

EIKON

Advertising Rates 2017

General Information

Publisher

Austrian Institute for Photography and Media
Art

Chief Editor

Nela Eggenberger

Contact Address

Q21 / MuseumsQuartier, Museumsplatz 1/e-
1.6, 1070 Vienna, Austria
Tel.: (+43-1) 597 70 88
Fax: (+43-1) 597 70 87
E-Mail: office@eikon.at
URL: www.eikon.at

Bank Details

Austria: IBAN: AT 36 6000 0000 9201 1375,
BIC: BAWAATWW

Print Run

up to 2.000

Frequency

Quarterly

Language

English and German

Publication Dates & Deadlines 2017

Issue #97: February 24, 2017

- Press deadline: February 2, 2017

- Materials deadline: February 7, 2017

Issue #98: May 4, 2017

- Press deadline: April 11, 2017

- Materials deadline: April 18, 2017

Issue #99: September 5, 2017

- Press deadline: August 16, 2017

- Materials deadline: August 22, 2017

Issue #100: November 7, 2017

- Press deadline: October 17, 2017

- Materials deadline: October 24, 2017

Technical Information

Size

280 x 210 mm + 3 mm bleed

Type Area

270 x 200 mm

Colour Adverts

Paper: GardaArt matt, 150g;

Cover: Artboard Duo, matt cellophane finish,
400g

B/W Adverts

Paper quality: Cyclus Print, 100g

Digital File Specifications

Certified PDF

All graphics and pictures in high resolution, 300
dpi, Jpeg, Tiff

Printing Material via Email

office@eikon.at

Printing Material via CD

Q21 / MuseumsQuartier, Museumsplatz 1/e-
1.6, 1070 Vienna, Austria

Terms of Payment

Payment is required within 14 days upon receipt of invoice. We allow 2% cash discount for payment within 8 days upon receipt of invoice and 4% cash discount for prepayment.

Please notice: VAT is not due inside the European Union (excepting Austria) when indicating the VAT-number.

Discounts: only valid for repeated placement, billing of the whole amount after first insertion,
2 adverts -15%, 3 adverts -30%, 4 adverts -40%



EIKON at a glance

EIKON, a magazine established in 1991 and published by the Austrian Institute of Photography and Media Art (Österreichisches Institut für Photographie und Medienkunst), based in the MuseumsQuartier Wien, views itself as a platform for Austrian and international artists from the fields of photography and media art.

EIKON is a bilingual magazine (German/English) published quarterly. A major feature of the magazine is its close collaboration with the presented artists, which is also reflected in the limited art editions published by EIKON (Edition EIKON). In addition, special issues are published on various occasions.

The bilingual (German/English) magazine EIKON is thematically divided into two parts:

The first part, under the category “Portfolio,” serves as a forum for artists. It places special focus on the presentation and promotion of young artists from the fields of photography, media art, and other interdisciplinary art. Another constant in the “Portfolio” is the introduction of new artistic approaches of established artists. A major feature of the magazine is its close collaboration with the presented artists. A guiding principle for EIKON has always been to present Austrian artists at regular intervals to increase their international presence.

The second, monochrome part of the magazine comprises, on the one hand, the main topic of the respective issue in the section “In Focus”, each time proposed and curated by a group of international experts, providing a broad platform for current topics in the arts and in cultural policy.

On the other hand, the section “Forum” introduces readers to interesting institutions, collections, galleries, (artist) groups, or otherwise notable personalities in the form of portraits, interviews, or the like. Various book reviews, and exhibition reviews as well as information about grants, prizes, and events round out the magazine.

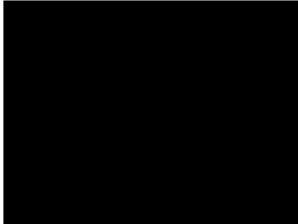
EIKON is internationally distributed by EXPORT PRESS in Germany, Italy, France, United Kingdom and the USA. EIKON delivers directly to museum shops, concept stores and bookshops in Vienna. Subscriptions and single issues can be ordered in our online shop.

Advertising Layouts & Prices

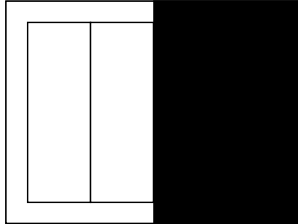
Specially placed catalogue ads: Inside back cover (4-color): 75% additional charge; Inside front cover/outside back cover, page 1 (4-color): 100% additional charge

Please note: Advertisements intended for page 1 require an area without text (at least 5 by 210 mm) on the left edge.

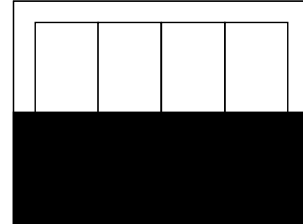
Inserts and banner ads: For further information please contact our office.



1/1 page landscape, bled off
280 x 210 mm (+ 3mm)
black/white € 1.141,-/colour € 1.711,50,-
(excl. 5% promotional tax, excl. 10% VAT)



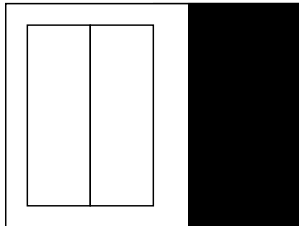
1/2 page portrait, bled off
137,5 x 210 mm (+ 3mm)
colour € 927,-
(excl. 5% promotional tax, excl. 10% VAT)



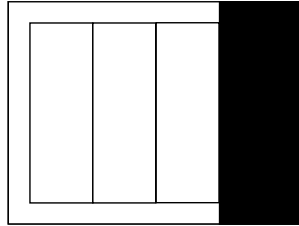
1/2 page landscape, bled off
280 x 102,5 mm (+ 3mm)
black/white € 571,-/colour € 856,50,-
(excl. 5% promotional tax, excl. 10% VAT)

Outside back cover type area

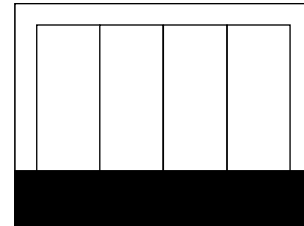
1/1 page horizontal
248 x 200 mm



1/3 page portrait, bled off
86 x 210 mm (+ 3mm)
black/white € 476,-
(excl. 5% promotional tax, excl. 10% VAT)



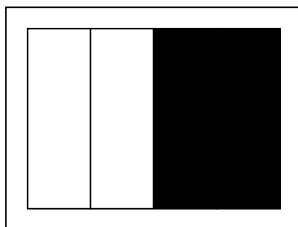
1/4 page portrait, bled off
66 x 210 mm (+ 3mm)
colour € 642,-
(excl. 5% promotional tax, excl. 10% VAT)



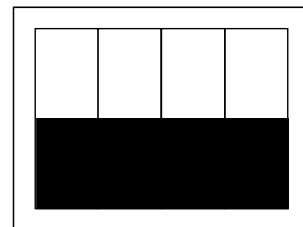
1/4 page landscape, bled off
280 x 49 mm (+ 3mm)
black/white € 380,-/colour € 570,-
(excl. 5% promotional tax, excl. 10% VAT)



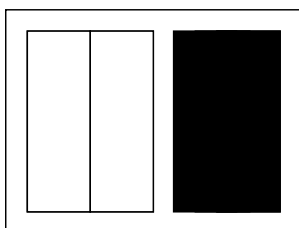
1/1 page landscape, type area
270 x 200 mm
black/white € 1.046,-/Colour € 1.569,-
(excl. 5% promotional tax, excl. 10% VAT)



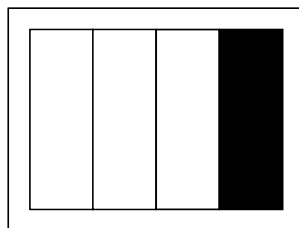
1/2 page portrait, type area
132,5 x 200 mm
colour € 784,50,-
(excl. 5% promotional tax, excl. 10% VAT)



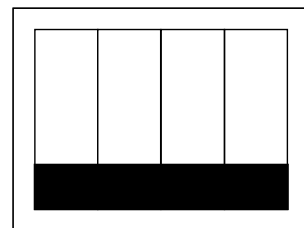
1/2 page landscape, type area
270 x 97,5 mm
black/white € 523,-/colour € 784,50,-
(excl. 5% promotional tax, excl. 10% VAT)



1/3 page portrait, type area
81,5 x 200 mm
black/white € 410,-
(excl. 5% promotional tax, excl. 10% VAT)



1/4 page portrait, type area
64 x 200 mm
colour € 499,50,-
(excl. 5% promotional tax, excl. 10% VAT)



1/4 page landscape, type area
270 x 44 mm
black/white € 333,-/colour € 499,50,-
(excl. 5% promotional tax, excl. 10% VAT)

Online Advertising

Online Banner Advert / Price



Runtime: 3 months
Price: € 500,-
Size: 120 x 120 px
File Format: GIF (static)
Color Depth: 8 BPP

Linking to desired website.



Newsletter / Price



Length of text:
500 characters
incl. whitespace
Price: € 300,-
Photo: JPEG,
max. 800 px

6.000 subscribers

Contact

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