

MUSEUMS

Special supplement in the «Neuen Zürcher Zeitung»



30%
CULTURE
DISCOUNT

Publication date
Saturday, 27 April 2019

Advertising deadline
Friday, 12 April 2019

Print material deadline
Friday, 19 April 2019

Readership figures
253 000 people

Distributed print edition
Total 85 305 copies
Switzerland 76 712 copies
Abroad 8 593 copies

E-Paper
25 718 subscribers

Gender balance
Men 63%, Women 37%

Managers
73 000 people

Senior Managers
35 000 people








EDITORIAL CONCEPT

*Jewels of the European museum landscape –
art history and architectural aspects*

• **Prado Madrid:** on the anniversary and history of the museum, as well as the importance of the Prado with regard to urban development. (two articles) • **Rijksmuseum Amsterdam:** the centrepiece of the museum, Rembrandt's *The Night Watch*, will stay on public display during its restoration • **Louvre Museum Paris:** from a royal palace to a museum of art • **Historisches Museum Vienna:** insights into the treasures of one of the most beautiful museums in the world • **Fondation Beyeler:** Picasso on a grand scale! • **Muzeum Susch:** a private museum for contemporary art in the mountains. • **Gemäldegalerie Berlin:** a tranquil refuge of old masters, Mantegna and Bellini • **Royal Museum for Zentral Afrika Tervuren:** reopening and colonial heritage • **Humboldt Forum Berlin:** the Humboldt Forum at the Berlin Palace will open at the end of 2019
Subject to change.

170 000 readers are very interested in art and culture.
104 000 people frequently attend cultural events.
31 000 readers own antiques, coins, valuable pictures, etc.
56 000 people enjoy creating art themselves.

FIXED FORMATS

 1/1 page	Fr. 19 580.–	291 × 440 mm
 1/2 page landscape	Fr. 11 750.–	291 × 218 mm
 1/2 page landscape, nex to text	Fr. 17 090.–	291 × 218 mm
 1/3 page landscape, nex to text	Fr. 12 190.–	291 × 144 mm
 1/4 page landscape	Fr. 6 120.–	291 × 108 mm
 1/4 page landscape, nex to text	Fr. 10 250.–	291 × 108 mm
 1/8 page landscape, nex to text	Fr. 4 950.–	291 × 53 mm

SPECIAL FORMATS

30%*

Millimetre rates (colour)

Advertisement 5.68 | Advertisement, next to text 9.34 | Advertising panel 38.47

AS AN E-PAPER ON NZZ

30%*

- The Museum special supplement will be posted as a dossier on NZZ feuilleton.
- The dossier will be accompanied with a teaser on nzz.ch.
- Branding Day or banner formats (placement whenever) possible in dossier.

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*30% culture discount. Discounts may not be combined.
Only the consultancy fee may be deducted.

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