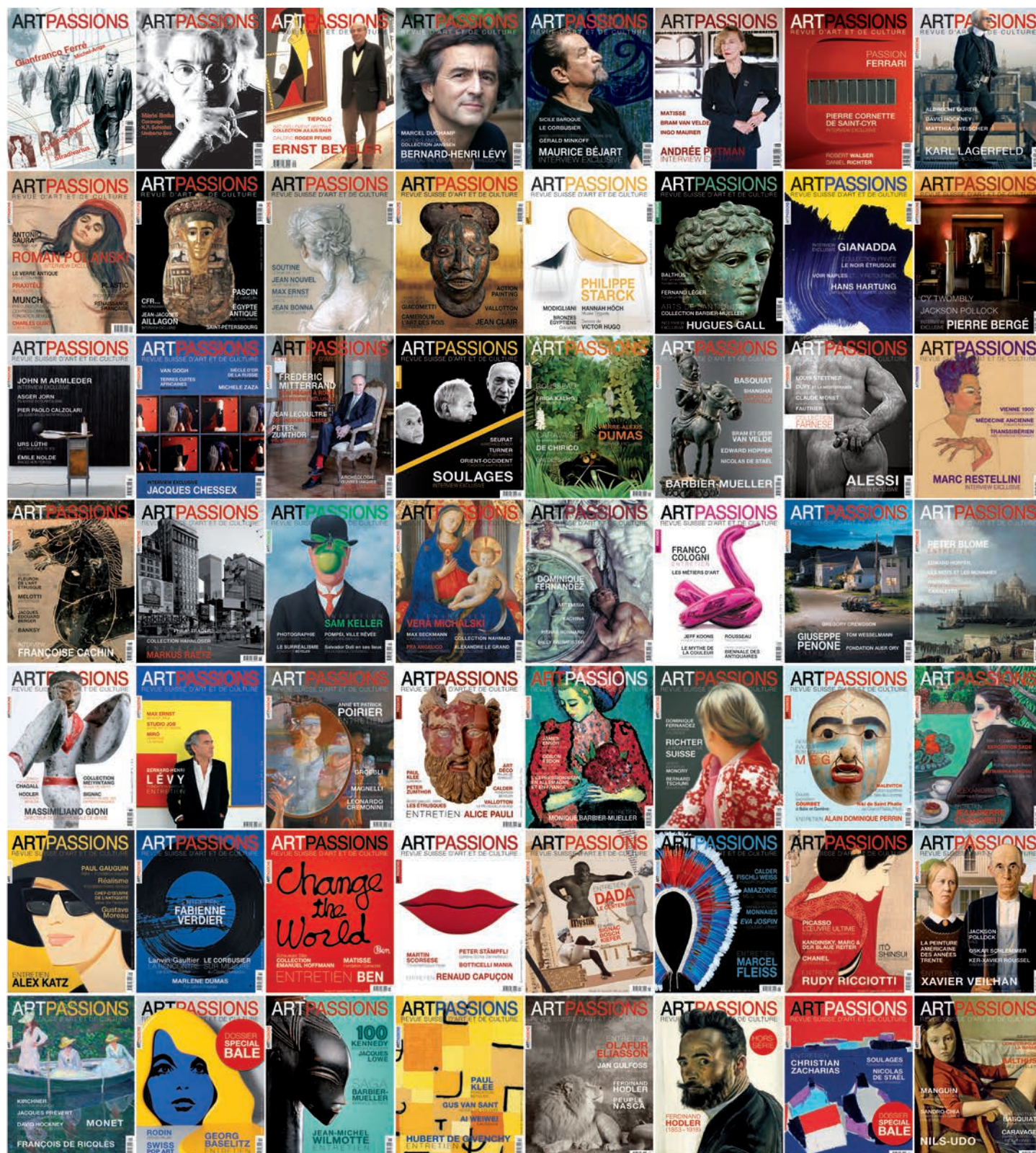


MEDIA INFORMATIONS 2018



CONCEPT TARGET

CONCEPT

Artpassions is unquestionably the most beautiful art magazine published in Switzerland, with an international perspective. The magazine investigates the artistic current events under all its forms: plastic arts, cinema, photography, but also music, architecture, design...

Quarterly publication, *Artpassions* gives the floor, in every number, to a personality recognized in its domain, which maintains us of its tastes and his artistic course. Private collectors reveal their treasures, strangers of the general public. Unpublished themes, treated by experts or commented by writers, are emphasized by a luxurious iconography.

Artpassions: 100 pages on white half-matt coated paper, sewn, square back, the brilliant and rhythmical layout of which hangs on the reader

TARGET

Artpassions is the magazine of the art lovers, the managers and the creators, active city-dwellers were implied in the economic life.

Been used to the excellence, their high purchasing power, their attachment in the patrimonial brands and their curiosity for the novelty, make a readership of 1st choice for our announce *Artpassions* is also the reference meeting of the actors of the world of the art: professionals, gallery owners, antique dealers or managers of museums, as much as architects, designers and collectors.

READERSHIP

Age: from 30 years

Distribution: 52 % women and 48 % men

PUBLISHER

SAM SA – Cour de Saint-Pierre 5 – CH-1204 Geneva
Tel: + 41 (0) 22 700 13 80 – Fax: + 41 (0) 22 735 60 38
admin@samcommunication.ch



DISTRIBUTION

POSITIONNEMENT ARTPASSIONS 2016 EN SUISSE:

Artpassions est en 3^{ème} position des ventes sur 33 titres « Art et culture » toutes périodicités confondues.

SOME FIGURES

Quarterly magazine(review) of at least 100 pages pulled (fired) in 15'000 copies

SALE PRICE

Number

CHF 12.- / 12 €

Subscription (for 4 numbers)

CHF 40.- / 50 €

DISTRIBUTION IN SWITZERLAND

ex.

Sale in kiosks in French-speaking Switzerland:
Naville et réseaux

2'000

German-speaking and Italian Switzerland: Valora

3'500

Distribution privileged with our announcers

700

Graceful distribution: 5-star hotels
(Gstaad Palace, Beau-Rivage Genève...)

2'000

Sales in museums

500

DISTRIBUTION IN FRANCE & BELGIUM

Sale in kiosks via network Prestalis

1'900

Sales in museums

100

GRACEFUL DISTRIBUTION

Foires d'art (Artbasel, BRAFA Bruxelles, Parcours des Mondes, Art Elysées, Biennale des antiquaires de Paris, Salon du livre ancien, ArtGenève...)

3'000

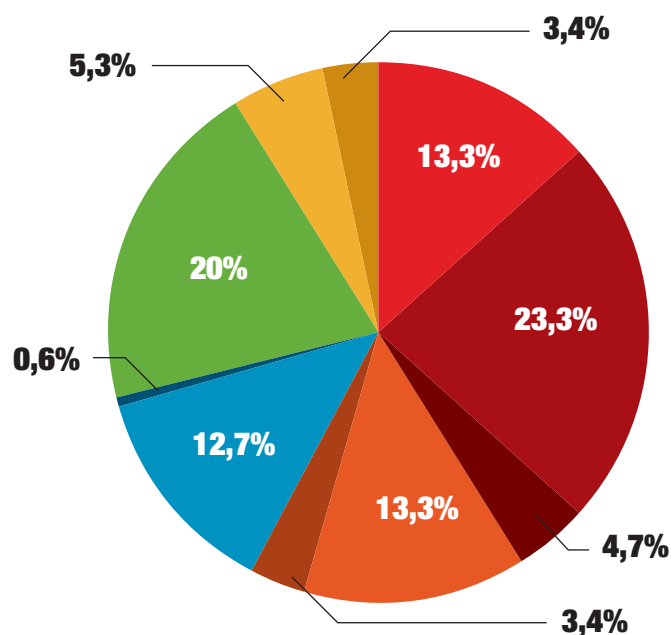
MISCELLANEOUS

Promotion, writers...

800

Subscriptions: direct and Edigroup

500



PROMOTION:

Lors de chaque parution, des campagnes de promotion sont mises en place dans les points de ventes (poster, mise en avant dans les linéaires...).



PRICE LISTS OF INSERTION*

PUBLICATIONS 2018

N°53 ▶ March 22, 2018 | **N°54** ▶ June 6, 2018

N°55 ▶ September 24, 2018 | **N°56** ▶ December 7, 2018

PUT BACK MATERIAL

Deadline of delivery of the material 20 days before exit of the publication.

Announcement on CD, DVD or by e-mail (admin@outlinesarl.ch).

Embellish with images CMJN in 300 dpi, size + 3 mm of lost edges, high-definition PDF rather.

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Discount of repetition: 2x 5%, 4x 10%



*price excluding tax

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Musée Rath de Genève
Museum Tinguely
Netjets
Opera Gallery
Palais Lumière Evian
Parmigiani
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Phoenix Ancient Art
Pilet & Renaud
Ports Francs de Genève
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