



EIKON

Media Kit 2022

Media Specifications 2022

General Information

Publisher

Austrian Institute for Photography and Media Art

Chief Editor

Nela Eggenberger

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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 2021

Issue #117: February 24, 2022

- Press deadline: February 3, 2022
- Materials deadline: February 10, 2022

Issue #118: May 24, 2022

- Press deadline: May 2, 2022
- Materials deadline: May 9, 2022

Issue #119: September 1, 2022

- Press deadline: August 10, 2022
- Materials deadline: August 17, 2022

Issue #120: November 8, 2022

- Press deadline: October 12, 2022
- Materials deadline: October 19, 2022

Technical Information

Size

280 x 210 mm + 3 mm bleed

Scale

approx. 100 pages, approx. 400g

Colour Adverts

Paper: GardaArt matt, 150g
Cover: Smartboard duo, double coated, 400g

B/W Adverts

Paper: Vivus matt, 100g

Printing method

sheet-fed offset, 100 screen

Processing:

thread stitching, softcover

Digital File Specifications

certified PDF, Color Mode: CMYK (ISO coated v2)

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. **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.



Subscription

54,4% Austria

29% Germany

10% Overseas

6,6% rest of Europe

EIKON has a **current subscriber's rate of approx. 800**.

EIKON is **internationally** distributed by **EXPORT PRESS** in, France, United Kingdom Portugal, Switzerland, Australia, Taiwan and the USA. EIKON delivers directly to museum shops, concept stores and bookshops in Vienna and 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 **Art Cologne, Art Brussels, Art Basel, viennacontemporary, Frieze London, Paris Photo**, and **Art Basel Miami Beach**.

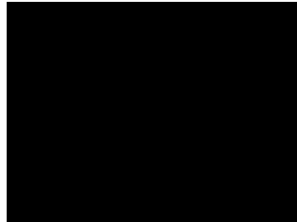
Advertising Layouts / Prices

Please note that all prices are excl. 5% promotional tax, excl. 10% VAT.

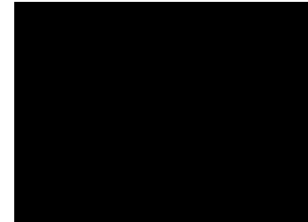
For further information on **inserts** please contact us at office@eikon.at.



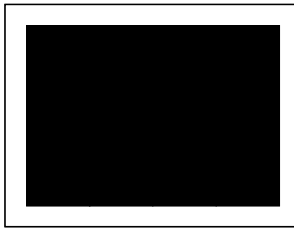
SPECIAL PLACEMENT:
Outside back cover
1/1 page landscape, type area
 245 x 210 mm (+ 3 mm)
 colour € 4.279,-



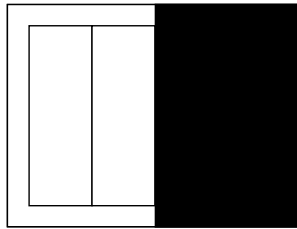
SPECIAL PLACEMENT: Inside front cover, page 1, inside back cover
1/1 page landscape, bled off
 280 x 210 mm (+ 3mm)
 colour € 3.937,-
 Page 1: area without text (min. 5mm) on the left edge



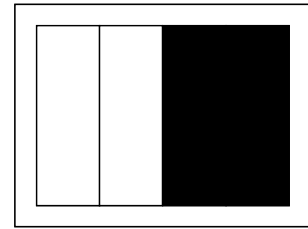
1/1 page landscape, bled off
 280 x 210 mm (+ 3mm)
 black/white € 1.313,-/colour € 1.969,-



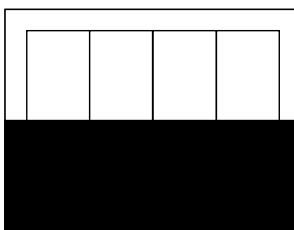
1/1 page landscape, type area
 270 x 200 mm
 black/white € 1.203,-/colour € 1.805,-



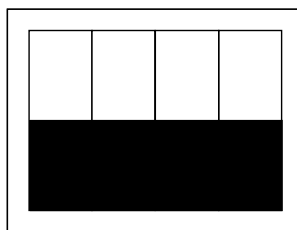
1/2 page portrait, bled off
 140 x 210 mm (+ 3 mm)
 colour € 1.067,-



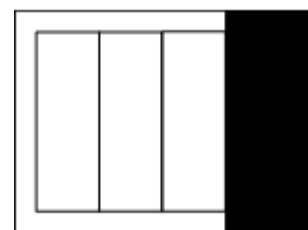
1/2 page portrait, type area
 132,4 x 200 mm (+ 3 mm)
 colour € 903,-



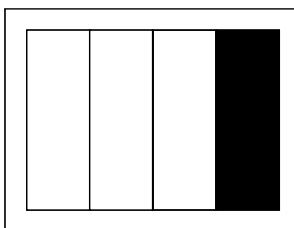
1/2 page landscape, bled off
 280 x 105 mm (+ 3 mm)
 black/white € 657,-/colour € 985,-



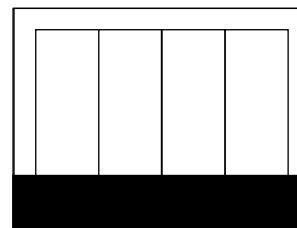
1/2 page landscape, type area
 270 x 97,5 mm
 black/white € 602,-/colour € 903,-



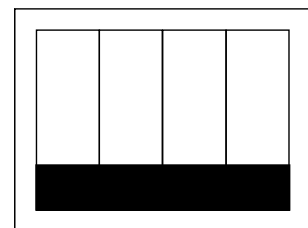
1/4 page portrait, bled off
 70 x 210 (+ 3 mm)
 colour € 739,-



1/4 page portrait, type area
 63,75 x 200 mm (+ 3 mm)
 colour € 575,-



1/4 page landscape, bled off
 280 x 49 mm (+ 3mm)
 black/white € 437,-/colour € 656,-



1/4 page landscape, type area
 270 x 44 mm
 black/white € 383,-/colour € 575,-

Homepage eikon.at

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

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

linked to a desired website

EIKON Newsletter

Reach: 6 000 subscribers
 (about 4 500 German, 1 500 English)

Price: € 120,-
Size: 150 x 560 px
File Format: JPEG or GIF

linked to a desired website

Feature „EIKON recommends...“

EIKON Newsletter

Reach: 6 000 subscribers
 (about 4 500 German, 1 500 English)

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

Social Media

Facebook: more than 3 700 followers
Instagram: more than 2 000 followers

For **Social Media advertising**, please contact us at office@eikon.at.

Exhibition View, *Pathways to Abstraction* © Zeppelin Museum 2019, Photo: Tretter

EIKON recommends: *Pathways to Abstraction. Marta Hoepffner and Willi Baumeister*

The exhibition *Pathways to Abstraction* shines a light on the work and friendship of Marta Hoepffner and Willi Baumeister who are linked by their path into artistic abstraction. From 1929 onwards, Baumeister was Hoepffner's professor at the Frankfurt Art School. Hoepffner is considered a pioneer in experimental photography. Her works enter into dialogue with the paintings by Baumeister, one of the most important representatives of abstract painting. Their oeuvres show formal similarities that indicate the development of a new way of seeing, a new way of dealing with the visible. The show is on view until April 19, 2020 at the Zeppelin Museum, Friedrichshafen.

For more information, please visit www.zeppelin-museum.de.

Contact

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