



EIKON

Advertising Rates 2019

Media Specifications 2019

General Information

Publisher

Austrian Institute for Photography and Media Art

Chief Editor

Nela Eggenberger

Contact Address

Pia Draskovits
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www.eikon.at

Bank Details

IBAN: AT 36 6000 0000 9201 1375
BIC: BAWAATWW

Language

German and English

Print Run

up to 2 000

Frequency

Quarterly

Publication Dates & Deadlines 2019

Issue #105: February 28, 2019

- Press deadline: February 7, 2019
- Materials deadline: February 14, 2019

Issue #106: June 4, 2019

- Press deadline: May 16, 2019
- Materials deadline: May 23, 2019

Issue #107: September 3, 2019

- Press deadline: August 15, 2019
- Materials deadline: August 22, 2019

Issue #108: November 5, 2019

- Press deadline: October 17, 2019
- Materials deadline: October 24, 2019

Technical Information

Size

280 x 210 mm + 3 mm bleed

Scale

approx. 96 pages, approx. 450g

Colour Adverts

Paper: GardaArt matt 150g, processing: matt varnish;
Cover: Artboard Duo, 400g, matt cellophane finish

B/W Adverts

Paper: Cyclus Print, 100g

Printing method

sheet-fed offset, 100 screen

Processing:

thread stitching, softcover

Digital File Specifications

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

Printing Material via Email

office@eikon.at

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.



Abonnement

10% Overseas
35,% Europe (thereof 29% D)
54,4% Austria

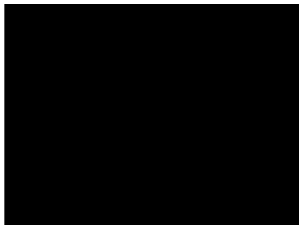
EIKON is **internationally** distributed by **EXPORT PRESS** in Germany, Italy, France, United Kingdom and the USA. EIKON delivers directly to museum shops, concept stores and bookshops in Vienna and has a **current subscriber's rate of approx. 800**. Subscriptions and single issues can be ordered in our online shop.

Advertising Layouts / Prices

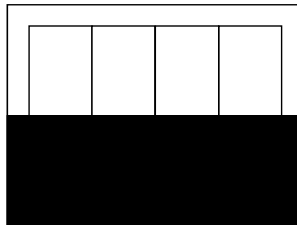
Specially placed catalogue ads

Inside back cover (4-color): 75% additional charge; Inside front cover/outside back cover (type area 248 x 200 mm), **page 1** (4-color): 100% additional charge, advertisements intended for page 1 require an area without text (at least 5 by 210 mm) on the left edge

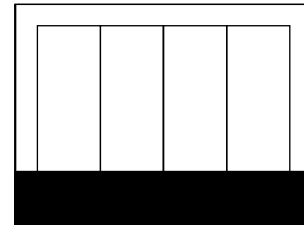
For further information on **inserts and banner ads** please contact us at office@eikon.at



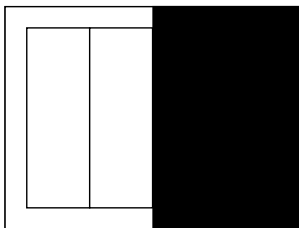
1/1 page landscape, bled off
280 x 210 mm (+ 3mm)
black/white € 1.141,-/colour € 1.711,50,-
(excl. 5% promotional tax, excl. 10% VAT)



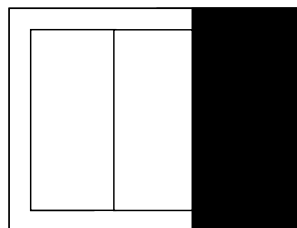
1/2 page landscape, bled off
280 x 102,5 mm (+ 3mm)
black/white € 571,-/colour € 856,50,-
(excl. 5% promotional tax, excl. 10% VAT)



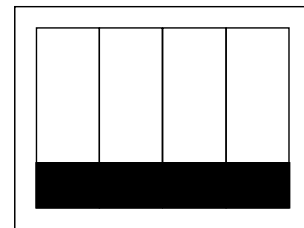
1/4 page landscape, bled off
280 x 49 mm (+ 3mm)
black/white € 380,-/colour € 570,-
(excl. 5% promotional tax, excl. 10% VAT)



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



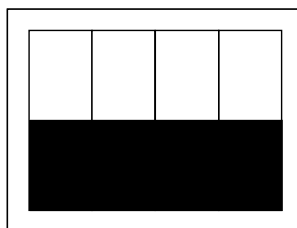
1/3 page portrait, bled off
86 x 210 mm (+ 3mm)
black/white € 476,-
(excl. 5% promotional tax, excl. 10% VAT)



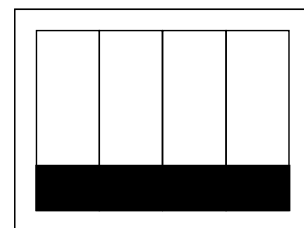
1/4 page portrait, bled off
66 x 210 mm (+ 3mm)
colour € 642,-
(excl. 5% promotional tax, excl. 10% VAT)



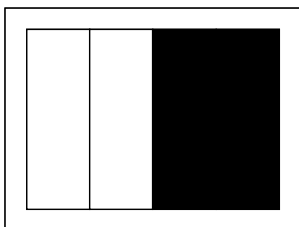
1/1 page landscape, type area
270 x 200 mm
black/white € 1.046,-/Colour € 1.569,-
(excl. 5% promotional tax, excl. 10% VAT)



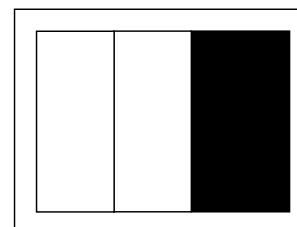
1/2 page landscape, type area
270 x 97,5 mm
black/white € 523,-/colour € 784,50,-
(excl. 5% promotional tax, excl. 10% VAT)



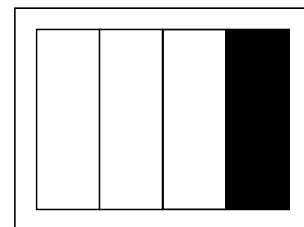
1/4 page landscape, type area
270 x 44 mm
black/white € 333,-/colour € 499,50,-
(excl. 5% promotional tax, excl. 10% VAT)



1/2 page portrait, type area
132,5 x 200 mm
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)

Online Advertising / Online Banner Advert

EIKON D / E

NEWS
Magazine EIKON
Publications
EIKON Schaufenster
Edition EIKON
ONLINE SHOP
SCHEDULE
ANNOUNCEMENTS
LIBRARY
ARTISTS
MEDIADATA
PRESS
CONTACT
SITEMAP

EDITION EIKON
ART AT AFFORDABLE PRICES

"I sometimes trust my intuition over my meter, and not always with good results"
ANSEL ADAMS
25 Aan 1

EIKON at a glance

EIKON, a magazine established in 1994 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.

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

linked to a desired website

Statistics:

With an average of the day of about 29.000 requests and 1.975 visits, as well as a monthly sum of 58.300 requests und 860.000 visits.

The most frequented months in 2018 were mostly due to the EIKON Award (45+) November and June.

Newsletter / Social Media

Dear EIKON-Readers,
Dear Friends,

Read more about the following topics:

↳ **EIKON & Camera Austria International at Les Rencontres de la photographie, Arles 2017**
↳ **EIKON Award (45+)**

EIKON & Camera Austria International at Les Rencontres de la photographie, Arles 2017



With the magazines **Camera Austria International** and **EIKON – International Magazine for Photography and Media Art**, which provide important impulses for discourse on photography as a contemporary art practice, Austria's cultural landscape boasts an internationally unique area of focus. This year, for the first time, we are happily anticipating a series of joint discussions and presentations in the scope of **Les Rencontres de la photographie in Arles**, the oldest international festival for contemporary photography.

Panel Discussion: "On Publishing (Photography)"
Friday, July 7, 2017, 12 noon–1 p.m.
Arles, Ancien collège Mistral

At the suggestion of **Abigail Solomon-Godeau** (author and emeritus professor at the University of California, Santa Barbara) and **Arno Gisinger** (artist and lecturer at the Université Paris 8), Camera Austria International and EIKON initiated a dialogue about the future of print publications on photography with their "On Publishing (Photography)" at LE BAL in Paris (May 2017). In Arles, this discussion will continue with Solomon-Godeau, Gisinger, **Nela Eggenberger** (editor-in-chief of EIKON), and **Sabine Weier** (art critic and editor of Camera Austria International) about the role played by magazines in discourse on photography as a contemporary art practice that has developed since the late 1970s and still today influences the exploration of the topic.

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

Reach

6 000 subscribers
in German- and English speaking areas
(about 4 500 German, 1 500 English)

Facebook: 3 200 followers
Instagram: since 2018 (1 000 followers)

Contact

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