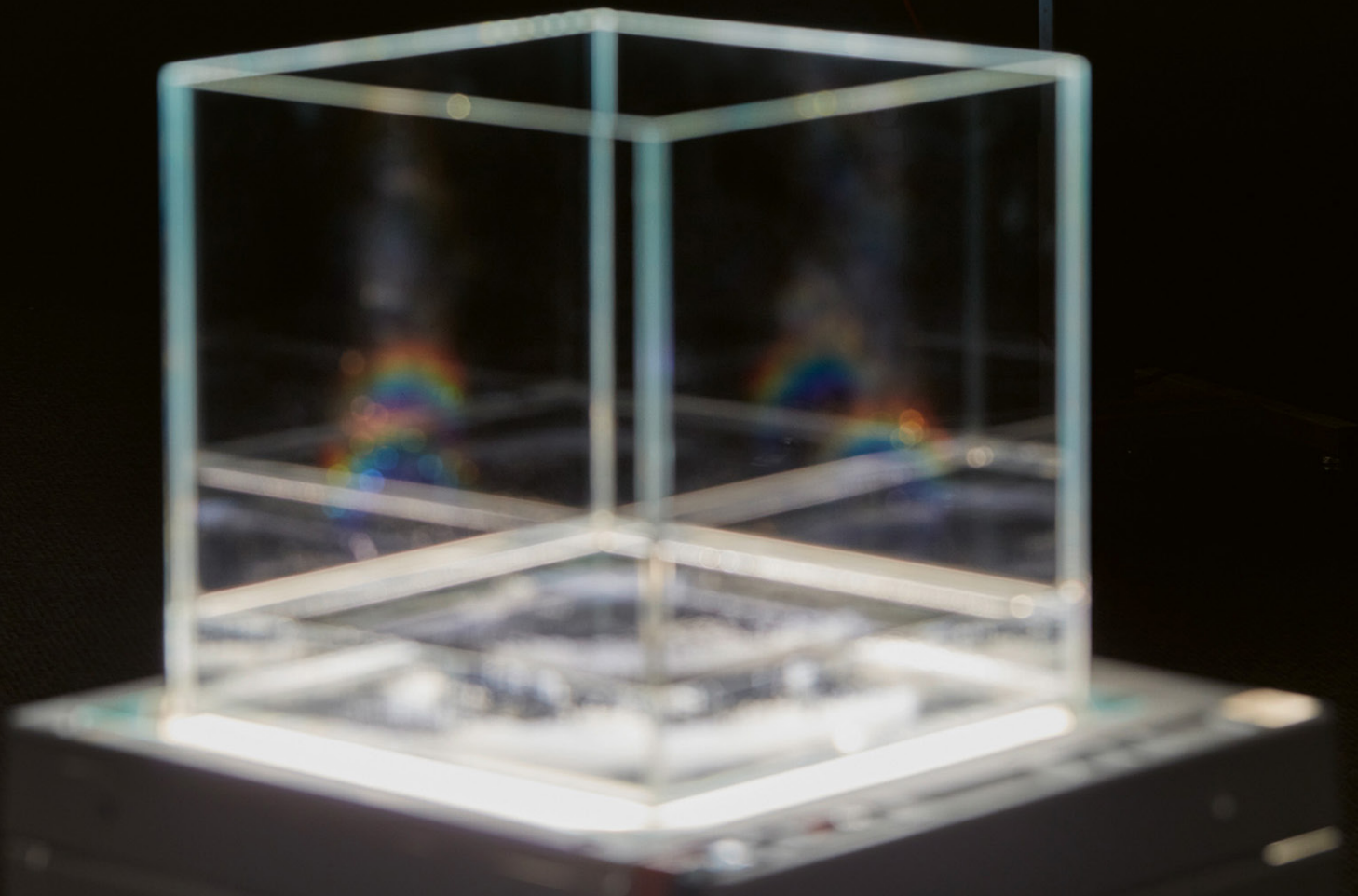
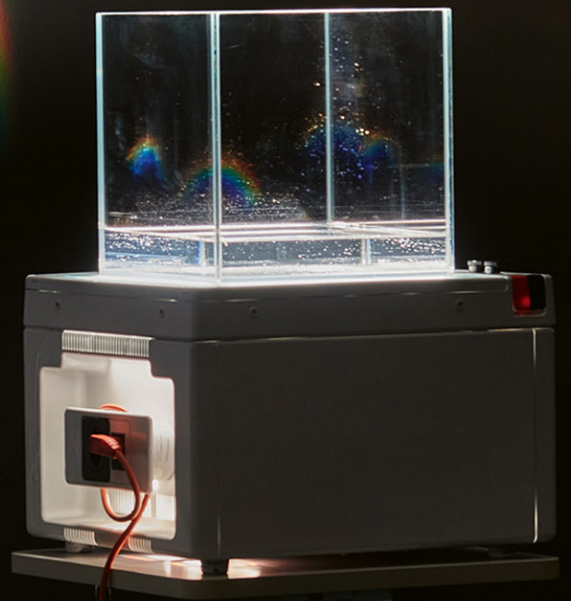


Kunst—Bulletin

The Art Journal
of Switzerland

Media Info 2025



Those wishing to stay informed about what's happening in the art world, 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 per year, providing features such as artist portraits, 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 35 local and regional art associations.

In addition to the print magazine, Kunstbulletin is also available in digital format via the kunstbulletin.ch search-engine or in the Kunstbulletin Weekly – a free eJournal containing event tips, short reviews and a look behind the scenes of the Swiss art world. For an on-the-move art compass, we also offer the free of charge and progressive web app [artlist.net](#).

Kunstbulletin is an indispensable publication on the Swiss art landscape – for all art enthusiasts! By advertising in our magazine, on our website or in our eJournal, you can be sure to strike the right chord at the right time.

Readership and distribution

With a print run of 7,000 copies, Kunstbulletin is Switzerland's most widely read art magazine. Each issue captures a readership of 20,000. 62% of our readers work in the art business; 92% regularly attend art exhibitions; 35% are art collectors. Kunstbulletin is displayed at major art trade fairs and exhibitions throughout Switzerland each year.

Cross-media

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

Kunstbulletin Advertising Sales

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kunstbulletin.ch/media

Kunstbulletin Agenda Team

agenda@kunstbulletin.ch

Annual print-run

7,000 copies in print / per journal
2 to 3 readers per journal
Subscriptions: approx. 6,000 copies
Direct mailings/collaborations: approx. 1,000

Frequency of publication

10 × per year (→ 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 screen
Binding: adhesive binding
Paper: Profibulk coated (inside)

Print documents

High-end PDF for offset printing
Important note: texts must be embedded
Typesetting costs: CHF 50.00

Data submission

E-Mail: verkauf@kunstbulletin.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 are granted a 10% discount on our advertising prices.

Discount for repeated placement

5 × 5%, 10 × 10%

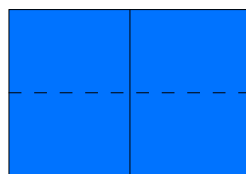
Brochure inserts

Price upon request

Terms of business

All prices exclude Swiss VAT
Prices in EUR at the prevailing exchange rate on the day of acknowledgement of the order.

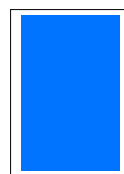
Formats, placements and prices



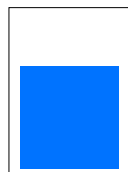
2 or
2 × 1/2 page (panorama)



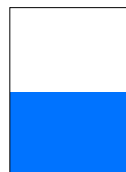
1/1 page
(full-bleed)



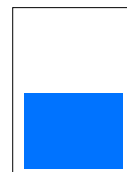
1/1 page
(print space)



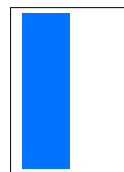
2/3 page



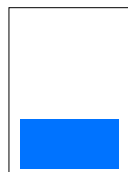
1/2 page horiz.
(full-bleed)



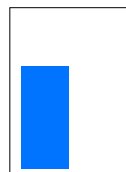
1/2 page horiz.
(print space)



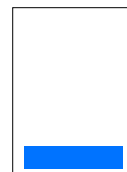
1/2 page horiz.



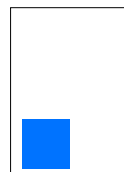
1/3 page horiz.



1/3 page vertical



1/6 page horiz.



1/6 page vertical

Placement in front 4c

		Width × Height in mm		Price w/o cultural discount	Price with cultural discount
2 × 1 page (panorama)	full-bleed	320 × 220	CHF	4 068.–	CHF 3 662.–
2 × 1/2 p. horiz. (panorama)	full-bleed	320 × 108	CHF	2 204.–	CHF 1 984.–
1/1 page	full-bleed	160 × 220	CHF	2 237.–	CHF 2 014.–
1/2 p. horiz.	full-bleed	160 × 108	CHF	1 243.–	CHF 1 119.–

Placement after Table of contents 4c

		Width × Height in mm		Price w/o cultural discount	Price with cultural discount
1/ 1 page	print space	130 × 205	CHF	2 170.–	CHF 1 953.–
2/ 3 page	print space	130 × 135	CHF	1 582.–	CHF 1 424.–
1/ 2 p. horiz.	print space	130 × 100	CHF	1 187.–	CHF 1 069.–
1/ 2 p. vertical	print space	63 × 205	CHF	1 187.–	CHF 1 069.–
1/ 3 p. horiz.	print space	130 × 65	CHF	904.–	CHF 814.–
1/ 3 p. vertical	print space	63 × 135	CHF	904.–	CHF 814.–
1/ 6 Sp horiz.	print space	130 × 30	CHF	531.–	CHF 478.–
1/ 6 p. vertical	print space	63 × 65	CHF	531.–	CHF 478.–

Placement after Table of contents b/w

		Width × Height in mm		Price w/o cultural discount	Price with cultural discount
1/ 1 page	print space	130 × 205	CHF	1 865.–	CHF 1 679.–
2/ 3 page	print space	130 × 135	CHF	1 373.–	CHF 1 236.–
1/ 2 p. horiz.	print space	130 × 100	CHF	1 051.–	CHF 946.–
1/ 2 p. vertical	print space	63 × 205	CHF	1 051.–	CHF 946.–
1/ 3 p. horiz.	print space	130 × 65	CHF	774.–	CHF 697.–
1/ 3 p. vertical	print space	63 × 135	CHF	774.–	CHF 697.–
1/ 6 Sp horiz.	print space	130 × 30	CHF	418.–	CHF 377.–
1/ 6 p. vertical	print space	63 × 65	CHF	418.–	CHF 377.–

Full-bleed: + 3mm trimming for 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.

Advertising kunstbulletin.ch

Banner

Leaderboard
Skyscraper
Rectangle

Users per month

21,000 unique users
26,000 visits
62,000 page views

Placement

Run of site

Data provision

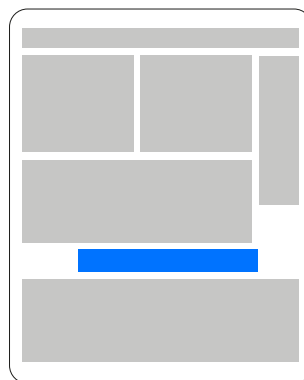
gif, jpg, 3rd party tag or HTML5

File size

Maximum 300 kb

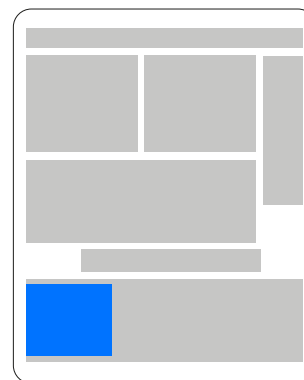
Conditions

Number of banners: max. 3 rotating



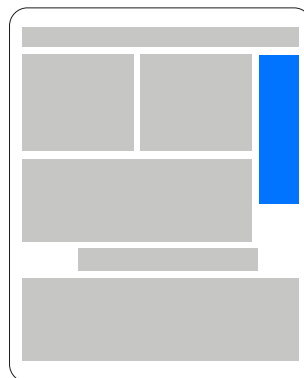
Leaderboard

728 × 90 pixel
Run of site
CHF 850.-/month



Rectangle

300 × 250 pixel
Run of site
CHF 450.-/month



Skyscraper

160 × 600 pixel
Run of site
CHF 750.-/month

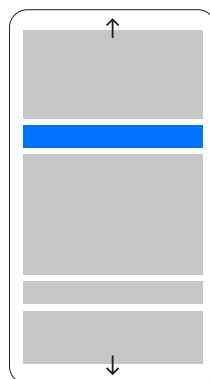
Advertising Kunstbulletin weekly

Kunstbulletin's free Swiss art eJournal –
every Thursday in your digital mailbox
Number of subscribers: 8,500

Banner

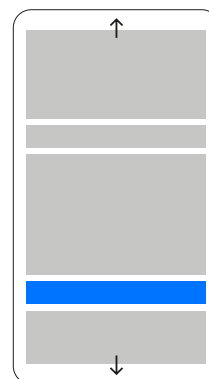
Leaderboard in the middle
Leaderboard bottom

Only non-animated banners are possible in the
Kunstbulletin weekly



Leaderboard in the middle

728 × 90 pixel
Run of site
CHF 500.- / mailing
CHF 1,600.- / 4 mailings
(consecutive)



Leaderboard bottom

728 × 90 pixels
Run of site
CHF 350.- /mailing
CHF 1,100.- /4 mailings
(consecutive)