

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 (in Dutch) appears six times per year. All our articles are also published 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.

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

Web banners and year buttons are published online within two business days. Below you can find our deadlines for advertisements, inserts and newsletter banners.

DISCOUNTS

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.

SUBMISSIONS

Email advertenties & banners to:

advertenties@hart-magazine.be

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

Die Keure, tav. Nick Verplancke
Kleine Pathoekeweg 3, Loskade 3
8000 Brugge

INQUIRIES

Eva De Coninck
advertenties@hart-magazine.be

ADMINISTRATION & BILLING

HART BV
146 rue du Midi
1000 Brussels

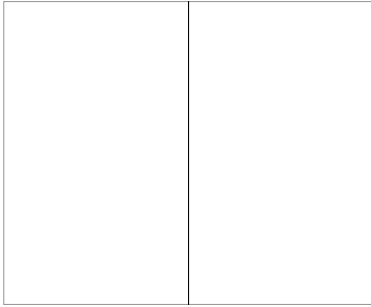
VAT: BE0877.757.651
IBAN BE69 0014 7251 6378

PUBLICATION DATES			SUBMISSION DEADLINES				
issue	date		reservation	advertisement	insert	newsletter	
HART INTL 1	Thu 07.09.2023	Mon 21.08.2023	Wed 23.08.2023	Mon 28.08.2023	Mon 04.09.2023		
HART 236	Thu 05.10.2023	Mon 18.09.2023	Wed 20.09.2023	Mon 25.09.2023	Mon 02.10.2023		
HART 237	Thu 09.11.2023	Fri 20.10.2023	Tue 24.10.2023	Fri 27.10.2023	Mon 06.11.2023		
HART INTL 2	Thu 07.12.2023	Mon 20.11.2023	Wed 22.11.2023	Mon 27.11.2023	Mon 04.12.2023		
HART 238	Thu 01.02.2024	Mon 15.01.2024	Wed 17.01.2024	Mon 22.01.2024	Mon 29.01.2024		
HART INTL 3	Thu 07.03.2024	Mon 19.02.2024	Wed 21.02.2024	Mon 26.02.2024	Mon 04.03.2024		
HART 239	Thu 04.04.2024	Fri 15.03.2024	Tue 19.03.2024	Fri 22.03.2024	Tue 02.04.2024		
HART 240	Thu 02.05.2024	Fri 12.04.2024	Tue 16.04.2024	Fri 19.04.2024	Mon 29.04.2024		
HART INTL 4	Thu 06.06.2024	Mon 20.05.2024	Wed 22.05.2024	Mon 27.05.2024	Mon 03.06.2024		
HART 241	Thu 04.07.2024	Mon 17.06.2024	Wed 19.06.2024	Mon 24.06.2024	Mon 01.07.2024		
HART INTL 5	Thu 05.09.2024	Mon 19.08.2024	Wed 21.08.2024	Mon 26.08.2024	Mon 02.09.2024		
HART 242	Thu 03.10.2024	Mon 16.09.2024	Wed 18.09.2024	Mon 23.09.2024	Mon 30.09.2024		
HART 243	Thu 07.11.2024	Fri 18.10.2024	Tue 22.10.2024	Fri 25.10.2024	Mon 04.11.2024		

Magazine

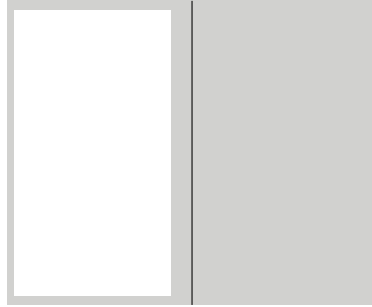
The dimensions of HART are: 190 mm × 310 mm.

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.



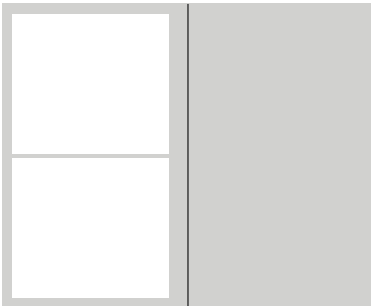
Spread
W 380 × H 310 mm + 3 mm bleed

€ 4.000 (commercial rate)
€ 3.000 (cultural sector rate)



Full page
W 165 × H 295 mm

€ 2.500 (commercial rate)
€ 1.690 (cultural sector rate)



1/2 page
W 165 × H 145 mm

€ 1.500 (commercial rate)
€ 1.000 (cultural sector rate)



1/4 page
W 80 × H 145 mm

€ 750 (commercial rate)
€ 560 (cultural sector rate)

Inserts

You can have your flyer or postcard inserted into HART magazine.
The number of inserts we allow for each issue is limited.

A5 flyer (1 sheet)
148 × 210 mm

€ 2.000 (commercial rate)
€ 1.400 (cultural sector rate)

A6 flyer (1 sheet)
106 × 148 mm

€ 1.700 (commercial rate)
€ 1.100 (cultural sector rate)

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

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

Please submit ± 3,000 copies of your insert (exact quantity to be confirmed on order) with special mention *insert HART magazine* to:

Die Keure, tav. Nick Verplancke
Kleine Pathoekeweg 3
Loskade 3
8000 Brugge

Website

The standard duration of web banners is 4 weeks. For longer or shorter periods we can provide a custom rate. Since we do not use an advertising network for our web banners, they should not be affected by ad blockers.

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



Large
W 180 × H 360 px
Submit as W 270 × H 540 px
(= 1,5× resolution)
Duration 4 weeks

€ 1.100 (commercial rate)
€ 600 (cultural sector rate)



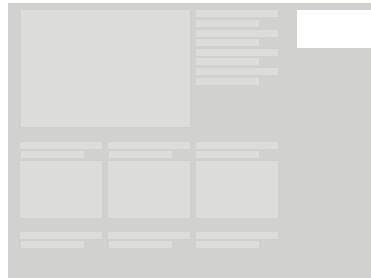
Medium
W 180 × H 240 px
Submit as W 270 × H 360 px
(= 1,5× resolution)
Duration 4 weeks

€ 950 (commercial rate)
€ 450 (cultural sector rate)



Small
W 180 × H 120 px
Submit as W 270 × H 180 px
(= 1,5× resolution)
Duration 4 weeks

€ 750 (commercial rate)
€ 350 (cultural sector rate)



Jaarbutton
W 180 × H 90 px
Submit as W 270 × H 135 px
(= 1,5× resolution),
in black and white
Duration 1 year

€ 750 (cultural sector only)

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 × H 100 px
Submit as W 825 × H 150 px
(= 1,5× resolution)

€ 950 (commercial rate)
€ 450 (cultural sector rate)