

# KulturBetrieb

Magazine for innovative and economically solutions in Museums, Libraries and Archives

## Readership (Germany, Austria, Switzerland)

- **Institutions** Museums, Exhibition halls, Galleries, Art clubs, Palaces, Castles, Libraries and Archives. Responsibles and Multipliers in Organisations, Churches, Foundations and Clubs.
- **Users** Managers, Curators, Registrars, Restorers, Scenographers etc.
- **Industries, Trade and Service** Production and sales of products and services concerning the management of cultural institutions.
- **Development & Sciences** Theory and practice of managing cultural institutions.
- **All issues** Online and for free on [www.kulturbetrieb-magazine.de](http://www.kulturbetrieb-magazine.de)

## Permanent topics (Selection)

- Exhibition & (Museums´) Pedagogics
- Preservation & Conservation
- Digitization & Documentation
- Building & Management
- IT & Software
- Management
- Staff & Services
- Law & Economy
- Safety & Security

## Number of copies & Publication frequency

Number of copies: 2.200  
 Deadline: Spring and Autumn  
 Distribution for free.  
 Personalized distributor.

## Product

**Format** DIN A4  
**Colour** 4/4, euro scale (all over)  
**Paper** Art paper, mat  
**Workmanship** Folded, wire stitching

## Advertisement (Formats, placement, costs)

	Inside	Cover 2 Inside front	Cover 3 Inside back	Cover 4 Back page
1 x 1/1 page	800	900	800	900
2 x 1/1 page	1400	-----	-----	-----
1 x 1/2 page	450	-----	-----	-----
1 x 1/3 page	400	-----	-----	-----
1 x 1/4 page	350	-----	-----	-----
1 x 1/8 page	275	-----	-----	-----

### Payment deadline

14 days, net.

### Discounts

When multiple booking.

### Withdrawal

Within 5 days before deadline.

All costs in Euro plus VAT.

## Deadline

4 weeks before publication.

## Requirements for printing set

Format	closed: 210 x 297 mm open: 420 x 297 mm
Set mirror	183 x 262 mm
Trimming	3 mm
Split wide	89 mm plus 5 mm column space

## Template for advertisement

File	PDF
Quality	300 dpi (min.)
Colours	CMYK
Fonts	completely embedded

## Editor

SchmittART, Beratung, Konzeption, Public Relations  
Wielandstraße 5, D-04177 Leipzig  
Owner Dr. Berthold Schmitt  
Phone 0049 | 341 | 5296524  
Mobile 0049 | 1522 | 2807125  
Email mail@schmitt-art.de  
Web www.kulturbetrieb-magazin.de  
ISSN 2194-3648

## Design

SCHÖNDESIGN(t), Saarbrücken  
Phone 0049 | 681 | 57511  
Mobile 0049 | 172 | 61345 17  
Email info@susanne-schoen.de

## Printing

Krüger Druck + Verlag GmbH & Co. KG  
Handwerkstraße 8-10, D-66663 Merzig / Saar  
Phone 0049 | 6861 | 7002-0  
Web kdvd.de

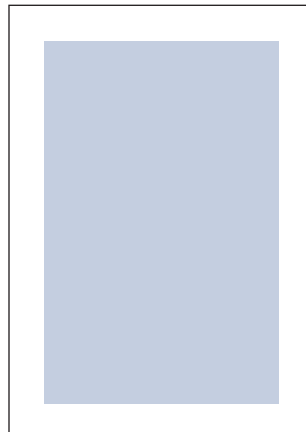
## Formats of Advertisements

Within set mirror		Full size	
1/1 page	183 x 262 mm	1/1 page	210 x 297 mm + 3 mm trimming (216 x 303 mm)
2 x 1/1 page	396 x 262 mm	2 x 1/1 page	420 x 297 mm + 3 mm trimming (426 x 303 mm)
½ page transverse	183 x 131 mm	½ page transverse	210 x 148,5 mm + 3 mm trimming (216 x 154,5 mm)
½ page upright	89 x 262 mm	½ page upright	101 x 297 mm + 3 mm trimming (107 x 303 mm)
1/3 page transverse	183 x 87 mm	1/3 page transverse	210 x 99 mm + 3 mm trimming (216 x 105 mm)
1/3 page upright	61 x 262 mm	1/3 page upright	70 x 297 mm + 3 mm trimming (76 x 303 mm)
¼ page transverse	183 x 65,5 mm	¼ page transverse	210 x 74 mm + 3 mm trimming (216 x 80 mm)
¼ page upright	89 x 131 mm	¼ page upright	105 x 148,5 mm + 3 mm trimming (111 x 154,5 mm)
1/8 page upright	89 x 65,5 mm	1/8 page upright	105 x 74 mm + 3 mm trimming (111 x 80 mm)

Further formats on demand.

## Formats of Advertisements

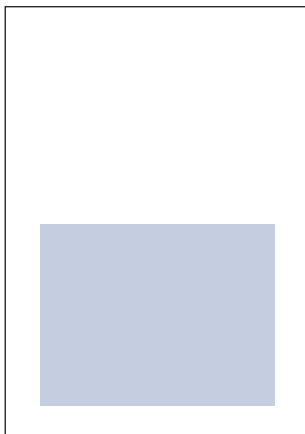
Within set mirror



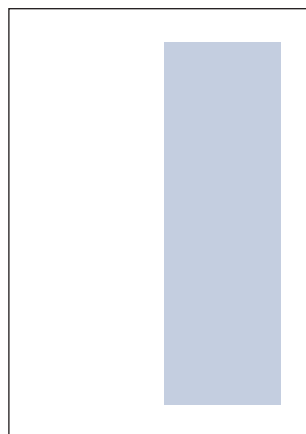
1/1 page  
183 x 262 mm



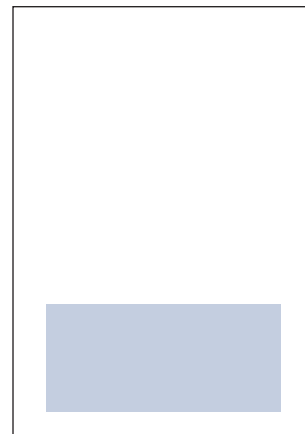
2 x 1/1 page (double page)  
396 x 262 mm



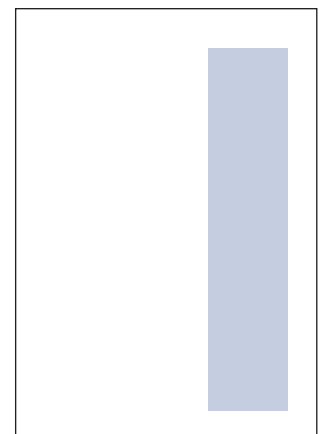
1/2 page transverse  
183 x 131 mm



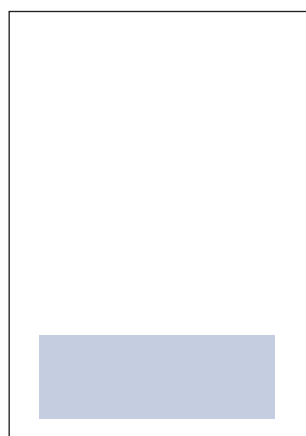
1/2 page upright  
89 x 262 mm



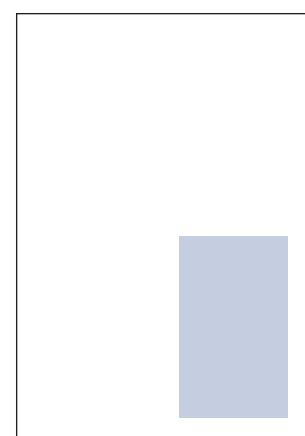
1/3 page transverse  
183 x 87 mm



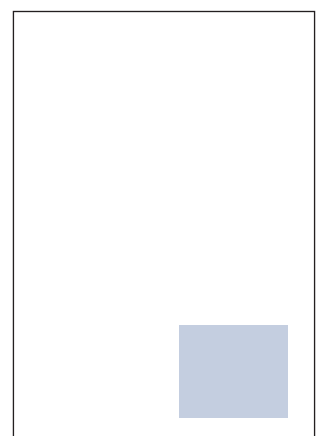
1/3 page upright  
61 x 262 mm



1/4 page transverse  
183 x 65,5 mm



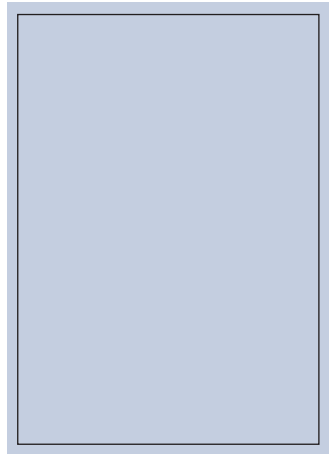
1/4 page upright  
89 x 131 mm



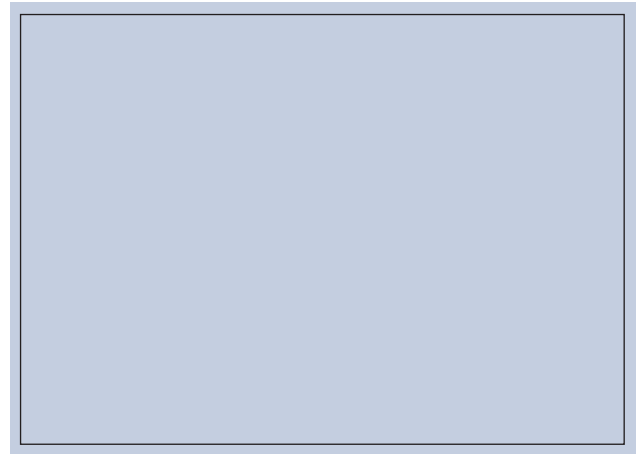
1/8 page upright  
89 x 65,5 mm

# Anzeigenformate

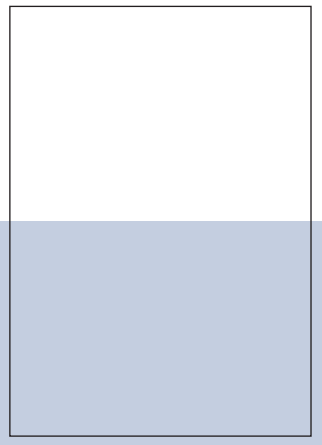
Im Anschnitt



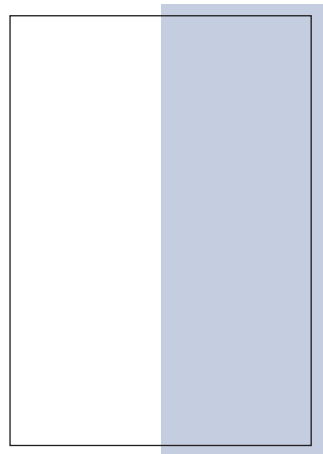
**1/1 page**  
210 x 297 mm  
plus 3 mm trimming  
(216 x 303 mm)



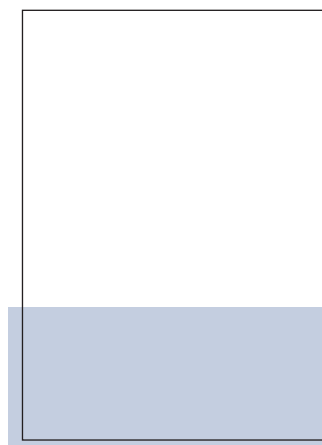
**2 x 1/1 page (double page)**  
420 x 297 mm  
plus 3 mm trimming  
(426 x 303 mm)



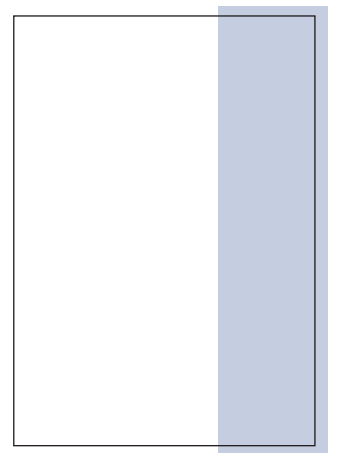
**1/2 page transverse**  
210 x 148,5 mm  
plus 3 mm trimming  
(216 x 154 mm)



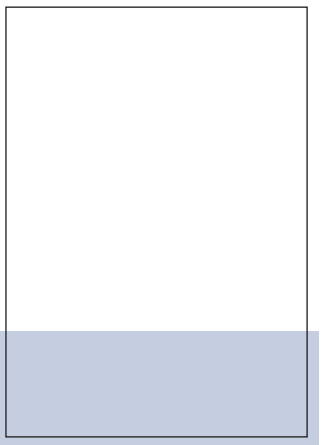
**1/2 page upright**  
101 x 297 mm  
plus 3 mm trimming  
(107 x 303 mm)



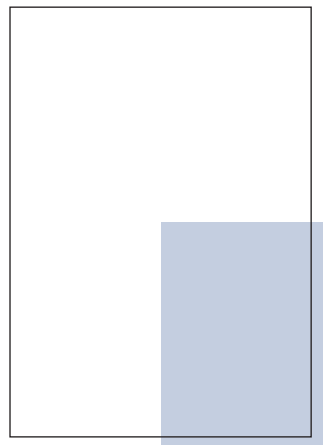
**1/3 page transverse**  
210 x 99 mm  
plus 3 mm trimming  
(216 x 105 mm)



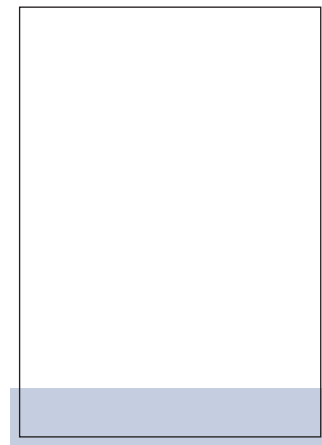
**1/3 page upright**  
70 x 297 mm  
plus 3 mm trimming  
(76 x 303 mm)



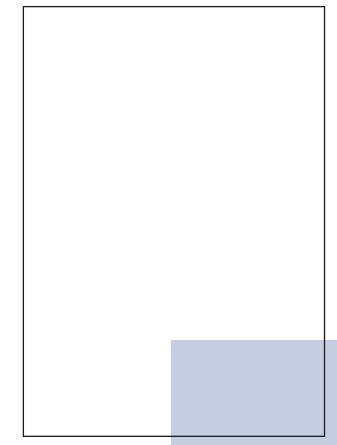
**1/4 page transverse**  
210 x 74 mm  
plus 3 mm trimming  
(216 x 80 mm)



**1/4 page upright**  
105 x 148,5 mm  
plus 3 mm trimming  
(111 x 154,5 mm)



**1/8 page transverse**  
210 x 33 mm  
plus 3 mm trimming  
(216 x 39 mm)



**1/8 page upright**  
101 x 74 mm  
plus 3 mm trimming  
(107 x 80 mm)

## Shipping of supplements (e.g. flyers, brochures)

A supplement in the sense of these media data means an advertisement which is added loosely to a magazine for shipping. Production of supplement applies to customer.

### Notes for character of supplements

- Not larger than 210 x 297 mm.
- Not higher than 10 mm.
- Multipart supplements have to be connected.
- Shipping of supplements heavier than 100 grams only after checking.

Please send a sample of supplement to editor before shipping.

### Costs

Weight (gram)	Price each 1.000 pieces / Euro
up to 20	475,00
21 up to 40	525,00
41 up to 50	550,00
51 and more	On demand.

Note: All costs in Euro plus VAT.

### Management

Customer has to take care for delivery on time and clear designation.

Address of delivery:

Krüger Druck + Verlag GmbH & Co. KG  
Handwerkstraße 8-10, D-66663 Merzig / Saar

Phone 0049 | 6861 | 7002-0  
Fax 0049 | 6861 | 7002-161  
Email [info@krueger-druck.de](mailto:info@krueger-druck.de)  
Web [www.kdv.de](http://www.kdv.de)

General terms: [http://www.kulturbetrieb-magazin.de/fileadmin/user\\_upload/kulturbetrieb-magazin/AGB\\_KulturBetrieb\\_2016.pdf](http://www.kulturbetrieb-magazin.de/fileadmin/user_upload/kulturbetrieb-magazin/AGB_KulturBetrieb_2016.pdf)