

# NOVA

Media Kit 2024





## EIKON at a glance

**EIKON** is an international magazine for **photography and media art**. Quarterly, on an average of 100 pages, it has been offering in-depth articles alongside extensive photo series since 1991. The magazine is published by the Austrian Institute for Photography and Media Art (ÖIP), which is based in the MuseumsQuartier Wien, where it also hosts the **EIKON Schauraum** with a changing exhibition program and a **specialized library**. Furthermore, it distributes the **Edition EIKON**, a limited edition of hand-signed and numbered original photographs by renowned and up-and-coming artists. The magazine EIKON is published in German and English.

In the **Portfolio** freelance authors introduce the work of photography and media artists from all over the world in detailed reports. In their work they follow a high art- and media-theoretical standard. For the section **In Focus** guest editors are regularly invited to examine media-reflective problems as well as current artistic and cultural-political topics. **Arts & Studies** offers students at Austrian art universities a platform. The section **Forum** provides space for topics that go beyond individual works and positions. **Exhibition reviews, book reviews**, as well as an extensive **exhibition calendar** and information on competitions and other events complete the issue.

### Distribution

In addition, EIKON is distributed **internationally with a focus on Europe**. Museum stores, concept stores and bookstores are supplied directly by us within Vienna. Subscriptions and single issues can be ordered in our **online shop**.

### Art Fair Participations

EIKON participates in 14 **art fairs** per year on average, among them major international fairs like **Arco Madrid, Art Brussels, Art Brussels, Art Basel, viennacontemporary, Paris+ par Art Basel, Paris Photo, Art Cologne** and **Art Basel Miami Beach**.

### Subscriptions

53% Austria  
31% Germany  
13% rest of Europe  
3% worldwide

EIKON is currently delivered to about **800 subscribers**.



## Media Specifications 2024

### General Information

#### Dates & Deadlines 2024

##### Issue #125: February 20, 2024

Press deadline: January 24, 2024

Materials deadline: January 31, 2024

##### Issue #126: May 28, 2024

Press deadline: April 30, 2024

Materials deadline: May 8, 2024

##### Issue #127: September 3, 2024

Press deadline: August 6, 2024

Materials deadline: August 13, 2024

##### Issue #128: November 7, 2024

Press deadline: October 9, 2024

Materials deadline: October 16, 2024

### Technical Information

#### Size

Landscape format, 280 x 210 mm + 3 mm bleed

#### Scale

approx. 100 pages, ca. 400g

#### Paper

Cover: Smartboard duo, double coated, 400g

Color: GardaArt matt, 150g

B/W: Vivus matt, 100g

#### Production

locally and sustainably produced in Austria

#### Language

German and English

#### Print Run

up to 2 000

#### Frequency

Quarterly

#### Printing method

sheet-fed offset, 100 screen

#### Processing

thread stitching, softcover

#### Digital file specifications

certified PDF (PDFX-4), Color Mode: CMYK (ISO coated v2), embedded fonts

All graphics and pictures in high resolution: 300 dpi

Formats: Jpeg, Tiff

Bleed: 3mm

#### Printing material via email

[office@eikon.at](mailto:office@eikon.at)

## Advertising Layouts and Prices

Please note that all prices are excl. 5% promotional tax and excl. 10% VAT.  
 VAT is not due inside the European Union (except in Austria) when indicating the VAT-number.

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

**Due date for payment:** Payment is required within 14 days upon receipt of invoice.

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

### FULL PAGE



**SPECIAL PLACEMENT**  
**Outside back cover**  
 245 x 210 mm  
 (+ 3 mm)  
 Color: € 4.707,-



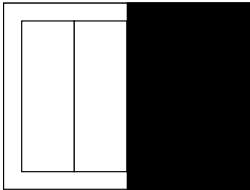
**SPECIAL PLACEMENT**  
**Inside front cover | page 1 |**  
**inside back cover**  
 280 x 210 mm (+3 mm)  
 Color: € 4.331,-



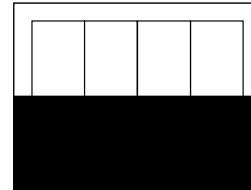
**1/1 page landscape**  
 280 x 210 mm  
 (+3 mm)  
 Color: € 2.166,-  
 B/W: € 1.445,-

Page 1: area without text (min. 5 mm) on the left edge

### HALF PAGE

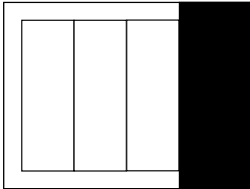


**½ page portrait**  
 140 x 210 mm  
 (+ 3 mm)  
 Color : € 1.174,-

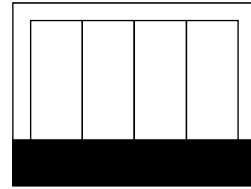


**1/2 page landscape**  
 280 x 105 mm  
 (+ 3 mm)  
 Color: € 1.084,-  
 B/W: € 723,-

### QUARTER PAGE



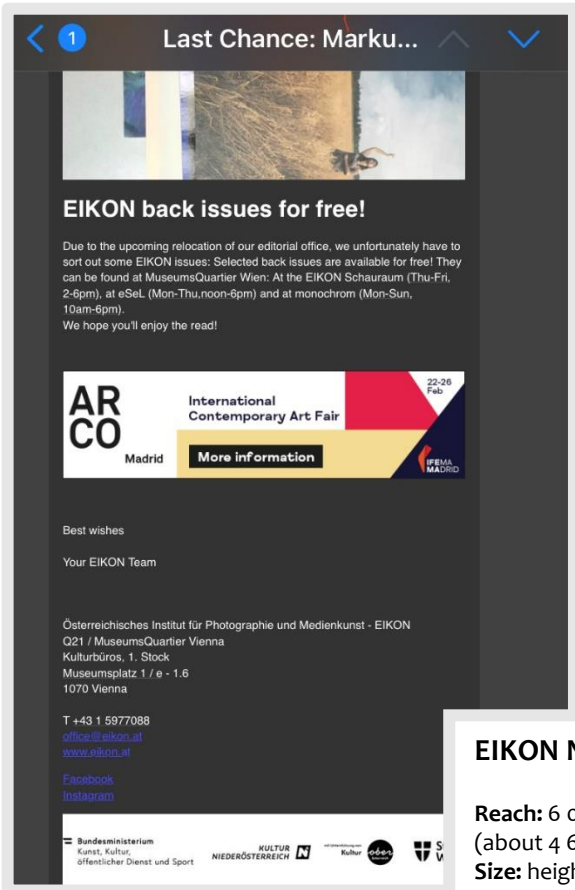
**1/4 page portrait**  
 70 x 210 mm  
 (+ 3 mm)  
 Color : € 813,-



**1/4 page landscape**  
 280 x 49 mm  
 (+3 mm)  
 Color: € 722,-  
 B/W: € 481,-

# Online Advertising: Formats and Prices

## Banner Advert



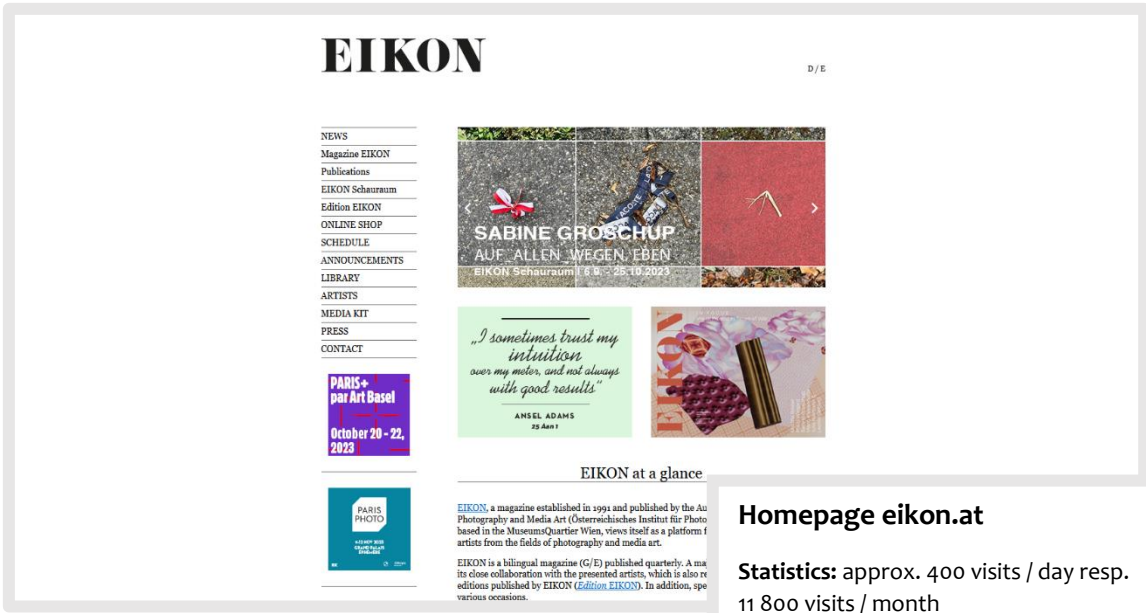
**EIKON Newsletter**

**Reach:** 6 000 subscribers  
 (about 4 600 German, 1 400 English)

**Size:** height: 150px, width: 560 px

**File Format:** JPEG or GIF (moving or static),  
 linked to a website of choice

**Price:** € 180,-



**Homepage eikon.at**

**Statistics:** approx. 400 visits / day resp.  
 11 800 visits / month  
 (average time spend: 7:01 min, Countries  
 Top 3: 29% US, 28% Germany, 10% Austria)

**Runtime:** 3 months

**Size:** 120 x 120 px

**File Format:** GIF (moving or static)

**Color Depth:** 8 BPP

linked to a website of choice

**Price:** € 550,-

**Online Advertising: Formats and Prices**  
**Feature „EIKON recommends...“**

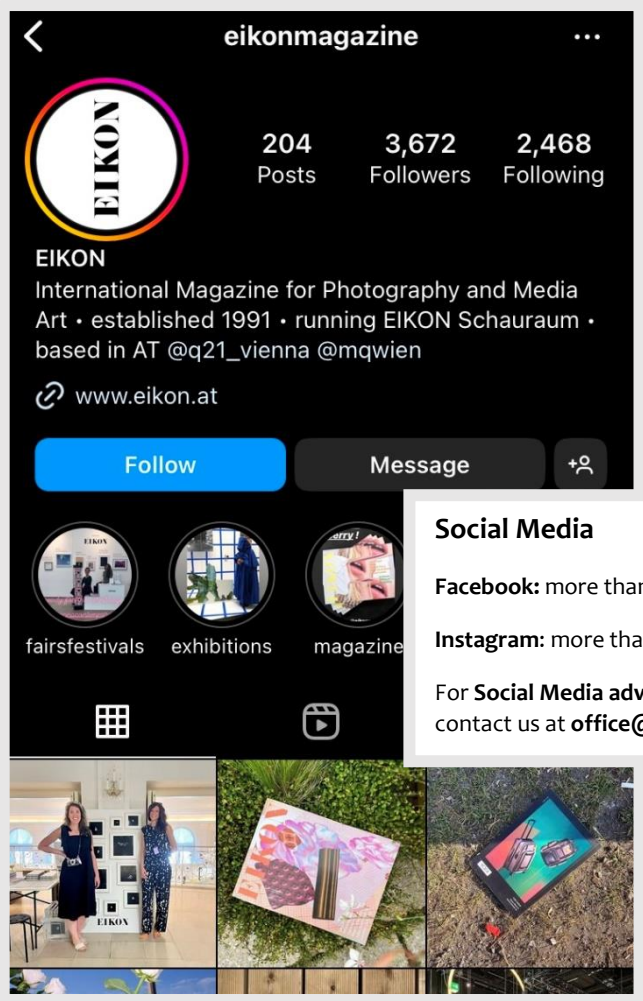
**EIKON Newsletter**

**Reach:** 6 000 subscribers  
 (about 4 600 German, 1 400 English)

**Length of text:** 500 characters  
 (incl. whitespace)

**Photo:** JPEG, max. 800 px

**Price:** € 380,-



**Social Media**

**Facebook:** more than 3 800 followers

**Instagram:** more than 3 600 followers

For **Social Media advertising** please contact us at [office@eikon.at](mailto:office@eikon.at).



## Contact

### **EIKON – International Magazine for Photography and Media Art**

#### **Publisher**

Austrian Institute for Photography and Media Art

#### **Editor-in-Chief**

Nela Eggenberger

#### **Contact**

Pia Draskovits  
draskovits@eikon.at  
ads@eikon.at

**Telephone:** +43 1 597 70 88

**Mail:** office@eikon.at

**Homepage:** eikon.at

#### **Invoice Address**

Austrian Institute for Photography and Media Art – EIKON  
MuseumsQuartier Wien  
Museumsplatz 1 / 4 / 2  
1070 Vienna

#### **VAT Number**

ATU38137208

#### **Bank Details**

IBAN: AT 36 6000 0000 9201 1375  
BIC: BAWAATWW