

# MEDIA INFORMATIONS 2022



# 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 Unpublished themes, treated by experts or commented by writers, are emphasized by a luxurious iconography.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 2020 IN SWITZERLAND: Artpassions at the head of the sale of art magazines in Switzerland

source 7Days Media

### SOME FIGURES

Quarterly magazine(review) around 100 pages pulled (fired)  
in 12'000 copies

### SALE PRICE

Number

CHF 12.- / 12 €

Subscription (for 4 numbers)

CHF 40.- / 55 €

### DISTRIBUTION IN SWITZERLAND

ex.

Sale in kiosks in Switzerland:

7Days Media Services GmbH

3'000

Distribution privileged with our announcers

1'800

Graceful distribution: 5-star hotels

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

700

### DISTRIBUTION IN FRANCE & BELGIUM

Sale in kiosks via network Presstalis

1'500

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...)

3'500

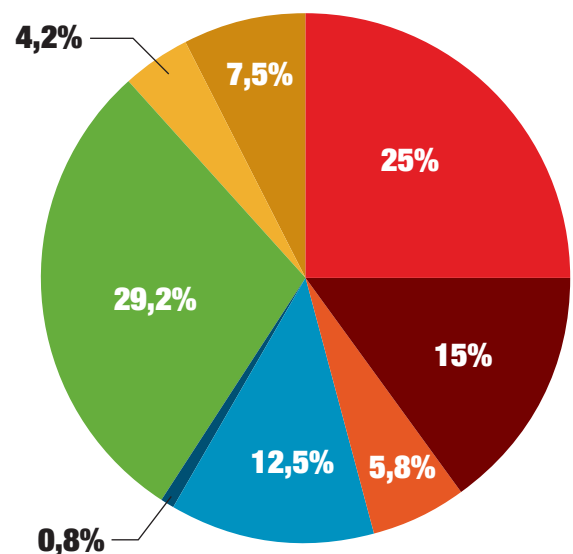
### MISCELLANEOUS

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 2022

N°68 ▶ March 24, 2022 | N°69 ▶ June 8, 2022

N°70 ▶ September 22, 2022 | N°71 ▶ December 8, 2022

## 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 5'000.-



Full page size 230 x 300 mm

or in mirror size 210 x 280 mm

Insertion page 3 to 13

CHF 9'000.-



Full page size 230 x 300 mm

or in mirror size 210 x 280 mm

Insertion starting from page 14

CHF 8'600.-



Double spread size 460 x 300 mm

CHF 15'500.-



2<sup>nd</sup> and 3<sup>rd</sup> cover page size 230 x 300 mm

CHF 10'500.-

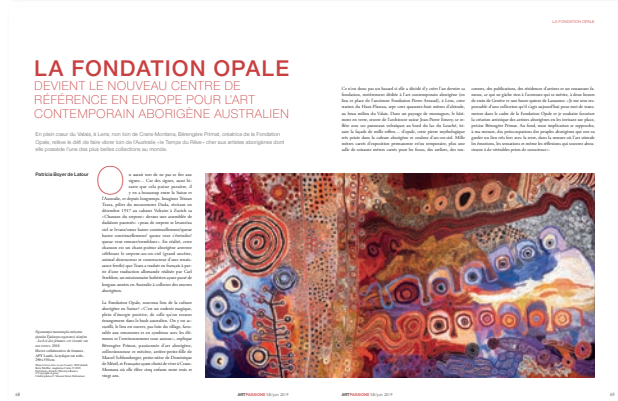


Back cover size 230 x 300 mm

CHF 12'800.-



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



\*price excluding tax

# OUR PARTNERS

## OUR ANNOUNCERS

Adler joaillers  
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  
Fondation Beyeler

Fondation de l'Hermitage  
Fondation Jan Michalski  
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  
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  
Artbase1  
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



# 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 SAM SA.

Geneva, 5.01.2009

## L'EXPOSITION UNIVERSELLE DE GILBERT & GEORGE

Les fondateurs de Zurich exposent les œuvres de leur duo artistique. Une exposition de Gilbert & George, deux artistes britanniques qui ont travaillé ensemble pendant plus de 40 ans. Leurs œuvres sont des peintures et des photographies qui explorent des thèmes sociaux et politiques.

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L'ART DE LIRE Barbara Gantley-Schreier

A L'OMBRE DES JEUNES FILLES EN FLEURS

LA RESURRECTION DE L'AGNEAU MYSTIQUE

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L'ART DE LIRE

PATCHWORKS ONIRIQUES DE PETER BEARD

HARTUNG AU DELA DE L'ABSTRACTION

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PASSION BACON

Les peintures des vingt dernières années de l'artiste britannique au musée d'Art Moderne de New York. Une exposition de Francis Bacon, un artiste britannique qui a travaillé pendant plus de 60 ans. Ses œuvres sont des peintures et des photographies qui explorent des thèmes sociaux et politiques.

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