

MEDIA INFO 2026

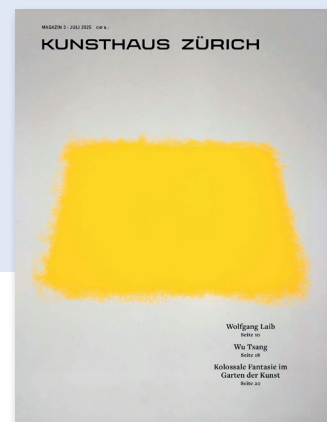
Print | Valid from 1 January 2026

KUNSTHAUS ZÜRICH – The Magazine of Kunsthaus Zürich



«Kunsthaus Zürich» at a glance:

- Goes to 24,000 members throughout Switzerland
- Published 4 times a year



The magazine of Kunsthaus Zürich provides information about exhibitions and the collection of the Kunsthaus Zürich. Each of the four editions focuses on two to four exhibitions, but also provides information about new titles, artists and art education offers. Further subjects are projects about architecture and research, travel accounts and recommendations for literature and cultural events from third parties.

Editorial team Kunsthaus Zürich, Kristin Steiner
Main responsibility: Priska Amstutz

Head of Media Consulting Claudio Moffa
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Readers with an interest in culture and art (who also use the Kunsthau magazine as an events calendar), gallery owners, art dealers and collectors.

Edition	Advertising deadline	Publication date	Themes (Information subject to change)
1	28.11.2025	28.01.2026	Kerry James Marshall / Félicien Rops
2	13.02.2026	01.04.2026	Marisol / Vilhelm Hammershøi
3	26.06.2026	10.08.2026	Maria Lassnig & Edvard Munch
4	11.09.2026	26.10.2026	Bührle Collection



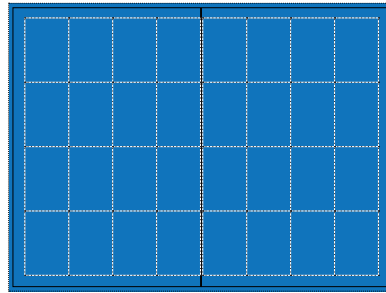
Directly to the target audience – your advertising in the
Kunsthaus Zürich magazine

Advertisements – Formats and prices

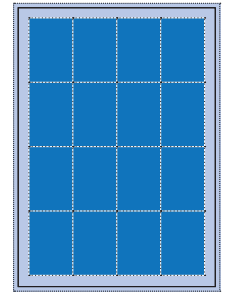
Magazine format	210 × 275 mm
Print area	181 × 247 mm

Advertisements	4-colour
Panorama page	6 930.–
1/1 page	3 690.–
1/2 page	2 075.–
1/4 page	1 200.–
1/8 page	560.–

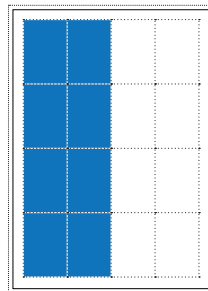
Cover pages	
Inside front cover	5 100.–
Inside back cover	4 800.–
Outside back cover	Availability/price on request



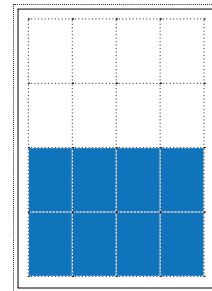
Panorama page
420 × 275 mm bl. off



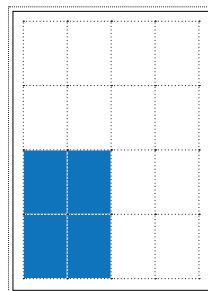
1/1 page
181 × 247 mm p.s.
210 × 275 mm bl. off



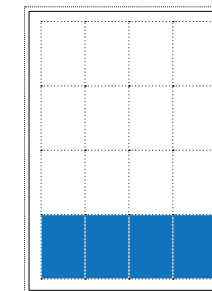
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89 × 247 mm p.s.



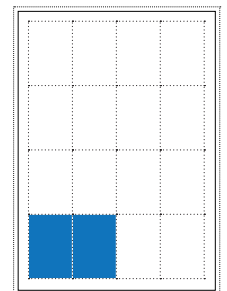
1/2 page horizontal
181 × 122 mm p.s.



1/4 page vertical
89 × 122 mm p.s.



1/4 page horizontal
181 × 60 mm p.s.



1/8 page horizontal
89 × 60 mm p.s.

Inserts and supplements

Prices upon request.

p.s. = print space
bl. off = bled-off plus 3 mm trim

Conditions

Surcharges	10 %
Subscription	within calendar year change of ads possible
Agency commission	5 %
Subscription discount	2 × 3 % 4 × 8 %

Color surcharges, inserts and bound supplements are not discounted.

All prices in CHF excluding VAT. Prices for advertisers/agencies from abroad upon request.

All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

Print specifications

Digital data as document (in highend quality) EPS or PDF. All pictures in CMYK, grayscale or Bitmap. Texts must be embedded or converted in lanes (curves). Resolution on CMYK or grayscale 300dpi, pictures in Bitmap 1200dpi.

Data delivery as highend-PDF by email to: kunsthaut@fachmedien.ch (a binding printout attached with every order). Advertising prices do not include production of printing material, this is charged seperately.

Print sheet set offset **Grid** Sublima 280, coated

Color profile PSO Coated V3

Binding method adhesive bond

Colours euro scale