

Artcollector

Rates list No. 1

Valid from 10.04.2015





Portrait

Starting in June 2015, six issues of the Artcollector magazine will be published per year. It provides comprehensive information about all aspects of the world of the arts, and is a reliable guide for anyone interested in art – both experts and beginners.

Artcollector enables a multifaceted approach to art. The emotions, yearnings and ideas that inspire artists and every one of us also play a key role. In addition to reports on artists, their works, exhibitions, galleries and auctions, the magazine looks at ways of enjoying art – at particular dream locations or on the trail of famous artists.

What makes Artcollector unique among arts magazines is its expert knowledge of the art market. After all, art always means the art market too. Artcollector provides prices, points out overpriced works at auctions, comments on flops on the market, attempts to help collectors to make amazing discoveries and makes art accessible to beginners too.

Artcollector ensures greater understanding. Five sections help readers to navigate the wealth of content:

EXPLORING informs readers of news from the world of the arts, and announces shows, auctions and exhibitions. In addition, an artist presents their world (of ideas) on a double-page spread: diary entries, essays, sketches. Sometimes in words, sometimes in pictures. The artist has free rein to create wonderful notes and sketches.

COLLECTING provides an overview of all aspects of collecting – for example, the best way to conserve, store and transport artworks. In addition, Artcollector provides fascinating rankings. In every issue: an exclusive look at a living room, company or private gallery.

CREATING Readers get so close to the places where art is created that they can practically smell the paint fumes! Reports straight from the studios and workshops of both established and up-and-coming artists.

INVESTING Art lovers and collectors also want to know the monetary worth of their works. Artcollector fulfils this wish while still treating art with the respect it deserves, with concrete tips for investors – for example, tips on buying artworks, getting started with art funds or acquiring art shares. A well-researched market check on a selected artist rounds off this analysis section.

LIVING Enjoy life. This section is about other aspects of art lovers' lives. Art lovers spend money thoughtfully, but with a focus on style – on good food, travel and beautiful things. This section presents dream destinations, designer products, fashion and unique bars where, e.g. famous artists were once guests.

Target group With Artcollector, you reach a free-spending target group that is interested in art and has the financial means to collect art and purchase luxury products. Artcollector readers are highly educated men and women aged 30+ who have above-average incomes/assets and prefer a luxurious lifestyle. They include managers and self-employed individuals who are interested in art, finance and investment.

Distribution

Germany, Austria, Switzerland, Luxembourg, Northern Italy; via magazine retailers, subscriptions, bookstores, newsstand sales, special sales via (inter alia) private banking, art societies, Lufthansa First Class (on-board and lounges)

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 BIC: DEUTDEBXXX

Payment conditions: Payment purely net within 14 days of invoice date. 2 % discount if paid via direct debit or payment within 10 days after the invoice date. No discounts allowed on unpaid older bills. Interest at the usual bank rate for overdrafts is added to unpaid bills and deferred payments.

Value added tax: All prices in Euro plus valid value added tax.

Frequency: Six times a year

On sale date: Thursday

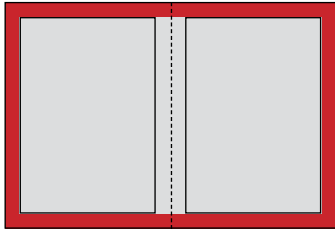
Reference to internet: Where technically and commercially possible, the publisher reserves the right to also publish in its online media the advertisements resulting from the insertion contracts issued to Artcollector. Please refer here to Sections 19 and 22 of the Standard Terms and Conditions for newspapers and magazines.

Commercial conditions: Standard Terms and Conditions apply to the transaction of advertising orders, special inserts and preprint inserts. The full version of our Standard Terms and Conditions for newspapers and magazines is available at <http://www.artcollector-magazin.de/agb> or we will be happy to send you a copy upon request.

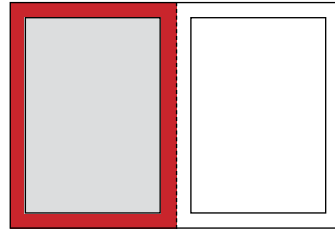
Colour and b/w advertisements:	€ 8, 490 1/1 page
Calculated print run:	40 000 copies
Advertising discounts:	Volume discount
	from 2 pages 5%
	from 4 pages 10%
	from 6 pages 15%
Multi-page advertisements:	from 4 pages upon request

Collective ads:	Only possible after special agreement
Magazine format:	210 mm wide, 260 mm high
Type area:	170 mm wide, 215 mm high
Printing method:	Web offset; cover: sheet offset; Euro scale
Finishing:	Perfect bound
Cover pages:	Coupon advertisements are not possible on cover pages.
Advertising close and withdrawal date:	28 days before publication
Copy material deadline and delivery deadline:	21 days before publication

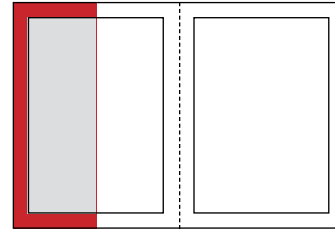
Advertising formats



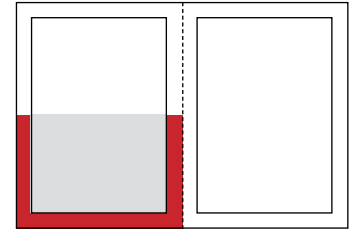
2/1 page
380 x 215 mm (420 x 260 mm)



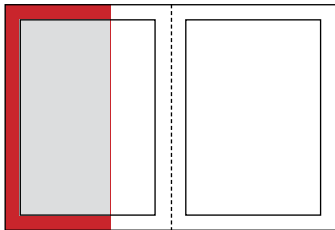
1/1 page
170 x 215 mm (210 x 260 mm)



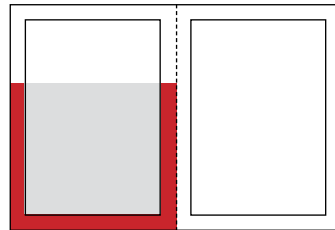
1/2 page portrait
79,5 x 215 mm (99,5 x 260 mm)



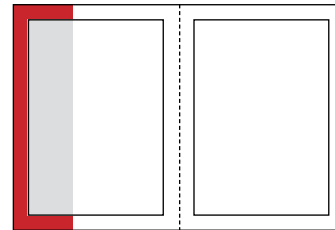
1/2 page landscape
170 x 110,5 mm (210 x 130 mm)



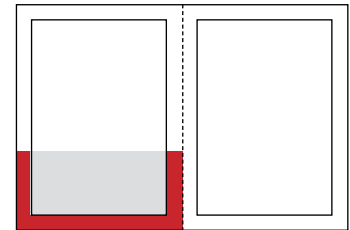
2/3 page portrait
122 x 215 mm (142 x 260 mm)



2/3 page landscape
170 x 152 mm (210 x 172 mm)



1/3 page portrait
51 x 215 mm (71 x 260 mm)



1/3 page landscape
170 x 66 mm (210 x 86 mm)

Ads with bleed format:
Trim on all pages 3 mm.

All format details
width x height.

Other formats upon request.
For technical details see page 8 und 9.

Rates list No. 1, valid from 10.04.2015

Basic formats					
Size in page sections	Type area		Bleed		Rates Colour, b/w in €
	width mm	height mm	width mm	height mm	
2/1	318	215	420	260	16 980. 00
1/1	170	215	210	260	8 490. 00
2/3 portrait	122	215	142	260	6 790. 00
2/3 landscape	170	152	210	172	6 790. 00
1/2 portrait	79.5	215	99.5	260	5 300. 00
1/2 landscape	170	110.5	210	130	5 300. 00
1/3 portrait	51	215	71	260	3 680. 00
1/3 landscape	170	66	210	86	3 680. 00
Premium ad positions					
Size in page sections	Type area		Bleed		Rates Colour, b/w in €
	width mm	height mm	width mm	height mm	
IFC + page 3	380	215	420	260	18 290. 00
IFC	170	215	210	260	9 800. 00
IBC	170	215	210	260	9 800. 00
OBC	170	215	210	260	8 900. 00
First right-hand page	170	215	210	260	8 900. 00
IFC as gate folder* (1/1 + 3-page spread)	Upon request		-	-	34 290. 00

*No additional volume discount is allowed for this fixed price, however, the pages will be counted towards accounts.

**Please refer to price list BÖRSE ONLINE No. 30, 01.01.2015, or on request.

Art and culture institutions, book publishing companies:

Art and culture institutions (galleries, art societies, museums, etc.) and for book publishing companies, enjoy special rates. Please request our information for the "SHOWROOM" at:

Advertising sales Cultural Media:

Silvia Bauer

Telephone:

+49 (0) 89/470 84-377

E-mail:

culturalmedia.artcollector@finanzenverlag.de

Special advertising formats:

We will be happy to consider special advertising formats. Please contact us directly.



Issue No.	Month	Publication date	Cut-off and cancellation dates for advertisements	Cut-off date for print records
04/2015	June/ July	11.06.15	13.05.15	21.05.15
05/2015	August/September	13.08.15	16.07.15	23.07.15
06/2015	October/November	08.10.15	10.09.15	17.09.15
01/2016	December/January	10.12.15	12.11.15	19.11.15

Issue No.	Special topic
04/2015	Senior league – the dominance of the older generation.
05/2015	Art in the middle of nowhere – artists, collectors and galleries hidden in the outback.
06/2015	In the house – closed societies. Customs and cravings in the “inner circle”.
01/2016	Culture kick – art as an upgrade. The culturalisation of the economy.

Magazine portrait/ Publisher details	Total issue/ Format plan	Ad formats and rates/ Dates and topics	Copy material	Magazine examples / Contacts
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Magazine format:	width 210 mm x height 260 mm
Type area:	width 170 mm x height 215 mm
Paper:	Cover: 250 g matt coated Content: 100 g glossy coated
Printing method:	Cover: sheet offset; content: web offset perfect bound
Print colours:	Euro scale / CMYK (no special colours such as Pantone, HKS, etc.)
Digital print specifications:	Electronic data carriers (CD) or data via e-mail or FTP. Please note that if coloured advertisements are supplied without a colour-accurate proof, the publisher can accept no claims for compensation for faulty colour reproduction.
File formats:	PDF-files (according to CTP regulations). Only PDF 1.3 possible, please reduce transparencies with the production program. All copy should be embedded, no OPI information. Prepare double pages as single pages.

Technical specifications for advertisement production

Screen width:	60 grid / cover 70 values
Screen angle depth:	depth 45%, cyan 15%, magenta 75%, yellow 0%
Picture resolution:	300 dpi, line drawing 1200 dpi at 1:1 scale
Scaling:	Set the size of the advertisement and advertisement elements to 100 %
Bleed:	Please create the documents including bleed. The trim in the content/cover is 3 mm. Design elements in the advertisement which are not to be bled must be separated by at least 5 mm from the edge of the magazine format. The trim in the case of cover pages is at least 10 mm.
Gutter addition:	In the case of double-spread advertisements whose copy and important image components run through the centre of the magazine, it is essential to incorporate a gutter addition of 5 mm per page.

Advertisement production:

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Data transmission: FTP access data issued upon request.

Folder name: Artcollect_magazine number_customer name

Disclaimer: The technical implementation, quality and resolution of the files is the responsibility of the client. Advertisements must be technically faultless. If this is not the case, the publisher accepts no liability for any faulty publication.

The publisher accepts no liability for advertisements which have to be converted because of file error or colour profile errors!



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**Ask your representatives
 about our latest high
 coverage combination
 options!**

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