

DIE  WELT

ARTIST EDITION

THE ARTIST EDITION TRACEY EMIN

IT HAS LONG BECOME A TRADITION...

Since 2010, today's most famous artists have set themselves the task of transforming THE WORLD into a total work of art for one day. Tracey Emin, one of the most influential artists of our time, is designing the fifteenth artist edition of DIE WELT on September 20, 2024.

Become part of this work of art!

PUBLICATION DATE:
SEPTEMBER 20, 2024



Tracey Emin | I Followed You To The End, 2024 | Acryl auf Leinwand | 182.2 x 120.1 cm, © Tracey Emin | Photo: Ollie Harrop

THE ARTIST

Tracey Emin

In the 1990s, Tracey Emin, an icon of contemporary art, became known through the exhibition "Sensations" in the Young British Artists movement.

She exhibited her rumped bed ("My Bed", now in the Tate Modern) and a tent with the names of all the men she had ever slept with ("Everyone I Have Ever Slept With 1963-1995").

Emin is radically open about her cancer and sexual trauma, which has earned her comparisons with Frida Kahlo and Louise Bourgeois. In her edition of WELT, she shows new, previously unpublished paintings, drawings and photographs that also reveal her tender side.

Cornelius Tittel

Creative Director WELT und Editor in Chief BLAU INTERNATIONAL



ART ON ALL CHANNELS

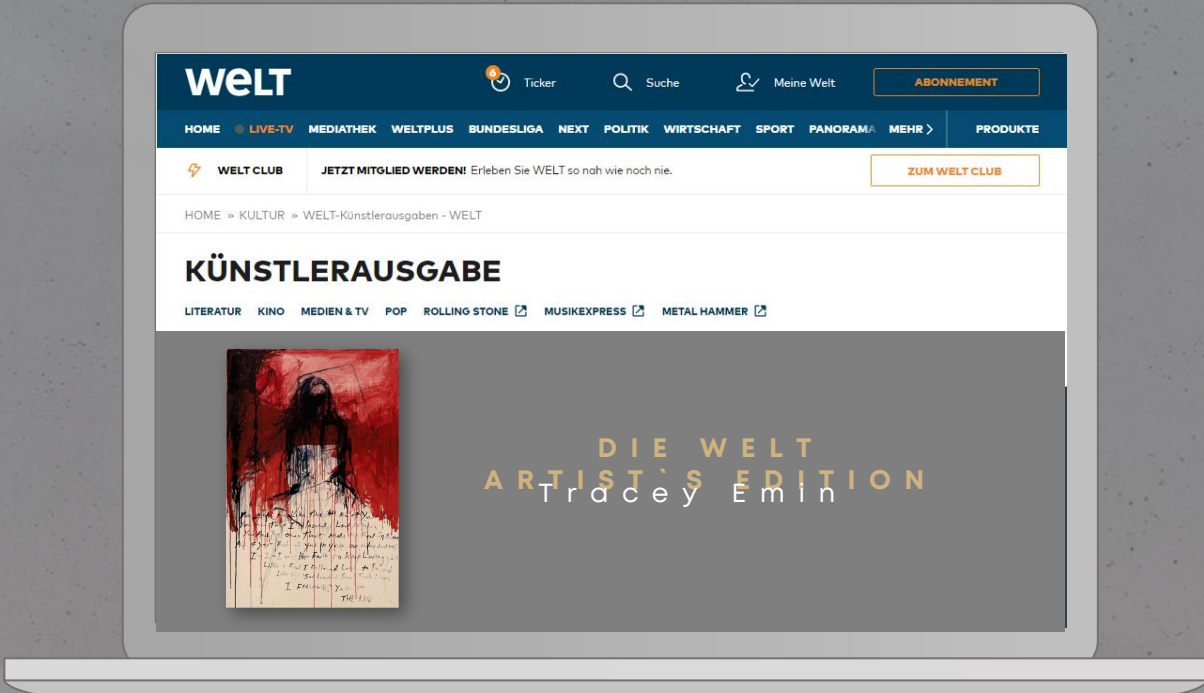
Print & Digital

ET
20.09.2024



AS*
11.09.2024

DU
12.09.2024



DIGITAL INTEGRATION OPTIONS

HOME

2 Mio. AIs

YOUR AD

Die WELT-KÜNSTLERAUSGABE

Explore now!

1.3 1.6 2.3 2.4 Mio. EURO

HOME RUN Deluxe

800k. AIs

YOUR AD

REKOMMENDE EMPFEHLUNGEN

HOME RUN BTf

YOUR AD

A-TEASER

Assign a fixed placement on the home for 24 hours.

Exemplary visualization

Channel Presenting

welt

YOUR AD

KÜNSTLERAUSGABE

LOGO

Die WELT-KÜNSTLERAUSGABE 2024

LOGO

Exclusive placement in the Artist Edition channel and logo integration within the Home stage

Video

welt

LIVE TV

WELT

WIRTSCHAFT

Digitalisierung

WIRTSCHAFT

Super-Alexa ist ein Flop - was Handel und Kunden wirklich wollen

METaverse

LiveStream AD

Outstream AD

Use our permanent livestream, which runs 24/7, to present your brand or place your video AD directly in the heart of an editorial content of the artist edition

FORMATS & PRICES

Print & Digital

PRINT

Premium placements

4. Cover page	60.390,00 €
Opening Spread	128.975,00 €

Formats

2/1 Page	117.250,00 €
1/1 Page	54.900,00 €
1/2 Page	29.900,00 €
1/3 Page	25.800,00 €
1/4 Page	19.350,00 €

DIGITAL

HOME

HomeRun Deluxe 2.000.000 Als/Day	69.000,00 €
HomeRun BTF 500.000 Als/Day	40.000,00 €
A-Teaser 800.000 Als/Day	40.000,00 €

Channel Presentng

Content Presenting¹

Channel: Künstlerausgabe

Presenting Paket: Billboard, Mobile Medium Rectangle, Logointegration

3.150.000 Als / Week	44.250,00 €
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Video

LiveStream AD 1.500.000 Als/Week ²	127.500,00 €
Outstream AD Channel: Kultur Desktop/Mobile 250.000 Als/Week	15.000,00 €



The advertisements in the WELT artist edition and on WELT.de are discountable. Further premium placements on request. When booking through a media agency recognized by us, a 15% commission is granted. All prices plus statutory VAT. WELT price list no. 102 valid from 01.01.2024 applies. 1) The customer logo must be delivered 3 weeks before the live date. Duration of logo integration within the theme stage on the homepage: 3 days. 2) Average reach (no double playout within an advertising block.

DIE WELT ARTIST EDITION Chronicle



ANSELM KIEFER
2023



DANIEL RICHTER
2022



DAVID HOCKNEY
2021



KATHARINA GROSSE
2020



TAKASHI MURAKAMI
2019



**CHRISTOPHER
WOOL**
2018



JEFF KOONS
2017



ISA GENZKEN
2016



**JULIAN
SCHNABEL**
2015



**CINDY
SHERMAN**
2014



NEO RAUCH
2013



GERHARD RICHTER
2012



ELLSWORTH KELLY
2011



GEORG BASELITZ
2010

YOUR CONTACT

We look forward to talking to you

YOUR CONTACT PERSONS IN SALES

YOU CAN FIND [HERE](#)