

# TEXTE ZUR KUNST

MEDIA KIT 2025



## CONTACT

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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

#### PREVIEW 2024/25

ISSUE NR.	THEME	BOOKING DEADLINE	DATA DEADLINE	RELEASE DATE
137 (March 2025)	Death Drive and Sublimation	10th January 2025	17th January 2025	04th March 2025
138 (June 2025)	Exhibition Policies	11th April 2025	18th April 2025	03th June 2025
139 (September 2025)	Sports	11th July 2025	18th July 2025	02th September 2025
140 (December 2025)	Anniversary: 35 Years of TZK	10th October 2025	17th October 2025	02th December 2025

#### REFERENCES

##### ART FAIRS

Art Basel  
Independent New York  
New York Art Book Fair  
Art Cologne  
Wiels Art Book Fair

##### MEDIA PARTNERS

Paris plus par Art Basel  
Paris Internationale  
June Art Fair  
Liste Basel  
Curated By Vienna

#### CONTACT

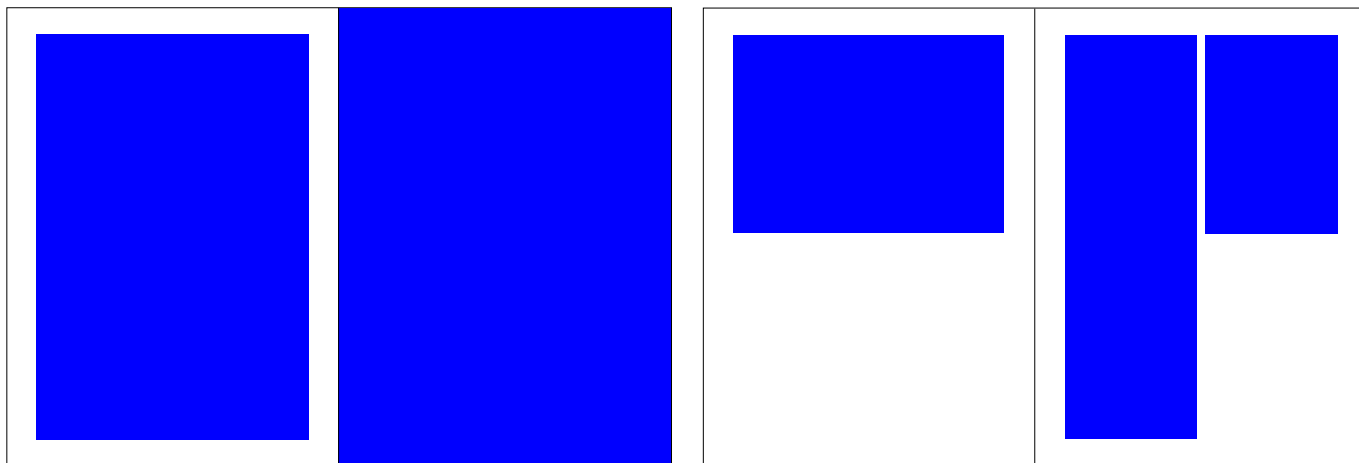
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# TEXTE ZUR KUNST

PRINT



PLACEMENT	FORMAT	B/W	4C
1/1 page	136 x 202 mm type area	1800 €	2500 €
	166 x 230 mm full page + 3 mm bleed	1800 €	2500 €
1/2 page horizontal	136 x 99 mm horizontal	1100 €	1400 €
1/2 page vertical	66 x 202 mm vertical	1100 €	1400 €
1/4 page	66 x 99 mm vertical	660 €	900 €
placement on front inside cover		+10 %	+10 %

## SPECIFICATIONS

<b>MAGAZINE SIZE</b>	166 mm x 230 mm (width x length)
<b>TYPE AREA</b>	136 mm x 202 mm (width x length)
<b>FORMAT</b>	Print optimized PDF. Fonts should be embedded. File should be reduced to background layer. Image should be centered.
<b>BLEED</b>	3 mm on each side
<b>PRINT METHOD</b>	Offset. Screen: 70 dpi
<b>COLOR</b>	Offset. Screen: 70 dpi
<b>BINDING</b>	Threadless binding
<b>PAPER</b>	Profisilk coated 100 g/m <sup>2</sup> , cover: 250g/m <sup>2</sup>
<b>IMAGE RESOLUTION</b>	350 dpi or 175 lpi

## TERMS OF PAYMENT

All prices for the EU plus taxes (No taxes with VAT ID no.). All prices plus 25 € production fee. Payment required 10 days following receipt of invoice. Advance payment will receive a 2% discount.

## SUPPLEMENT

1.800 € complete international distribution, split on request

## ADDITIONAL SERVICES

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

## ADVERTISING SUBSCRIPTIONS

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

## PAYMENT OPTIONS

### BANK TRANSFER

TEXTE ZUR KUNST Verlag GmbH & Co.KG  
Bank: Postbank Köln, 51222 Köln  
IBAN: DE61 3701 0050 0077 4445 00  
BIC (SWIFT-Code) PBNKDEFF

### PAYPAL

textezurkunst@payment.de

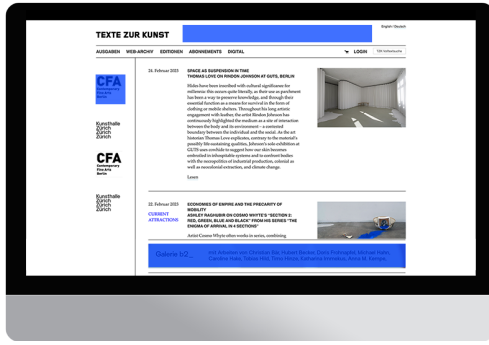


# TEXTE ZUR KUNST

ONLINE

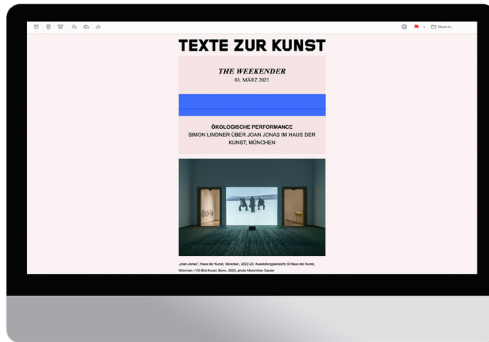
## WEBSITE (DURATION 1 MONTH)

PRODUCT	FORMAT	FILE	PRICE
Square banner	200 x 200 pixels	gif or jpg	550€
Banner			
Header	1280 x 120 pixels	gif or jpg	1.500 €
Middle of page	1280 x 360 pixels	gif or jpg	1.200 €



## NEWSLETTER

PRODUCT	FORMAT	FILE	PRICE
Banner	1200 x 180 pixels	gif or jpg	580 €



## INSTAGRAM TZK SPOTS

FORMAT	Instagram story + highlight
LENGTH	15 seconds
CIRCUIT	1 x (24h visible)
FORMAT	1080 x 1920 px vertical
FILE	jpg (image) or mp4 (video or image sequence)
COLOR	RGB
PRICE	580 €

### ONLINE ADVERTISING SUBSCRIPTIONS

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

### PROCESS

To participate in TZK SPOT, send us your files and related information by ... Once we receive your files we will send you a request via Instagram to confirm the branded content. Please confirm before the date of publication of your TZK SPOT Story.



### REQUIRED INFORMATION

- all hashtags needed
- all @'s needed (Instagram internal links)
- position of the swipe-up field, in case you want to use the swipe-up function to link a website (Instagram external links)