

## Information sheet on magazine promotion

### Area of promotion

The Swiss Arts Council Pro Helvetia grants financial support to magazines connected to the arts disciplines it promotes (literature, music, dance, theatre, visual arts). Eligible for support are magazines that present and explore Swiss artistic creation in their specific domain. Pro Helvetia also supports cultural magazines that deal with topical and socially relevant themes related to Switzerland.

**Pro Helvetia**  
Schweizer Kulturstiftung  
Hirschengraben 22  
CH-8024 Zürich  
T +41 44 267 71 71  
F +41 44 267 71 06  
info@prohelvetia.ch  
www.prohelvetia.ch

### Pro Helvetia supports

- a) selected individual issues of cultural magazines connected to the above-mentioned disciplines;
- b) editorial projects spanning a limited number of magazine issues (in well-founded cases);
- c) the launching of a new Swiss arts and culture magazine.

### Criteria for support

#### Content-related criteria

- The issue concerned is distinct from the magazine's other issues in terms of topic or approach.
- The magazine meets high quality standards with regard to content and design, which are tailored to the medium chosen (print or online).
- The magazine is written in an accessible style and is of interest to a wide range of readers.
- New launches: The magazine adopts an innovative approach.
- Special issues of international magazines use the services of suitable experts for their Swiss-related topics.
- Editorial projects (e.g. focus on Swiss-related topic over several issues, medium-term discussion platform): The project in question is well suited to give fresh stimulus to a debate on a culturally or socially relevant subject.

#### Formal criteria

- A team of several competent editors is responsible for the magazine.
- Subsidiarity in the financing of the project is assured, i.e. third parties or the publishers share in the financing.
- Original contributions only are published.
- Adequate distribution channels, communication and marketing measures ensure that the magazine reaches a wide audience.

## Priority is given to magazines that

- foster exchange among Switzerland's linguistic regions by presenting artists and cultural practitioners from linguistic regions other than their own;
- deal with their subject matter with a focus on more than one linguistic region in Switzerland;
- provide a platform for young, up-and-coming Swiss artists;
- dedicate space to literary translation and present literary texts by Swiss authors translated into one of the country's other national languages.

## Exclusions and restrictions

- Academic journals or magazines; free magazines; jubilee, anniversary and in-house magazines are excluded.
- Support for new launches is limited to one year at most.
- Applicants may submit at most two applications per year.

## Dossier contents

Applications must be submitted via the application portal [www.myprohelvetia.ch](http://www.myprohelvetia.ch) and include the following content and information:

- Concept and a commented list of contents
- New launches: Overall concept for the magazine and medium-term financing situation
- A representative portion of the manuscript
- Graphic design concept
- CV and bibliographies of the editors, publishers, authors, translators, artists and other parties involved
- Circulation of copies for sale, number of subscribers
- Distribution channels and marketing measures
- Budget and financing plan, incl. quotations (e.g. printers)

Guidelines for applicants are available at [www.prohelvetia.ch/downloads](http://www.prohelvetia.ch/downloads) .

Status: March 2016