

# Camera Austria International

Advertisement rates / Media data 2023

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8020 Graz  
Austria

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www.camera-austria.at

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Advertising contact:

Barbara Stöcker  
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The quarterly published magazine *Camera Austria International* was founded by Christine Frisinghelli, Seiichi Furuya, and Manfred Willmann in 1980 and is published by Verein Camera Austria – Labor für Fotografie und Theorie. Since its founding, the magazine 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: 3,000 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

## 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. 161	Feb. 1, 2023	Feb. 8, 2023	March 8, 2023
No. 162	May 2, 2023	May 8, 2023	June 7, 2023
No. 163	Jul. 31, 2023	Aug. 7, 2023	Sept. 6, 2023
- No. 164	Oct. 2, 2023	Oct. 9, 2023	Nov. 8, 2023

## 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

## 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.

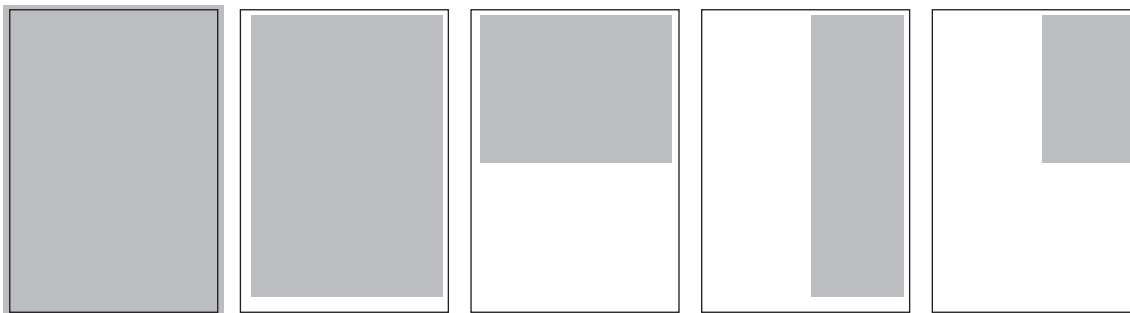
Independent banner placement on the website:      Euro 185.– for four weeks  
   Euro 500.– for three months

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
- Color mode: Line drawings: Bitmap  
Black/white images: grey levels  
Colour images: CMYK
- Color 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:

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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!