

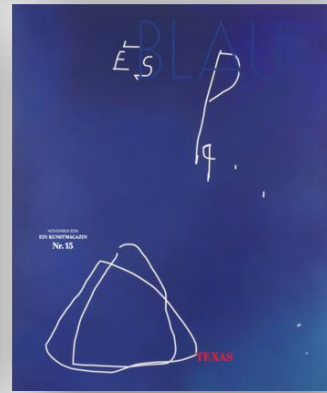
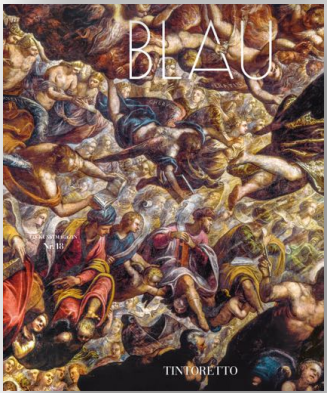
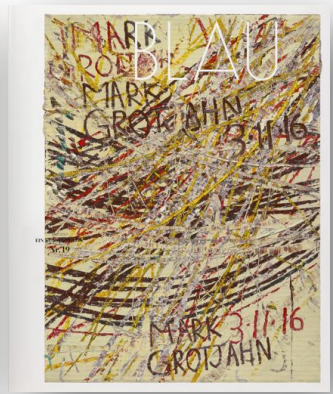
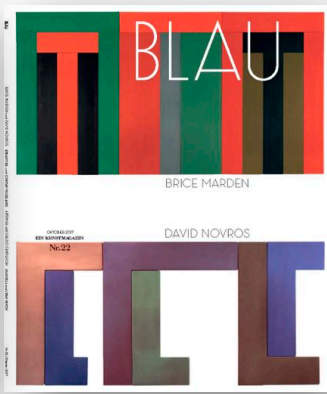
MEDIA DATA 2018

BLAU

EIN KUNSTMAGAZIN

DIE  **WELT**

No. 4 valid from 01.01.2018



BLAU

When the first issue of the magazine BLAU appeared in May 2015, it was clear from the start that it was to be the art magazine with the widest circulation published in any German speaking country. The goal, however, is to also make it the most relevant, too. In each and every issue, readers are virtually taken to the studios of the most important artists of our time. Through in-depth interviews they are able to get to know the iconic figures of contemporary art, but also those important collectors and makers and shakers that move the art world behind the scenes.

The editors look out for the relevance in the art of the past and give due space to classics that are timeless. Old masters are introduced a new and forgotten talents are finally rediscovered.

MAGAZINE ODER SUPPLEMENT? BOTH!

BLAU



Elegance and Reach

BLAU

BLAU combines the exclusiveness and opulence typical for its magazine format with the reputation of the WELT as a newspaper of record, the latter having acclaimed international recognition over the last years for its outstanding expertise on art matters following the cooperation with legendary figures such as Gerhard Richter and Cindy Sherman.

Whether it be the acclaimed American painter Christopher Wool granting the magazine an audience or the pioneer of Minimal Art Carl Andre; fashion icon and patron of the arts Miuccia Prada welcoming the magazine's editorial team or mega-collector François Pinault, who is otherwise known for his reservation: it may hardly be possible to get closer to any of them than through BLAU.



KANTAROVSKY
SCHNELLE
HAUT,
LANGSAMES
SKELETT



CARL ANDRE



fremde
Nabi
Félix
Vallotto



Heldenbilder

Denkung
in den
Überlebens-
GERING-
BESITZ
grauert fohren
Widerstand,
aberler wie ein
Hervor-
und erregt auf
wischen
Sichem Kinobir-
freund und
Anmerkungs-
macher, die
den Lakonismus
wie keine
andere Gruppe
prägen werden
kommen mit
den Kamerad-
skaber von
SILVIO DANIEL
H.M. Für
was fällt er
eremals
von Anker



Marguerite
Humeau
HIGH
DEFINITION
HORROR



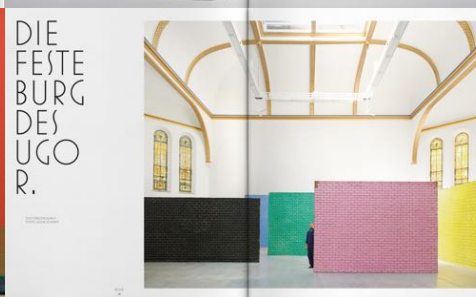
NICOLE
EISENMAN



KREUZBERG
NÄCHTE



SO
MODERN,
ES TUT
WEH



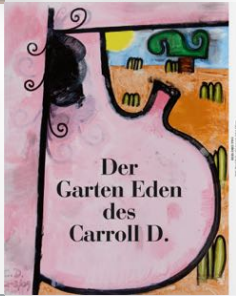
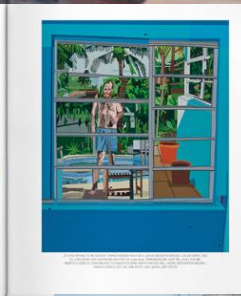
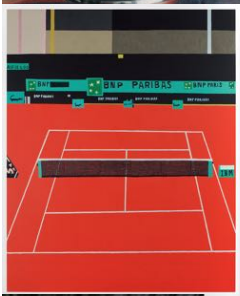
DIE
FESTE
BURG
DES
UGO
R.



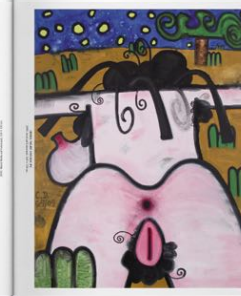
MIUCCIA
PRADA



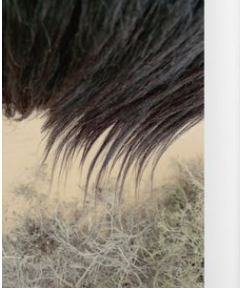
WEIL ICH AUF
DICKE STEH
MEUSER



Der
Garten Eden
des
Carroll D.



American
Gothic
Michael E.
Smith

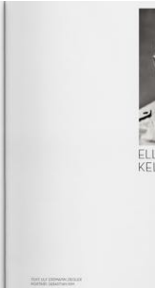


RAFFAEL

DER GEMALTE HIMMEL
ÜBER UNS



SCHAU AUF
MEINEN SCHATTEN



ELLSWORTH
KELLY

BLAU

As the euphoric feedback of the readers shows, BLAU enthuses art experts and collectors alike as well as a broader audience interested in cultural matters. They are all equally convinced of the depth of the content and the beauty of its language.

Whether it be celebrated authors such as Florian Illies and Martin Mosebach to contribute to BLAU or leading art critics and essayists such as Beat Wyss, Wolfgang Büscher or Dirk Schümer – all of them make the reading of BLAU an intellectual delight.

The idea of class, elegance and significance is furthermore supported by the magazine's design, conceived by prize-winning Art Director Mike Meiré. BLAU, together with its readers, looks forward to the eight exciting new issues to appear during 2018.

BLAU

THE EDITORIAL TEAM

Cornelius Tittel

Editor-in-Chief

Mike Meiré

Art Director

Gesine Borchardt

Editor

Swantje Karich

Deputy Editor-in-Chief

Hans-Joachim Müller

Managing Editor

Isolde Berger

Photo Editor

Helen Speitler

Managing Editor

Manuel Wischnewski

Deputy Managing Editor

Elena Schlöndorff

Editorial Assistant

NEW DISTRIBUTION CHANNELS

BLAU

BLAU is now available as a stand-alone magazine nationwide in the trade.

BLAU has firmly established itself as a monthly supplement to DIE WELT with its unique approach to art and culture. The expansion as a stand-alone art magazine at the newsstand is the logical next step. With the March issue, the art magazine BLAU starts nationwide in retail sales. DIE WELT subscribers will continue to receive BLAU as a supplement to the newspaper. In addition, the individual BLAU distribution network will be further expanded nationwide in museum shops, concept stores and art-related bookshops. This makes BLAU even more visible as an independent brand in the direct environment of the target group. For our advertisers, this means even more active readers and an even more purposeful approach to our highly exclusive target audience.

NEW DISTRIBUTION CHANNELS

BLAU

YOUR BENEFIT!

- Emphasizing the high quality of the brand and significantly increasing visibility of the brand in the market
 - Expansion of points-of-sale with a focus on urban areas and art environments - exclusive and at the same time nationwide: such as railway bookstores, airports, as well as selected wholesalers, art / bookstores, museum shops and concept stores
 - Special magazine shipment to opinion leader with each issue
 - Expansion of the distributed circulation through cooperation with hotels, airlines, art fairs and more.
- Even higher qualification of the circulation and of the target audience in addition to the "loyal DIE WELT subscribers": readers actively decide in an affine environment for BLAU.

KEY FIGURES

BLAU

Publication Frequency 8 issues in 2018
(On Saturday in the subscribers circulation of DIE WELT and at selected POS)

Price per Copy 6.00 EUR

Print circulation (total) at least 100,000 copies

Subscriber Circulation (DIE WELT, Saturday) 50,796 copies (IVW Q IV 2017)

SOCIO-DEMOGRAPHICS DIE WELT/ BLAU OVERALL POPULATION

Gender

Male	64%	49%
Female	36%	51%

Age Groups

20 - 39 years	34%	28%
40 - 59 years	37%	35%
60 years and older	23%	31%

Education and Net Household Income

Undergraduate and above	38%	16%
3,000 EUR and above	54%	37%

Source: Socio-Demographics: ma I 2017 (DIE WELT, Mo-Sa)

Source: Interest: AWA 2015 (DIE WELT, Mo-Sa 2014)

Source: ACT BLAU; Issue 31. October 2015, Basis: N = 401 People

INTEREST



VISITS



Overall Population
DIE WELT

DATES OF PUBLICATION 2018

BLAU

ISSUE	DAY OF PUBLICATION	AD DEADLINE	DELIVERY DATE OF PRINTING DATA
BLAU 01/2018	02/24/2018	01/30/2018	02/08/2018
BLAU 02/2018	03/24/2018	02/27/2018	03/08/2018
BLAU 03/2018	04/21/2018	03/27/2018	04/05/2018
BLAU 04/2018	05/19/2018	04/23/2018	05/02/2018
BLAU 05/2018	08/25/2018	07/31/2018	08/09/2018
BLAU 06/2018	09/22/2018	08/28/2018	09/06/2018
BLAU 07/2018	10/20/2018	09/25/2018	10/04/2018
BLAU 08/2018	11/24/2018	10/30/2018	11/08/2018

BLAU is published as a supplement to the subscribers of DIE WELT and is also available at selected points-of-sale.

Remark: Dates may vary after printing specifications have been determined exactly.
Early ad deadline for special placement ads.

AD FORMATS & PRICES 2018

BLAU

SIZE in page parts	FORMAT width × height	AD RATES EUR
2/1 Page	466 × 280 mm	44,850.-
1/1 Page	233 × 280 mm	25,500.-
2/3 Page	130 × 266 mm	19,200.-
1/2 Page (vertical/ horizontal)	98 × 266 mm / 216 × 128 mm	14,950.-
1/3 Page (vertical)	65 × 266 mm	9,850.-
* additional bleed all around: 5 mm	Other formats are possible on request.	
PREFERENTIAL PLACEMENTS		
Opening Spread	2nd cover page + page 3	52,300.-
Cover Gatefold	4 pages	111,400.- plus technical costs**
Against Editorial	left page next to editorial	27,750.-
Facing Table of Content 1	page next to contents	27,050.-
Facing Table of Content 2	page next to contents II	26,650.-
Cover Page	outside back cover (OBC)	33,300.-
Inside Pages	1st double page	49,050.-
	2nd double page	46,150.-

Prices plus VAT. The price sheet applicable for placing an order is the respective price sheet current at the time of publishing including the terms and conditions of Media Impact GmbH & Co. KG. for newspapers and the additional terms and conditions of the particular title in their current versions as stated on www.media-impact.de.

Special and fixed placements:

Advance reservations must be confirmed within a respective limited period set out in writing. If this predetermined limit is not observed, the reservation will automatically expire. Fixed placements require written confirmation from the publishing company. We do not make placement assurances for page-proportional orders.

15 % agency commission when booking through an agency approved by us.

For formats and prices of the “art market” section, please refer to the price sheet for art ads.

AD SPECIALS* & PRICES 2018

BLAU

BOUND SUPPLEMENTS	FORMAT width × height	RATE PER 1000 STARTED COPIES** EUR
Up to 2 pages	Max 233 mm × 280 mm	88.-
4 pages	Max 233 mm × 280 mm	101.-
8 pages	Max 233 mm × 280 mm	112.-
GLUED INSERT		
Postcard	105 mm × 148 mm	83.-
Product sample / scent seal	Min 55 mm × 75 mm	96.-
Booklet	Min 55 mm × 75 mm	96.-
INSERT***		
Up to 20g	Max 213 mm × 260 mm	101.-
Up to 30g	Max 213 mm × 260 mm	106.-
Up to 40g	Max 213 mm × 260 mm	112.-

15 % agency commission when booking through an agency approved by us. Bookings of ad specials are not eligible for discounts.

* Ad special orders are not binding for the publisher until submission of a binding sample of the ad special and its reconfirmation.

** Plus technical costs if applicable.

*** Regional booking not possible. Only bookable for total circulation.

Additional ad specials available upon request. Feel free to contact us!

SPECIFICATIONS

BLAU

Format	W 233 mm × H 280 mm
Printing Method	Cover: sheet-fed offset Content: reel-fed offset
Paper	Cover: 200 g/m ² Profimatt Content: 90 g/m ² SCA Graphosilk
Processing	Adhesive Binding (Fold Doubling 3 mm on each page, 6 mm on a doubled page)
Resolution	300 dpi
Bleed	5 mm all-round (6 mm for spreads)
ICC Profile	Cover: ISO Coated v2 Content: ICC-Profil (PSO LWC Improved – Fogra 45L)
Colour	Colour 4/4
Data Delivery	High-End-PDF with Crop Marks
Printing Material	blau-anzeigen@axelspringer.de

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