

# Camera Austria International

Advertisement rates / Media data 2021

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|-----------------------------------|---|--|
| Lendkai 1<br>8020 Graz<br>Austria | office@camera-austria.at<br>www.camera-austria.at | T +43 316 81 55 500<br>F +43 316 81 55 509 |
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| Advertising contact: | Barbara Stöcker<br>camera.austria@koeln.de | T +49 221 120 67 67<br>F +49 221 120 67 77 |
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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.

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|------------------|--|
| edition:         | 4,000 copies                                   |
| art director:    | Till Gathmann, Berlin; Christian Wiedner, Graz |
| 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                               |

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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.

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

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| Issue   | Deadline      | Artwork       | Publication date |
|---------|---------------|---------------|------------------|
| No. 153 | Jan. 29, 2021 | Feb. 5, 2021  | March 3, 2021    |
| No. 154 | Apr. 26, 2021 | May 3, 2021   | June 2, 2021     |
| No. 155 | July 26, 2021 | Aug. 2, 2021  | Sept. 1, 2021    |
| No. 156 | Oct. 4, 2021  | Oct. 18, 2021 | Nov. 17, 2021    |

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## Advertisement rates

| size     | color        | 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. 100,000 page views per year; pricing information available on request.

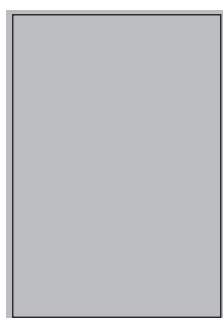
Independent banner placement on the website: Euro 185.– for four weeks  
Euro 500.– for three months

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

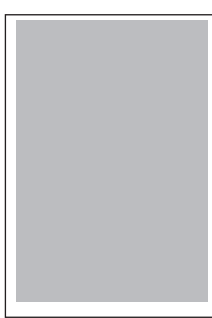
## Billing / Payment conditions

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)

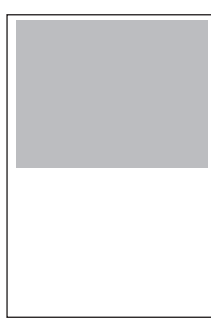
## Advertisement – Page size and trimming



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



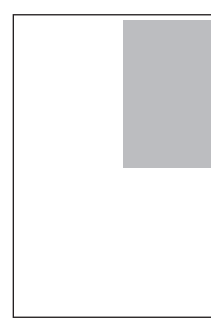
full page type area  
192 × 277 mm  
(print area only)



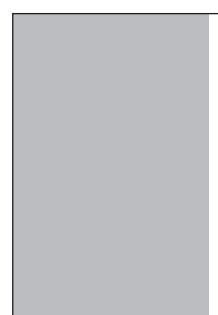
half page horizontal  
192 × 135,5 mm  
(print area only)



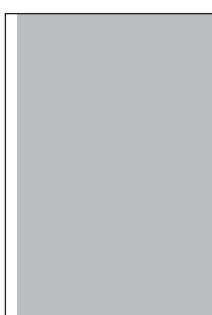
half page vertical  
93 × 277 mm  
(print area only)



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.

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**Guidelines 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 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.

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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) T +49 221 120 67 67 or

Christina Töpfer: [magazine@camera-austria.at](mailto:magazine@camera-austria.at) T +43 650 422 0696

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Thank you for your co-operation!