



EIKON

Media Kit 2023

Media Specifications 2023

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 2023

Issue #121: February 23, 2023

- Press deadline: February 2, 2023
- Materials deadline: February 9, 2023

Issue #122: June 1, 2023

- Press deadline: May 9, 2023
- Materials deadline: May 16, 2023

Issue #123: September 5, 2023

- Press deadline: August 10, 2023
- Materials deadline: August 17, 2023

Issue #124: November 7, 2023

- Press deadline: October 11, 2023
- Materials deadline: October 18, 2023

Technical Information

Size

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

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

Terms of Payment

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%

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

EIKON at a glance

EIKON is a high-ranking, 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 photographic 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.

Subscriptions

54,4% Austria
29% Germany
6,6% rest of Europe
10% worldwide

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



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 store**.

Art Fair Participations

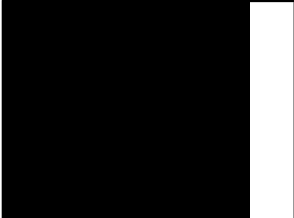
EIKON participates in **14 art fairs** per year on average, among them major international fairs like **Art Cologne, Art Brussels, Art Basel, viennacontemporary, Paris Photo, Spark Art Fair and Art Basel Miami Beach**.

Advertising Layouts / Prices

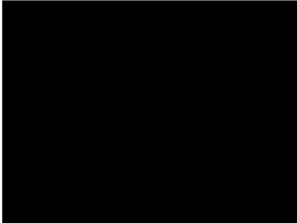
Please note that all prices are excl. 5% promotional tax, excl. 10% VAT.

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

SPECIAL PLACEMENT

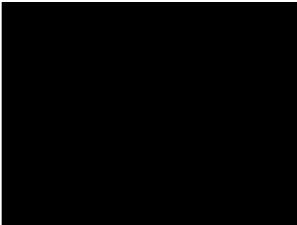


Outside back cover
1/1 page landscape
 245 x 210 mm (+ 3 mm)
 color € 4.707,-



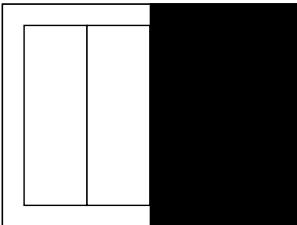
Inside front cover | page 1 | inside back cover
1/1 page landscape
 280 x 210 mm (+3 mm)
 color € 4.331,-
 Page 1: area without text (min. 5 mm) on the left edge

FULL PAGE

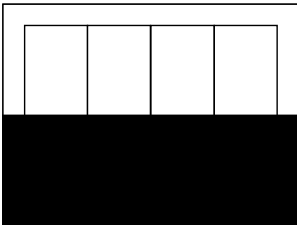


1/1 page landscape
 280 x 210 mm (+3 mm)
 color € 2.166,- | b/w € 1.445,-

HALF PAGE

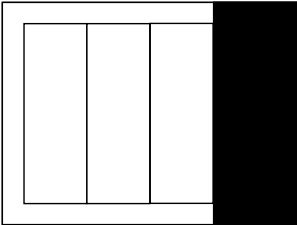


1/2 page portrait
 140 x 210 mm (+ 3 mm)
 color € 1.174,-

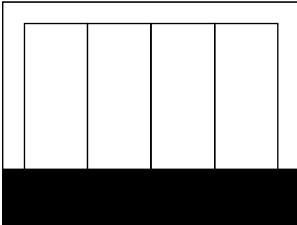


1/2 page landscape
 280 x 105 mm (+ 3 mm)
 color € 1.084,- | b/w € 723,-

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 / Prices

Banner Advert



Homepage eikon.at

Statistics: approx. 400 visits / day resp.
11 800 visits / month (average time spend:
5:34 min, Countries Top 3: 29% US, 28%
Germany, 10% Austria)
Runtime: 3 months
Price: € 550,-
Size: 120 x 120 px
File Format: GIF (moving or static)
Color Depth: 8 BPP
linked to a website of choice

EIKON Newsletter

Reach: 6 000 subscribers
(about 4 600 German, 1 400 English)
Price: € 180,-
Size: height: 150px, width: 560 px
File Format: JPEG or GIF (moving or static)
linked to a website of choice



Feature „EIKON recommends...“

EIKON Newsletter

Reach: 6 000 subscribers
(about 4 600 German, 1 400 English)
Price: € 380,-
Length of text: 500 characters (incl.
whitespace)
Photo: JPEG, max. 800 px

Social Media

Facebook: more than 3 800 followers
Instagram: more than 3 300 followers

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



EIKON empfiehlt: Online-Auktion Fotografie im Dorotheum

Von frühen Reisedokumentationen des 19. Jahrhunderts bis hin zu zeitgenössischen Momentaufnahmen und Studien: Quer durch die Fotogeschichte spannt sich der Bogen der mit 213 Objekten reich bestückten Fotografie-Auktion des Dorotheums.
Ein bisher unveröffentlichtes Dokument von Ludwig Wittgenstein in Form von sieben Automatenfotos aus 1922 sind in der Auktion zu erwerben. Auch in der Auktion: Arbeiten der bedeutenden österreichischen Pionierin der Medienkunst und Filmemacherin VALIE EXPORT.

Die Online-Auktion endet am 28. Oktober 2020 um 15 Uhr.

Zur Online-Auktion: dorotheum.at

Foto: Detail aus VALIE EXPORT, *Einkreisung*, 1976/1980

Contact

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