
KUNST BULLETIN

short — clear — precious

Kunstbulletin

Media Info 2024

Switzerland's
most widely read
art magazine

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Those looking to stay informed about what's going on in the world of art should look no further than the Kunstbulletin. With more than 20,000 readers per issue, Kunstbulletin is the most widely read art journal in Switzerland. We publish ten editions a year, providing features such as artist profiles, interviews with art experts, exhibition reviews, theoretical pieces, tender offers, jobs in the art sector and the most comprehensive exhibition calendar in Europe, all in one handy publication. Since 1968, our journal has enabled local stakeholders in the art industry to gain recognition on the national and international stage.

Kunstbulletin is published by the Swiss Art Association, a non-profit organisation currently made up of 37 local and regional art associations.

In addition to the print magazine, Kunstbulletin takes place online: we operate the research platform kunstbulletin.ch and send out the free eJournal Kunstbulletin weekly once a week with event tips and background reports on the Swiss art landscape. We also offer the progressive web app artlist.net free of charge as an art compass for use on the move.

For those interested in art, then, Kunstbulletin is an essential publication within the Swiss art landscape. By advertising in our magazine, on our website or in our eJournal, you can strike the right tone in the right place.

← *Img.: Lucas Herzig · Safari, 2022, photograph taken from the artist's book of the same name. Photo: Mattia Angelini*

Readership and Distribution

With a print run of 7,000 copies, Kunstbulletin is Switzerland's most widely read art magazine. Each issue reaches a readership of 20,000. 62 per-cent of our readers work in the art world; 92 per-cent regularly attend art events; 35 per-cent collect art.

Cross-media

Information on art exhibitions is published on paper, on kunstbulletin.ch and in our web app artlist.net; it is also linked with art-tv.ch and www.european-art.net. Announcements will be linked in parallel to the website.

Advertising sales

FACHMEDIEN

Zürichsee Werbe AG

Claudio Moffa, Advertising manager

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claudio.moffa@fachmedien.ch, www.fachmedien.ch

Editorial team Agenda (Event diary)

agenda@kunstbulletin.ch

Number of copies/Readership

7,000 copies in print

2 to 3 readers per issue

Subscriptions: approx. 6,300 copies (Print run; for art fairs, cooperations, subscription campaigns up to 1,500 additional copies)

Direct mailings: approx. 700 copies
(bookshops, kiosks, museum shops)

Frequency of publication

10 times a year, see publication schedule

Advertising

Kunstbulletin Print

Publication schedule 2024

Issue	Month	Publication date	Copy deadline
1-2/2024	January / February	05.01.2024	29. 11.2023
3/2024	March	23.02.2024	24. 01.2024
4/2024	April	28.03.2024	28. 02.2024
5/2024	May	03.05.2024	03. 04.2024
6/2024	June	31.05.2024	02. 05.2024
7-8/2024	July / August	12.07.2024	12. 06.2024
9/2024	September	30.08.2024	31. 07.2024
10/2024	October	27.09.2024	28. 08.2024
11/2024	November	25.10.2024	25. 09.2024
12/2024	December	29.11.2024	30. 10.2024
1-2/2025	January / February	03.01.2025	27. 11.2024

Print specifications

Printing: offset; Raster: FM-Raster; Binding: adhesive binding

Print documents

High-end PDF for offset printing

Important note: texts must be embedded

Typesetting costs: CHF 50.00

Data submission

E-Mail: kunstbulletin@fachmedien.ch

Placement surcharge and agency commission

Content pages: 10% of net price

Cover pages: 20% of net price

Agency commission: 5%

Cultural discount

With the cultural discount, non-profit and commercial cultural providers receive a 10% discount on our advertising prices.

Discount for repeated placement

5 x 5%, 10 x 10%

Brochure inserts

Price upon request

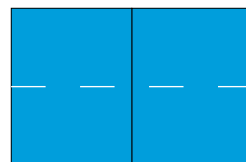
Terms of business

All prices plus Swiss VAT

Prices in Euro at exchange rate current on day of acknowledgment of order.

The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG; www.fachmedien.ch

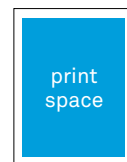
Formats, Placements and Prices



2 or 2 x 1/2 page (panorama)



1/1 page



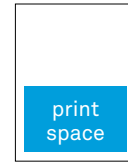
1/1 page



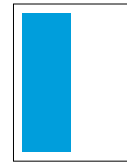
2/3 page



1/2 p. horizontal



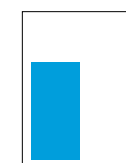
1/2 p. horizontal



1/2 p. vertical



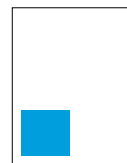
1/3 p. horizontal



1/3 p. vertical



1/6 p. horizontal



1/6 p. vertical

Placement in front 4c	Width x Height in mm	Price without cultural discount	Price with cultural discount
2x1 page full-bleed (panorama)	310 x 210	CHF 4 068.–	CHF 3 662.–
2x1/2 p. horiz. full-bleed (panorama)	310 x 102	CHF 2 204.–	CHF 1 984.–
1/1 page full-bleed	155 x 210	CHF 2 237.–	CHF 2 014.–
1/1 page print space	128 x 187	CHF 2 237.–	CHF 2 014.–
1/2 p. horiz. full-bleed	155 x 102	CHF 1 243.–	CHF 1 119.–
1/2 p. horiz. print space	128 x 91	CHF 1 243.–	CHF 1 119.–

Placement after 4c Table of Contents	Width x Height in mm	Price without cultural discount	Price with cultural discount
1/1 page print space	128 x 187	CHF 2 170.–	CHF 1 953.–
2/3 page print space	128 x 123	CHF 1 582.–	CHF 1 424.–
1/2 p. horiz. print space	128 x 91	CHF 1 187.–	CHF 1 069.–
1/2 p. vertical print space	62 x 187	CHF 1 187.–	CHF 1 069.–
1/3 p. horiz. print space	128 x 59	CHF 904.–	CHF 814.–
1/3 p. vertical print space	62 x 123	CHF 904.–	CHF 814.–
1/6 p. horiz. print space	128 x 27	CHF 531.–	CHF 478.–
1/6 p. vertical print space	62 x 59	CHF 531.–	CHF 478.–

Placement after b/w Table of Contents	Width x Height in mm	Price without cultural discount	Price with cultural discount
1/1 page print space	128 x 187	CHF 1 865.–	CHF 1 679.–
2/3 page print space	128 x 123	CHF 1 373.–	CHF 1 236.–
1/2 p. horiz. print space	128 x 91	CHF 1 051.–	CHF 946.–
1/2 p. vertical print space	62 x 187	CHF 1 051.–	CHF 946.–
1/3 p. horiz. print space	128 x 59	CHF 774.–	CHF 697.–
1/3 p. vertical print space	62 x 123	CHF 774.–	CHF 697.–
1/6 p. horiz. print space	128 x 27	CHF 418.–	CHF 377.–
1/6 p. vertical print space	62 x 59	CHF 418.–	CHF 377.–

Full-bleed: + 3 mm trimming edge all 4 margins.

Note for design: for full-bleed advertisements, consider adhesive binding and place relevant image content and information (text and data) at least 7 mm away from the binding.

Advertising on kunstbulletin.ch

Banner

Leaderboard
Skyscraper
Rectangle

User per month

21,000 Unique User
26,000 Visits
62,000 Page Views

Placement

Run of Site

Data provision

gif, jpg, 3rd party tag, or HTML5

File size

Maximum 300 KB

Conditions

Number of banners: max. 3 rotating

Advertise in Kunstbulletin weekly

Kunstbulletin's new, free eJournal on Swiss art – every Thursday in your digital mailbox. Number of subscribers beginning 2024: 8,000

Banner Leaderboard in the middle

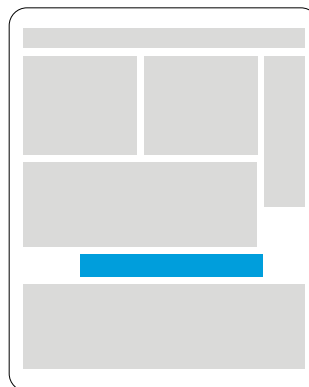
CHF 800.-/mailing

Banner Leaderboard bottom

CHF 600.-/mailing

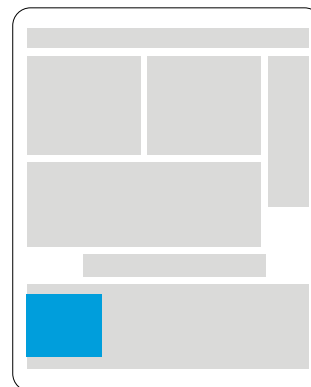
Leaderboard

728 x 90 Pixel
Run of Site
CHF 850 / month



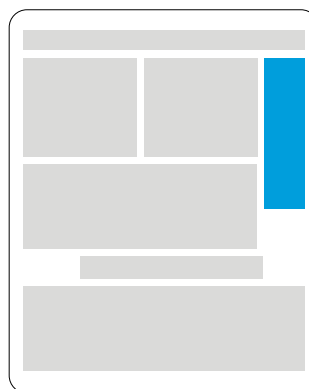
Rectangle

300 x 250 Pixel
Run of Site
CHF 450 / month



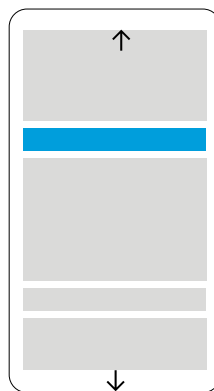
Skyscraper

160 x 600 Pixel
Run of Site
CHF 750 / month



Leaderboard

728 x 90 Pixel
Run of Site
CHF 800.- / Shipping



Leaderboard

728 x 90 Pixel
Run of Site
CHF 600.- / Shipping

