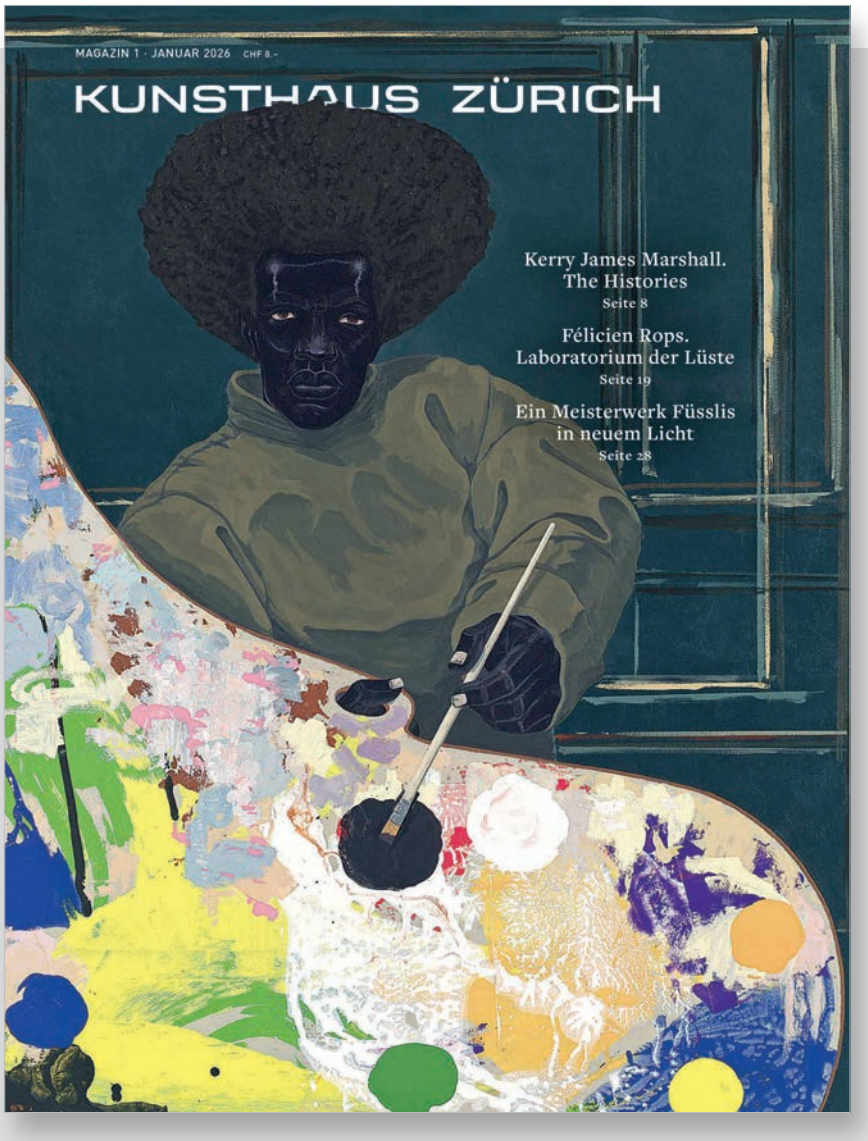
MEDIA INFO 2027

Print | Valid from 1 January 2027

KUNSTHAUS ZÜRICH – The Magazine of Kunsthaus Zürich



«Kunsthaus Zürich» at a glance:

- Goes to 22,000 members throughout Switzerland
- Published 3 times a year





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Title positioning

The magazine of Kunsthaus Zürich provides information about exhibitions and the collection of the Kunsthaus Zürich. Each of the three editions focuses on two to four exhibitions, but also provides information about new titles, artists and art education offers. Further subjects are projects about architecture and research, travel accounts and recommendations for literature and cultural events from third parties.

Language German

Editorial team Kunsthaus Zürich, Kristin Steiner
Main responsibility: Priska Amstutz

Published by Zürcher Kunstgesellschaft, Postfach, 8024 Zürich

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Print run / readership

Print run

Print run	20 000	copies
Sold copies (WEMF 2026)	16 124	copies

The magazine is circulated among the around 22,000 members throughout the whole of Switzerland, as well as around 100 foreign and domestic media and disseminators. It is also available at the Kunsthaus shop.

Readership
Readers with an interest in culture and art (who also use the Kunsthaus magazine as an events calendar), gallery owners, art dealers and collectors.

Agenda 2027

Edition	Advertising deadline	Publication date	**Themes** (Information subject to change)
1	27.11.2026	**28.01.2027**	Judith Bernstein, Enrico David, House of Nisaba, Alberto Giacometti
2	26.02.2027	**12.04.2027**	Wael Shawky, Ai Weiwei
3	13.08.2027	**27.09.2027**	Claes Oldenburg, Rembrandt and his Circle – The Leiden Collection



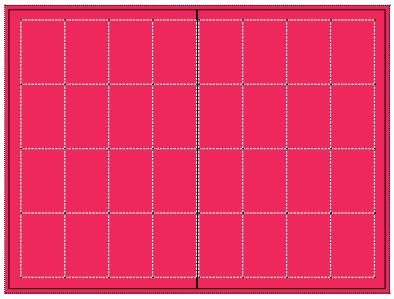
Directly to the target audience – your advertising in the Kunsthaus Zürich magazine

Advertisements – formats and prices

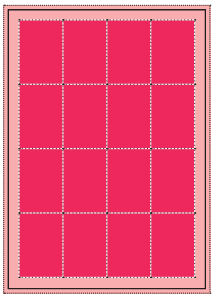
Magazine format	210 × 275 mm
Print area	181 × 247 mm

Advertisements	**4-colour**
Panorama page	6 930.–
1/1 page	3 690.–
1/2 page	2 075.–
1/4 page	1 200.–
1/8 page	560.–

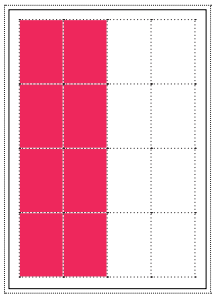
Cover pages	
Inside front cover	5 100.–
Inside back cover	4 800.–
Outside back cover	Availability/price on request



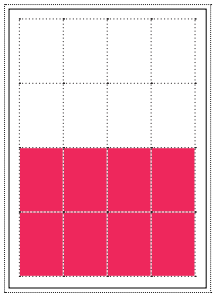
Panorama page
420 × 275 mm bl. off



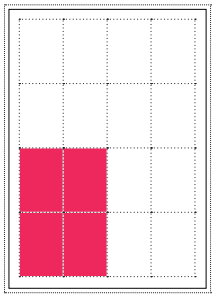
1/1 page
181 × 247 mm p.s.
210 × 275 mm bl. off



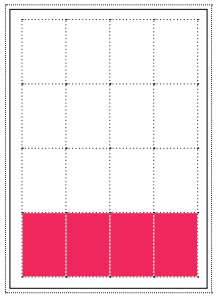
1/2 page vertical
89 × 247 mm p.s.



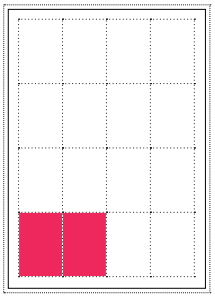
1/2 page horizontal
181 × 122 mm p.s.



1/4 page vertical
89 × 122 mm p.s.



1/4 page horizontal
181 × 60 mm p.s.



1/8 page horizontal
89 × 60 mm p.s.

p.s. = print space
bl. off = bled-off plus 3 mm trim

Inserts and supplements

Prices upon request.

Conditions

Surcharges	10 %
Subscription	within calendar year, change of ads possible
Agency commission	5 %
Subscription discount	2 × 3 % | 3 × 8 %

Color surcharges, inserts and bound supplements are not discounted.

All prices in CHF excluding VAT. Prices for advertisers/agencies from abroad upon request.

All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

Print specifications

Digital data as document (in highend quality) EPS or PDF. All pictures in CMYK, grayscale or Bitmap. Texts must be embedded or converted in lanes (curves). Resolution on CMYK or grayscale 300dpi, pictures in Bitmap 1200dpi.
Data delivery as highend-PDF by email to: anzeigen.kunsthaus@galledia.ch (a binding printout attached with every order). Advertising prices do not include production of printing material, this is charged seperately.
Print sheet set offset **Grid** Sublima 280, coated
Color profile PSO Coated V3
Binding method adhesive bond
Colours euro scale