

# MEDIA INFORMATIONS 2026





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 Unpublished themes, treated by experts or commented by writers, are emphasized by a luxurious iconography.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

Publication directors:

Ombretta Ravessoud / Jean-Pierre Möri

SAM SA – Cour de Saint-Pierre 5 – CH-1204 Geneva

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# DISTRIBUTION

## POSITIONING ARTPASSIONS 2025 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**

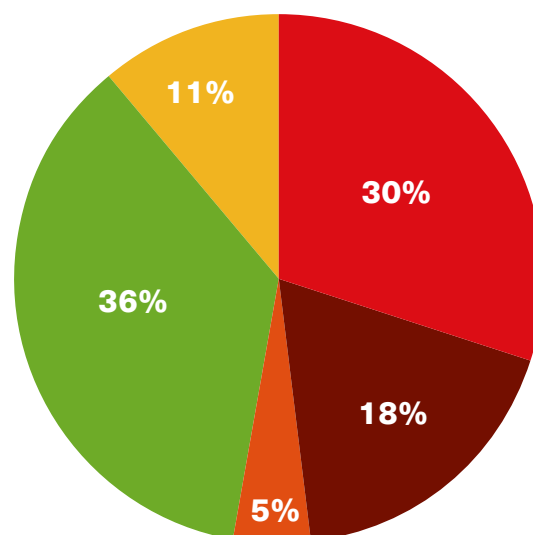
Graceful distribution: Gstaad Palace **400**

### 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 2026

**N°84** ▶ March 24, 2026 | **N°85** ▶ June 9, 2026

**N°86** ▶ September 23, 2026 | **N°87** ▶ December 9, 2026

## 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

## UGO RONDINONE RÊVER DE CHEVAUX BLEUS

