

Media-Information 2019

Advertising rates  
01.01.2002

Verein »springerin«  
Christa Benzer

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fax: +43 1 522 91 25

Homepage: [www.springerin.at](http://www.springerin.at)  
UID-No.: ATU 44477605  
E-mail: [benzer@springerin.at](mailto:benzer@springerin.at)

## Dates

## About springerin

Issue	Materials due	Release
1 / 2019	10 Dec 2018	15 Jan 2019
2 / 2019	4 March 2019	16 April 2019
3 / 2019	3 June 2019	15 July 2019
4 / 2019	2 Sept 2019	15 Oct 2019

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](mailto: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

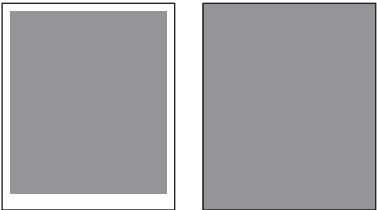
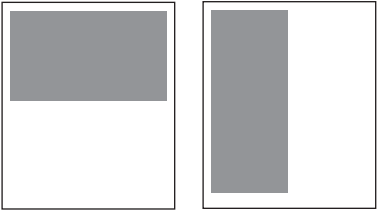
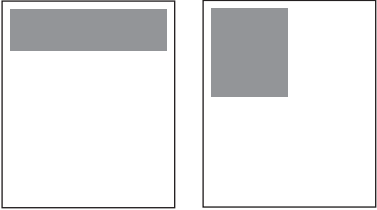
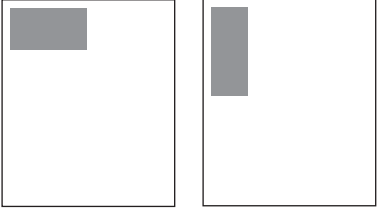
Postbank München  
Banking Code 700 100 80  
Account # 0019987809  
IBAN: DE 49 7001 0080 0019 9878 09  
BIC PBNKDEFF

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## Sizes and Rates

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

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## Terms and Conditions

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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.