

Media-Information 2021 Advertising rates
01.01.2022

Verein »springerin«
Christa Benzer

Museumsplatz 1
A-1070 Vienna, Austria
tel.: +43 1 522 91 24
fax: +43 1 522 91 25

Homepage: www.springerin.at
UID-No.: ATU 44477605
E-mail: benzer@springerin.at

Dates

About springerin

Issue	Materials due	Release
1 / 2021	22 Feb 2021	15 March 2021
2 / 2021	25 May 2021	15 June 2021
3 / 2021	25 August 2021	15 Sept 2021
4 / 2021	24 Nov 2021	15 Dec 2021

springerin is a critical magazine offering coverage of the contemporary artworld. It discusses a wide range of topics within the field of cultural production. Its focus is the investigation of the broad terrain of history, theory and criticism of the visual arts, but provokes inquiry into other scholarly fields as well as into the world of media and popular culture. springerin provides news and information services for artists, critics, dealers, curators, collectors, scholars and university students.

The complete English version of springerin is available for reading online.

Published:
Quarterly

Technical Data

Surcharge

Terms of Payment

Circulation:
5000 Copies

Magazine size:
230 mm × 275 mm (width/height)

Type area:
207 mm × 241 mm (width/height)

Bleed margin:
3 mm each trimmed edge (not in the gutter)

Printing method:
Offset, screen: 60 dpi

Digital:
PDF in printing quality (300 dpi)
images as TIFF 100 % or EPS (300 dpi)
all fonts embedded

Contact:
benzer@springerin.at

Special positions:
5 %

Back Cover:
30 %

Inside Front or Back Cover:
10 %

Special colour:
15 %

Four colours:
35 %

Additional:
5 % interest rates for ads

Frequency Discounts:
2 times / year = 20 %
4 times / year = 40 %

Terms of Payment:
30 days
Invoices will be sent after the release of the current issue

Bank Austria Wien
Banking Code 12000
Account #00427073903
IBAN: AT11-1200-0004-2707-3903
SWIFT CODE: BKAUATWW

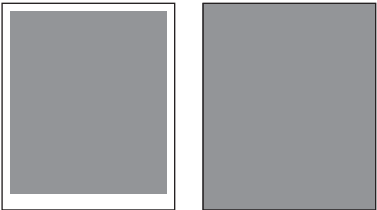
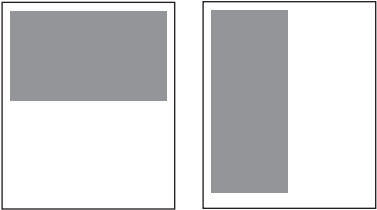
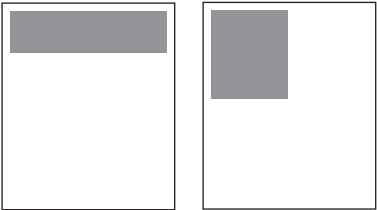
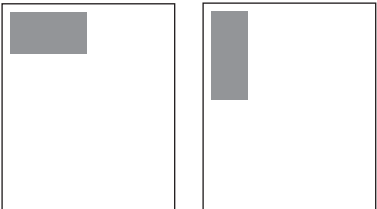
Postbank München
Banking Code 700 100 80
Account # 0019987809
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Sizes and Rates

Size	width × height	b/w	4c
	207 × 241 mm	€ 2.000	€ 2.830
	full page 230 × 275 mm trim size + 3 mm bleed	price on request	price on request
	207 × 117 mm landscape	€ 1.100	€ 1.730
	1/2 page 101 × 241 mm portrait		
	207 × 55 mm landscape	€ 600	€ 1.230
	1/4 page 101 × 117 mm portrait		
	101 × 55 mm landscape	€ 330	€ 960
	1/8 page 48 × 117 mm portrait		
supplement		€ 2.271	

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Terms and Conditions

1. An »Insertion contract« in the sense of the following General Business Terms is a contract concerning the publication of one or more advertisements or inserts for the purpose of distribution. An order for advertisements or Inserts will be binding on the publisher only on written confirmation to the client. The publisher reserves himself the right to reject advertisements—even single insertions—and inserts on account of their contents, origin or for technical reasons in accordance with the general principles of the publishing firm. Orders for inserts are binding on the publisher only after a sample of the insert has been supplied and accepted. Inserts which, by virtue of their size and get-up, may give the reader the impression of being a part of the journal, or contain outside advertisements, will not be accepted. The client will immediately be informed of a rejection.

2. In case of doubt, dispositions of advertisements are to follow within one year of the conclusion of the contract.

3. Agreements concerning special positions are only binding if the respective surcharges, foreseen in the price-list and specifically confirmed, are accepted. If deadlines are overstepped, inclusion in the current issue can only be guaranteed if space is available and special positions are no longer binding.

4. The exclusion of competitors can only be ensured for two opposite pages. An exclusivity stipulation cannot be guaranteed if for one advertisement a specific placing has been promised and confirmed to be binding.

5. Advertisements which cannot be made out as such on the basis of their editorial make-up will be visibly marked by the publisher with the word "advertisement".

6. The client is responsible for the prompt delivery of the advertising text and impeccable printing material or of inserts. The publisher guarantees the best possible printing quality for the selected title insofar as the quality of the furnished printing material permits.

7. Expenses for the production of ordered copy matter and illustrations as well as for changes desired by the client in the initial pattern are chargeable to the client.

8. Any disputes arising hereunder will be settled before a competent court of law in Vienna.