

# 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, except for August. 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
- 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.

**Contact:**  
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+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<br>RESERVATION | submission deadline<br>ADVERTISEMENT | submission deadline<br>INSERT | submission deadline<br>BANNER NEWSLETTER |
|-----------|------------------|-------------------------|--------------------------------------|-------------------------------|--|
| HART #220 | Thu 06/01/2022   | Thu 09/12/2021          | Mon 13/12/2021                       | Thu 16/12/2021                | Mon 03/01/2022                           |
| HART #221 | Thu 03/02/2022   | Mon 17/01/2022          | Wed 19/01/2022                       | Mon 24/01/2022                | Mon 31/01/2022                           |
| HART #222 | Thu 03/03/2022   | Mon 14/02/2022          | Wed 16/02/2022                       | Mon 21/02/2022                | Mon 28/02/2022                           |
| HART #223 | Thu 07/04/2022   | Mon 21/03/2022          | Wed 23/03/2022                       | Mon 28/03/2022                | Mon 04/04/2022                           |
| HART #224 | Thu 05/05/2022   | Thu 07/04/2022          | Fri 08/04/2022                       | Mon 25/04/2022                | Mon 02/05/2022                           |
| HART #225 | Thu 02/06/2022   | Mon 16/05/2022          | Wed 18/05/2022                       | Mon 23/05/2022                | Mon 30/05/2022                           |
| HART #226 | Thu 07/07/2022   | Mon 20/06/2022          | Wed 22/06/2022                       | Mon 27/06/2022                | Mon 04/07/2022                           |
| HART #227 | Thu 08/09/2022   | Mon 22/08/2022          | Wed 24/08/2022                       | Mon 29/08/2022                | Mon 05/09/2022                           |
| HART #228 | Thu 06/10/2022   | Mon 19/09/2022          | Wed 21/09/2022                       | Mon 26/09/2022                | Mon 03/10/2022                           |
| HART #229 | Thu 03/11/2022   | Mon 17/10/2022          | Wed 19/10/2022                       | Mon 24/10/2022                | Mon 31/10/2022                           |
| HART #230 | Thu 01/12/2022   | Mon 14/11/2022          | Wed 16/11/2022                       | Mon 21/11/2022                | Mon 28/11/2022                           |

## 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:  
advertenties@hart-magazine.be

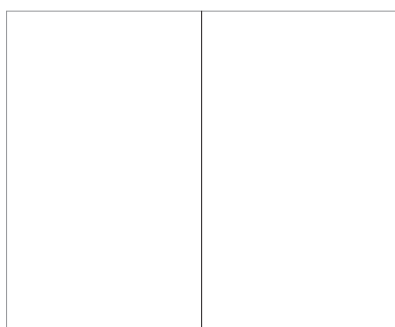
Send inserts in 3.000 copies  
with special mention insert HART magazine to:  
Die Keure, tav. Jan Van Zwam  
Kleine Pathoekeweg 3  
Loskade 3  
8000 Brugge

# magazine

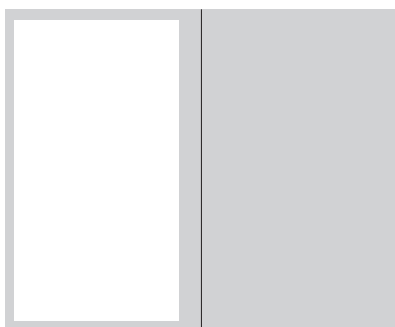
Since September 2019 the magazine has a new format: 190 mm × 310 mm

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.



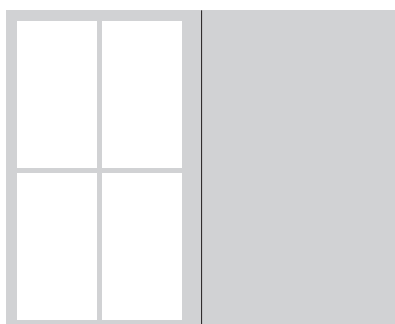
Spread  
W 380 mm × H 310 mm  
+ 3 mm bleed  
**€ 3.000**



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**

# 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

**€1.400**

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

**€1.100**

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.

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.

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.

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