

artlog.net — online adverts

Onlinemarketing

FACHMEDIEN

Zürichsee Werbe AG

Claudio Moffa, Advertising manager

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Laubisrütistrasse 44

CH-8712 Stäfa

T 0041 (0) 44 928 56 31

www.fachmedien.ch

Offer

Banner on www.artlog.net

Placement

Run of Site

Data provision

gif, jpg, 3rd party tag, or HTML5

File size

Maximum 200 KB

Conditions

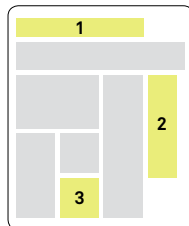
Number of banners: max. 3 rotating

artlog.net

The biggest network of art journalists in Switzerland.

Take part with the new online platform from Kunstbulletin: increase your presence among the art public.

Banner advertisement



1 Leaderboard

728x90 pixel

Run of Site

CHF 850 / month

2 Skyscraper

160x600 pixel

Run of Site

CHF 750 / month

3 Rectangle

300x250 pixel

Run of Site

CHF 450 / month

artlog.net readers are

- 100% interested in art
- Regular visitors to galleries and museums
- Art professionals
- Artists
- Art collectors and patrons
- Art students
- Members of the Swiss Art Association

Media info

Kunstbulletin

Switzerland's most widely read art magazine

artlog.net

The biggest network of art journalists in Switzerland powered by Kunstbulletin

**KUNST
BULLETIN**

**artlog.
net**

KUNST BULLETIN

Advertising sales

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

Editorial team Agenda (Event diary)

agenda@kunstbulletin.ch

Number of copies/Readership

9,000 copies in print
2 to 3 readers per issue
Subscriptions: approx. 8,000 copies
Direct mailings: approx. 1,000 copies
(bookshops, kiosks, museum shops)

Frequency of publication

10 times a year, see publication schedule

Kunstbulletin — Publication schedule 2010

Issue	Month	Publication date	Copy deadline
1-2 / 2020	January / February	10.01.2020	09.12.2019
3 / 2020	March	28.02.2020	29.01.2020
4 / 2020	April	27.03.2020	26.02.2020
5 / 2020	May	24.04.2020	25.03.2020
6 / 2020	June	05.06.2020	07.05.2020
7-8 / 2020	July / August	10.07.2020	11.06.2020
9 / 2020	September	28.08.2020	29.07.2020
10 / 2020	October	25.09.2020	26.08.2020
11 / 2020	November	30.10.2020	30.09.2020
12 / 2020	December	27.11.2020	28.10.2020
1-2 / 2021	January / February	08.01.2021	07.12.2020

Your advert gains added value!

Kunstbulletin is the art lover's indispensable navigation instrument. Your advert is an essential highlight in the right place.

Print specifications

Printing: offset; Raster: 60; 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%

Discount for repeated placement

5 x 5%, 10 x 10%

Brochure inserts: Price upon request

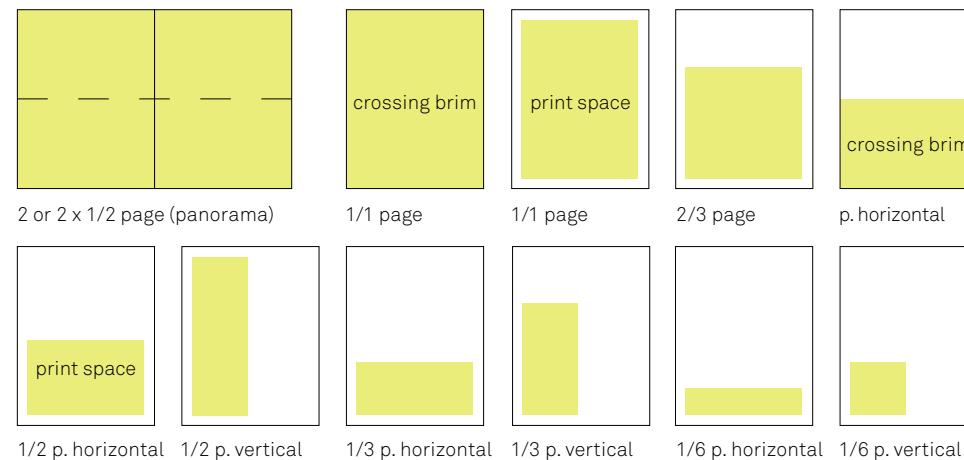
Terms of business

All prices plus Swiss VAT
The General Terms and Conditions of fachmedien.ch apply; www.fachmedien.ch

Attract attention here!

With a print run of 9,000 copies, Kunstbulletin is Switzerland's most widely read art magazine.

Kunstbulletin – Formats and prices



Placement immediately after Table

of Contents		Width x Height	Price 4c
2 x 1 page (panorama)	crossing brim	310 x 210 mm	CHF 3600.-
2 x 1/2 page (panorama)	crossing brim	310 x 102 mm	CHF 1950.-
1/1 page	crossing brim	155 x 210 mm	CHF 1980.-
1/1 page	print space	128 x 187 mm	CHF 1980.-
1/2 page horizontal	crossing brim	155 x 102 mm	CHF 1100.-

Placement at end, sorted by

country/city or category		Width x Height	Price b/w	Price 4c
1/1 page	print space	128 x 187 mm	CHF 1650.-	CHF 1920.-
2/3 page	print space	128 x 123 mm	CHF 1215.-	CHF 1400.-
1/2 page horizontal	print space	128 x 91 mm	CHF 930.-	CHF 1050.-
1/2 page vertical	print space	62 x 187 mm	CHF 930.-	CHF 1050.-
1/3 page horizontal	print space	128 x 59 mm	CHF 685.-	CHF 800.-
1/3 page vertical	print space	62 x 123 mm	CHF 685.-	CHF 800.-
1/6 page horizontal	print space	128 x 27 mm	CHF 370.-	CHF 470.-
1/6 page vertical	print space	62 x 59 mm	CHF 370.-	CHF 470.-

Crossing brim: + 3 mm trimming edge all 4 margins.

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

Readership

Each issue of Kunstbulletin reaches a readership of 30,000. 62 per-cent of our readers work in the art world; 92 per-cent regularly attend art events; 35 per-cent collect art.

Additional services

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