

# Advertising in HART

HART, 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. All our articles also appear on our website, with additional free content.

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.

HART can design your ad for you. Pricing starts at € 150.

## 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.

**Contact:**  
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liesbet@hart-magazine.be  
+32 486 87 84 81

**Administration:**  
HART BV  
Kleine Markt 7-9/26  
2000 Antwerpen

BTW: BE0877.757.651  
IBAN BE69 0014 7251 6378

## 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 #209	Thu 17/12/2020	Mon 30/11/2020	Wed 02/12/2020	Mon 07/12/2020	Mon 14/12/2020
HART #210	Thu 04/02/2021	Mon 18/01/2021	Wed 20/01/2021	Mon 25/01/2021	Mon 01/02/2021
HART #211	Thu 04/03/2021	Mon 15/02/2021	Wed 17/02/2021	Mon 22/02/2021	Mon 01/03/2021
HART #212	Thu 01/04/2021	Mon 15/03/2021	Wed 17/03/2021	Mon 22/03/2021	Mon 29/03/2021
HART #213	Thu 06/05/2021	Mon 19/04/2021	Wed 21/04/2021	Mon 26/04/2021	Mon 03/05/2021
HART #214	Thu 03/06/2021	Mon 17/05/2021	Wed 19/05/2021	Mon 24/05/2021	Mon 31/05/2021
HART #215	Thu 01/07/2021	Mon 14/06/2021	Wed 16/06/2021	Mon 21/06/2021	Mon 28/06/2021
HART #216	Thu 09/09/2021	Mon 23/08/2021	Wed 25/08/2021	Mon 30/08/2021	Mon 06/09/2021
HART #217	Thu 07/10/2021	Mon 20/09/2021	Wed 22/09/2021	Mon 27/09/2021	Mon 04/10/2021
HART #218	Thu 04/11/2021	Mon 18/10/2021	Wed 20/10/2021	Mon 25/10/2021	Tue 02/11/2021
HART #219	Thu 02/12/2021	Mon 15/11/2021	Wed 17/11/2021	Mon 22/11/2021	Mon 29/11/2021

## Submissions

### PRINT

Please submit your ad as a hi-res .tiff or .jpg file (300 dpi resolution or higher).  
Do not include bleed or crop marks.

### DIGITAL

Please submit your banners as .jpeg, or .png (RGB) or as an animated gif. Calm animations only, flickering images are not possible. Please note that 8% of the HART newsletter audience uses Outlook, which does not support animated gifs. If you submit an animated gif for the newsletter, make sure to include all relevant information in the first image.

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 advertisements  
& banners to:

liesbet@hart-magazine.be

Send inserts in 3.000 copies  
with special mention insert HART magazine to:

Die Keure, tav. Jan Van Zwam  
Kleine Pathoekeweg 3  
Loskade 3  
8000 Brugge

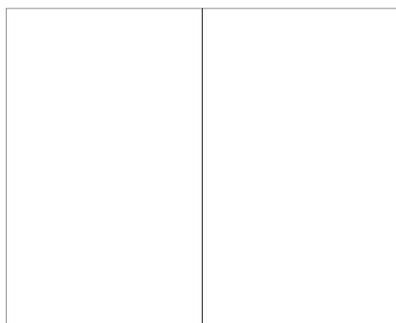
# magazine

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%.

HART can design your ad for you. Pricing starts at € 150.



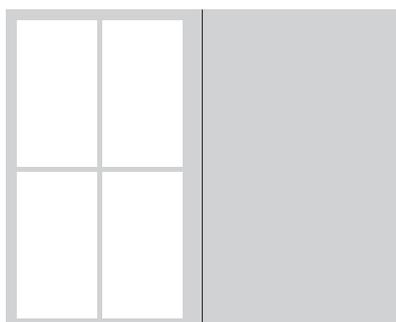
Spread  
W 380 mm × H 310 mm  
+ 3 mm bleed  
**€ 3.000**



Page  
W 160 mm × H 290.5 mm  
**€ 1.690**



1/2 page  
W 160 mm × H 142.5 mm  
**€ 1.000**



1/4 page  
W 77.5 mm × H 142.4 mm  
**€ 560**

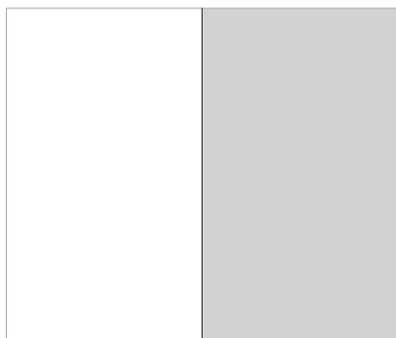
# supplements

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%.

HART can design your ad for you. Pricing starts at € 150.

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.



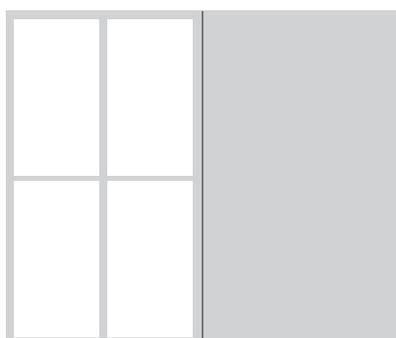
Back cover  
W 170 mm × H 290 mm  
+ 3 mm bleed  
**€ 2.000**



1 page  
W 154 mm × H 276.5 mm  
**€ 1.690**



1/2 page  
W 154 mm × H 134.5 mm  
**€ 1000**



1/4 page  
W 73.5 mm × H 134.5 mm  
**€ 560**

# inserts

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

The number of inserts we allow for each issue is limited.

Please submit  $\pm$  3,000 copies of your insert (exact quantity to be confirmed on order) to:

Die Keure, tav. Jan Van Zwam  
Kleine Pathoekeweg 3  
Lokade 3  
8000 Brugge

A5 flyer (1 sheet)  
148 mm  $\times$  210 mm

**€ 880**

A6 flyer (1 sheet)  
106 mm  $\times$  148 mm

**€ 640**

Other sizes or multiple pages: please ask for a quote.

HART can design your insert for you. Pricing starts at € 150.

# 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.

To ensure your banner is legible we advise you to make the text large enough and to spread it over multiple frames in a gif if necessary.

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.

HART can design your banner for you. Pricing starts at € 150.



Large

W 180 px × H 360 px

Submit as

W 270 px × H 540 px (1.5× resolution)

Duration 4 weeks

**€ 600**



Medium

W 180 px × H 240 px

Submit as

W 270 px × H 360 px (1.5× resolution)

Duration 4 weeks

**€ 450**



Small

W 180 px × H 120 px

Submit as

W 270 px × H 180 px (1.5× resolution)

Duration 4 weeks

**€ 350**



Year button

W 180 px × H 90 px

Submit as

W 270 px × H 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.

Calm animations only, flickering images are not possible. Please note that 8% of the HART newsletter audience uses Outlook, which does not support animated gifs. If you submit an animated gif for the newsletter, make sure to include all relevant information in the first image.

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

HART can design your newsletter banner for you. Pricing starts at € 150.



Newsletter banner

W 550 px × H 100 px

Submit as

W 825 px × H 150 px (1.5× resolution)

€ 450