

# ARTMAPP

DAS MAGAZIN  
UND DIE APP FÜR  
KUNST UND REISEN

**MEDIA GUIDE  
2024**

CULTURE

# MAGAZINE

# 24



EFFECTIVE FROM 1/1/2024

# ARTMAPP

MEDIA GUIDE  
2024

## KEY FACTS

# Das Magazin für Kunst und Reisen\*

Focused, multifarious, full of ideas and competent –  
ARTMAPP excites with inspiring articles, lush images and fresh design.

## 30,000 Magazines Three Times a Year

ARTMAPP comes in March, July and November – on 200 pages and a print run of 30,000 copies.

The magazine is available at selected newsagents, stations and airports in Germany, Austria, Luxembourg and Switzerland for a retail prize of 10.80 € (D) resp. 11.50 € (A/LUX) resp. 13.90 CHF. The subscription of three issues is prized at 30 € (DE) resp. 48 € (EU/CH).

## Target

ARTMAPP – the Art and Travel Magazine!

Our readers are sophisticated, into art and culture, who love to travel. More than 200 premium and design hotels display the ARTMAPP magazine to their guests.

It excites indulgence- and consumption-driven art lovers, as well as pundits of the art, culture and creative industry.

## Topics and Dates

ARTMAPP presents latest, exciting and fascinating topics of art, culture, photography, architecture and design from Germany, Austria, Luxembourg and Switzerland.

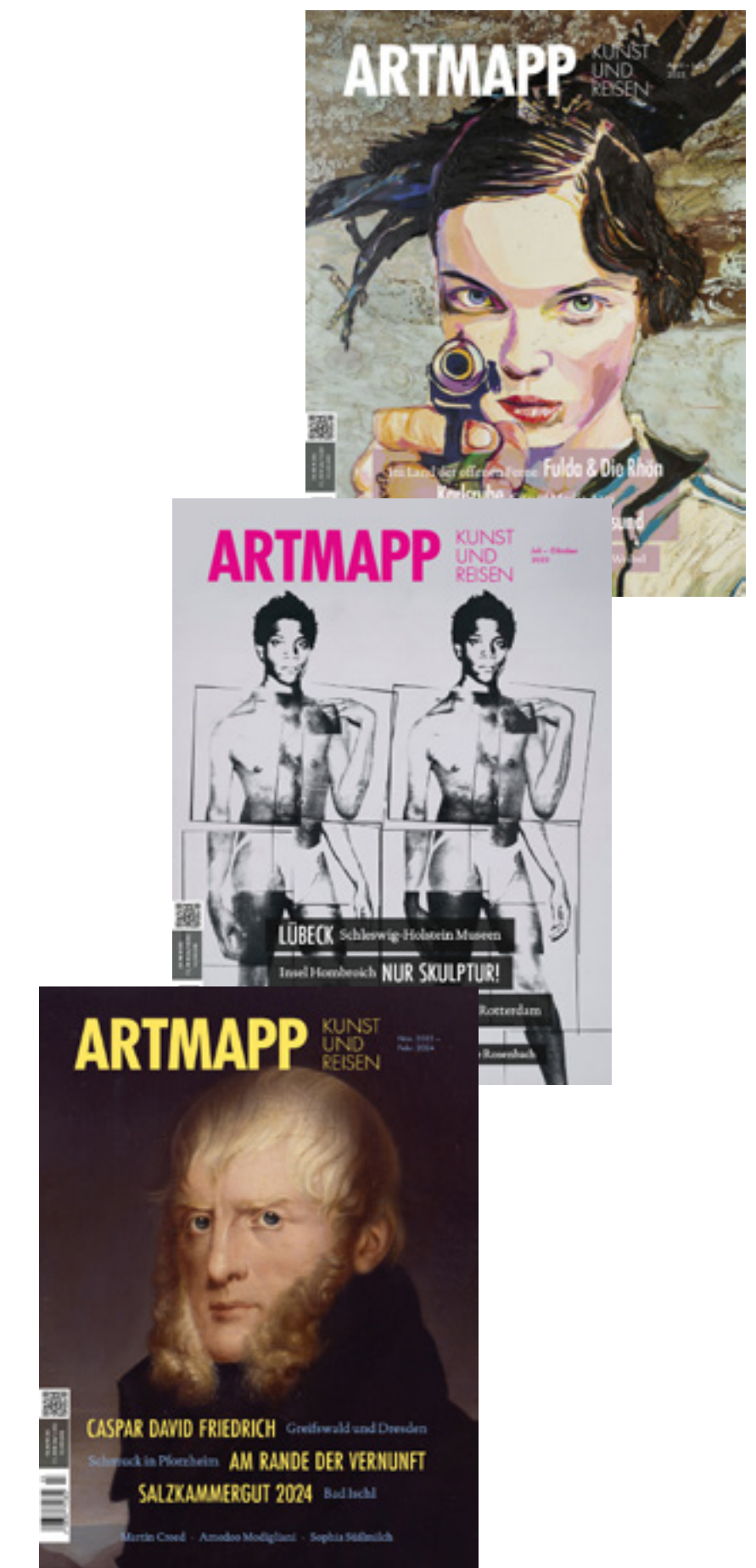
Exhibitions, artists and museums of alternating fields are shown, enriched by a calendar of selected exhibition and event highlights ("Termine" resp. dates) plus exceptional travel tips.

## Cities and Regions

ARTMAPP lures readers to travel. Each issue emphasises a special region, city and subject.

Comprehensive, varied subjects with entertaining and knowledgeable reports together with opulent images provide inspiration and information to the readers.

\* The Art And Travel Magazine



ARTMAPP issues 2023:  
Spring, Summer and Winter

## Make Up Your Mind!

Read a preview of the current print edition presented on [artmapp.net](http://artmapp.net).



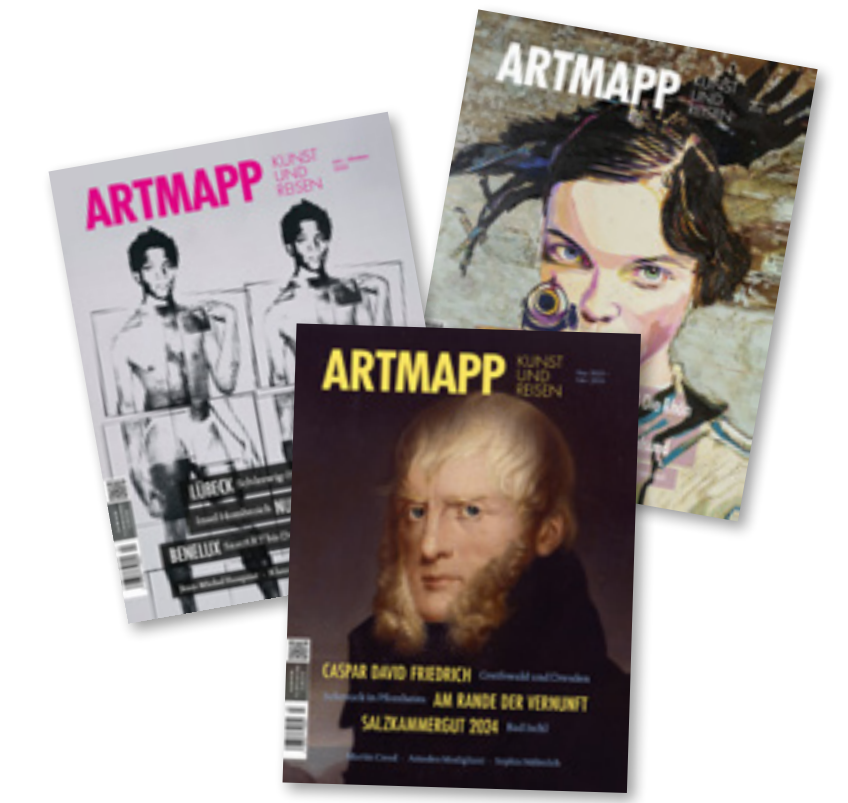
# ARTMAPP

MEDIA GUIDE  
2024

DAS MAGAZIN FÜR KUNST UND REISEN

## Visual Identity

Ad environment: sophisticated, target affinely graphic design



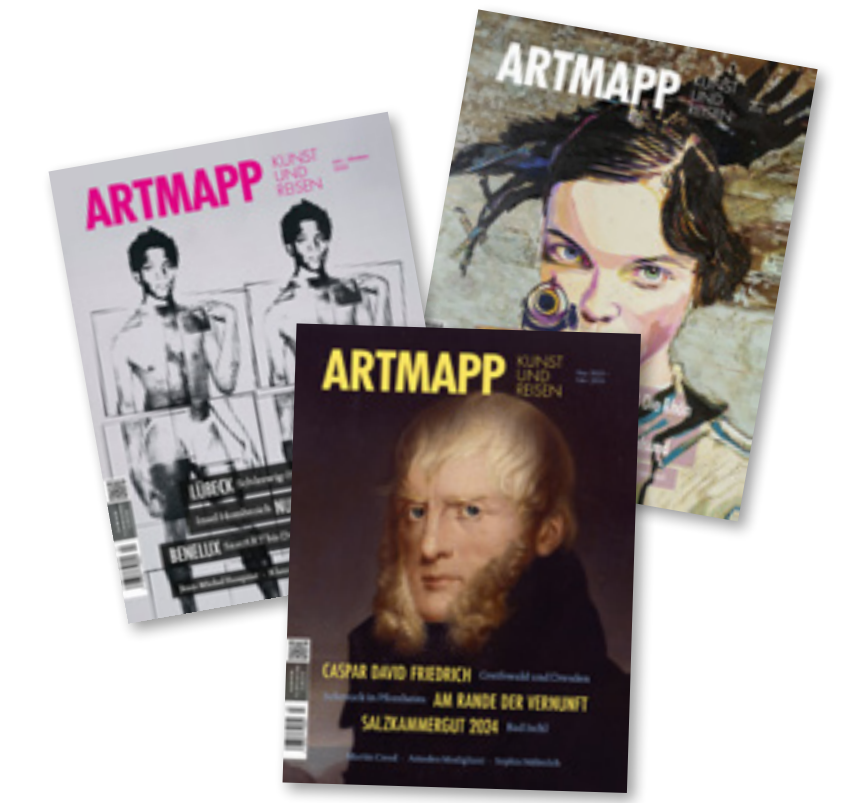
TOPIC-SPECIFIC GRAPHIC INTRODUCTION OF AN ARTICLE (SPREAD PRESENTATION)





## Ad Sizes and Rates

excl.  
VAT



Please e-mail your request / booking to [anzeigen@artmapp.net](mailto:anzeigen@artmapp.net)

Additionally shows/dates of your ad will be listed in the ARTMAPP App!

### Ads

full-page and inside ad dummy

Important:  
[Datasheet](#)  
for print files  
[Link](#)



Ad 1/1 page,  
full-page,  
format 210 x 280 mm (W x H)

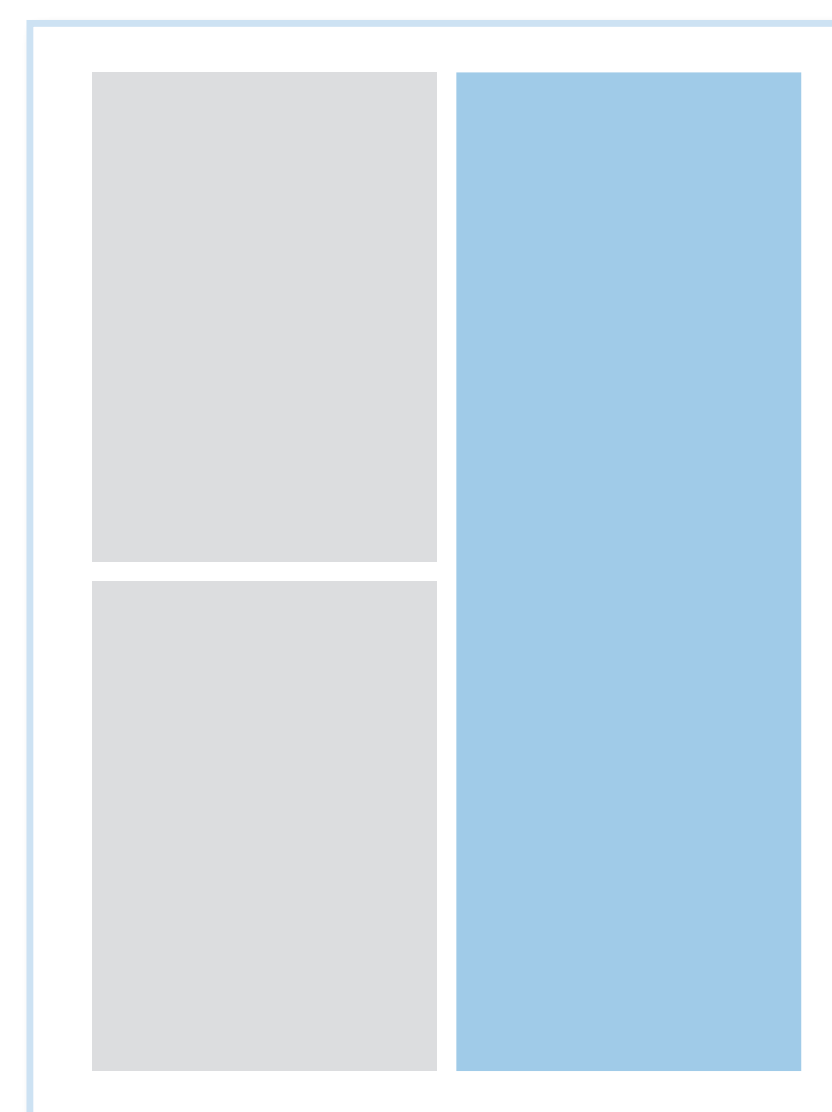
.....  
**inside page** from page 16: 1,980 €

.....  
**inside page** up to page 15: 2,350 €

.....  
**U3** (back inside cover): 4,800 €

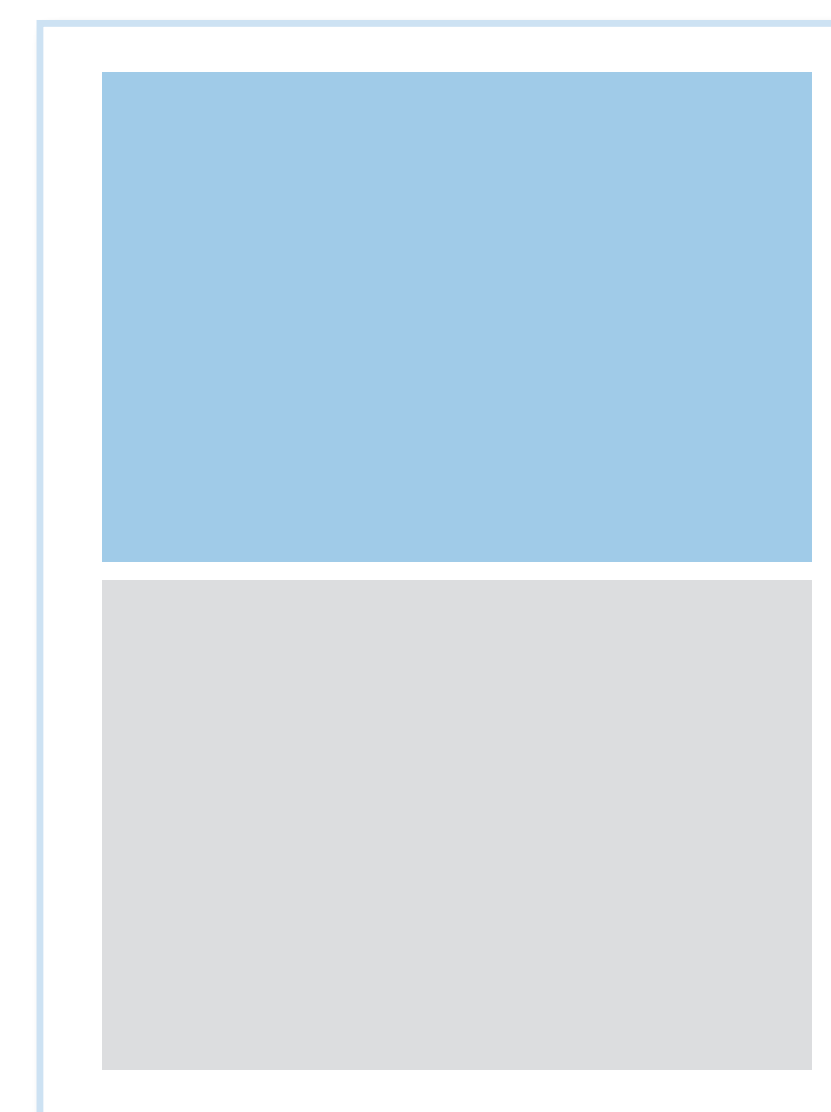
.....  
**U2** (front inside cover): 5,200 €

.....  
**U4** (back cover): 6,000 €



Ad 1/2 page vertical,  
inside ad dummy,  
format 88 x 255 mm  
(W x H)

.....  
1,120 €

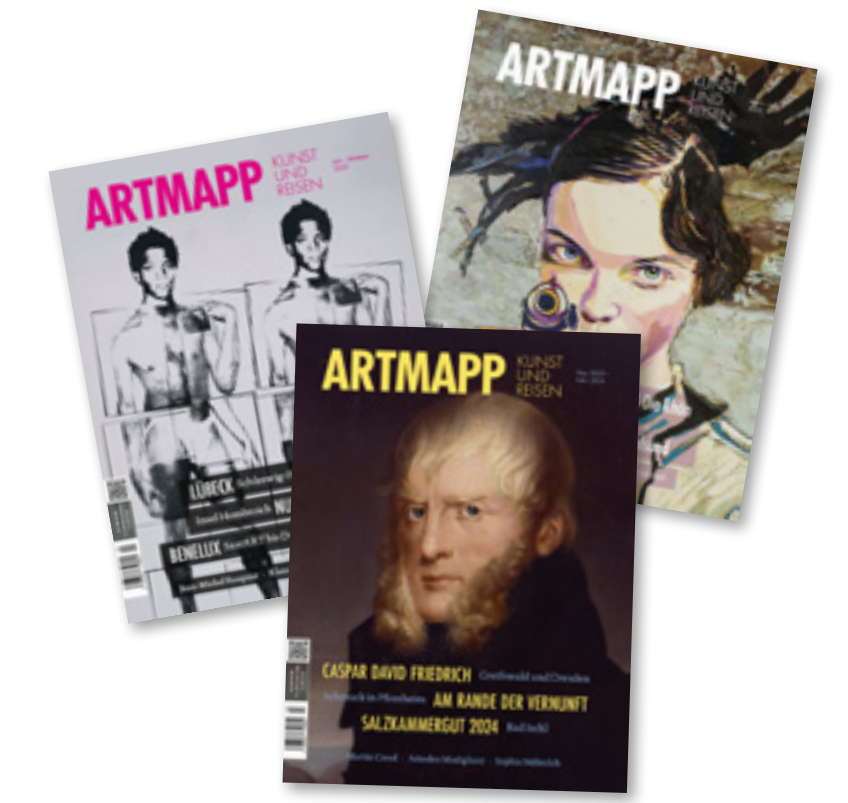


Ad 1/2 page horizontal,  
inside ad dummy,  
format 181 x 125 mm  
(W x H)

.....  
1,120 €

## Ad Sizes and Rates

excl.  
VAT



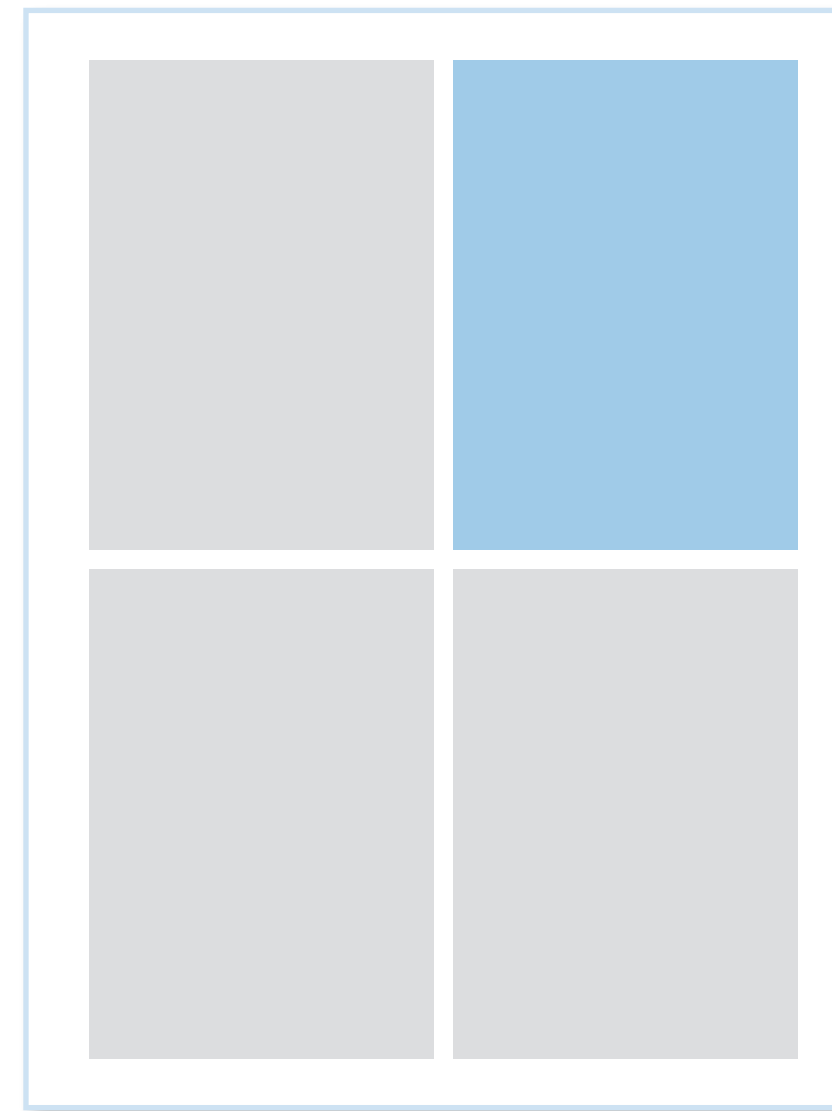
Please e-mail your request / booking to [anzeigen@artmapp.net](mailto:anzeigen@artmapp.net)

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### Ads

inside ad dummy  
resp. live area

Important:  
[Datasheet](#)  
for print files  
[Link](#)



Ad 1/4 page vertical,  
inside ad dummy,  
format 88 x 125 mm  
(W x H)

570 €



Ad 1/3 page vertical,  
with bleed,  
(next to editorial  
resp. index),  
format 78 x 280 mm  
(W x H)

1,980 €



Ad 1/3 page vertical,  
column of Dates,  
inside live area,  
format 52 x 246 mm  
(W x H)

780 €

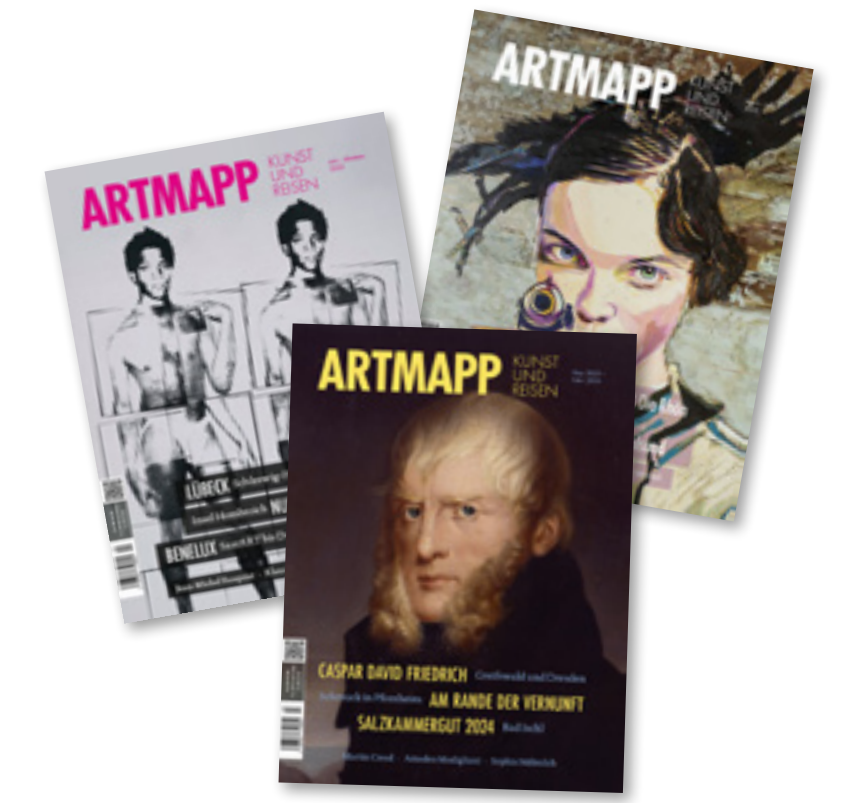


Ad special format  
placed at index,  
inside live area,  
format 110 x 30 mm  
(W x H)

500 €

## Ad Sizes and Rates

excl.  
VAT



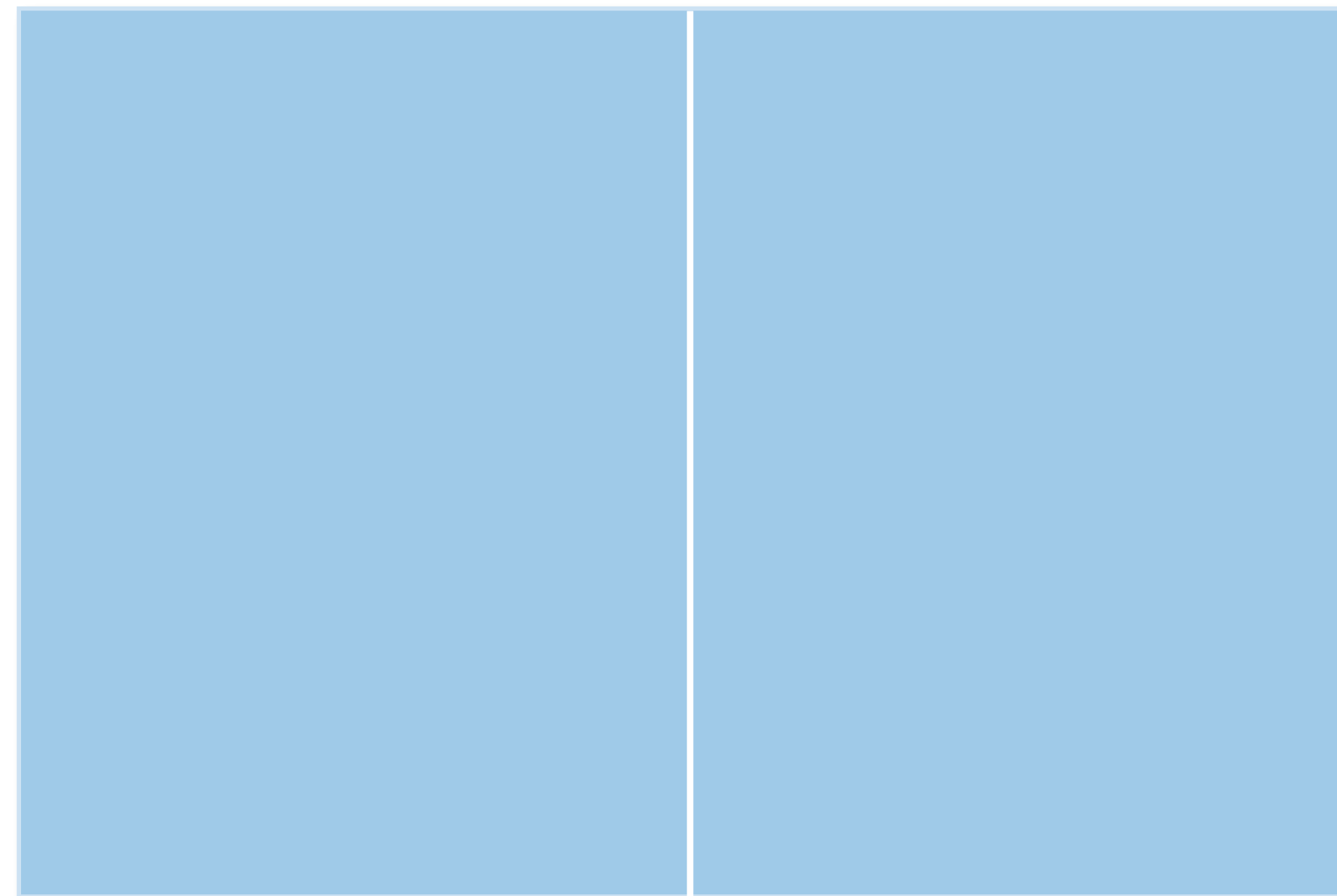
Please e-mail your request / booking to [anzeigen@artmapp.net](mailto:anzeigen@artmapp.net)

Additionally shows/dates of your ad will be listed in the ARTMAPP App!

### Ads

multi-page

Important:  
[Datasheet](#)  
for print files  
[Link](#)



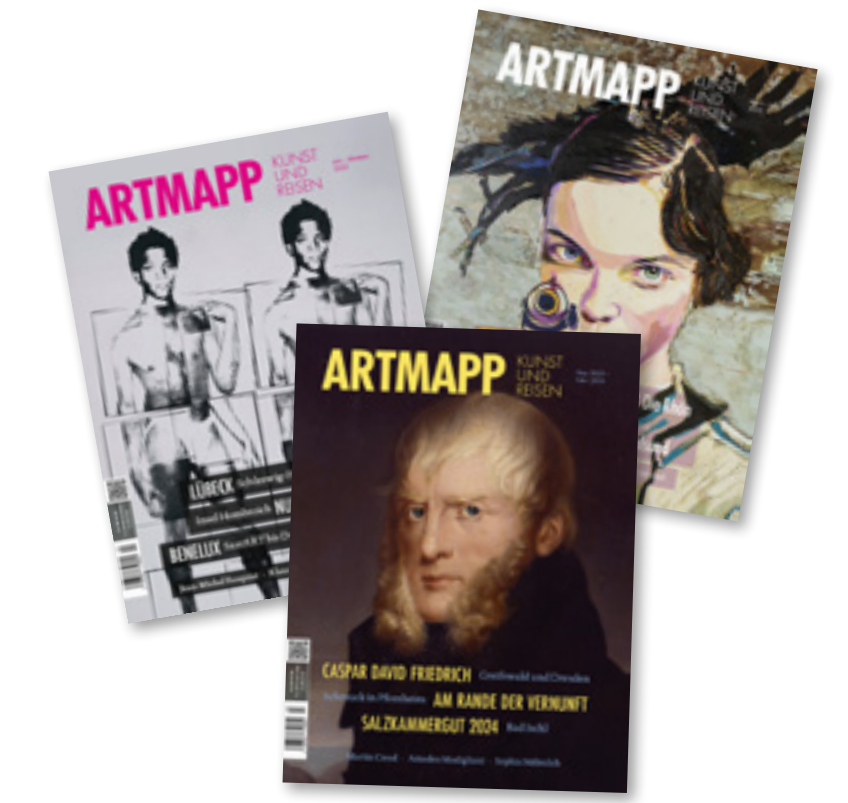
Ad 2/1 pages,  
full-page,  
format 420 x 280 mm (W x H)

<b>inside pages</b> from page 16:	3,680 €
<b>inside pages</b> up to page 15:	4,580 €



## Ad Sizes and Rates

excl.  
VAT



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\* Additionally shows/dates of your editorial ad will be listed in the ARTMAPP App!

### Ads editorially:

- inside columns of
- “Appetizers”,
- “Dates” (“Termine”),
- “check-ins” (Hotels),
- “Hop In” (Restaurants, Cafés/Bars, Hotels)

- of key subject
- and “Media tips”
- (Books, Catalogues, DVDs, Links/ Downloads)

**Appetizers (text+image):**  
700 characters (incl. blanks),  
image size max. 80 x 70 mm (W x H)

**Appetizers (text+image):**  
700 characters (incl. blanks),  
image size max. 80 x 70 mm (W x H)

490 €

**Hotels (text+image):**  
600 characters (incl. blanks),  
image size max. 80 x 70 mm (W x H)

**check-ins/Hop In (text+image)\*:**  
600 characters (incl. blanks),  
image size max. 80 x 70 mm (W x H)

490 €

**Dates (text+image)\*:**  
1.000 characters (incl. blanks, excl. contact),  
image size max. 52 x 70 mm (W x H)

**Dates (text+image)\*:**  
1.000 characters (incl. blanks, excl. contact),  
image size max. 52 x 70 mm (W x H)

490 €

**Media tips (text+image):**  
450 characters (incl. blanks, excl. bibliography),  
image size max. 70 x 70 mm (W x H)

**Media tips (text+image):**  
450 characters (incl. blanks, excl. bibliography),  
image size max. 70 x 70 mm (W x H)

350 €

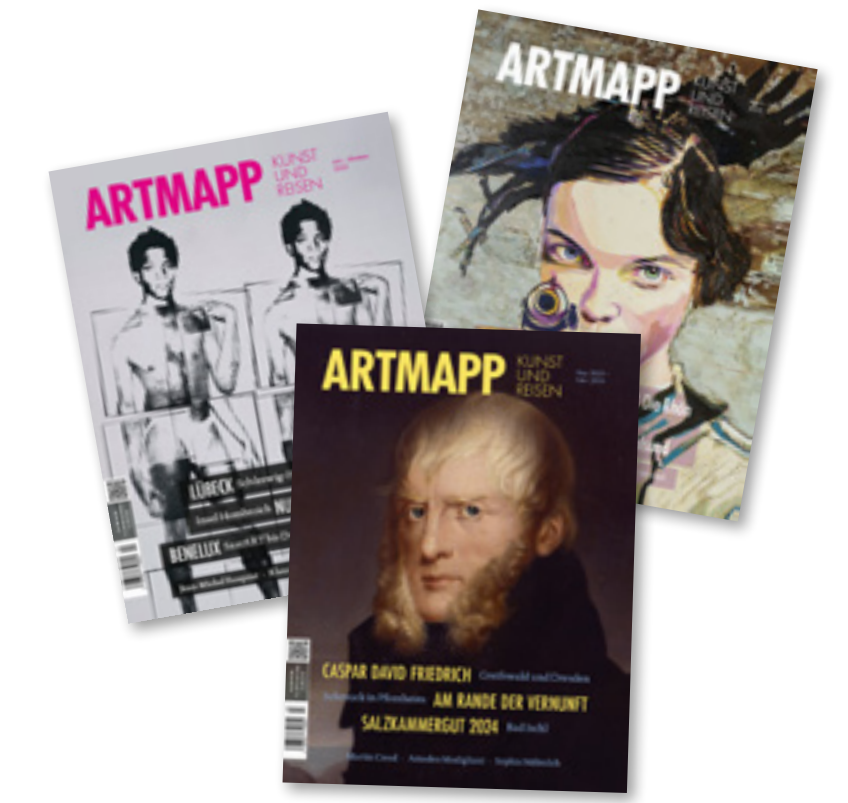
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excl.  
VAT



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Additionally shows/dates of your advertorial will be listed in the ARTMAPP App!

## Advertorials

customised, magazine design:  
half-, full- or multi-pages



Advertorial multi-pages  
(2 or more),  
magazine design,  
inside live area,  
text-image-ratio  
customisable, image can  
be spread size

Prize on request



Advertorial 1/2 page,  
magazine design,  
inside live area,  
text-image-ratio  
customisable,  
image size max.  
165 x 122 mm (W x H)

Prize on request



Advertorial 1/1 page,  
magazine design,  
inside live area,  
text-image-ratio  
customisable,  
image can be full-page

Prize on request



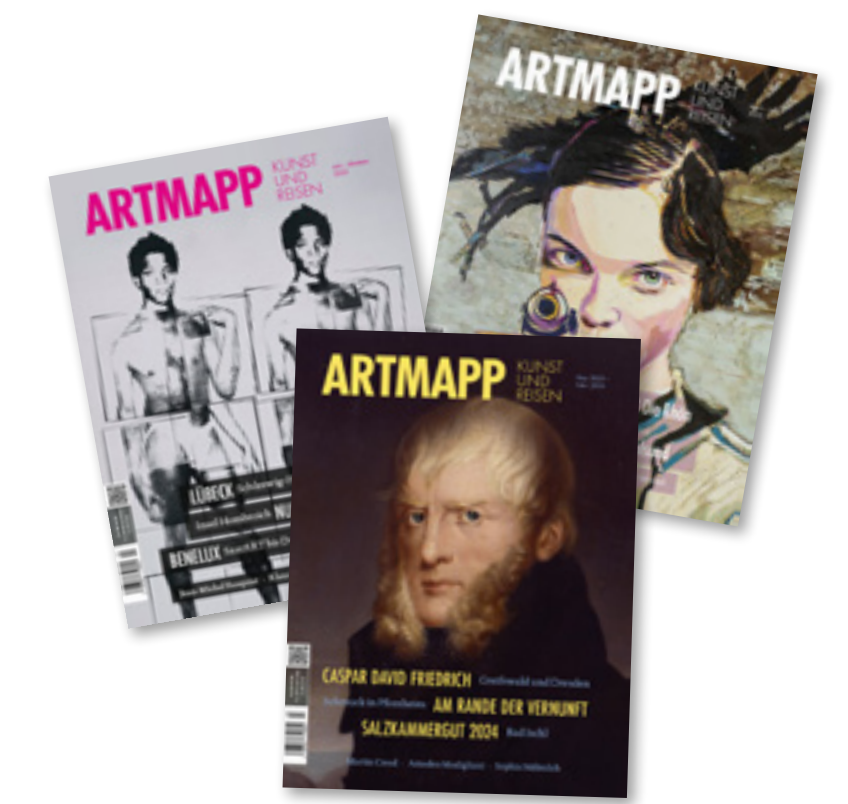
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VAT



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### Special formats

Loose insert: random positioning

Sticker\*: on 2/1-pages, positioning eligible

Customisable format and scale available /

Prize on request

\* max. size 165 x 240 mm (W x H)

Sample size of a sticker,  
placed on a left page:

A5,  
148 x 210 mm (W x H)



!!! Your order will be confirmed after the printing house has received and approved a binding dummy !!!



Sticker samples,  
placed on right pages:

left side:  
A5,  
148 x 210 mm (W x H)

right side:  
A6,  
105 x 148 mm (W x H)





## Deadlines and Contact

ARTMAPP GmbH · Pfizerstr. 11 · 70184 Stuttgart · [www.artmapp.net](http://www.artmapp.net)



### Deadlines for Ads and Printing Material

#### Issue 1/24, Spring 2024 (Term: April–June) OSD: 04/04/2024

	Deadline	D/L printing material
Advertorials, "Appetizers", Hop In, "Medientipps", "Termine"	27/02/2024	01/03/2024
Ads	01/03/2024	05/03/2024

#### Issue 2/24, Summer 2024 (Term: July–Oct) OSD: 19/07/2024

	Deadline	D/L printing material
Advertorials, "Appetizers", Hop In, "Medientipps", "Termine"	11/06/2024	14/06/2024
Ads	14/06/2024	21/06/2024

#### Issue 3/24, Winter 2024/25 (Term: Nov–Feb) OSD: 18/11/2024

	Deadline	D/L printing material
Advertorials, "Appetizers", Hop In, "Medientipps", "Termine"	10/10/2024	14/10/2024
Ads	14/10/2024	21/10/2024

### Contact

#### Publisher

Reiner Brouwer, [r.brouwer@artmapp.net](mailto:r.brouwer@artmapp.net)

T +49 (0) 171 170 69 23

#### Advertising Manager

Silvia Brouwer, [s.brouwer@artmapp.net](mailto:s.brouwer@artmapp.net)

T +49 (0) 711 16 12 24 15

#### Advertising Sales

Nina Czayka, [n.czayka@artmapp.net](mailto:n.czayka@artmapp.net)

T +49 (0) 178 136 67 99

Amrei Heyne, [a.heyne@artmapp.net](mailto:a.heyne@artmapp.net)

T +49 (0) 176 48 11 26 37