

Advertising in HART

HART, the leading magazine for contemporary art in Belgium and beyond since 2006, is read by thousands of artists, collectors, professionals and art lovers.

HART is published monthly on paper. Our website offers art news and a selection of articles for free, as well as the full content of each printed issue for subscribers.

We believe that advertisements from interesting organizations, initiatives and brands are a valuable addition for our loyal and curious audience.

HART is the ideal channel to increase both brand awareness and visitor numbers.

We offer the following advertisement options:

- advertisements in the printed issue
- advertisements in the printed specials
- inserts in the printed issue
- banners on the website
- year buttons on the website
- banners in the newsletter

You can advertise in HART for as little as € 350.
All rates are excluding 21% VAT.

Reductions

When booking multiple adverts per year, you are entitled to a discount:

- 2 adverts: 5% discount
- 4 adverts: 10% discount
- 7 adverts: 15% discount
- 10 adverts: 20% discount

If you advertise in both print and online, you get a **30% discount** on the banner. This discount does not apply to year buttons.

For inquiries, please contact Liesbet Waegemans via email:
liesbet@hart-magazine.be or phone: +32 486 87 84 81

Publishing dates & submission deadlines

Web banners and year buttons are published online within two business days.
These are our deadlines for advertisements, inserts and newsletter banners:

issue	publication date	deadline RESERVATION	submission deadline ADVERTISEMENT	submission deadline INSERT	submission deadline BANNER NEWSLETTER
HART #199	Thu 02/01/2020	Mon 09/12/2019	Wed 11/12/2019	Thu 20/12/2019	Mon 30/12/2020
HART #200	Thu 06/02/2020	Mon 20/01/2020	Wed 22/01/2020	Thu 30/01/2020	Mon 03/02/2020
HART #201	Thu 05/03/2020	Mon 17/02/2020	Wed 19/02/2020	Thu 27/02/2020	Mon 02/03/2020
HART #202	online only	Mon 16/03/2020	Wed 18/03/2020	Thu 26/03/2020	Mon 30/03/2020
HART #203	Thu 21/05/2020	Mon 04/05/2020	Wed 06/05/2020	Thu 14/05/2020	Fri 15/05/2020
HART #204	Thu 18/06/2020	Mon 01/06/2020	Wed 03/06/2020	Thu 11/06/2020	Mon 15/06/2020
HART #205	Thu 16/07/2020	Mon 29/06/2020	Wed 01/07/2020	Thu 09/07/2020	Mon 06/07/2020
HART #206	Thu 10/09/2020	Mon 24/08/2020	Wed 26/08/2020	Thu 03/09/2020	Mon 07/09/2020
HART #207	Thu 08/10/2020	Mon 21/09/2020	Wed 23/09/2020	Thu 01/10/2020	Mon 05/10/2020
HART #208	Thu 05/11/2020	Mon 19/10/2020	Wed 21/10/2020	Thu 29/10/2020	Mon 02/11/2020
HART #209	Thu 03/12/2020	Mon 16/11/2020	Wed 18/11/2020	Thu 26/11/2020	Mon 30/11/2020

Submissions

PRINT

Please submit print-ready pdf (certified, embedded fonts) or as hi-res .tiff or .jpeg files, CMYK or grayscale only, 300 dpi resolution or higher.

Ads always have margins, so it is not necessary to provide bleed.

DIGITAL

Please submit your banners as .jpeg, or .png (RGB) or as an animated gif.
Calm animations only, flickering images are not possible.

Max. file size: 200KB

Additional requirements: please add an alt tag (description of the banner for SEO) and the url the banner is referring to.

Email adverts & banners to liesbet@hart-magazine.be

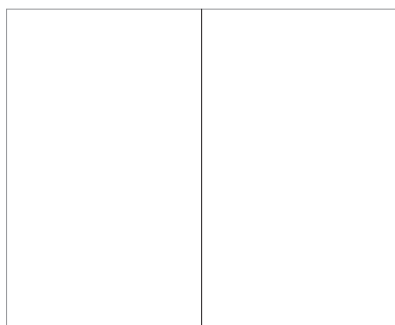
Send inserts to Andy Bols, DVB, Kelderbeemd 5, 2470 Retie, België

magazine

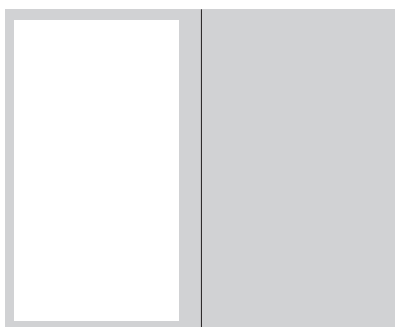
HART magazine is published eleven times a year.

Since September 2019 the magazine has a new format: 190 mm × 310 mm

For a preferred placement of a spread or full page, the surcharge is 10%.



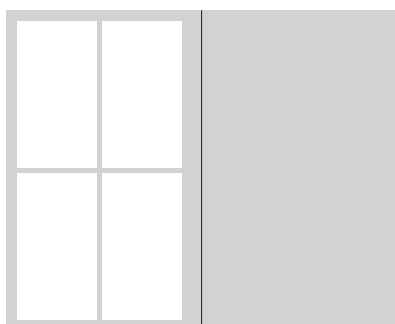
Spread
380 mm × 310 mm
+ 3 mm bleed
€ 3.000



Page
160 mm × 290.5 mm
€ 1.690



1/2 page
160 mm × 142.5 mm
€ 1.000



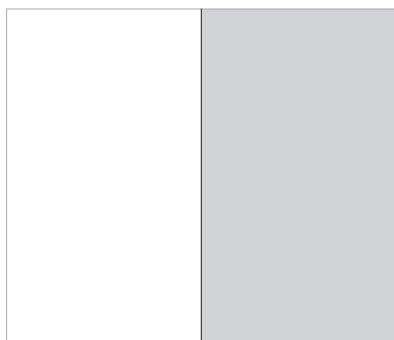
1/4 page
77.5 mm × 142.4 mm
€ 560

supplements

HART regularly publishes supplements which are also distributed free of charge.

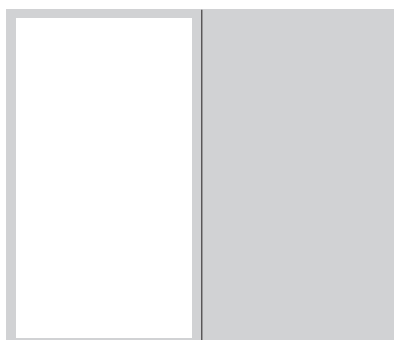
For a preferred placement of a spread or full page, the surcharge is 10%.

Apart from recurrent specials, HART also creates specials on demand. Content and graphic design are provided by HART. Are you interested in a HART special? Ask for an offer.



Back cover
170 mm × 290 mm
+ 3 mm bleed

€ 2.000



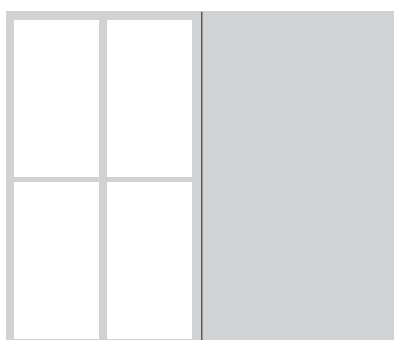
1 page
154 mm × 276.5 mm

€ 1.690



1/2 page
154 mm × 134.5 mm

€ 1000



1/4 page
73.5 mm × 134.5 mm

€ 560

inserts

You can have your flyer or postcard inserted into HART magazine.

Please submit ± 3,000 copies of your insert (exact quantity to be confirmed on order) to Andy Bols, DVB, Kelderbeemd 5, 2470 Retie, België

A5

148 mm × 210 mm

€ 880

A6

106 mm × 148 mm

€ 640

Other sizes: please ask for a quote.

website

The standard duration of web banners is 4 weeks. For longer or shorter periods we can provide a custom rate.

Year buttons show your logo in black and white. The duration of year buttons is one year.

Web banners and year buttons can go online within two business days.

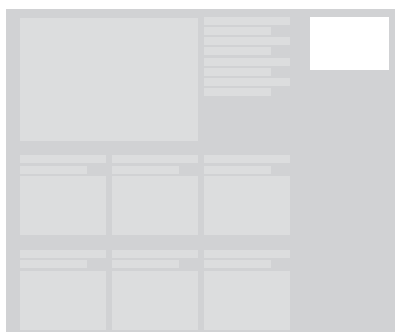
Since we do not use an advertising network for our web banners, they should not be affected by ad blockers.



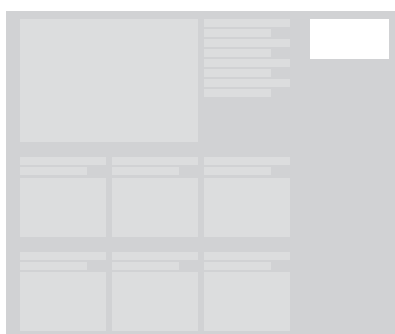
Large
180 px × 360 px
Submit as
270 px × 540 px (1.5× resolution)
Duration 4 weeks
€ 600



Medium
180 px × 240 px
Submit as
270 px × 360 px (1.5× resolution)
Duration 4 weeks
€ 450



Small
180 px × 120 px
Submit as
270 px × 180 px (1.5× resolution)
Duration 4 weeks
€ 350



Year button
180 px × 90 px
Submit as
270 px × 135 px (1.5× resolution),
in black and white
Duration 4 weeks
€ 750

newsletter

HART sends out one newsletter per month. It is always sent out in the first week of the month coinciding with the publication of the latest issue of the magazine.

Newsletter banners should reach us by the first Monday of the month.



Newsletter banner

550 px × 100 px

Submit as

825 px × 150 px (1.5× resolution)

€ 450