

# art

DAS KUNSTMAGAZIN // JULI 2024



## Volle Farbkraft!

Die bildgewaltige Kunst der **Casablanca Art School** in Frankfurt/M.

**RASENDER ROLAND & CO:** Wilde Ritterfantasien der Renaissance

**CONNY MAIER:** Deutschlands neuer Star der Malerei

D €18,00 // A €19,90 // CH €20,00 //  
I €23,90 // B, NL, EUR €20,90



Prices  
2025



AdAlliance

## Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	213 x 280	19,900
1/1	normal	inside front cover	213 x 280	21,800
1/1	normal	outside back cover	213 x 280	21,800
1/2	vertical	inner	104 x 280	12,700
1/2	horizontal	inner	213 x 138	12,700
1/3	vertical	inner	68 x 280	9,200
1/3	vertical	Editorial	68 x 280	10,100

## Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	426 x 280	39,800
2/1	normal	inside front cover + page 3	426 x 280	46,600

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing. Furthermore, we reserve the right to give the preferred position to another advertiser who submits a written space order if the advertiser holding a reservation does not submit a written space order within three working days.

Type area formats on request. Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.  
Advertising splits on request.

## RATES FOR ART ADVERTISEMENTS

Current rates for Art Advertisements are shown in Section 4 of this rate card. For information on formats and ad rates in the Kunstmarkt (Art Market) please contact:

Nicole Schloen  
Phone (+49-40) 2866 864221, Email: schloen.nicole@ad-alliance.de

## SMALL ADS

Small Ad Art & Culture 40x20 200 €  
Small Ad Art & Culture 40x40 400 €  
Small Ad Art & Culture 40x60 610 €  
Small Ad Art & Culture 80x20 400 €

## ADVERTORIALS

Advertorials are charged according to the currently valid advertising rate plus creation costs, and are included in a contractual year for discount purposes.

## CREATION COSTS

(incl. concept, copy and layout, not incl. photo rights and photo productions)

Double page: 3,500  
Full page: 2,900  
1/2 page: 2,200  
1/3 page: 1,900

Additional formats available on request. We will be happy to prepare an individual offer for photo productions, creation of recipes, text writing etc. Advertorials are marked with the word "ANZEIGE" (Advertisement). Creation costs are not eligible for agency commission or discounts.

We require briefing, image and text materials no later than three weeks prior to the deadline for copy material – see also Closing Date Schedule. Timing for individual photo productions, creation of recipes, text writing etc. on request.

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

### LOOSE INSERTS

### OVERSIZE-INSERTS

#### Definition

Loose inserts are products which are supplied ready for loosely inserting in the magazine with the closed side to the binding edge. The maximum weight must be determined in advance. Product samples and CDs on request.

Oversize loose inserts extend outside the head of the issue (headers). They are loosely inserted in the magazine with the closed side to the binding edge. The maximum weight is subject to agreement.

#### Rates per 1,000

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	138	193	191	239
30 g	147	206	205	256
40 g	164	230	229	285
50 g	181	253	252	315
60 g	198	277	276	344
every addl. 10 g	+14	+20	+20	+25

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	218	305	303	379
30 g	236	330	328	410
40 g	264	370	368	458
50 g	289	405	403	504
60 g	315	441	439	548
every addl. 10 g	+23	+32	+40	+45

Loose inserts with tip-on elements on request.

#### Circulation

Minimum circulation: 25,000 copies or total domestic subscription circulation

Minimum circulation: 25,000 copies or total domestic subscription circulation

### GLUED INSERTS

### BOUND INSERTS

#### Definition

Glued (tip-on) inserts are products which are supplied ready for processing and glued to a carrier ad so that they can be easily removed by the reader.

Bound inserts are printed materials/brochures from a single advertiser that are firmly bound into the issue. They can either be delivered ready for processing or produced by us on request.

#### Rates per 1,000

Special ad format	Weights up to	Total without Subs	Subs within Total
Booklet	10 g	96	134
Booklet	20 g	126	176
Booklet	30 g	144	202
every addl. 10 g		+14	+20
Product sample	10 g	126	176
Product sample	20 g	144	202

Pages	Total without Subs	Subs within Total
4	161	225
8	187	262
12	211	295
16	237	332
every addl. 4 pages	+17	+24

Other tip-ons on request.

Bound inserts with tip-on elements on request.

#### Circulation

Minimum circulation: Total circulation  
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Minimum circulation: Total circulation

#### Price Quotes

Rates per thousand copies started. Rates for special ad formats may increase if their processing causes problems. Special ad formats from more than one advertiser are possible following special agreement. Weight-related postal fees charged by the German Post for booking the subscription circulation are included in these prices. If the minimum booking quantity is not reached, the minimum booking quantity is used as the basis for calculating the price.

#### Circulation

For technical reasons the booked circulations are subject to fluctuation. For this reason the quantity of special ad formats actually required must be determined when placing the order. Different versions in the same issue are only possible on request.

#### Technical Information and Delivery

Binding technical information, deadlines, samples, as well as delivery can be downloaded from [www.adspecial-portal.de](http://www.adspecial-portal.de). An inquiry regarding the circulation can also be placed through the portal. In the event of any processing difficulties, the completion of the circulation takes precedence over the special ad format.

#### Print Service

On request, the special ad formats can be produced by the publisher. Prices on request.

The total prices also apply when booking the domestic circulation.

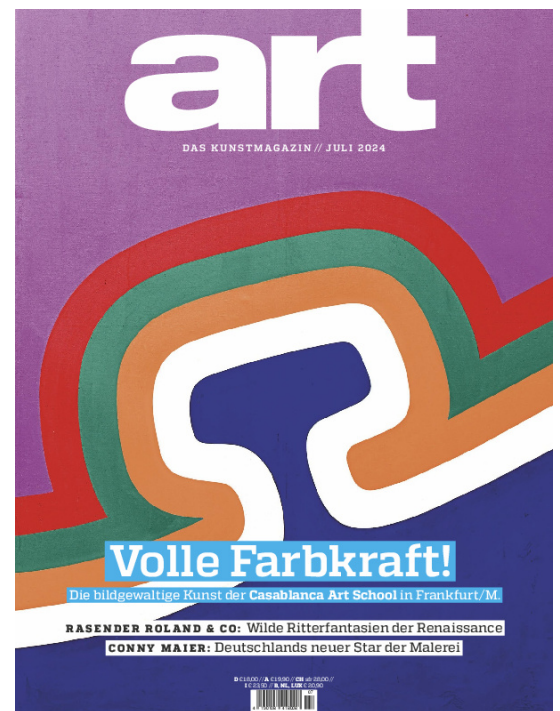
All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2025	17/01/2025	03	13/12/2024	20/12/2024	18/12/2024	02/01/2025
3/2025	21/02/2025	08	24/01/2025	31/01/2025	29/01/2025	06/02/2025
4/2025	21/03/2025	12	21/02/2025	28/02/2025	26/02/2025	06/03/2025
5/2025	17/04/2025	16	20/03/2025	27/03/2025	25/03/2025	02/04/2025
6/2025	23/05/2025	21	24/04/2025	02/05/2025	29/04/2025	08/05/2025
7/2025	27/06/2025	26	28/05/2025	05/06/2025	03/06/2025	12/06/2025
8/2025	25/07/2025	30	27/06/2025	04/07/2025	02/07/2025	10/07/2025
9/2025	22/08/2025	34	25/07/2025	01/08/2025	30/07/2025	07/08/2025
10/2025	19/09/2025	38	22/08/2025	29/08/2025	27/08/2025	04/09/2025
11/2025	17/10/2025	42	18/09/2025	25/09/2025	23/09/2025	01/10/2025
12/2025	21/11/2025	47	23/10/2025	30/10/2025	28/10/2025	06/11/2025
1/2026	19/12/2025	51	21/11/2025	28/11/2025	26/11/2025	04/12/2025

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.  
 For technical reasons only best-possible positions can be offered for last-minute ads (only full and double-pages possible).  
 The closing dates for last-minute ads do not apply to art advertisements.

art ad rates are exclusively reserved for artists, museums, exhibition halls, auction houses, galleries, art fairs and art book publishers.

Placement of Premium Art Advertisements is best possible in the first half of the issue outside of the Art Advertisement Section. Regular art advertisements are placed best possible blocked upright in the Art Advertisement Section in the second half of the issue.



### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	Premium (1st issue half) right-hand page	213 x 280	12,700
1/1	normal	Art Advertisements Section (2nd issue half)	213 x 280	7,200
1/1	normal	Art / inside back cover	213 x 280	8,300
1/1	normal	art Plus opener, left-hand page opposite art Plus cover	213 x 280	7,700
1/1	normal	Column STARTER, right-hand page	213 x 280	7,700
1/2	vertical	Premium (1st issue half), right-hand page	104 x 280	6,900
1/2	vertical	Art Advertisements Section (2nd issue half)	104 x 280	3,900
1/2	horizontal	Premium (1st issue half), right-hand page	213 x 138	6,900
1/2	horizontal	Art Advertisements Section (2nd issue half)	213 x 138	3,900
1/4	normal	Art Advertisements Section (2nd issue half)	104 x 138	1,800
1/8	horizontal	Art Advertisements Section (2nd issue half)	104 x 69	1,200

### Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	Art Advertisements Section (2nd issue half)	426 x 280	14,300

ART special issue - The most beautiful art museums  
 The ART SPECIAL The most beautiful art museums will be published in autumn 2025.

Wunderkammer, Traumfabrik, Labor der Zukunft: the opulent ART Special 2025 (EVT: 29.10.25, AS: 29.09.25) takes you to the best and most spectacular art museums in the world!

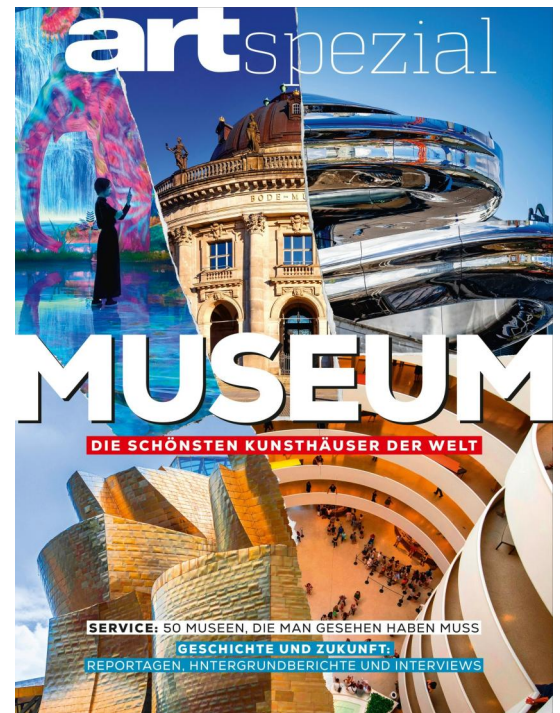
Our opulent special issue is dedicated to the art museum with reports, interviews and surveys. Immerse yourself in the history and present of the institution and take a look at the future of a central communication centre for culture and society.

#### Topics:

- Service: 50 museums you have to see
- An interview with the most important museum makers
- Behind the scenes at the Louvre/MoMA/Tate
- Museum architecture: the trends of the 21st century
- Private dreams: the best collector's museums
- Facts, figures, background information: How blockbuster shows are created

ART offers a prominent platform for your advertising presence with its ART SPECIAL.

COVER PRICE 20.00 €



### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	228 x 300	12,700
1/1	normal	Art Ad	228 x 300	5,400


### Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	456 x 300	25,400
2/1	normal	Art Ad	456 x 300	10,800

\*The art advert price is reserved exclusively for artists, museums, exhibition halls, auction houses, galleries, art fairs and art book publishers.

### Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Copy Date
11/25	29/10/2025	44	29/09/2025

<b>PUBLISHER</b>	Gruner + Jahr Deutschland GmbH
<b>MARKETERS</b>	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, <a href="http://www.rtl-adalliance.com">www.rtl-adalliance.com</a>
<b>ORDER PROCESSING</b>	Email: <a href="mailto:print-order@ad-alliance.de">print-order@ad-alliance.de</a>
<b>AD MANAGEMENT</b>	Email: <a href="mailto:print-placements@ad-alliance.de">print-placements@ad-alliance.de</a> Phone: (+49-40) 286686-4384
<b>SPECIAL AD FORMATS</b>	Email: <a href="mailto:print-adspecials@ad-alliance.de">print-adspecials@ad-alliance.de</a> Phone: (+49-40) 286686-4346
<b>COPY MATERIAL</b>	Peter Becker GmbH Email: <a href="mailto:art@becker-medien.de">art@becker-medien.de</a> Phone: (+49-931) 4 50 77 - 78 <b>Technical Specifications:</b> Current and binding English-language information is available under: <a href="http://www.duon-portal.de">www.duon-portal.de</a> <b>Delivery of Copy Material:</b> The centralized delivery address for copy material is: <a href="http://www.duon-portal.de">www.duon-portal.de</a> For support please contact: <a href="mailto:support@duon-portal.de">support@duon-portal.de</a> Telephone hotline: (+49-40) 37 41 - 17 50
 <b>DUON-Portal</b>	
 <b>Ad Special-Portal</b>	Binding technical specifications for special ad formats are available online at <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a>
<b>INTERNET</b>	<a href="http://www.rtl-adalliance.com">www.rtl-adalliance.com</a>
<b>FREQUENCY</b>	monthly
<b>ON SALE DATE</b>	Friday
<b>COVER PRICE</b>	18.00 EUR
<b>PZN</b>	ART 516282
<b>CONDITIONS OF PAYMENT</b>	Payment is due within 45 days after invoicing. A 2 % discount is granted for payments within 10 days after invoicing, provided no other amounts are outstanding. Special discounts are not eligible for a prepayment discount. An automatic bank debit transfer can be arranged. If an outstanding amount is not paid by the date of required payment, all other outstanding amounts are immediately due regardless of any payment agreements which had been previously made. Penalty interest on arrears will be charged according to Section 8 of the General Conditions of Business and based on current bank interest rates for running account credits.
<b>CONDITIONS OF BUSINESS</b>	The distribution area of the booked print magazine(s) is worldwide. Ad Alliance GmbH reserves the right to restrict or exclude the distribution of advertisements/ad specials in foreign distribution areas in accordance with standardised, objectively justified principles. Ad Alliance GmbH will inform the client of this in advance. All business conducted is subject to the Publisher's Conditions of Payment and Terms of Trade which are available from the publisher or under <a href="http://www.internationalmediasales.net/cob">www.internationalmediasales.net/cob</a> . Tax regulations require that you include your Company Tax Number and/or Turnover Tax ID when placing an advertising space order.

THE INFORMATION CONTAINED IN THIS RATE CARD IS SUBJECT TO CHANGE DURING THE COURSE OF THE YEAR. A CURRENT RATE CARD CAN BE FOUND UNDER [WWW.INTERNATIONALMEDIASALES.NET](http://WWW.INTERNATIONALMEDIASALES.NET). THE ENGLISH RATE CARD IS A TRANSLATION OF THE CURRENTLY VALID GERMAN RATE CARD. IN THE EVENT OF DISCREPANCIES, INACCURACIES OR OMISSIONS IN THIS TRANSLATION, THE GERMAN ORIGINAL RETAINS SOLE VALIDITY.



Member of  
Informationsgemeinschaft zur Feststellung  
der Verbreitung von Werbeträgern e.V.  
(German Audit Bureau of Circulation)



## SALES OFFICES

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You can find the current media portfolio at [www.ad-alliance.de](http://www.ad-alliance.de).  
Ad Alliance GmbH | Registered Office: Köln, Local court: Köln HRB 33057  
Executive Board: Carsten Schwecke, Frank Vogel

RTL AdAlliance is in charge of the international marketing of the Ad Alliance portfolio.





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available at: [www.mediaimpact.de/de/agb](http://www.mediaimpact.de/de/agb), unless otherwise indicated.