

TEXTE ZUR KUNST

MEDIA KIT 2024



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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

ISSUE NR.	THEME	BOOKING DEADLINE	DATA DEADLINE	RELEASE DATE
134 (Juni 2024)	Sculpture	12th April 2024	19th April 2024	04th June 2024
135 (September 2024)	Land	12th July 2024	19th July 2024	03th September 2024
136 (December 2024)	tba	11th August 2024	18th August 2024	03th December 2024
137 (March 2025)	tba	10th January 2025	17th January 2025	04th March 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
Brussels Gallery Weekend

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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

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

REDUCTIONS

-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

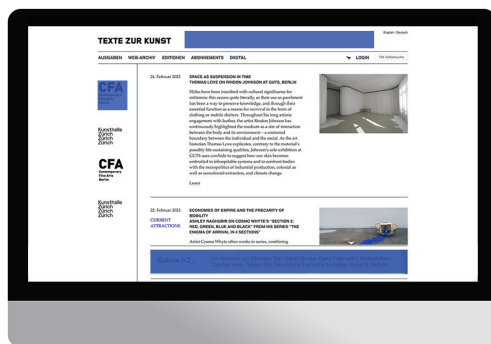


TEXTE ZUR KUNST

ONLINE

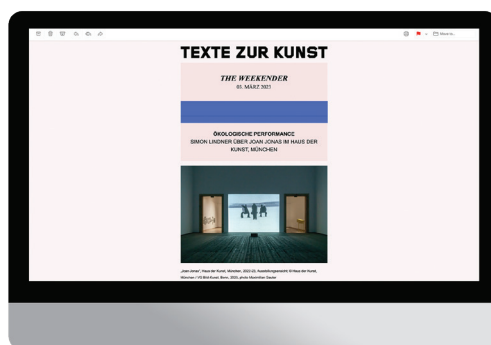
WEBSITE

PRODUCT	FORMAT	FILE	PRICE
Square banner	200 x 200 pixels	gif or jpg	750 €
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 or reel
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	450 €



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)