

# Camera Austria International

Advertisement rates / Media data 2018

Lendkai 1  
8020 Graz  
Austria

office@camera-austria.at  
www.camera-austria.at

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**Advertising contact:**

Barbara Stöcker  
camera.austria@koeln.de

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F +49 / (0) 221 / 120 67 77

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The quarterly published magazine Camera Austria International was founded in 1980 by Manfred Willmann and Christine Frisinghelli, since 2011 it is published by Reinhard Braun. Camera Austria International is dedicated to a critical practice and theory of photography in the context of contemporary visual arts.

edition: 4,500 copies  
art director: Till Gathmann, Berlin  
number of pages: 104 pages  
format: A4, 210 × 297 mm  
weight: appr. 550 gram  
printing method: sheet-fed offset; 100 screen  
processing: thread stitching, softcover  
language: German / English

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**Mediadata**

Starting in 2011 our magazine moved beyond bookstore-based sales to also include kiosks in over 700 different locations throughout German-speaking countries. Thanks to the excellent resonance, in 2013 we will be expanding kiosk sales to 100 new sales locations in Switzerland and Luxembourg.

Geographic repartition: Austria 30%, Germany 45%, other European Contries: 15%, USA and Japan 10%.

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Issue	Deadline	Artwork	Publication date
No. 141	Feb. 5, 2018	Feb. 12, 2018	Mar. 14, 2018
No. 142	May 7, 2018	May 14, 2018	June 13, 2018
No. 143	Aug. 6, 2018	Aug. 13, 2018	Sept. 12, 2018
No. 144	Oct. 29, 2018	Nov. 5, 2018	Dec. 5, 2018

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**Advertisement rates**

size	colour	black and white
1/1 page	Euro 2,500.-	Euro 1,900.-
1/2 page	Euro 1,700.-	Euro 1,400.-
1/4 page	Euro 950.-	Euro 750.-

Cover pages 2, 3, 4 upon agreement

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**Discount for series of ads**

2 ads - 15%; 3 ads - 30%; 4 ads - 40% discount  
Maximum discount for multiple ads on cover pages: - 30%

## Inserts

Standard: Euro 2,400.–  
Standard size max.: 150 mm width, 210 mm height, weight: 40 g  
Special sizes: tbc  
Insert circulation: 2,000 copies maximum

## Your advertising on [www.camera-austria.at](http://www.camera-austria.at)

Combine your magazine advert with banner placement on our website. Placement of the banner can be tailored to the duration of your project; ca. 120,000 page views per year; pricing information available on request.

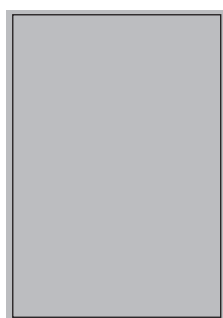
Independent banner placement on the website:   € 185.– for four weeks  
  € 500.– for three months

File format: jpg, png, or gif (72 dpi)  
File size: W: 373 × H: 244 px (jpg, png or gif)

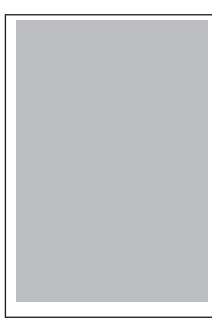
## Billing/ Payment conditions

Billing after publication; one complimentary copy; invoice payable within 30 days.  
Prices indicated are net, excl. 5% advertisement tax, excl. 20% VAT (-15% agency commission)

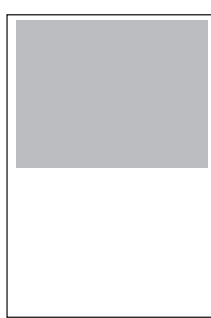
## Advertisement – Page size and trimming



full page trim size  
210 × 297 mm  
+3 mm trimming  
on all edges



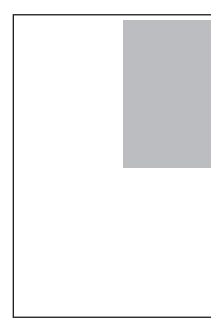
full page type area  
192 × 277 mm  
(print area only)



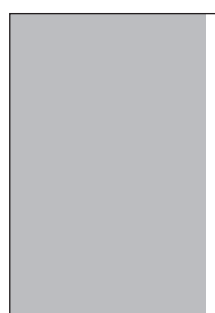
half page horizontal  
192 × 135,5 mm  
(print area only)



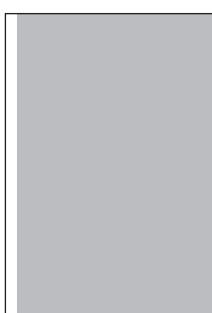
half page vertical  
93 × 277 mm  
(print area only)



quarter page  
93 × 135,5 mm



cover page 2 (bleed)  
203 × 297 mm  
+ 3 mm trimming  
top, bottom, left



cover page 3 (bleed)  
203 × 297 mm  
+ 3 mm trimming  
top, bottom, right



cover page 4 (bleed)  
210 × 297 mm  
+ 3 mm trimming  
top, bottom, left

**Minimum requirements** for images and photographs in digital form:

- Format: Photoshop-EPS (compression via JPEG-EPS possible / save with max. quality) or TIFF file
- Resolution: 300 dpi (pixel per inch)
- Size: Corresponding to the size of reproduction
- Colour mode: Line drawings: Bitmap  
Black/white images: grey levels  
Colour images: CMYK
- Colour profile: 4c Euroskala, ISO Coated v2 (ECI)

**Ads:**

File format: PDF

Before creating PDF files please make sure that all included image files are saved in CMYK mode, as the printer cannot separate the colours in RGB mode, and post-processing your files can be very time-consuming and therefore expensive.

All file formats listed above can be transmitted either in PC or Mac format.  
Please also supply logos and type fonts.

Images included in ads must also meet the minimum requirements for images and photographs in print quality. Colourless or white adverts must be framed by a black border in order to avoid overlapping.

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**Guideline for data transmission**

Please e-mail documents smaller than 10 MB to Christina Töpfer: [magazine@camera-austria.at](mailto:magazine@camera-austria.at).

For larger documents, please use one of the many available digital transfer services (YouSendIt, WeTransfer, Dropbox, etc.).

Make sure to send a quality proof for colour match and print control to our editorial office in Graz:

Camera Austria, Lendkai 1, 8020 Graz, AUSTRIA.

We can guarantee perfect print quality only if quality proof (4-colour / black & white) is provided.

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**Placing**

For any questions concerning placing, date of publication, etc. please contact:

Barbara Stöcker: [camera.austria@koeln.de](mailto:camera.austria@koeln.de) Tel.: +49 / (0) 221 / 120 67 67 or

Christina Töpfer: [magazine@camera-austria.at](mailto:magazine@camera-austria.at) Tel.: +43 / (0) 316 / 81 55 50 13

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Thank you for your co-operation!