

artlog.  
net

artlist.net

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**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

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**Offer**

Banner on www.artlog.net

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**Placement**

Run of Site

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**Data provision**

gif, jpg, 3rd party tag, or HTML5

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**File size**

Maximum 300 KB

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**Conditions**

Number of banners: max. 3 rotating

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**artlog.net**

artlog.net is the online portal of Kunstbulletin. Show your presence in the largest journalistic art network in Switzerland.

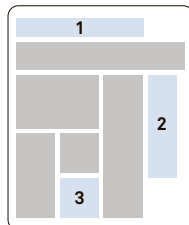
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**artlist.net**

Your exhibition data will be prepared in parallel for the free web app artlist.net. The new app uses a mobile map to guide art lovers through the current art scene quickly, and simultaneously allows them to discover art in public spaces.

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**Banner advertisement**



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**1 Leaderboard**

728x90 pixel

Run of Site

CHF 850 / month

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**2 Skyscraper**

160x600 pixel

Run of Site

CHF 750 / month

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**3 Rectangle**

300x250 pixel

Run of Site

CHF 450 / month

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**target audience**

- 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

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## Kunstbulletin

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Switzerland's most widely read art magazine

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artlog.net and artlist.net

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The biggest network of art journalists in Switzerland powered by Kunstbulletin

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**KUNST  
BULLETIN**

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artlog.  
net

artlist.net

# KUNST BULLETIN

## Advertising sales

FACHMEDIEN  
Zürichsee Werbe AG  
Claudio Moffa, Advertising manager  
Laubisrütistrasse 44, CH-8712 Stäfa  
T 0041 (0) 44 928 56 31  
claudio.moffa@fachmedien.ch, www.fachmedien.ch

## Editorial team Agenda (Event diary)

agenda@kunstbulletin.ch

## Number of copies/Readership

8,000 copies in print  
2 to 3 readers per issue  
Subscriptions: approx. 7,000 copies  
Direct mailings: approx. 1,000 copies  
(bookshops, kiosks, museum shops)

## Frequency of publication

10 times a year, see publication schedule

## 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%

## 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

## Kunstbulletin — Publication schedule 2022

Issue	Month	Publication date	Copy deadline
1-2 / 2022	January / February	07.01.2022	06.12.2021
3 / 2022	March	25.02.2022	26.01.2022
4 / 2022	April	25.03.2022	23.02.2022
5 / 2022	May	22.04.2022	16.03.2022
6 / 2022	June	27.05.2022	27.04.2022
7-8 / 2022	July / August	15.07.2022	15.06.2022
9 / 2022	September	26.08.2022	27.07.2022
10 / 2022	October	23.09.2022	24.08.2022
11 / 2022	November	28.10.2022	28.09.2022
12 / 2022	December	25.11.2022	26.10.2022
1-2 / 2023	January / February	06.01.2023	30.11.2022

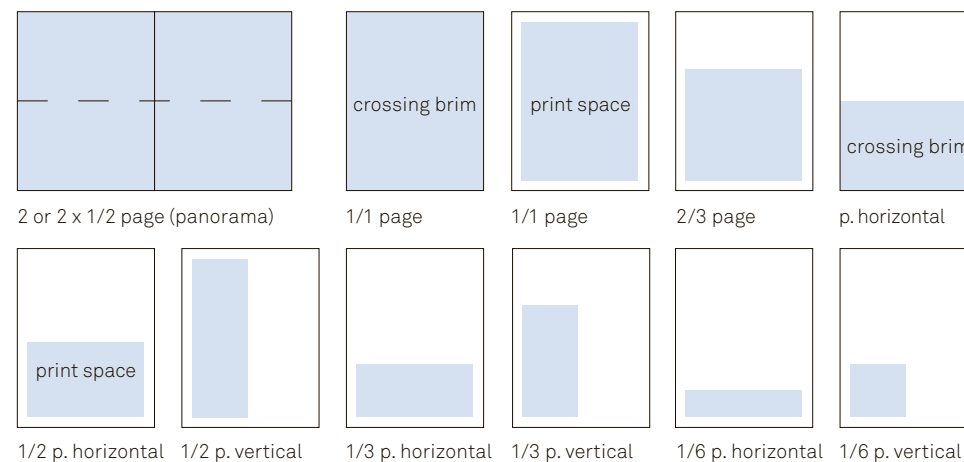
## Your advert gains added value!

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

## Attract attention here!

With a print run of 8,000 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.