

Camera Austria International

Advertisement rates / Media data 2020

Lendkai 1
8020 Graz
Austria

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

T +43 316 81 55 500
F +43 316 81 55 509

Advertising contact:

Barbara Stöcker
camera.austria@koeln.de

T +49 221 120 67 67
F +49 221 120 67 77

Since 1980, the quarterly published magazine *Camera Austria International* has been providing its readers with insights into important discourses on the role of photography as a medium and practice of contemporary art — presenting outstanding artists who have made extraordinary contributions to the continual development of the medium.

edition: 4,000 copies
art director: Till Gathmann, Berlin
number of pages: 96 pages
format: A4, 210 × 297 mm
weight: appr. 550 gram
printing method: sheet-fed offset; 100 screen
processing: thread stitching, softcover
language: German / English

Mediadata

Starting in 2011 our magazine moved beyond bookstore-based sales to also include kiosks in over 700 different locations throughout German-speaking countries.

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

Issue	Deadline	Artwork	Publication date
No. 149	Jan. 30, 2020	Feb. 6, 2020	March 4, 2020
No. 150/151	Aug. 3, 2020	Aug. 10, 2020	Sept. 9, 2020
No. 152	Nov. 2, 2020	Nov. 9, 2020	Dec. 9, 2020

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

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

Combine your magazine advert with banner placement on our website. Placement of the banner can be tailored to the duration of your project; ca. 100,000 page views per year; pricing information available on request.

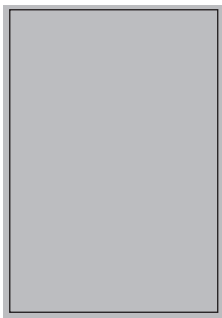
Independent banner placement on the website: € 185.– for four weeks
 € 500.– for three months

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

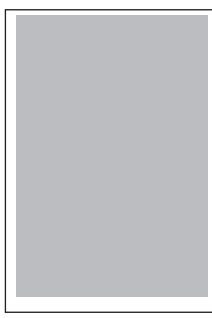
Billing / Payment conditions

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)

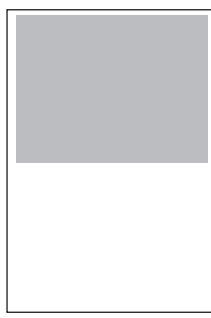
Advertisement – Page size and trimming



full page trim size
210 × 297 mm
+3 mm trimming
on all 4 edges



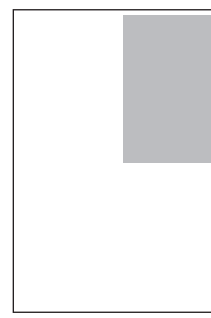
full page type area
192 × 277 mm
(print area only)



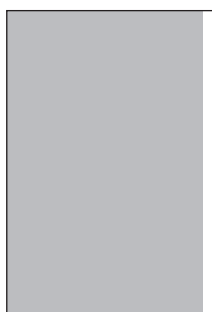
half page horizontal
192 × 135,5 mm
(print area only)



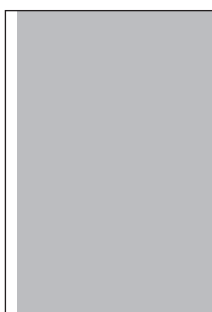
half page vertical
93 × 277 mm
(print area only)



quarter page
93 × 135,5 mm



cover page 2 (bleed)
204 × 297 mm
+ 3 mm trimming
on all 4 edges



cover page 3 (bleed)
204 × 297 mm
+ 3 mm trimming
on all 4 edges



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 colors 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. Colorless or white adverts must be framed by a black border in order to avoid overlapping.

Guidelines for data transmission

Please e-mail documents smaller than 10 MB to Christina Töpfer: 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 color 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-color / black-and-white) is provided.

Placing

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

Barbara Stöcker: camera.austria@koeln.de T +49 221 120 67 67 or

Christina Töpfer: magazine@camera-austria.at T +43 316 81 55 50 13

Thank you for your co-operation!