

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

Offer

Banner on www.artlog.net

Placement

Run of Site

Data provision

.gif or .jpg files, or 3rd party tag

File size

Maximum 130 KB

Conditions

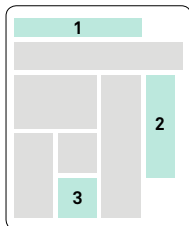
Number of banners: max. 3, rotating

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

11,000 copies in print
2 to 3 readers per issue
Subscriptions: approx. 9,000 copies
Direct mailings: approx. 2,000 copies
(bookshops, kiosks, museum shops)

Frequency of publication

10 times a year, see publication schedule

Kunstbulletin — Publication schedule 2018

Issue	Month	Publication date	Copy deadline
1-2 / 2018	January / February	12.01.2018	06.12.2017
3 / 2018	March	23.02.2018	24.01.2018
4 / 2018	April	23.03.2018	21.02.2018
5 / 2018	May	27.04.2018	28.03.2018
6 / 2018	June	01.06.2018	25.04.2018
7-8 / 2018	July / August	06.07.2018	06.06.2018
9 / 2018	September	24.08.2018	25.07.2018
10 / 2018	October	28.09.2018	29.08.2018
11 / 2018	November	26.10.2018	26.09.2018
12 / 2018	December	23.11.2018	24.10.2018
1-2 / 2019	January / February	11.01.2019	10.12.2018

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

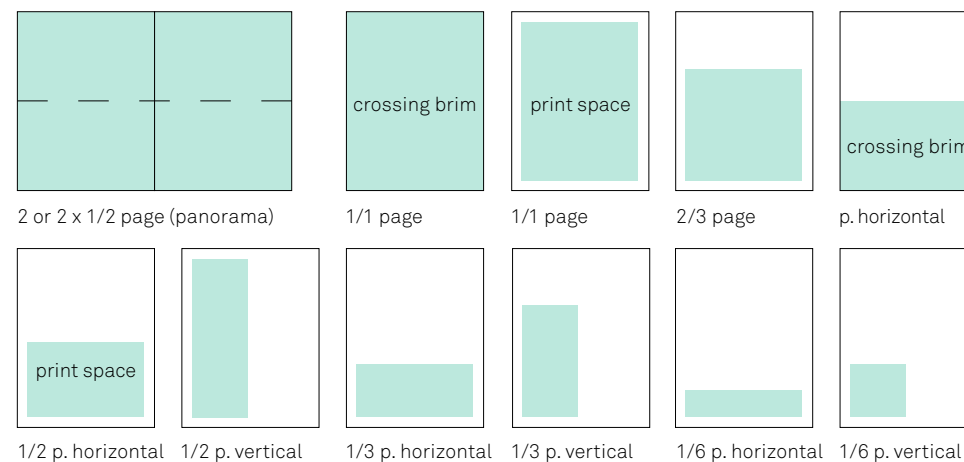
Terms of business

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 11,000 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.