

## Prices and Services 2017

Valid from 1 September 2016



Zürichsee Werbe AG

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## Agenda 2017

Edition	Themes	Publication	Advertising deadline
1   2017	Vibrant Metropolis/Idyllic Nature. Kirchner – The Berlin Years / Open Day: Integration/non-European art / Laying of the foundation stone of the Kunsthau extension	16.01.17	23.11.16
2   2017	Action! Live performances, installations and documentations / Mexican Graphic Art	08.05.17	31.03.17
3   2017	Cantastorie: Large format images to classical Italian literature and art / Picture Ballot! Reformation / Kunsthau online	07.08.17	30.06.17
4   2017	Praised and ridiculed. French Painting 1820–1880	23.10.17	15.09.17

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

## Title positioning

**Positioning/content** The magazine of Kunsthaus Zurich provides information about exhibitions and the collection of the Kunsthaus Zurich. Each of the four editions focuses on two to four exhibitions, but also provides information about new titles, artists and art education offers. The magazine is circulated among the 20,000 members throughout the whole of Switzerland, as well as around 100 foreign and domestic media and disseminators. Readers collect the individual editions, which gives the magazine a lasting impact.

**Target group/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.

## General particulars

<b>Print run</b>	18 000 total (print run) 15 851 sold copies (WEMF 2016)
<b>Publication</b>	4 x times annually
<b>Copy deadline</b>	according to agenda
<b>Magazine format</b>	210 x 275 mm
<b>Print space</b>	181 x 247 mm
<b>Margin trimmed</b>	plus 3 mm trimming edge on all pages
<b>Languages</b>	German
<b>Published by</b>	Zürcher Kunstgesellschaft Postfach, CH-8024 Zürich
<b>Editorial team</b>	Kunsthaus Zurich Kristin Steiner Main responsibility: Björn Quellenberg
<b>Advertising sales</b>	Zürichsee Werbe AG Seestrasse 86, Postfach, CH-8712 Stäfa T +41 44 928 56 11   F +41 44 928 56 00 kunsthaus@zs-werbeag.ch

## Print specifications

**Digital data** as document (in highend quality) EPS, TIF, JPG or PDF. All pictures in CMYK, grayscale or Bitmap. Texts must be embedded or converted in lanes (curves). Resolution on CMYK or grayscale 200dpi, pictures in Bitmap 1270dpi.

**Data delivery** as highend-PDF (a binding printout attached with every order). Delivery address: Zürichsee Werbe AG, Seestrasse 86, Postfach, CH-8712 Stäfa, kunsthaus@zs-werbeag.ch  
Advertising prices do not include production of printing material, this is charged seperately.

**Software** (Macintosh und Windows) InDesign, Quark XPress, Page Maker, Photoshop, Illustrator, Corel Draw, Freehand, Word

**Print sheet set offset** (Raster 60) **binding method** wire stitching  
**Raster** 60er-AM-Raster/300dpi. **Colours** euro scale.

## Inserts and supplements

Prices upon request.

## Prices and formats

Advertisements	Print space	4-colour/bw
<b>2/1 page</b> crossing brim	420 x 275 mm*	CHF 6690.–
<b>1/1 page</b> crossing brim	210 x 275 mm*	CHF 3520.–
<b>1/1 page</b>	181 x 247 mm	
<b>1/2 page</b> vertical	89 x 247 mm	CHF 1955.–
<b>1/2 page</b> horizontal	181 x 122 mm	
<b>1/4 page</b> vertical	89 x 122 mm	CHF 1120.–
<b>1/4 page</b> horizontal	181 x 60 mm	
<b>1/8 page</b> horizontal	89 x 60 mm	CHF 510.–
*+3 mm trimming edge all 4 margins.		

## Cover pages

<b>Inside front cover</b>	210 x 275 mm*	CHF 4900.–
<b>Inside back cover</b>	210 x 275 mm*	CHF 4600.–

## Conditions

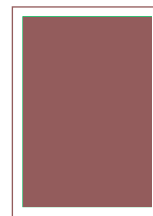
<b>Surcharges</b>	10%
<b>Subscription discount</b>	2 x 3% 4 x 8% Subscription within calendar year change of ads possible
<b>Agency commission</b>	5%
<b>Terms of business</b>	all prices plus VAT. The General Terms and Conditions of Zürichsee Werbe AG apply ( <a href="http://www.zs-werbeag.ch">www.zs-werbeag.ch</a> ).

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

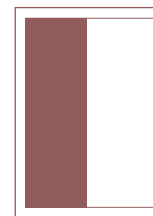
## Format templates



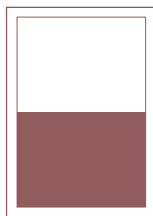
**Full page**  
210 x 275 mm



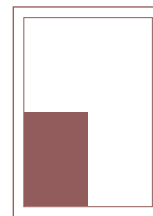
**Full page**  
181 x 247 mm



**1/2 page vertical**  
89 x 247 mm



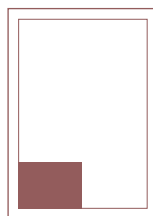
**1/2 page horizontal**  
181 x 122 mm



**1/4 page vertical**  
89 x 122 mm



**1/4 page horizontal**  
181 x 60 mm



**1/8 page horizontal**  
89 x 60 mm

**Crossing brim:**  
+ 3 mm trimming edge all 4 margins. Texts and pictures which aren't allowed to be cut should be at least 10 mm distant from the borders.