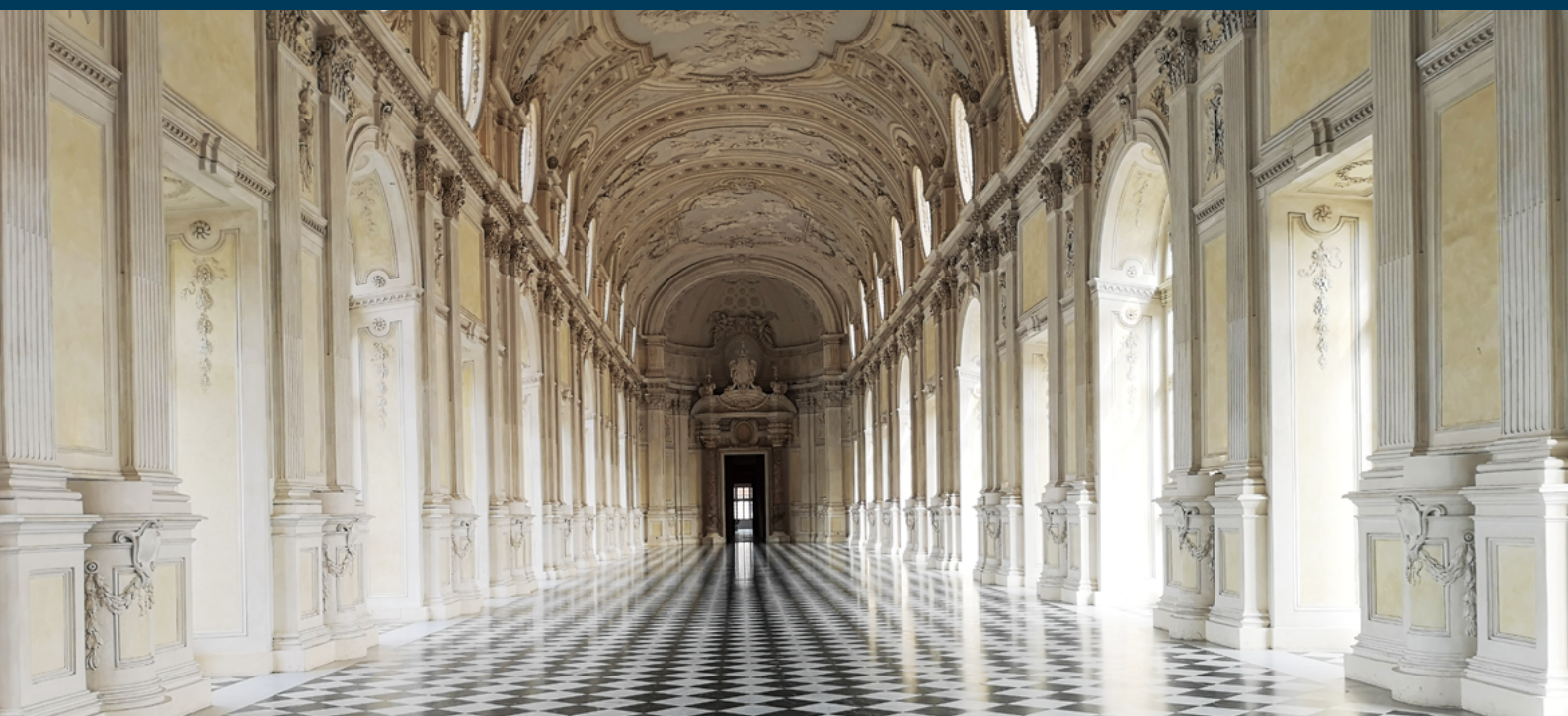


Supplement to the Rate Card Sections, Supplement to the WELT Rate Card No. 102, valid as of 01/04/2024.

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	-	12,35€
Exhibitions in museums and galleries	-	7,40€
Publication:	WELT AM SONNTAG (Sat.+Sun.)	
Ad and print material deadline:	Wednesday, 3 p.m.	

Music publishers/sound carriers	-	39,00€
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:	In the Section: Tuesday, 2 p.m. Special Publications: Thursday of the previous week, 1 p.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. 102 of Media Impact applies.)	

Rates per mm, special publications ¹	B/W	Colour
Art Market/Culture/Events	-	13,83€
Exhibitions in museums and galleries	-	8,29€
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.



RATES

IM KINO

The IM KINO (IN THE CINEMA) section offers film distribution companies the opportunity to publish listings for current films at short notice including the cinemas screening them.

Title:	DIE WELT
Publication:	Thursday
mm rate (B/W-4c)	5,65€

Title:	WELT AM SONNTAG
Publication:	Saturday + Sunday
mm rate (B/W-4c)	12,85€

Titles:	DIE WELT + WELT AM SONNTAG (SAT.+SUN.)
Publication:	Combination of Thursday + Saturday + Sunday or Saturday + Sunday + Thursday
mm rate (B/W-4c)	15,45€

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

All rates plus VAT.

The collage consists of three overlapping elements. The top-left element is a magazine page from 'WELT AM SONNTAG' dated 27. FEBRUAR 2022, featuring an article titled 'Eine seltsame Beziehung' with a large image of a red telephone receiver. The bottom-left element is a movie poster for 'BELFAST' (2021), directed by Kenneth Branagh, featuring the text '7 OSCAR NOMINIERUNGEN' and 'DER NEUE OSCAR-FAVORIT'. The right element is a 'Film ab.' cinema listing for Thursday, showing various film titles and their screening locations across Germany, including 'DIE WELT' and 'WELT AM SONNTAG'.

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



SPECIAL FORMAT

KULTURTIPP

The KULTURTIPP (CULTURE TIP) for all cultural events, record releases and concerts is placed alone on a page in the Feature (Feuilleton), Culture or Style section. The KULTURTIPP thus ensures a sophisticated presentation in the newspaper for the special cultural item on offer.

Title	DIE WELT (Mon.-Fri.)	WELT AM SONNTAG
Minimum format 2 columns (121,7 mm)/150 mm	3.855,00€	5.040,00€
Maximum format 2 columns (121,7 mm)/250 mm	6.425,00€	8.400,00€

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.

The image shows a collage of three pages from the 'KULTURTIPP' section of a newspaper. The top page is a double-page spread from 'DIE WELT' dated 14. Mai 2020, featuring articles about theater performances and a video premiere. The bottom page is a full-page advertisement for a Beethoven concert featuring Anne-Sophie Mutter, Yo-Yo Ma, and Daniel Barenboim, titled 'DAS BEETHOVEN-EREIGNIS DES JAHRES'.

SPECIAL FORMAT

KUNSTTIPP

The KUNSTTIPP (ART TIP) for exhibitions in museums and art galleries, as well as art objects, is placed alone on a page in the Feature (Feuilleton), Culture or Style section. The KUNSTTIPP thus ensures an artistic presentation in the newspaper for the special art offer.

Title	DIE WELT (Mon.-Fri.)	WELT AM SONNTAG
Minimum format 2 columns (121,7 mm)/150 mm	3.855,00€	5.040,00€
Maximum format 2 columns (121,7 mm)/250 mm	6.425,00€	8.400,00€

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

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	3.855,00 €	5.040,00 €
Maximum format 2 columns (121,7 mm)/250 mm	6.425,00 €	8.400,00 €

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	6.453,00 €
1/3 page: 374 mm x 176 mm	8.620,00 €
1/2 page: 374 mm x 264 mm	12.900,00 €
1/1 page: 374 mm x 528 mm	25.800,00 €

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 ad¹	
1 column/100 mm or 2 columns/50 mm	1.080,00 €
2 columns/80 mm	1.715,00 €
3 columns/60 mm	1.910,00 €
Fixed layout specifications: We design your photo ad for you.	
Private ad²	
1 column/15 mm	82,00 €
2 columns/15 mm or 1 column/30 mm	154,00 €

Publication:	WELT AM SONNTAG (Sat.+Sun.)
Ad deadline:	Tuesday, 2 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

Vel illum dolore eu feugiat nulla facilisis at vero et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure.

Nonummy nibh euismod
Ortsstraße 9 - 98765 Ort
Tel. 098765 43 21
www.internetz-adresse.ao

Die Ballet-Aufführung des Jahres!

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure.

Dolor in hendrerit vulputate
Straße 90 - 45678 Neustadt
Tel. 0101987 65 43
info@e-mail.ao - www.netz.st

Erleben Sie das Eröffnungskonzert

Lorem ipsum dolor sit amet consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore corpor. Magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

Ut aliquip ex ea commod
Stadstraße 1 - 12345 Altstadt
☎ 0123456 78 90 - www.internetz.zy

Kubismus: Die Ausstellung

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl. Ullorias ea dollaucta volupta vellam nonsequae aut voloriat officii ipus eosandi aepere, temossi dolupta tusande licium es di de voluptata inctaspere que non et endisim olortas-sit magnatiem. Corporit et odi tem lab ipsam, tet lique de veres ese ne perit

Bus qui dolorer - Quartier 10 - 12345 Hauptstadt - Tel. 0987/654 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 2024	Ad Deadlines 2024
Cultural Highlights	10/11 February	1 February
Cultural Highlights	2/3 March	22 February
Gold, Coins & Jewellery	16/17 March	8 March
Spring Auctions	30/31 March	22 March
Cultural Highlights	6/7 April	28 March
Festivals	27/28 April	19 April
Cultural Highlights	4/5 May	26 April
Gold, Coins & Jewellery	1/2 June	24 May
Cultural Highlights	22/23 June	14 June
Autumn Auctions	24/25 August	16 August
Cultural Highlights	7/8 September	30 August
Autumn Auctions	28/29 September	20 September
Cultural Highlights	5/6 October	27 September
Watches and Jewellery	12/13 October	4 October
Cultural Highlights	2/3 November	25 October
Gold, Coins & Jewellery	9/10 November	1 November
Cultural Highlights	23/24 November	15 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.

Publisher

Axel Springer Deutschland GmbH
Axel-Springer-Straße 65
10888 Berlin

CONTACT

Your Contacts

At the Publisher**Consulting and Marketing**

Petra Mählmann-Radowitz
Mobil: +49 (0) 151 27 71 76 04
petra.maehlmann-radowitz@axelspringer.com

Ad placement via telephone

Tel: +49 (0) 30 58 58 90

Ad placement

E-mail: as-regional-operations@axelspringer.de

Address of Publisher

Axel Springer Deutschland GmbH
Axel-Springer-Straße 65
10888 Berlin

In Your Region**Hamburg, Bremen, Schleswig-Holstein, Lower Saxony, Mecklenburg-Western Pomerania, Saxony-Anhalt, Saxony, Thuringia**

Publisher's Representative
Stefanie Baltruschat
Milchgrund 1 a
21075 Hamburg
Tel: +49 (0) 40 70 70 89-0
Fax: +49 (0) 40 70 70 89-70
E-mail: info@buero-baltruschat.de

Berlin, Brandenburg

Publisher's Representative
Sabine Falk
Mobile: +49 (0) 174 34 099 09
E-mail: sabine.falk.extern@welt.de

North Rhine-Westphalia, Hesse, Rhineland-Palatinate, Saarland

Reiter Verlagsservice GmbH
Sabine Bretfeld
Uhlandstraße 58
60314 Frankfurt am Main
Tel: +49 (0) 69 40 58 64-15
Fax: +49 (0) 69 40 58 64-22
E-mail: kontakt@reiterivs.de

Baden-Württemberg

Verlags- und Marketing Service
Jörg Bachmann
Im Geiger 23
70374 Stuttgart
Tel: +49 (0)7 11 24 89 22-60
Fax: +49 (0)7 11 24 89 22-61
E-mail: joerg.bachmann.extern@axelspringer.de

Bavaria

Verlags- und Medienservice
Toni Brugger
Medien & Marketing an Rott & Inn
Krummaustr. 13
94060 Pocking
Tel: +49 (0) 8531 249 23 00
Mobile: +49 (0) 173 353 45 16
Fax: +49 (0) 8531 249 23 01
E-mail: brugger@brugger-medien.de

