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# KUNST BULLETIN

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short — clear — precious

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## Kunstbulletin

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## Media Info 2025

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Switzerland's most read  
art magazine

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short — clear — precious

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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-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, calls for proposals, 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 37 local and regional art associations.

In addition to the print magazine, Kunstbulletin takes place online: we operate the research platform kunstbulletin.ch and send out the free eJournal Kunstbulletin weekly once a week with event tips and background reports on the Swiss art landscape. We also offer the progressive web app [artlist.net](#) free of charge as an art compass for use on the move.

For those interested in art, then, Kunstbulletin is an essential publication within the Swiss art landscape. By advertising in our magazine, on our website or in our eJournal, you can strike the right tone in the right place.

← Image: [huber.huber](#), «Regenbogenmaschinen», 2020/21 (detail), 6 overhead projectors, glass cubes, water, dimensions variable, exhibition view Kunstmuseum Olten. *Photo: Kaspar Ruoff*

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## Readership and distribution

With a print run of 7,000 copies, Kunstbulletin is Switzerland's most-read art magazine. Each issue reaches a readership of 20,000. 62 percent of our readers work in the art business; 92 percent regularly attend art events; 35 percent collect art.

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## Cross-media

Exhibition dates are published in the print edition of Kunstbulletin, online at [kunstbulletin.ch](#) and in the web app [artlist.net](#); they are also linked to [art-tv.ch](#) and [european-art.net](#). Calls for proposals and art jobs are published both in the print edition and online.

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## Advertising sales

### FACHMEDIEN

Zürichsee Werbe AG

Claudio Moffa, Advertising manager

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CH-8640 Rapperswil

T 0041 (0) 44 928 56 31

[claudio.moffa@fachmedien.ch](mailto:claudio.moffa@fachmedien.ch), [www.fachmedien.ch](http://www.fachmedien.ch)

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## Editorial team agenda (event diary)

[agenda@kunstbulletin.ch](mailto:agenda@kunstbulletin.ch)

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## Print run

7,000 copies in print

2 to 3 readers per issue

Subscriptions: approx. 6,300 copies (print run; for art fairs, cooperations, subscription campaigns up to 1,500 additional copies)

Direct mailings: approx. 700 copies

(bookshops, kiosks, museum shops)

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## Frequency of publication

10 times a year, see publication schedule

# Advertising

## Kunstbulletin Print

### Publication schedule 2025

Issue	Month	Publication date	Copy deadline
1-2/2025	January / February	03.01.2025	27. 11.2024
3/2025	March	28.02.2025	29. 01.2025
4/2025	April	28.03.2025	26. 02.2025
5/2025	May	25.04.2025	26. 03.2025
6/2025	June	30.05.2025	30. 04.2025
7-8/2025	July / August	11.07.2025	11. 06.2025
9/2025	September	29.08.2025	30. 07.2025
10/2025	October	03.10.2025	03. 09.2025
11/2025	November	31.10.2025	01. 10.2025
12/2025	December	05.12.2025	05. 11.2025
1-2/2026	January / February	09.01.2026	03. 12.2025

### 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%

### Cultural discount

With the cultural discount, non-profit and commercial cultural providers receive a 10% discount on our advertising prices.

### Discount for repeated placement

5 x 5%, 10 x 10%

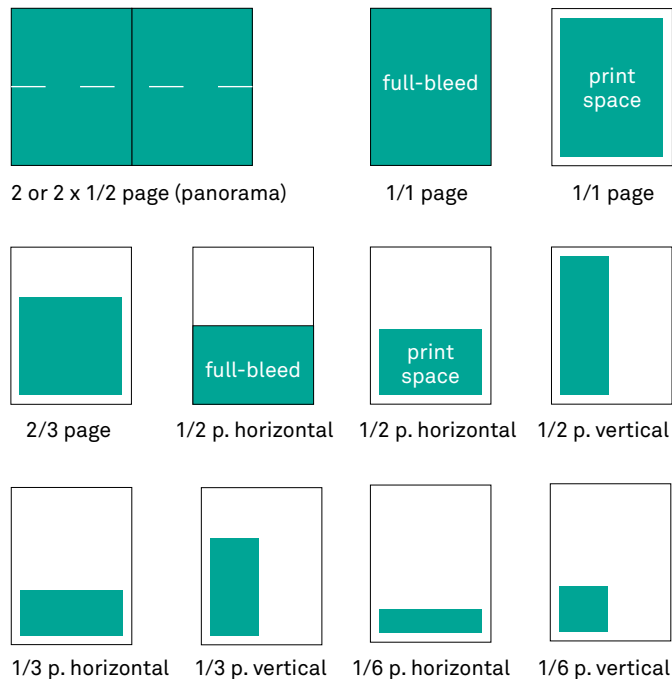
### Brochure inserts

Price upon request

### Terms of business

All prices plus Swiss VAT  
 Prices in Euro at exchange rate current on day of acknowledgment of order.  
 The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG; www.fachmedien.ch

### Formats, Placements and Prices



### Placement in front 4c

Placement	Format	Width x Height in mm	Price without cultural discount	Price with cultural discount
2x1 page (panorama)	full-bleed	310 x 210	CHF 4 068.–	CHF 3 662.–
2x1/2 p. horiz. (panorama)	full-bleed	310 x 102	CHF 2 204.–	CHF 1 984.–
1/1 page	full-bleed	155 x 210	CHF 2 237.–	CHF 2 014.–
1/2 p. horiz.	full-bleed	155 x 102	CHF 1 243.–	CHF 1 119.–

### Placement after 4c

Placement	Format	Width x Height in mm	Price without cultural discount	Price with cultural discount
1/1 page	print space	128 x 187	CHF 2 170.–	CHF 1 953.–
2/3 page	print space	128 x 123	CHF 1 582.–	CHF 1 424.–
1/2 p. horiz.	print space	128 x 91	CHF 1 187.–	CHF 1 069.–
1/2 p. vertical	print space	62 x 187	CHF 1 187.–	CHF 1 069.–
1/3 p. horiz.	print space	128 x 59	CHF 904.–	CHF 814.–
1/3 p. vertical	print space	62 x 123	CHF 904.–	CHF 814.–
1/6 p. horiz.	print space	128 x 27	CHF 531.–	CHF 478.–
1/6 p. vertical	print space	62 x 59	CHF 531.–	CHF 478.–

### Placement after b/w

Placement	Format	Width x Height in mm	Price without cultural discount	Price with cultural discount
1/1 page	print space	128 x 187	CHF 1 865.–	CHF 1 679.–
2/3 page	print space	128 x 123	CHF 1 373.–	CHF 1 236.–
1/2 p. horiz.	print space	128 x 91	CHF 1 051.–	CHF 946.–
1/2 p. vertical	print space	62 x 187	CHF 1 051.–	CHF 946.–
1/3 p. horiz.	print space	128 x 59	CHF 774.–	CHF 697.–
1/3 p. vertical	print space	62 x 123	CHF 774.–	CHF 697.–
1/6 p. horiz.	print space	128 x 27	CHF 418.–	CHF 377.–
1/6 p. vertical	print space	62 x 59	CHF 418.–	CHF 377.–

Full-bleed: + 3 mm trimming edge all 4 margins.  
 Note for design: for full-bleed advertisements, consider adhesive binding and place relevant image content and information (text and data) at least 7 mm away from the binding.

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# Advertising on kunstbulletin.ch

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## Banner

Leaderboard  
Skyscraper  
Rectangle

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## User per month

21,000 Unique Users  
26,000 Visits  
62,000 Page Views

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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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# Advertise in Kunstbulletin weekly

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Kunstbulletin's free eJournal on Swiss art – every Thursday in your digital mailbox. Number of subscribers: 8,000

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## Banner

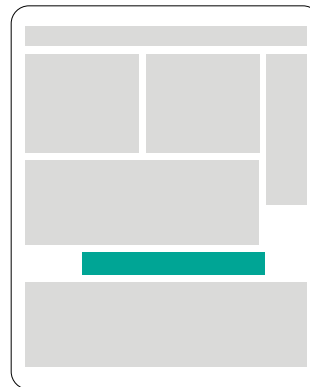
Leaderboard in the middle  
Leaderboard bottom

Only non-animated Banners are possible in the Kunstbulletin weekly.

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## Leaderboard

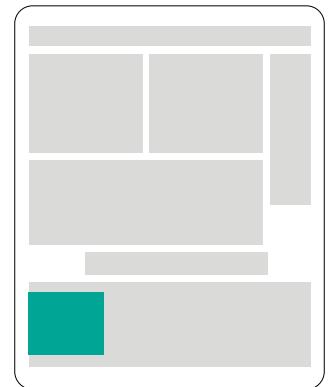
728 x 90 Pixel  
Run of Site  
CHF 850 / month



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## Rectangle

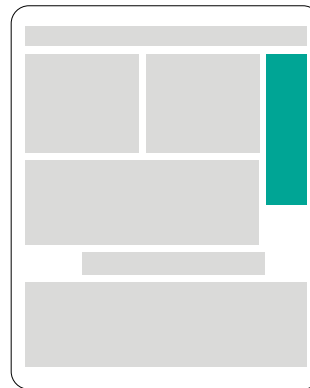
300 x 250 Pixel  
Run of Site  
CHF 450 / month



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## Skyscraper

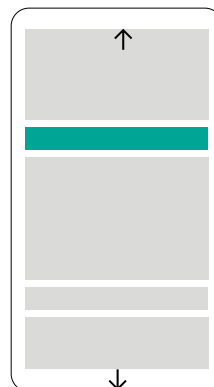
160 x 600 Pixel  
Run of Site  
CHF 750 / month



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## Leaderboard in the middle

728 x 90 Pixel  
Run of Site  
CHF 500.- / shipping  
CHF 1,600.- / 4 shippings  
(consecutive)



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## Leaderboard bottom

728 x 90 Pixel  
Run of Site  
CHF 350.- / shipping  
CHF 1,100.- / 4 shippings  
(consecutive)

