

NZZone

NZZ | Art

Your brand in the art environment

2024



Foto: Maru Tepei

National focus

NZZ | Art

Global focus



Exclusive, curated access to art:
Quality content and sale of editions

Art reporting / publications



NZZ Art Editions



NZZ Edition



NZZ Art Hub

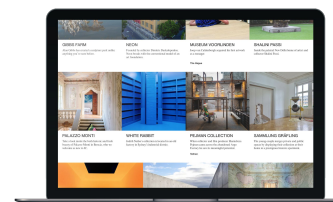


NZZ Art Events

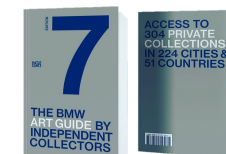


Art network and leading community
platform for private collectors of
contemporary art

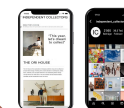
Independent Collectors' Hub



BMW Art Guide
by IC



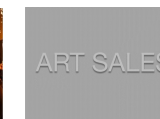
IC Newsletter
& Social Media



IC Events



IC Art Sales



NZZ Art Expertise

Our art ecosystem

National focus

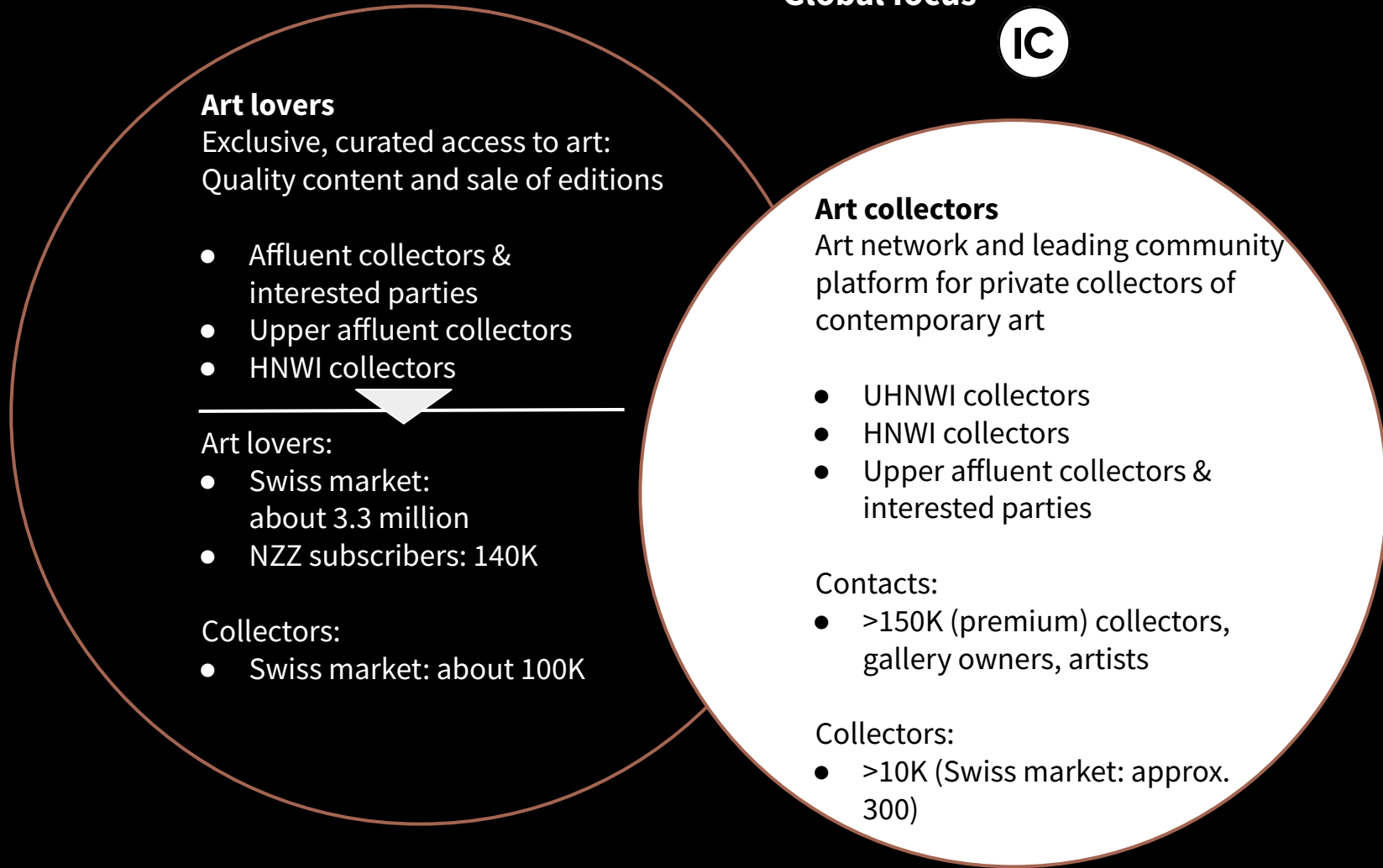
NZZ | Art

Global focus



NZZ Art target group

Our target group



The world of art at NZZ

A highly attractive environment for your positioning in the art sector



High level of credibility

The NZZ media titles are justly renowned for premium-quality journalism and content.



Interested readership

Around 67% of the readership of the «Neue Zürcher Zeitung» and 64% of the «NZZ am Sonntag» readership are very strongly or somewhat strongly interested in art and culture.



Wide-ranging subject expertise

The NZZ media house has extensive journalistic expertise in the field of art. It also works with renowned artists, sells exclusive art editions and organises events. «Independent Collectors», the world's leading network for private collections of contemporary art, was acquired in 2024.



New overall offer

The NZZ expertise in the field of art is being networked and expanded further under the NZZ Art brand. In this way, the NZZ provides readers who are interested in art with curated and exclusive access to the art world.



Your positioning

In future, companies that are passionate about art will have the opportunity to position themselves more clearly in this environment and use the new NZZ Art ecosystem to engage with this environment in innovative ways.

NZZ Art Editions

Neue Zürcher Zeitung and
NZZ am Sonntag

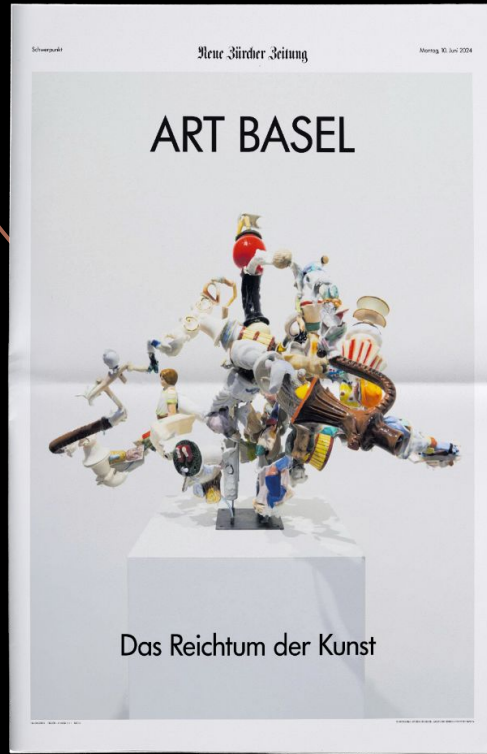
The Art Edition has been an integral part of our agenda since 2020. In simple terms, an artist designs the front page of the newspaper as part of the Art Edition and chooses artworks matching his or her concept of art that run through the entire

issue. There is also an area dedicated to the artist in the appropriate section. The basis for the design of the Art Edition is a limited edition collection (NZZ Edition) which the artist produces exclusively for the NZZ Community and which can be purchased.



Supplement on Art Basel

Focus in the Neue Zürcher Zeitung



Art Basel's reputation is based on the high quality and unique diversity of the artworks displayed for sale, as well as on its international visitors. From classical

modernism to the latest experiments in contemporary art, Basel is home to works by virtually every artist of note or artists who are on their way to achieving this status.

Our Art Update

NZZ am Sonntag

Ansturm auf Unis Warum Bildung nicht zur Massenware werden darf

22. September 2014

NZZ am Sonntag

Verdiene ich genug?

Alles wird teuer. Zeit, über den Lohn zu reden. Erhalten wie was aussteht? Und wie verhandelt man besser? Der Cashflow-Spezialist. Seite 31

Oberster Finanzdirektor will höhere Steuern für die Armee

Der SPK-Bürgergenossin Ernst Stecker warnt vor Sparmassnahmen an Kosten der Kantone und stellt sich gegen seine eigene Partei. **Georg Humbel, Simon Marti**

Fall von Kabal: So scheiterte der Schweizer Plan

Was den Ansturm auf die Unis nicht nur in der Schweiz, sondern auch in anderen Ländern auslöst, ist die Erkenntnis, dass Bildung nicht nur ein Privileg, sondern auch ein Recht ist. **Olivia Di Spadolini**

Sport für Fake: Schrittmacher Olivia Di Spadolini klettert die meisten Fitness-Apps

Die App-Industrie boomt, aber die meisten Apps sind nur reine Marketing-Tools. **Stefan Frei**

So schlingt Neuschnee eine Roboterhilfe an der verletzten oder lahmen Gliedmaßen

Neue Technologien helfen Menschen mit Behinderungen, ihre Mobilität zu verbessern. **Stefan Frei**

«Heute sind Frauen Anhängel»

Die Rolle der Frau in der Gesellschaft wird diskutiert. **Stefan Frei**

Parasiten flüchten über den Pharisäer

Die Pharisäer sind als Vorbild für die Christen dargestellt. **Stefan Frei**

Muss die Migros türkischer werden?

Die Migros diskutiert über die Aufnahme von türkischen Produkten. **Stefan Frei**

Mit Professoreln der Kletter: Die USA erfahren das Kränzen

Die USA lernen von der Kletterkultur in der Schweiz. **Stefan Frei**

48 WISSEN 22. September 2014

Die Vorsorgegefalle

Einige Check-ups bieten sogar einen Centesim. Die unnützesten können bis zu 5000 Franken kosten. Das Cockpit mit der gesundheitlichen Vorsorge boomt. Doch nur wenige Tests sind wirklich sinnvoll. Eine Orientierungshilfe. Von Felicia Witte

Was die Kassen bezahlen

Die Gesundheitsvorsorge boomt, aber die Kassen bezahlen nicht alles. **Felicia Witte**

«Das Gesundheitssystem wird nicht durch nicht rigide»

Das Gesundheitssystem ist zu unflexibel. **Felicia Witte**

NZZ ART KUNST-UPDATE Partner e.LOCCO

Bye-bye Herbst-Blues

Kunsttips für den Oktober – kuratiert durch das Team von NZZ ART

«Carillon» von Wu Yang als Installation in Barcelona

Die Kunstwelt feiert die Werke von Wu Yang. **NZZ ART**

Wiedersehen mit Burkhard und Teroni

Die Kunstwelt feiert die Werke von Burkhard und Teroni. **NZZ ART**

«The Sun» von Ligo Rodinakis

Die Kunstwelt feiert die Werke von Ligo Rodinakis. **NZZ ART**

Die Trends des Internationalen Kunstschaffens hautnah erleben – das bietet NZZ ART.

The update on what's happening in the art world – topical, worth knowing and to the point.

Five tips / news such as:

- Good to know (all about art)
- Art Calendar Switzerland
- Eye-catching (e.g. urban art)

- Art visit (visits a trade fair, gallery, auction, etc. accompanied by a personality from the world of art.)
- Artist to watch (up-and-coming art personalities)
- As a guest of ... (visit to private collectors)
- Sleeping with art (art in hotels)



Art and I

NZZ am Sonntag Magazin

We examine a topic from the field of art several times a year and explore the following questions:

What is it all about? What is important to know? Why is this relevant for me? How can I make ideal use of this?

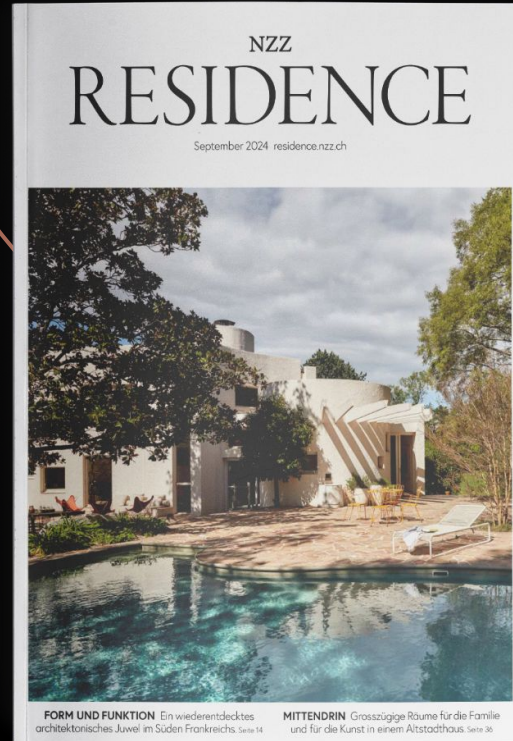


Topics such as:

- Collecting
- Value retention
- Digital art
- Urban art
- Art & security
- The right way to experience Art Basel

Living with Art

NZZ Residence



The 3-4 page, richly illustrated home story combines art and residential properties and focuses, true to our magazine «NZZ Residence», on exceptional residential properties (villas, residences, castles, holiday

homes, etc.). Properties in Switzerland will be at the centre of the event, but properties, stories and collections in other countries that are worth showing will also feature. This environment is published four times a year.

NZZ Live

Experience the world of international artistic creativity at first hand



Art Talk

The NZZ Art Talks offer encounters with contemporary artists several times a year - in combination with the NZZ Art issue or separately. Behind the scenes discussions will give you an insight into their creativity, their works and social contexts.



Art Promenade

Join an exclusive circle and travel with NZZ editors to inspiring places: Whether art fairs, galleries, collections or studios - curated and unique insights behind the scenes of artistic creativity.



NZZ Art Podium

On 4 December 2024, the NZZ Podium will be dedicated to the topic «Art remains – but what does it have to do with me?» and will take place in the Chipperfield Building of the Kunsthaus Zürich. An exclusive dinner for invited guests at Villa Tobler after the event will provide a time and place for the exchange of ideas.

Print

Sponsored content is content-driven advertising in the form of articles that appear in the «look & feel» of the carrier medium and meet the demanding quality standards of the NZZ.

Sponsored content is created exclusively by NZZ Content Creation, our service provider for journalistic storytelling.

Explore [Sponsored Content – Print](#)

Digital

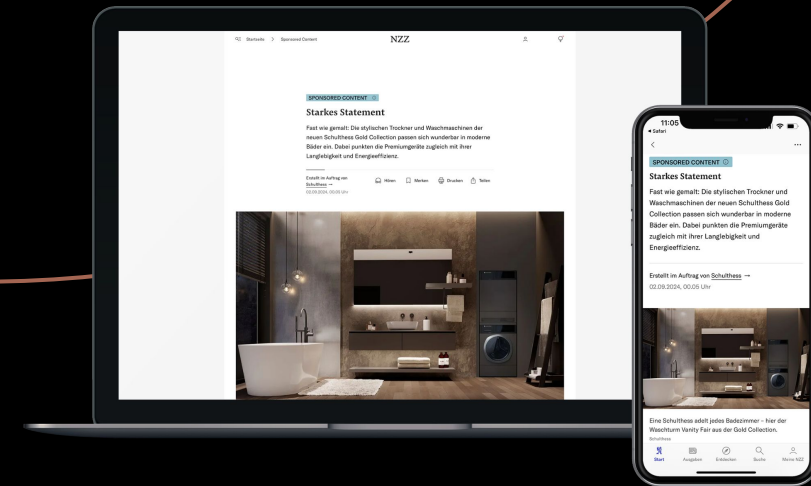
On request, content stories can also be published digitally on nzz.ch or NZZ Bellevue. If several articles with similar stories are available, we recommend a thematic dossier as a collective work.

An article or the topic dossier is advertised via the Sponsored Content Digital Bundle. Various measures can be adopted to achieve additional coverage if required.

Explore [Sponsored Content – Digital](#)

Sponsored Content

NZZ am Sonntag and nzz.ch



About IC: Access to the global collector community



Collectors' Network

> 10 000	Global
300	Switzerland

Top Collectors' Contacts

> 500	Global
30	Switzerland

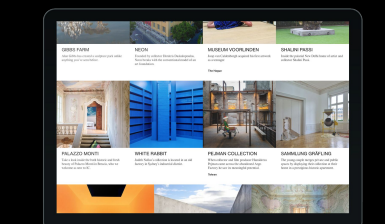
Access to collections

> 1 000	Global
25	Switzerland

Independent Collectors

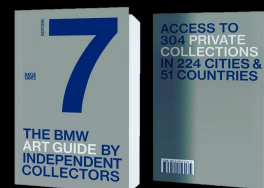
Unique access to collectors and exclusive formats

The portal



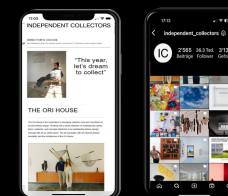
The global hub for the most relevant and inspiring collections belonging to private collectors of contemporary art.

Der BMW Art Guide



The seventh edition of the most important private art collections – presented by BMW.

Newsletter & Social Media



The weekly newsletter «Directors Choice» and the Instagram Community.

> 10 000 Newsletter subscribers

> 50 000 SoMe Global

> 2 000 Some Schweiz

1. Partner NZZ | Art

Your advertising presence precisely targeted in close conjunction with our art coverage. Limited to a maximum of two partners.

Partner NZZ | Art

The NZZ Art partner is the exclusive partner for all aspects of our reporting on the world of art and art-related activities in the NZZ environment.

The partner positions its brand as the leading brand of art-related expertise in our premium publishing environment, and, through advertising and sponsored content, is comprehensively integrated into our most important print and digital media in which the subject of art appears.

2. Individual packages A and B:

Advertising & Sponsored Content

Your advertising presence precisely targeted among our reports of the art scene in our publications and other art-related activities.

NZZ | Art What we offer

Your positioning in the NZZ art environment



Partner NZZ | Art

Added Value – positioning as a leading art expertise brand

1. NZZ Art: Basic rights & status

Official status «NZZ Art Partner», which can be used for communication purposes. We guarantee industry exclusivity to our partner.

2. NZZ Art: Portal presence

Presence on the NZZ Art website as our exclusive partner: Portrait, banner, presenting partner of content.

3. NZZ Print & Digital: Adverts, sponsored content, digital presence

Comprehensive integration into NZZ publications in small and large formats as well as in the «Art Basel» supplement. Digital: advertising on nzz.ch via various display advertising media. Portrait and presence on art.nzz.ch.

4. Partner of an NZZ Live event

Exclusive presenting partner of a high-profile NZZ Live event on the subject of art. Participation in decision-making on topic, print and digital promotion.

5. Independent Collectors

Integration into the Independent Collectors' Network: portal, content, newsletters.