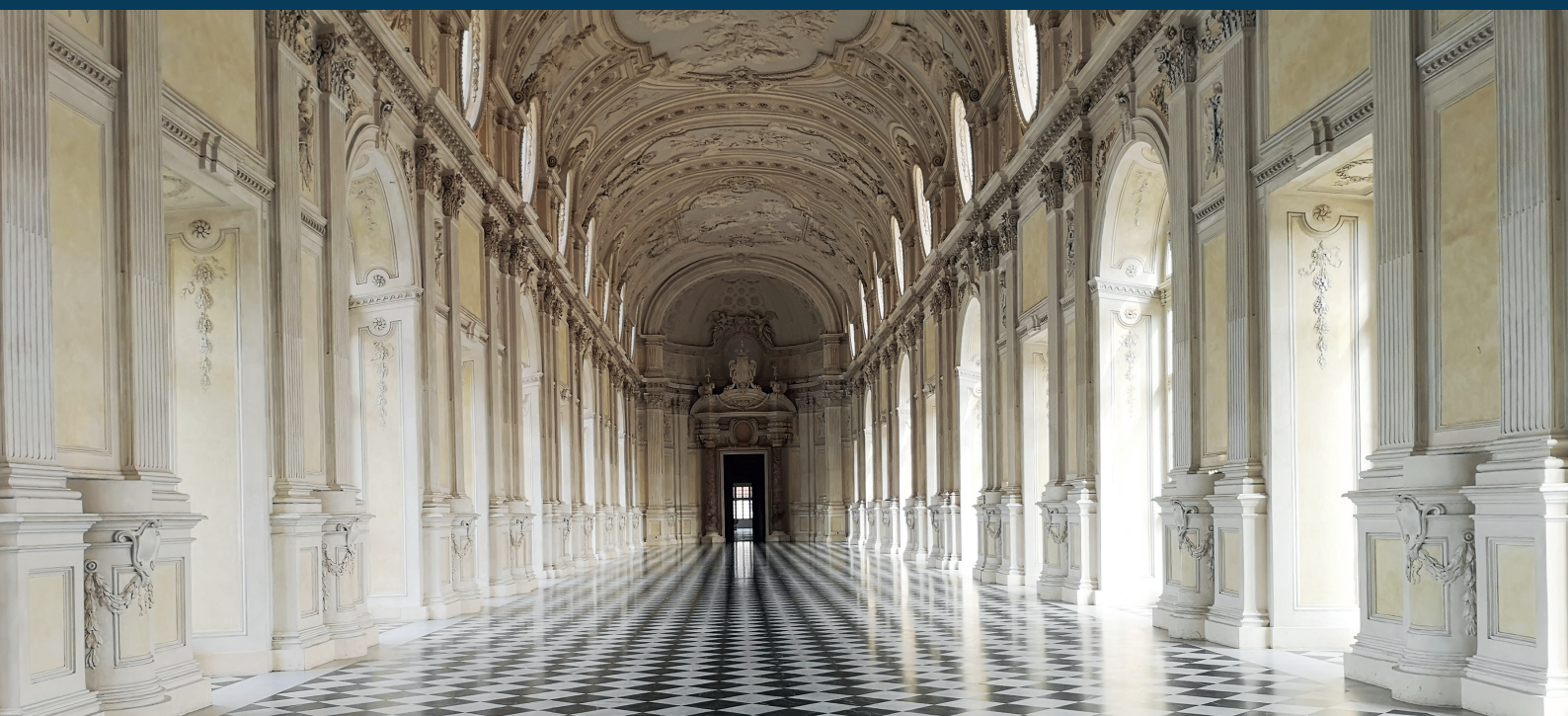


Supplement to the Rate Card Sections, Supplement to the WELT Rate Card No. 101, valid as of 01/01/2023.

ART and CULTURE

Open Prospects



The Art and Culture Market
in WELT AM SONNTAG

WELT AM SONNTAG
DIE  **WELT**

SECTION

The Art and Culture Market in WELT AM SONNTAG

WELT AM SONNTAG is the most important Sunday reading matter for sophisticated readers. It stands for outstanding journalistic competence, regularly presenting compelling investigative stories from business and politics. Its high topicality is a unique selling point in the premium Sunday market.

The Art and Culture Market is published every Saturday and Sunday in WELT AM SONNTAG.



Welcome to the perfect advertising environment:

In the Culture section you will find a wide range of attractive topics from the art and culture scene with a high-quality journalistic presentation. The Art Market thus provides the ideal setting for impressing our readers about what you have to offer. Place your ad right where your target group is looking: in the Art and Culture Market in WELT AM SONNTAG.

RATES

Ads in the Section and Special Publications

Present your ad in the **Art/Culture section** every weekend or in the advertising special publications that are issued on a regular basis. The diverse special topics of the Art and Culture Market in a modern layout offer the ideal environment for optimally presenting what you have to offer. You can find the deadlines for this under the **"Special Topics"** tab in the navigation.

Rates per mm, Art/Culture Section		B/W	Colour
Art Market/Culture/Events		-	12,00€
Exhibitions in museums and galleries		-	7,20€
Publication:		WELT AM SONNTAG (Sat.+Sun.)	
Ad and print material deadline:		Wednesday, 3 p.m.	

Music publishers/sound carriers		-	37,90€
Formats:		Text passage ads 1-2 columns/10-100 mm high	
Publication:		WELT AM SONNTAG (Sat.+Sun.) + WELT AM SONNTAG Kompakt	
Ad and print material deadline:		Monday, 10.00 a.m.	
Placement:		Only on the Culture pages of WELT AM SONNTAG, on the Style and Art Market pages. (Outside these pages, the text passage ad rate of Rate Card No. 101 of Media Impact applies.)	

Rates per mm, special publications¹		B/W	Colour
Art Market/Culture/Events		-	12,65€
Exhibitions in museums and galleries		-	7,85€
Publication:		WELT AM SONNTAG (Sat.+Sun.) + WELT.de	
Topics and deadlines:		See "Special Topics" tab	

¹ The rate applies for the crossmedia publication, print + online at WELT.de, for 30 days, from the following Monday.

All rates plus VAT.



IM KINO

Ad deadline:	Tuesday, 10 a.m.
Minimum format:	10 mm

All rates plus VAT.

[illegible]

SPECIAL FORMAT

The Art and Culture Market in WELT AM SONNTAG

Select the appropriate special format for the special item you have to offer.

The TIPP formats and advertorials are placed in an exclusive solus position on the pages of the Feature (Feuilleton), Culture or Style section. This allows your item to be presented optimally.

The **ART**, **CULTURE** or **CINEMA TIP** with solus placement on the page in the Feature (Feuilleton), Culture or Style section guarantees a prestigious presentation in the newspaper.

The special format of the **advertorial** in an editorial look and feel is the ideal advertising format if you have special communication requirements.

At a glance

KULTURTIPP _____

KUNSTTIPP _____

KINOTIPP _____

Advertorial



KULTURTIPP

Title	DIE WELT (Mon.-Fri.)	WELT AM SONNTAG
Minimum format 2 columns (121,7 mm)/150 mm	3.750,00€	4.905,00€
Maximum format 2 columns (121,7 mm)/250 mm	6.250,00€	8.175,00€

Placement:	DIE WELT: Under the ornamental header, if possible in the Feature (Feuilleton) section WELT AM SONNTAG: Under the ornamental header, if possible in the Culture/Style/Art Market section
Ad deadline:	3 business days before publication for DIE WELT Friday of the previous week for WELT AM SONNTAG

All rates plus VAT.

[illegible]

KUNSTTIPP

Title	DIE WELT (Mon.-Fri.)	WELT AM SONNTAG
Minimum format 2 columns (121,7 mm)/150 mm	3.750,00 €	4.905,00 €
Maximum format 2 columns (121,7 mm)/250 mm	6.250,00 €	8.175,00 €

Placement:	DIE WELT: Under the ornamental header, if possible in the Feature (Feuilleton) section WELT AM SONNTAG: Under the ornamental header, if possible in the Culture/Style/Art Market section
Ad deadline:	3 business days before publication for DIE WELT Friday of the previous week for WELT AM SONNTAG

All rates plus VAT.



SPECIAL FORMAT

KINOTIPP

The KINOTIPP (CINEMA TIP) for arthouse films is placed alone on a page in the Feature (Feuilleton), Culture or Style section. The KINOTIPP thus ensures a cinematic presentation in the newspaper for a special feature or documentary film.

Title	DIE WELT (Mon.-Fri.)	WELT AM SONNTAG
Minimum format 2 columns (121,7 mm)/150 mm	3.750,00€	4.905,00€
Maximum format 2 columns (121,7 mm)/250 mm	6.250,00€	8.175,00€

Placement:	DIE WELT: Under the ornamental header, if possible in the Feature (Feuilleton) section WELT AM SONNTAG: Under the ornamental header, if possible in the Culture/Style/Art Market section
Ad deadline:	3 business days before publication for DIE WELT Friday of the previous week for WELT AM SONNTAG

The publisher reserves the following right to move: 5 business days for DIE WELT and 2 weeks for WELT AM SONNTAG.

All rates plus VAT.



SPECIAL FORMAT

Advertorial

The advertorial is the public relations format in an editorial look. It is the ideal form of advertisement for special communication requirements. You deliver the content to us – and our Special Topics Editorial Department will design your advertorial.

Formats	Rates*
1/4 page: 186 mm x 264 mm or 374 mm x 132 mm	6.265,00 €
1/3 page: 374 mm x 176 mm	8.370,00 €
1/2 page: 374 mm x 264 mm	12.530,00 €
1/1 page: 374 mm x 528 mm	25.060,00 €

Placement:	WELT AM SONNTAG: If possible, in the Culture/Style/Art Market section
Publication:	Saturday + Sunday
Ad deadline:	3 weeks before publication

*Advertorials are designed according to the publisher’s guidelines. Design costs are charged additionally when the publisher assumes responsibility for the design. Moreover, rates are higher when the advertorial is published in special publications. Please request further details.

All rates plus VAT.



SPECIAL FORMAT

Photo/Private Ads

Formats and Rates	B/W and Colour
Photo ad ¹	
1 column/100 mm or 2 columns/50 mm	1.050,00 €
2 columns/80 mm	1.665,00 €
3 columns/60 mm	1.855,00 €

Fixed layout specifications: We design your photo ad for you.

Private ad ²	
1 column/15 mm	79,00 €
2 columns/15 mm or 1 column/30 mm	149,00 €

Publication:	WELT AM SONNTAG (Sat.+Sun.)
Ad deadline:	Wednesday, 3 p.m.

The photo ad is suitable for commercial purposes.
¹ If the ad is published in a special topic incl. WELT.de, the rate increases by 0.65€ per column mm.
² The private rate incl. VAT applies solely for items that are offered from private ownership for non-commercial purposes. Private ads are excluded from the scale of discount.

All rates plus VAT.

Seltene Sammlerstücke

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Ortsstraße 9 · 98765 Ort
Tel. 098765 43 21
www.internetz-adresse.ao

Die Ballet-Aufführung des Jahres!

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Tel. 0101987 65 43
info@e-mail.ao · www.netz.st

Erleben Sie das Eröffnungskonzert

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Stadstraße 1 · 12345 Altstadt
☎ 0123456 78 90 · www.internetz.ay

Kubismus: Die Ausstellung

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Bus qui dolorer · Quartier 10 · 12345 Hauptstadt · Tel. 0987654 32 10 · www.internetz.zy

SPECIAL TOPICS

Special Publications

The various special publications focus on specific topics in the Art and Culture Market. You can place your ad offer in the ideal editorial environment here. The special publications are issued in WELT AM SONNTAG and on WELT.de.

Special Publications	Publication Dates 2023	Ad Deadlines 2023
Cultural Highlights	11/12 February	2 February
Cultural Highlights	4/5 March	23 February
Gold, Coins & Jewellery	18/19 March	9 March
Spring Auctions	1/2 April	23 March
Cultural Highlights	8/9 April	30 March
Festivals	29/30 April	20 April
Cultural Highlights	6/7 May	27 April
Gold, Coins & Jewellery	3/4 June	25 May
Cultural Highlights	24/25 June	15 June
Autumn Auctions	26/27 August	17 August
Cultural Highlights	9/10 September	31 August
Autumn Auctions	30 September/1 October	21 September
Cultural Highlights	7/8 October	28 September
Watches and Jewellery	14/15 October	5 October
Cultural Highlights	4/5 November	26 October
Gold, Coins & Jewellery	11/12 November	2 November
Cultural Highlights	25/26 November	16 November

Subject to change.

Publication: WELT AM SONNTAG (Sat.+Sun.) + WELT.de,
from the following Monday for 30 days online



GENERAL INFORMATION

Scales of Discount

Frequency Scale		Euro Scale		
Minimum Quantity	Discount Rates	On Sales from/to		Discount Rates
6 Ads	5%	> 25.000€	≤ 50.000€	15%
12 Ads	10%	> 50.000€	≤ 100.000€	17%
24 Ads	15%	> 100.000€	≤ 150.000€	19%
36 Ads	18%	> 150.000€	≤ 200.000€	21%
52 Ads	20%	> 200.000€		23%

% = discount rate for volumes within respective interval

% = discount rate for volumes within respective interval

The Frequency Scale applies only to millimetre ads starting at a minimum size of 10 mm. Ads booked for WELT AM SONNTAG (Sat. + Sun.) are counted as one ad in the Frequency Scale. The Euro Scale is applied to ad sales. In the case of ad orders, a discount is granted only when it is claimed in writing vis-à-vis the publisher by 31 March of the calendar year following the publication of the respective ad. In the case of commitment contracts, the discount for the ads delivered during the advertisement period must be claimed in writing vis-à-vis the publisher within 3 months of the end of the insertion period.

All rates plus VAT.

GENERAL INFORMATION

Publisher Information

Type Area:	Width	374,5 mm
	Height	528,0 mm
Column Width in ad section:	1-column	45,0 mm
	2-columns	92,0 mm
	3-columns	139,0 mm
	4-columns	186,0 mm
	5-columns	233,0 mm
	6-columns	280,0 mm
	7-columns	327,0 mm
	8-columns	374,0 mm
Printing Process:	(Coldset) web-fed offset, ISO 12647-3:2005	
Basic Font:	Positive	6 point
	Negative	8,75 point and larger, semi-bold
Image Resolution:	Photos	250 dpi
	Line	1270 dpi max.
Profile:	ISO Newspaper 26V4	

File Format

We recommend the file format PDF/X-4:2008. The file formats PDF/X-1a:2001 and PDF/X-3:2002 remain valid and are also accepted. In general, we do not use any open formats. The data must be set up in the original size of the ad; please do not set up trim signs.

Data Delivery

The electronic data transmission of print materials is effected via the internet (<https://transfer.axelspringer.de>). Delivery is also possible via e-mail in exceptional cases (apdtp-berlin@axelspringer.de). Before commencing regular operations, please contact us in order to configure the transmission account.

General Terms and Conditions

Ad orders are handled in accordance with our General Terms and Conditions for Newspapers and the additional Terms and Conditions of the respective title. Our complete General Terms and Conditions are given at: www.media-impact.de/de/agb.

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