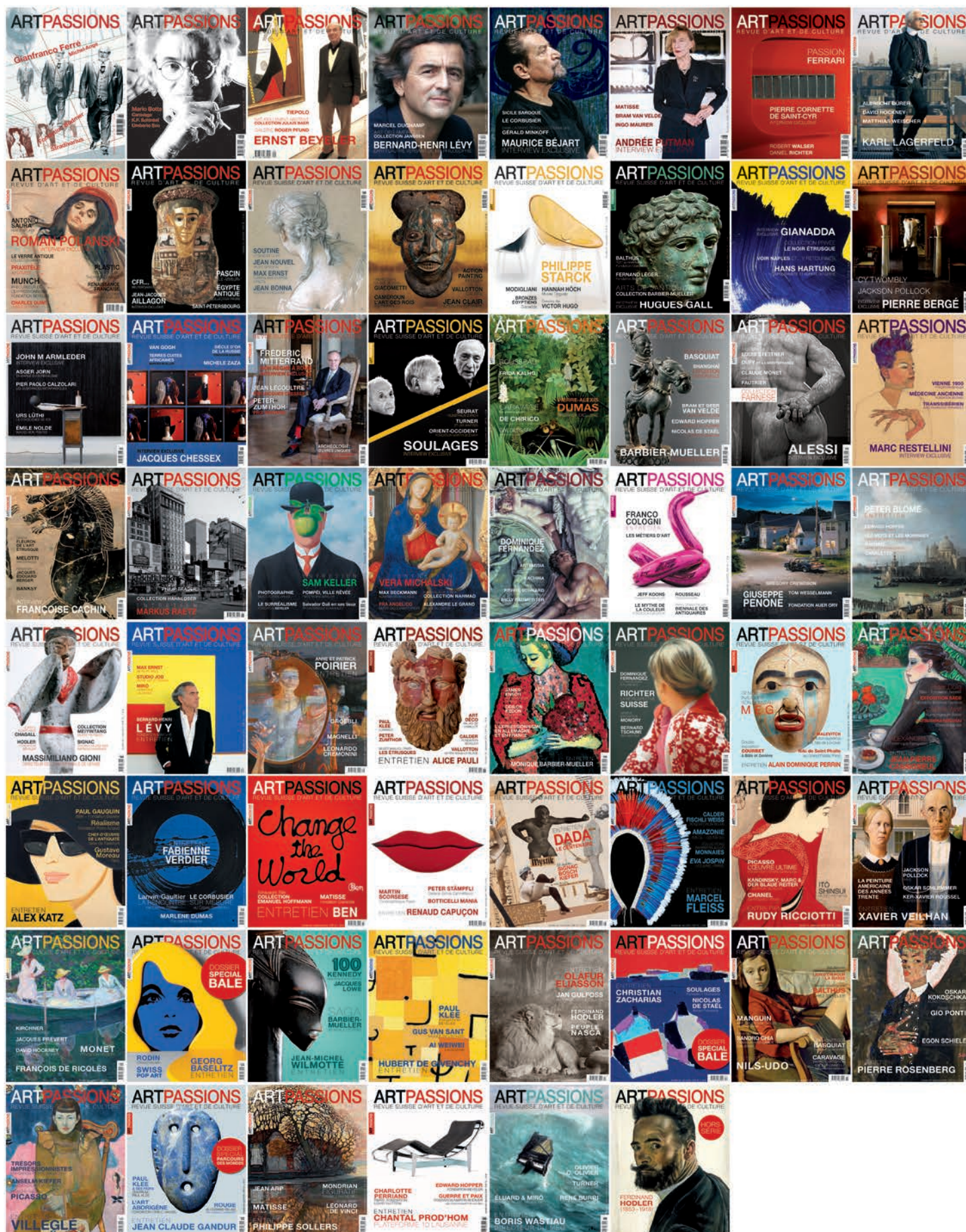


# MEDIA INFORMATIONS 2020





# 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 Unpublished themes, treated by experts or commented by writers, are emphasized by a luxurious iconography.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

admin@samcommunication.ch



# DISTRIBUTION

## POSITIONING ARTPASSIONS 2018 IN SWITZERLAND: Artpassions at the head of the sale...

### SOME FIGURES

Quarterly magazine(review) of at least 100 pages pulled (fired) in 13'800 copies

### SALE PRICE

Number

CHF 12.- / 12 €

Subscription (for 4 numbers)

CHF 40.- / 40 €

### DISTRIBUTION IN SWITZERLAND

Sale in kiosks in Switzerland:

7Days Media Services GmbH

ex.

3'000

Distribution privileged with our announcers

2'200

Graceful distribution: 5-star hotels

(Gstaad Palace, Beau-Rivage Genève...)

900

### 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, SIHH, Salon Art Paris, Salon du livre ancien, ArtGenève...)

4'300

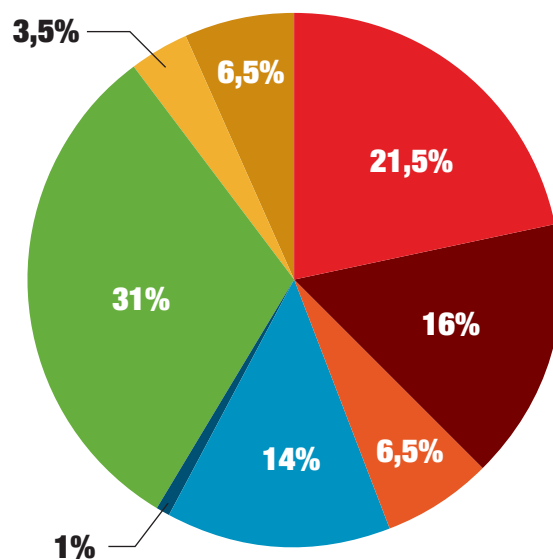
### MISCELLANEOUS

Promotion...

500

Subscriptions: direct and Edigroup

900



### PROMOTION:

At each publication, promotional campaigns are put in place in the points of sale (Posters, starring ...)



# PRICE LISTS OF INSERTION\*

## PUBLICATIONS 2020

**N°61** ▶ March 27, 2020 | **N°62** ▶ June 10, 2020

**N°63** ▶ September 23, 2020 | **N°64** ▶ December 9, 2020

## 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 100 x 280 mm

or horizontal size 210 x 135 mm

**CHF 4'950.-**



Full page size 230 x 300 mm

or in mirror size 210 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.-**

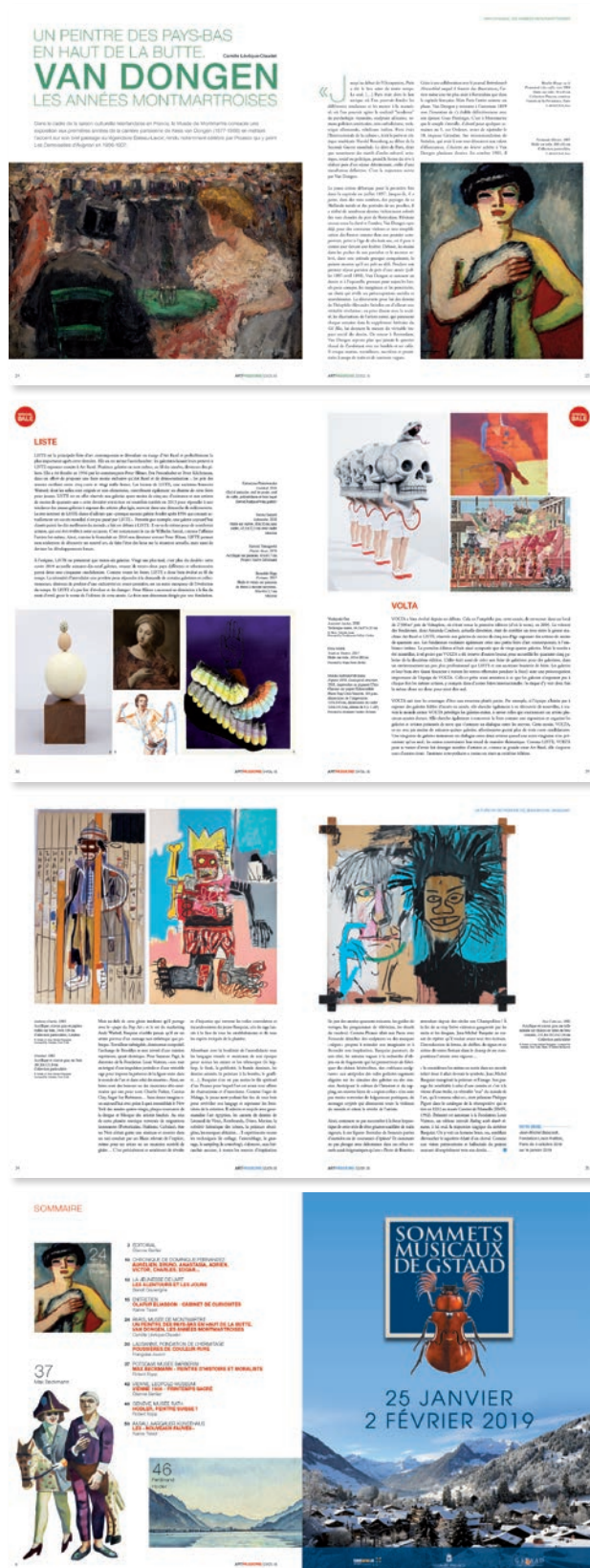


Back cover size 230 x 300 mm

**CHF 12'650.-**



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



\*price excluding tax



# OUR PARTNERS

## OUR ANNOUNCERS

Adler joailliers  
Aéroport Int. de Genève  
Art Ellysées  
artgenève  
Artparis artfair  
Artvera's  
Audemars Piguet  
AVV  
Banque Privée Edmond  
de Rothschild S.A.  
Benoît de Gorski - Joaillier  
Biennale de Paris  
Bonhams  
Breguet  
BRAFA  
BSI Banque  
Cartier  
Ch.Besuchet S.A.  
Chanel  
Château de Pommard  
Chopard  
Cinq Continents  
Claves Records S.A.  
EFG International  
Espace culturel de la Tour PFS  
Espace d'art contemporain-  
Délémont  
Europ'Art Genève  
Fondation Baur  
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Fondation de l'Hermitage  
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Galerie Talmart  
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Geneva Limousines  
Grimaldi Forum  
Gstaad Palace  
Gucci  
Harsch Fine Art  
Hellas & Roma  
Hermès  
Hermitage magazine  
Homo Faber  
Hôtel Beau Rivage, Genève  
Hôtel des ventes-Genève  
Julius Bär  
Kunsthau de Zürich  
Kunstmuseum de Bâle  
LAC Lugano  
Lombard Odier Darier  
Loterie Romande

1875 Finance SA  
Musée Ariana  
Musée archéologique de Nîmes  
Musée d'Art et d'Histoire  
de Genève  
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  
Parcours des Mondes  
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 Ellysées  
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  
SIHH  
Salon International  
du livre ancien/Paris  
Sommets Musicaux de Gstaad  
TEFAF



