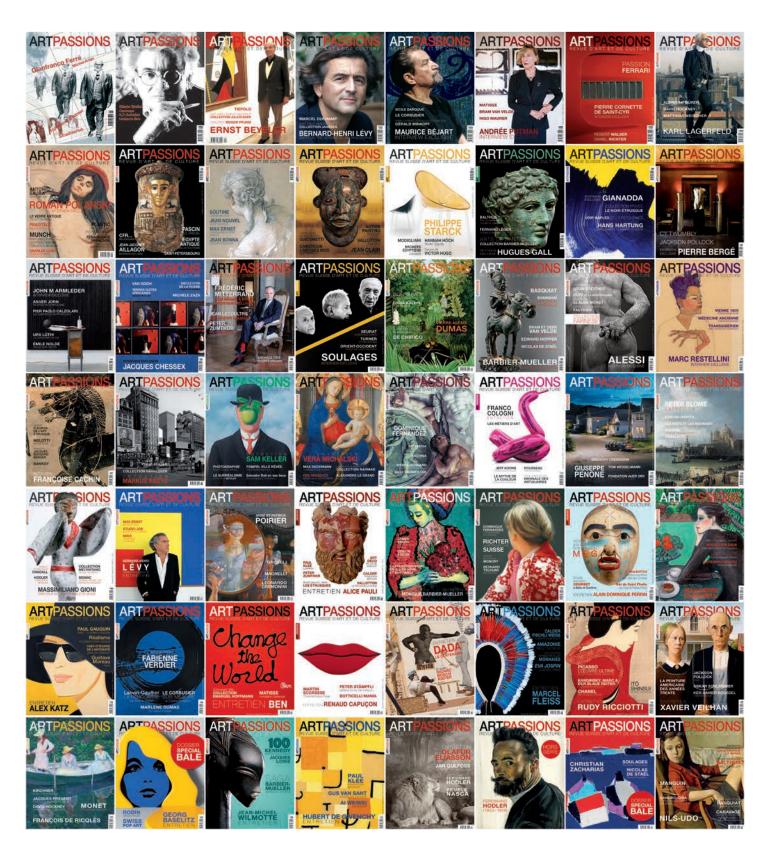
### MEDIA INFORMATIONS 2018



# 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 Unpublished themes, treated by experts or commented by writers, are emphasized by a luxurious iconography.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 1<sup>st</sup> 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<sup>ème</sup> position des ventes sur 33 titres «Art et culture» toutes périodicités confondues.

ex.

#### SOME FIGURES

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

#### SALE PRICE

Number Subscription (for 4 numbers) CHF 12.- / 12 € CHF 40.- / 50 €

#### **DISTRIBUTION IN SWITZERLAND**

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 Presstalis

1'900

Sales in museums

100

#### **GRACEFUL DISTRIBUTION**

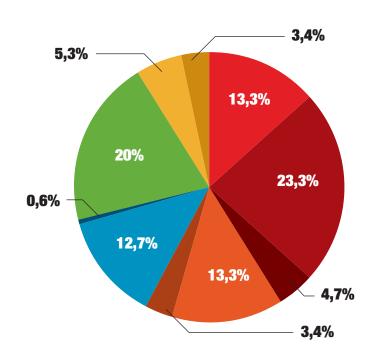
Foires d'art (Artbasel, BRAFA Bruxelles, Parcours des Mondes, Art Elysées, Biennale des antiquaires de Paris, Salon du livre ancien, ArtGenève...)

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.

#### SIZES & PRICE LISTS

1/2 verticale page size 90 x 280 mm or horizontal size 190 x 135 mm **CHF 4'950.**–





Full page size 230 x 300 mm or in mirror size 190 x 280 mm **CHF 8'580.**–





Double spread size 460 x 300 mm CHF 15'400.—



2<sup>nd</sup> and 3<sup>rd</sup> cover page size 230 x 300 mm **CHF 10'450.**–



Back cover size 230 x 300 mm CHF 12'650.–



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





ENTRE IDÉALISME ET NOSTALGIE, LE PINCEAU

\*price excluding tax

#### **OUR ANNOUNCERS**

Adler joaillers Aéroport Int. de Genève artgenève Artparis artfair Artvera's Audemars Piguet Banque Privée Edmond de Rothschild S.A. Benoît de Gorski - Joaillier Biennale de Paris **Bonhams** Breguet

Brussels Antique & Fine Arts Fair BSI Banque Cartier Ch.Besuchet S.A. Château de Pommard

Chopard Cinq Continents Claves Records S.A. EFG International

Espace culturel de la Tour PFS Europ'Art Genève

Fondation Baur Fondation Beyeler Fondation de l'Hermitage Fondation Maeght

Fondation Martin Bodmer Fondation Pierre Arnaud Fondation Pierre Gianadda Galerie Arnaud Tellier Galerie Bernard Ceysson-Genève Galerie De Jonckheere Galerie Fallet Galerie Mermoz Galerie Talmart Galerie Sonia Zannettacci Geneva Limousines Gstaad Palace Gucci Harsch Fine Art Hellas & Roma Hermès Hermitage magazine Hôtel Beau Rivage, Genève Hôtel des ventes-Genève Julius Bär Kunsthaus de Zürich Kunstmuseum de Bâle Lombard Odier Darier Loterie Romande

1875 Finance SA

de Genève

Musée archéologique de Nîmes

Musée d'Art et d'Histoire

Musée d'Art et d'Histoire de Neuchâtel Musée d'Ethnographie de Genève Musée des beaux-arts, La Chaux-de-Fonds Musée International du Design, Munich Musée Jenish Musée Olympique, Lausanne Musée Rath de Genève Museum Tinguely Netjets Opera Gallery Palais Lumière Evian Parmigiani Patek Philippe Museum Phoenix Ancient Art Pilet & Renaud Ports Francs de Genève Rolex Sarasin Banque Shawish Jewellery Steinzeitkunst - Olten Swisscom TL Magazine **UBS SA** Vacheron Constantin

### **PARTNERSHIP EXCLUSIVE MEDIA**

AVV (Art en Vieille Ville / Genève)

#### **PARTNERSHIP**

**AIRFRANCE** Amis de l'orchestre de la Suisse Romande Artbasel Art Elysées Artparis Artfair Biennale des Antiquaires Biennale de Paris Equestrio FIAC Paris Music & Opéra magazine Parcours des mondes Paris Photo Salon du dessin Paris Salon International des arts premiers Salon International de la Haute Horlogerie Salon International du livre ancien/Paris Sommets Musicaux de Gstaad **TEFAF** 



## CONDITIONS OF INSERTION

#### 1. ORDER OF INSERTION

It has account only indications specified on the confirmation of order of the publisher.

#### 2. CONDITIONS OF ACCEPTATION

The publisher reserves the right to refuse without justification any order of insertion. The announcer is completely responsible for the contents of announcements in the direction of the law.

#### 3. COMPLAINTS

A partial or total defect of execution of an order can be the object only of a corresponding reduction without justifying a total nonpayment of the announcer.

The misprint errors which do not alter either the direction or the efficiency of the announcement or which were not corrected on the voucher to pull justify no reduction in price.

The publishers guarantee a good reproduction of announcements as for the technique of printing, on condition that documents supplied by the announcer are perfectly adapted to the process of printing. The small differences of tone are included in the tolerance of the processes of printing, papers and ink used and give the right to no reduction in price. Any complaint must be presented within one month from the receipt of the invoice and the documentary evidence. Spent this deadline, she cannot be any more accepted.

#### 4. PRINTING MATERIAL

The announcer is responsible for the delivery of the documents of printing within the time limits allowed, otherwise the announcement consists according to the data at arrangement and published such which unless no complaint can be considered.

The works of execution ordered by the announcer (drawings, photos, lithographs, models, etc.) are the object of an additional invoicing.

#### 5. COPY TO PRESS

Tests are supplied on request to the announcer as far as the printing material was put back for the deadlines.

If the test is not sent back for the deadlines the announcement is considered as maid to pull .

#### 6. PREFERENTIAL LOCATION

Failure to appear

The desires of preferential location are considered as possible and without commitment. Any special location confirmed as such is the object of an additional charge.

Failure to appear of an announcement in case of force majeure or as a result of technical reasons gives the right to no compensation.

#### 7. CANCELLATION - MODIFICATION

The deadline of cancellation is the same that that of the close of announcements. Crossed that this, no cancellation or modification of the order can be considered

#### 8. INVOICING - PAYMENT

The invoicing takes place after publication. The payment is in 30 days net, without discount.

#### 9. OTHER

For quite other conditions non-specified above will be applied the general conditions governing the relations between announcers and the Swiss Association of Advertising (AASP).

10. The legal for is Geneva, seat of the publisher.

Geneva, 5.01.2009







