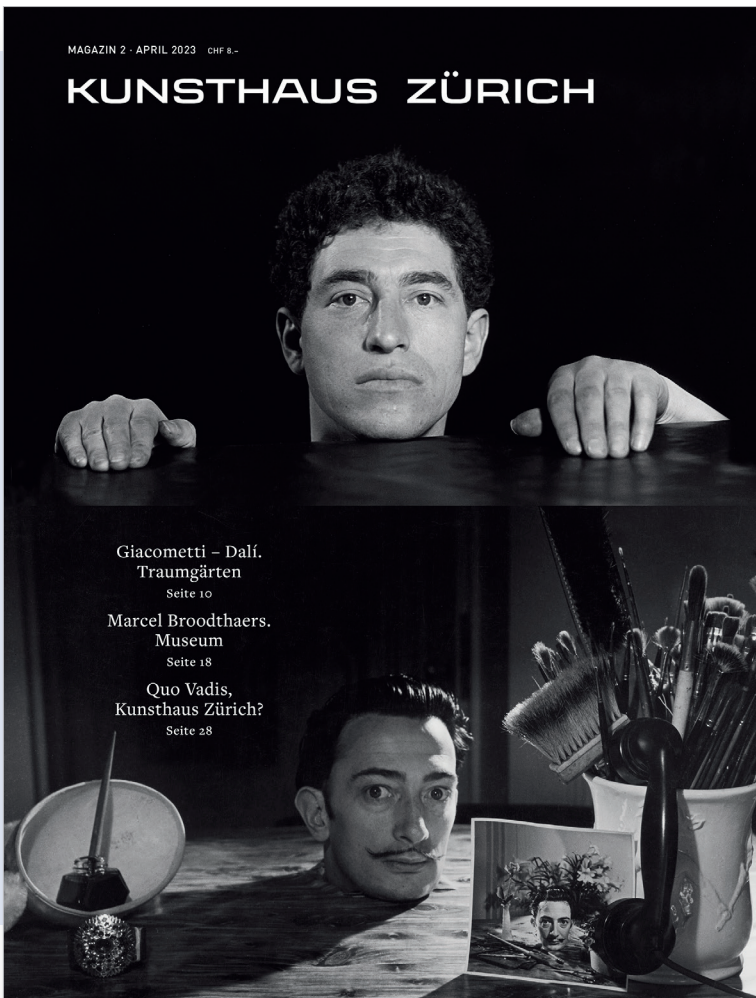


# Media Info 2024

Print · Valid from 1 January 2024

**KUNSTHAUS ZÜRICH** – The Magazine of Kunsthhaus Zürich



The magazine of Kunsthhaus Zürich is published 4 times a year and circulated among 24,000 members.

## Title positioning

The magazine of Kunsthhaus Zürich provides information about exhibitions and the collection of the Kunsthhaus Zürich. Each of the four 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.

The magazine is circulated among the around 24,000 members throughout the whole of Switzerland, as well as around 100 foreign and domestic media and disseminators. It is also available at the Kunsthhaus shop.

**Language** German

**Editorial team** Kunsthhaus Zürich, Kristin Steiner  
Main responsibility: Björn Quellenberg

**Published by** Zürcher Kunstgesellschaft, Postfach, CH-8024 Zürich

**Advertising sales** FACHMEDIEN - Zürichsee Werbe AG  
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T +41 44 928 56 31, claudio.moffa@fachmedien.ch

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 Ein Unternehmen der Gallea

## Print run / Readership

### Print run

**Print run**  
**Sold copies**  
**(WEMF 2023)**

22'000 copies  
19'882 copies

### Readership

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

# Agenda 2024

Edition	Themes	Advertising deadline	Publication date
1 / January	Apropos Hodler. Contemporary perspectives on an icon / Kiki Kogelnik / Barbara Visser. Already made	01.12.2023	25.01.2024
2 / April	Born Digital. Video art in the new Millennium	15.03.2024	29.04.2024
3 / August	Matthew Wong – Vincent van Gogh / Walid Raad / ReCollect!	31.05.2024	15.07.2024
4 / October	Marina Abramović / Albert Welti. Imprints of the Fantastic	23.08.2024	07.10.2024

The editorial department reserves the right to make changes with regards to subject matter and scheduling in order to stay up-to-date.

## Formats and prices in CHF plus VAT

Magazine format		210 x 275 mm	
Advertisements		Print space	4-colour/bw
2/1 page	bled-off	420 x 275 mm*	6'930.-
1/1 page	bled-off	210 x 275 mm*	3'690.-
1/1 page		181 x 247 mm	3'690.-
1/2 page	vertical	89 x 247 mm	2'075.-
1/2 page	horizontal	181 x 122 mm	2'075.-
1/4 page	vertical	89 x 122 mm	1'200.-
1/4 page	horizontal	181 x 60 mm	1'200.-
1/8 page	horizontal	89 x 60 mm	560.-

### Cover pages

Inside front cover	210 x 275 mm*	5'100.-
Inside back cover	210 x 275 mm*	4'800.-

\*+3 mm trimming edge all 4 margins

## Inserts and supplements

Prices upon request.

## 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.

Software: (Macintosh and Windows) InDesign, Quark XPress, Photoshop, Illustrator, Word

**Data delivery** as highend-PDF (a binding printout attached with every order). Delivery address: FACHMEDIEN - Zürichsee Werbe AG, Laubisrütistrasse 44, CH-8712 Stäfa, kunsthaus@fachmedien.ch

Advertising prices do not include production of printing material, this is charged seperately.

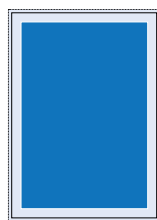
**Print** sheet set offset **Grid** Sublima 280, coated

**Color profile** PSO Coated V3 **Binding method** adhesive bond

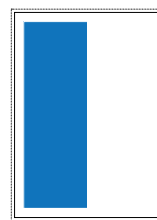
**Colours** euro scale

## Format templates

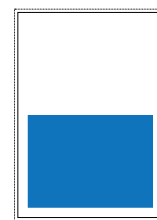
p.s. = print space  
bl. off = bled-off plus 3 mm trim



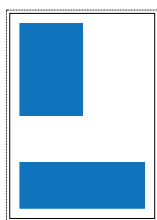
**1/1 page**  
210 x 275 mm bl. off  
181 x 247 mm p.s.



**1/2 page vertical**  
89 x 247 mm p.s.

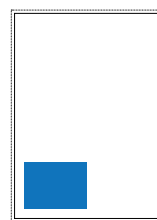


**1/2 page horizontal**  
181 x 122 mm p.s.



**1/4 page vertical**  
89 x 122 mm p.s.

**1/4 page horizontal**  
181 x 60 mm p.s.



**1/8 page horizontal**  
89 x 60 mm p.s.

## Conditions

### Surcharges

10 % of the net price

### Subscription discount

2 x 3% · 4 x 8%  
Subscription within calendar year  
change of ads possible

### Agency commission

5%

**Prices** for advertisers/agencies from **abroad** upon request.

Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG (www.fachmedien.ch).