

artlog.  
net

artlist.net

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**artlog.net — online adverts**

Onlinemarketing

FACHMEDIEN

Zürichsee Werbe AG

Claudio Moffa, Advertising manager

claudio.moffa@fachmedien.ch

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

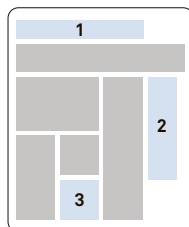
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**Conditions**

Number of banners: max. 3 rotating

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**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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**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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**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

Switzerland's most widely read art magazine

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## artlog.net and artlist.net

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    |

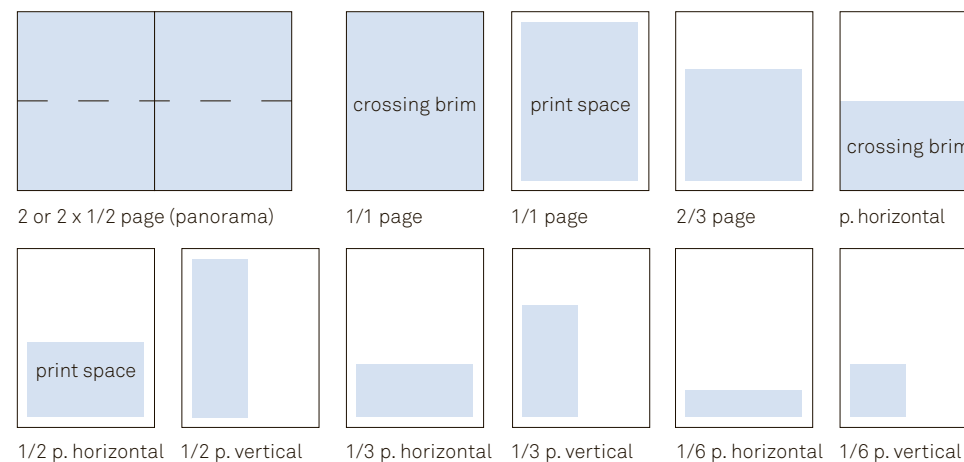
## Your advert gains added value!

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: + 5 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.