
KUNST BULLETIN

short — clear — precious

Kunstbulletin

Media Info 2023

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 36 local and regional art associations. As well as the printed journal, we also run a comprehensive online research portal which will re-launch in 2023 with a new, modern look. In 2020, we launched the progressive web app [artlist.net](#). Free to use, the app provides information about current exhibitions and public art directly to the user's device – any time, any place. For those interested in art, then, Kunstbulletin is an essential publication within the Swiss art landscape. By advertising in our magazine or on our website, you can strike the right tone in the right place.

← [Img.: Mahtola Wittmer . I Don't Always Print Pictures But When I Do They Are Fucking Awesome, 2016, photography, size variable](#)

Readership and Distribution

With a print run of 7,500 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

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Editorial team Agenda (Event diary)

agenda@kunstbulletin.ch

Number of copies/Readership

7,500 copies in print
2 to 3 readers per issue
Subscriptions: approx. 6,500 copies (Print run; for art fairs, cooperations, subscription campaigns up to 1,500 additional copies)
Direct mailings: approx. 1,000 copies (bookshops, kiosks, museum shops)

Frequency of publication

10 times a year, see publication schedule

Advertising

Kunstbulletin Print

Publication schedule 2023

Issue	Month	Publication date	Copy deadline
1-2/2023	January/February	06.01.2023	30.11.2022
3/2023	March	24.02.2023	25.01.2023
4/2023	April	31.03.2023	01.03.2023
5/2023	May	05.05.2023	05.04.2023
6/2023	June	02.06.2023	03.05.2023
7-8/2023	July/August	07.07.2023	07.06.2023
9/2023	September	25.08.2023	26.07.2023
10/2023	October	29.09.2023	30.08.2023
11/2023	November	27.10.2023	27.09.2023
12/2023	December	01.12.2023	01.11.2023
1-2/2024	January/February	05.01.2024	29.11.2023

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:

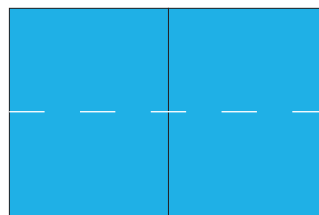
Price upon request

Terms of business

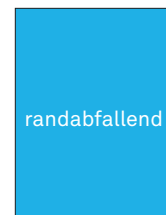
All prices plus Swiss VAT

The General Terms and Conditions of fachmedien.ch apply; www.fachmedien.ch

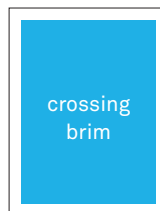
Formats, Placements and Prices



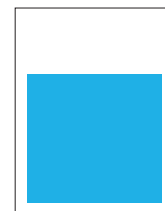
2 or 2 x 1/2 page (panorama)



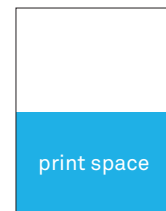
1/1 page



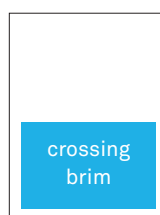
1/1 page



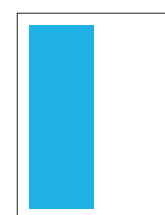
2/3 page



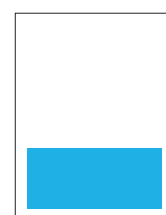
1/2 p. horizontal



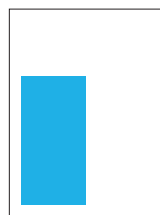
1/2 p. horizontal



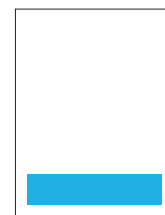
1/2 p. vertical



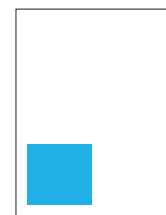
1/3 p. horizontal



1/3 p. vertical



1/6 p. horizontal



1/6 p. vertical

Placement after

Table of Contents		Width x Height	Price 4c
2x1 page (panorama)	crossing brim	310 x 210 mm	CHF 3 600.–
2x1/2 p. horizontal (panorama)	crossing brim	310 x 102 mm	CHF 1 950.–
1/1 page	crossing brim	155 x 210 mm	CHF 1 980.–
1/1 page	print space	128 x 187 mm	CHF 1 980.–
1/2 p. horizontal	crossing brim	155 x 102 mm	CHF 1 100.–

Placement after

Table of Contents		Width x Height	Price b/w	Price 4c
1/1 page	print space	128 x 187 mm	CHF 1 650.–	CHF 1 920.–
2/3 page	print space	128 x 123 mm	CHF 1 215.–	CHF 1 400.–
1/2 p. horizontal	print space	128 x 91 mm	CHF 930.–	CHF 1 050.–
1/2 p. vertical	print space	62 x 187 mm	CHF 930.–	CHF 1 050.–
1/3 p. horizontal	print space	128 x 59 mm	CHF 685.–	CHF 800.–
1/3 p. vertical	print space	62 x 123 mm	CHF 685.–	CHF 800.–
1/6 p. horizontal	print space	128 x 27 mm	CHF 370.–	CHF 470.–
1/6 p. 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.

Advertising on kunstbulletin.ch

Banner

Leaderboard
Skyscraper
Rectangle

User per month

20,000 Unique User
25,000 Visits
62,000 Page Views

Placement

Run of Site

Data provision

gif, jpg, 3rd party tag, or HTML5

File size

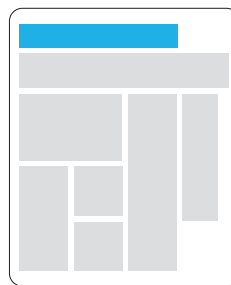
Maximum 300 KB

Conditions

Number of banners: max. 3 rotating

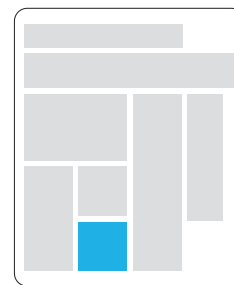
Leaderboard

728 x 90 Pixel
Run of Site
CHF 850 / month



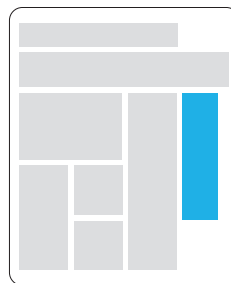
Rectangle

300 x 250 Pixel
Run of Site
CHF 750 / month



Skyscraper

160 x 600 Pixel
Run of Site
CHF 450 / month



Advertise in Kunstbulletin weekly

Kunstbulletin's new eJournal on Swiss art – every Thursday in your digital mailbox. Current number of subscribers: 5,000, target by the end of 2023: 10,000 (extensive advertising campaign until Oct. 2023)

Banner Leaderboard in the middle

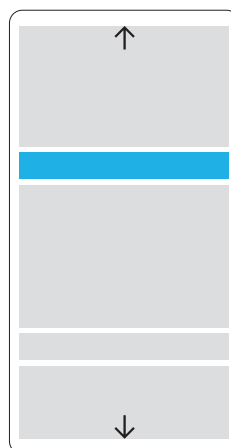
CHF 800.-/mailing

Banner Leaderboard bottom

CHF 600.-/mailing

Leaderboard

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



Leaderboard

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

