

ART BASEL

Special supplement in the full edition of the «Neue Zürcher Zeitung»



Cover previous year

Publication date
Monday, 15 June 2020

Advertising deadline
Monday, 1 June 2020

Print material deadline
Monday, 8 June 2020

EDITORIAL CONCEPT

“50th anniversary: “Art Basel” a global event”

The international gallery world will meet once again where Switzerland, Germany and France also meet: the main exhibition and its satellites transform Basel into the mirror of the global art world. The “Neue Zürcher Zeitung” takes a look at “Art Basel”, a prestigious institution which is celebrating its 50th anniversary in 2020 - a look to the past and to the future, and not least a look at what is relevant when it travels on to Miami and Hong Kong. This special supplement presents artists, gallery owners and collectors, all of whom share a passion for art. And this time it also takes a stroll through Bangkok’s active gallery scene.

Subject to change










TARGET GROUP FOR ADVERTISING

Affinity with people over 30 years of age

Contact with advertising media	All Switzerland	Share of NZZ readers	Index of NZZ readers
Very or extremely interested in art/culture ¹	44.5%	69.1%	155
Purchase objets d’art in the next 12 months ¹	2.1%	3,8%	185

¹ MACH Consumer 2019 (Index: All Switzerland = 100; percentage: vertical)
Zurich, February 2020.

FIXED FORMATS

	2/1 pages	CHF 54 200.-	612 × 440 mm
	1/1 page	CHF 27 100.-	291 × 440 mm
	1/2 page landscape	CHF 16 200.-	291 × 218 mm
	1/2 page landscape, next to text	CHF 17 000.-	291 × 218 mm
	1/3 page landscape, next to text	CHF 12 100.-	291 × 144 mm
	1/4 page landscape	CHF 8 400.-	291 × 108 mm
	1/4 page landscape, next to text	CHF 10 200.-	291 × 108 mm
	1/4 page portrait	CHF 8 400.-	143 × 218 mm
	1/8 page landscape, next to text	CHF 4 900.-	291 × 53 mm

SPECIAL FORMATS

Millimetre rates	(colour)
Advertisement	CHF 7.50
Next to text	CHF 9.30
Ads	CHF 38.40

CONTACT

Advertisements German-speaking Switzerland NZZ Media Solutions

Neue Zürcher Zeitung AG
Falkenstrasse 11
P.O. Box
8021 Zurich

Phone +41 44 258 16 98
inserate@nzz.ch

Advertisements French-speaking Switzerland NZZ Media Solutions

Neue Zürcher Zeitung AG
Avenue Mon-Repos 22
1005 Lausanne

Phone +41 21 311 48 95
yves.gumy@nzz.ch

Advertisements International NZZ Media Solutions

Neue Zürcher Zeitung AG
Falkenstrasse 11
P.O. Box
8021 Zurich

Phone +41 44 258 12 63
advertising@nzz.ch

www.nzzmediasolutions.ch

All prices gross in Swiss Francs, exkl. 7,7% tax.
The standard insertion terms and conditions as per the overall rates charged by
NZZ Media Solutions apply. For general terms and conditions please visit
www.nzzmediasolutions.ch.

NZZ Media Solutions
