

ELKON

Media Kit 2025





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.

EIKON at a glance

Distribution

In addition, EIKON is distributed **internationally with a focus on Europe**. Museum shops, 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 Basel, viennacontemporary, Paris+ par Art Basel, Paris Photo, Art Cologne** and **Art Basel Miami Beach**.

Subscriptions

53% Austria
29% Germany
14% rest of Europe
4% worldwide

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



General Information

Dates & Deadlines 2025

Issue #129: February 24, 2025

Press deadline: January 29, 2025

Materials deadline: February 5, 2025

Issue #130: May 27, 2025

Press deadline: April 30, 2025

Materials deadline: May 8, 2025

Issue #131: September 4, 2025

Press deadline: August 11, 2025

Materials deadline: August 18, 2025

Issue #132: November 3, 2025

Press deadline: October 8, 2025

Materials deadline: October 15, 2025

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

Media Specifications 2024

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

Advertising Layouts and Prices

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

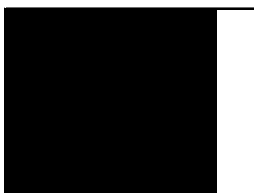
VAT is not due inside the European Union (except in Austria) when indicating the VAT-number.

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.

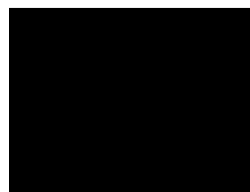
Discounts: only valid for repeated placement within a year, billing of the whole amount after first insertion, 2 adverts -15%, 3 adverts -30%, 4 adverts -40%

FULL PAGE



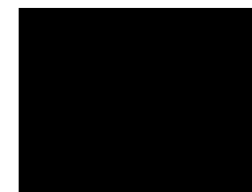
SPECIAL PLACEMENT Outside back cover

245 x 210 mm
(+ 3 mm)
Color: € 5.178,-



SPECIAL PLACEMENT Inside front cover | page 1 | inside back cover

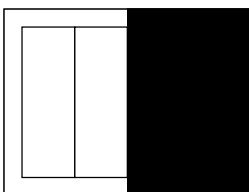
280 x 210 mm (+3 mm)
Color: € 4.764,-



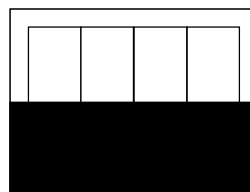
**1/1 page
landscape**
280 x 210 mm
(+3 mm)
Color: € 2.383,-
B/W: € 1.590,-

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

HALF PAGE

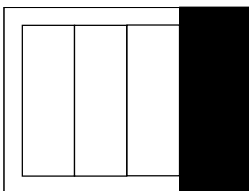


½ page portrait
140 x 210 mm
(+ 3 mm)
Color : € 1.291,-

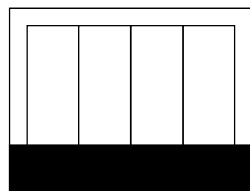


1/2 page landscape
280 x 105 mm
(+ 3 mm)
Color: € 1.192,-
B/W: € 795,-

QUARTER PAGE




1/4 page portrait
70 x 210 mm
(+ 3 mm)
Color : € 894,-



1/4 page landscape
280 x 49 mm
(+3 mm)
Color: € 794,-
B/W: € 529,-


Online Advertising: Banner Advert

1 Last Chance: Marku... ✓



EIKON back issues for free!

Due to the upcoming relocation of our editorial office, we unfortunately have to sort out some EIKON issues: Selected back issues are available for free! They can be found at MuseumsQuartier Wien: At the EIKON Schauraum (Thu-Fri, 2-6pm), at eSeL (Mon-Thu, noon-6pm) and at monochrom (Mon-Sun, 10am-6pm). We hope you'll enjoy the read!



International Contemporary Art Fair
22-26 Feb
More information

Best wishes

Your EIKON Team

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EIKON Newsletter

Reach: 6 000 subscribers
(about 4 600 German, 1 400 English)
Size: height: 150 px, width: 560 px
File Format: JPEG or GIF (moving or static),
linked to a website of choice
Price: € 250,-

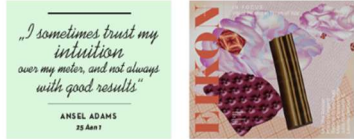
EIKON

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SABINE GROSCHUP
AUF ALLEN WEGEN EBEN
EIKON Schauraum | 4. & 5. 25. 10. 2023



„I sometimes trust my intuition
over my meter, and not always
with good results.“
ANSEL ADAMS
25 Jan 1

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 (G/E) 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.

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: € 790,-

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: € 650,-

EIKON recommends: Linda Fregni Nagler. Rearranging Photography: Staging the Gaze

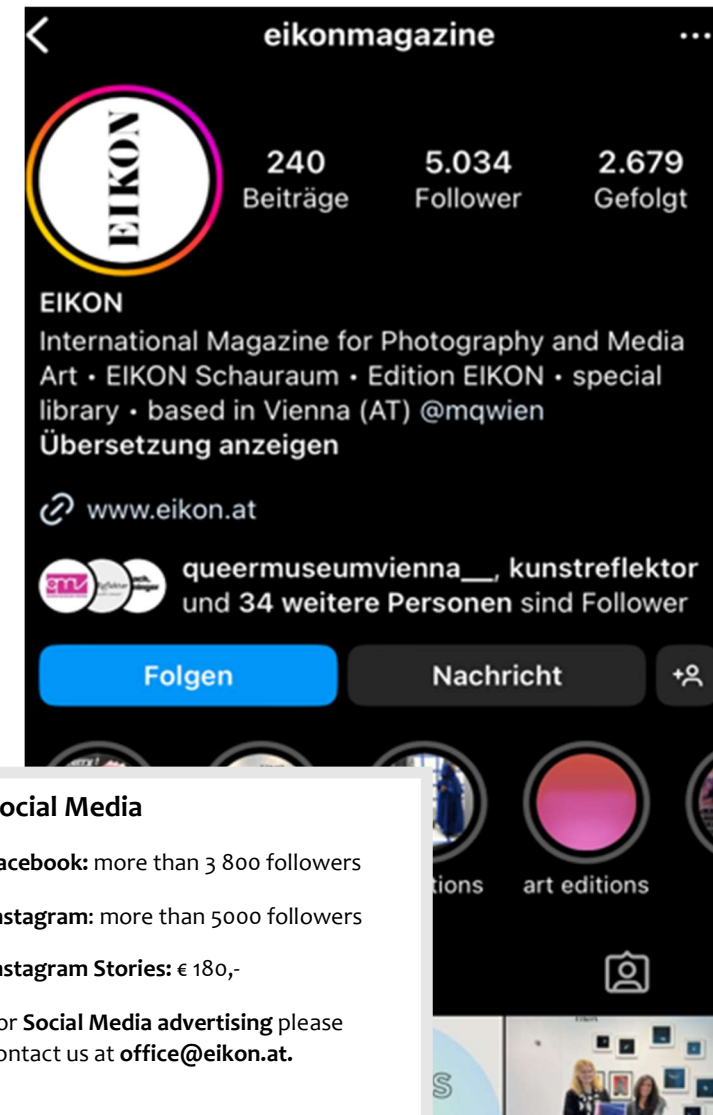
The Museum für Kunst und Gewerbe Hamburg presents *Linda Fregni Nagler. Rearranging Photography: Staging the Gaze*, the first solo exhibition of the Italian artist Linda Fregni Nagler (b. 1976) in Germany. In an associative way, she combines two of her groups of works with selected photographs from the MK&G collection. The show negotiates central aspects of the medium of photography: it is about looking and being looked at, about visibility and invisibility.

Linda Fregni Nagler. Rearranging Photography: Staging the Gaze
Exhibition: June 30, 2023 – Jan 7, 2024
Opening Hours: Tue – Sun 10 am – 6 pm, Thu 10 am – 9 pm
Where: Museum für Kunst und Gewerbe Hamburg

For further information, see mkg.hamburg.de

Best wishes

Your EIKON Team



Social Media

Facebook: more than 3 800 followers

Instagram: more than 5000 followers

Instagram Stories: € 180,-

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



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