

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 Unpublished themes, treated by experts or commented by writers, are emphasized by a luxurious iconography.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: About 80 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

Publication directors:
Ombretta Ravessoud / Jean-Pierre Möri
SAM SA – Cour de Saint-Pierre 5 – CH-1204 Geneva
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admin@samcommunication.ch



DISTRIBUTION

POSITIONING ARTPASSIONS 2024 IN SWITZERLAND: Artpassions at the head of the sale of art magazines in Switzerland

source 7Days Media

SOME FIGURES

Quarterly magazine (review) around 84 pages pulled (fired)
in 8'300 copies

SALE PRICE

Number	CHF 12.- / 12 €
Subscription (for 4 numbers)	CHF 42.- / 55 €
Subscription (for 8 numbers)	CHF 78.- / 100 €

DISTRIBUTION IN SWITZERLAND

Sale in kiosks in Switzerland:
7Days Media Services GmbH **2'500**

Distribution privileged with our announcers **1'500**

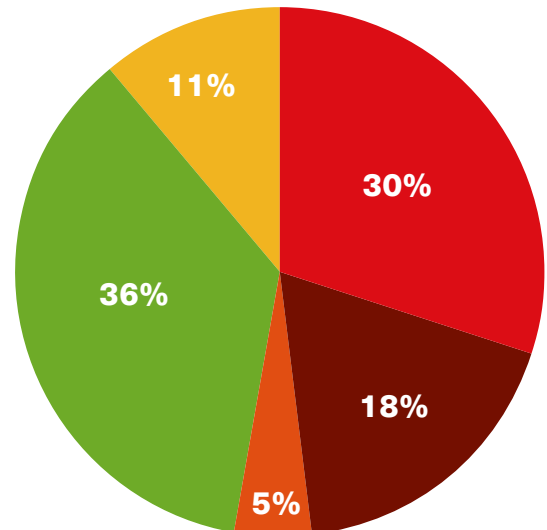
Graceful distribution: Gstaad Palace **400**

GRACEFUL DISTRIBUTION

Foires d'art (Artbasel, BRAFA Bruxelles, Parcours
des Mondes, Watch & Wonders, ArtGenève...) **3'000**

MISCELLANEOUS

Subscriptions: direct and Edigroup **900**



PROMOTION:

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



PRICE LISTS OF INSERTION*

PUBLICATIONS 2025

N°80 ▶ March 25, 2025 | **N°81** ▶ June 9, 2025

N°82 ▶ September 24, 2025 | **N°83** ▶ December 9, 2025

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).

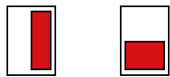
Embellish with images CMJN in 300 dpi, size + 3 mm of lost edges, high-definition PDF rather.

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.-



2nd and 3rd 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

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