

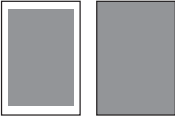
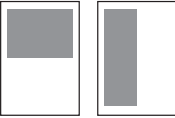

# TEXTE ZUR KUNST

## Media Kit 2021

### DATES

Issue no.	Theme	Booking Deadline	Data Deadline	Release Date
121 (March 2021)	Comedy	January 22, 2021	January 29, 2021	March 2, 2021
122 (June 2021)	Figuration	April 16, 2021	April 23, 2021	June 1, 2021
123 (September 2021)	Envy (working title)	July 16, 2021	July 23, 2021	September 1, 2021
124 (December 2021)	Tba	October 15, 2021	October 22, 2021	December 1, 2021

### PRINT

	Format	Width & Length	b/w	4c
	full page	136 x 202 mm type area 166 x 230 mm full page + 3 mm bleed	1,500 €	2,100 €
	1/2 page	136 x 99 mm horizontal 66 x 202 mm vertical	900 €	1,200 €
	1/4 page	66 x 99 mm vertical	550 €	750 €







#### Additional Services

- + 5% **placement reservation**
- + 10% **inside front cover or inside back cover**
- 10% **double-sided**

#### Supplement

1,800 € complete international distribution, split on request

### ONLINE AND NEWSLETTER

 	Square banner on website	200 x 200 pixels		gif or jpg file	750 €
 	Banner on website	1280 x 120 px 1280 x 360 px	Standard Mobile	gif or jpg file gif or jpg file	1,500 € 1,200 €
 	Banner in newsletter	1200 x 180 pixels		gif or jpg file	580 €

### PAYMENT

#### Reductions

- 10% **2 bookings / year**
- 15% **3 bookings / year**
- 20% **4 bookings / year**
- 15% **agencies**

#### Terms of Payment

All prices for the EU plus 16 % taxes.  
(No taxes with VAT ID no.)  
All prices plus 25 € production fee.

Payment required 10 days.  
Advance payment will receive a 2% discount.

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## Media Kit 2021

### PRINT SPECIFICATIONS

**Magazine size:**

166 cm x 230 cm (width x length)

**Bleed:**

3 mm on each side

**Binding:**

Threadless binding

**Type Area:**

136 cm x 202 cm (width x length)

**Printing method:**

Offset,  
screen: 70 dpi

**Paper:**

Profisilk coated 100 g/m<sup>2</sup>  
cover: 250 g/m<sup>2</sup>

**Format:**

Print optimized PDF  
Fonts should be embedded.  
File should be reduced to background  
layer. Image should be centered.

**Color:**

CMYK mode (ISO coated V2)  
b/w in greyscale

**Image resolution:**

350 dpi or 175 lpi

### ABOUT

TEXTE ZUR KUNST is a quarterly German/English magazine available in more than twenty countries through art book stores or subscription.

TEXTE ZUR KUNST was founded by Isabelle Graw and Stefan Germer (†) in Cologne in 1990 and has been published in Berlin since 2000. The magazine promotes contributions and discussions by internationally acclaimed writers on contemporary art, film, music, fashion, and politics. Each issue is dedicated to a specific theme that intersects with these and other interests.

For each issue, 2-3 internationally renowned artists support TEXTE ZUR KUNST with exclusive artists' editions that can be ordered online.

TEXTE ZUR KUNST has a wide readership, from professionals in the arts and culture spheres to academics to students and those interested in the arts more generally.

International distribution

German/English

~ 250 pages

4 issues per year

### SOCIAL MEDIA - FOLLOWERS



35,500



16,000



3,000

### ART FAIRS

Art Basel  
Art Cologne

New York Art Book Fair  
Viennacontemporary

### CONTACT

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