

ENGLISH VERSION

circulation:	200.000 copies
number of pages:	20 to 44 pages
format:	31,5 x 47 cm (Berliner Format)
original proof:	digital data + hardcopy
point size:	32 point (rotationprint, as an exception up to 40 point)
paper:	standard for newspapers, 45g/m ²
colour:	black (additional colour Cyan may be used free of charge). Further colours: 205,- for one colour; all other as four-coloured ads: 615,-). No agent's provision or discount on surcharges.

The charge for the design of the ad depends on the effort on our part.

Sizes and Prices

1/1 size	height: 14,0 cm, width: 28,0 cm	3.780,-
1/2 size	height: 14,0 cm, width: 13,9 cm	1.890,-
1/4 size	height: 14,0 cm, width: 6,9 cm	945,-
1/4 size	height: 6,9 cm, width: 13,9 cm	945,-
1/1 size =	1/3 page	
front page, 1/1 in 4c	height: 14,0 cm, width: 28,0 cm	5.265,-
back page, 1/1 in 4c	height: 14,0 cm, width: 28,0 cm	5.010,-
full page, in 4c or b/w	height: 43,0 cm, width: 28,0 cm	11.140,-
panorama-page, b/w	height: 14,0 cm, width: 59,5 cm	7.345,-
stripe (on front page) in 4c or b/w	height: 2,5 cm width lower side: 14 cm, upper side: 9 cm	4.620,-

special publication, 4 pages, four-coloured: price on request

Front and back pages must be booked as four-coloured ads, the surcharge for fixed position is already included.

Discounts and agent's provisions are only given on b/w-prices. There's no reduction or agent's provision on the stripe format (on front page), the front and back page, nor on the full page.

Discounts

ads in 3 issues within 12 months = 10% discount per ad
ads in 5 issues within 12 months = 15% discount per ad
ads in at least 6 issues within 12 months = 35% discount per ad

All discounts automatically include possible agent's provisions.

Advertising Supplements

200.000 copies (minimum format 10,5 x 16 cm up to DIN A4 (29,7 x 21 cm), up to 25 g per issue) No agent's provisions or discounts. Prices for partial circulation on request	7.760,-
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For final acceptance, two proofs must be examined. As supplements are introduced mechanically, they must either consist of one piece or be held together by envelopes or staples.

Advertising Director

Gabriele Lindinger

All prices plus VAT. Conditions as of October 2008. Our terms and conditions apply.

FORMATS

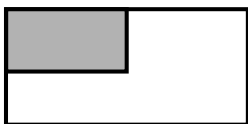
1/1 size =
14 cm x 28 cm



1/2 size =
14 cm x 13,9 cm



1/4 size =
6,9 cm x 13,9 cm

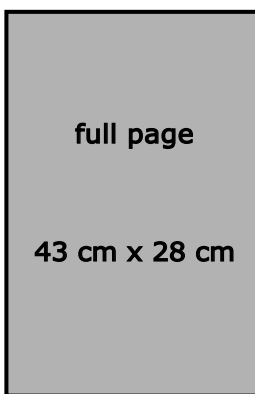


1/4 size =
14 cm x 6,9 cm



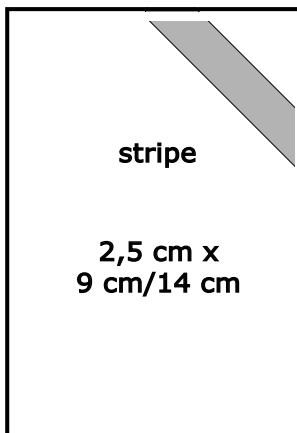
full page

43 cm x 28 cm



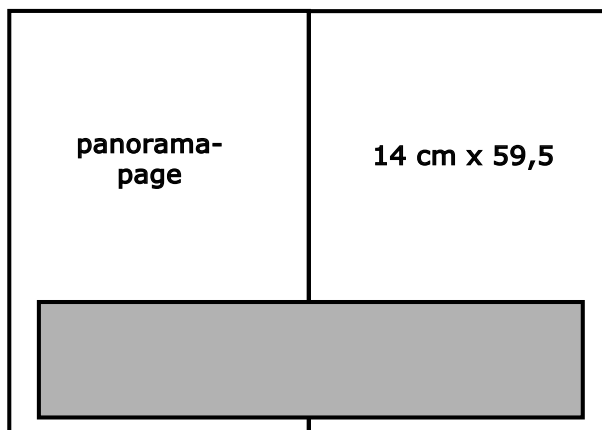
stripe

2,5 cm x
9 cm/14 cm



panorama-
page

14 cm x 59,5



Edition	Publication Date	Deadline for bookings	Deadline for printing material
January	04.01.2011	13.12.2010	15.12.2010
February	02.02.2011	17.01.2011	20.01.2011
March	02.03.2011	21.02.2011	18.02.2011
April	30.03.2011	14.03.2011	17.03.2011
May	04.05.2011	11.04.2011	20.04.2011
June	01.06.2011	09.05.2011	17.05.2011
July	29.06.2011	07.06.2011	14.06.2011
August	03.08.2011	11.07.2011	19.07.2011
September	31.08.2011	09.08.2011	16.08.2011
Oktober	05.10.2011	12.09.2011	20.09.2011
November	02.11.2011	11.10.2011	18.10.2011
December	30.11.2011	08.11.2011	15.11.2011

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Due to the restricted number of pages, we kindly ask you to book your ad in good time.

total distribution, for all countries - D, A, CH, NL, B, L, FL, F, I, CZ, DK, GB, SP, P

museums 478	art societies 182	galleries 452
town councils 74	libraries 50	universities 237
bookstores 54	theatres 13	hotels 38
conanies 88	others 101	
ART SECTOR	1.1362 distributors	= 77,08%
OTHERS	405 distributors	= 22,92%
distributors total		1.767
cities		694

Fotomuseum Antwerpen; Deutsche Guggenheim, Berlin; Nationalgalerie Berlin; Museion, Bozen; IKOB, Eupen; Kunsthalle Krems; Egon Schiele Zentrum, Krumau; Centre George Pompidou, Paris; Stadtgalerie Saarbrücken; Museum Ludwig, Köln; Sprengel Museum, Hannover; Hamburger Kunsthalle; Kunstmuseum, Stuttgart; Schirn Kunsthalle, Frankfurt; Deichtorhallen, Hamburg; museum kunst palast, Düsseldorf; Kunsthaus Zürich; Museumsquartier, Wien; Museum Moderner Kunst, Frankfurt; Haus der Kunst, München; Museum of Modern Art, Oostende; Van Abbe Museum, Eindhoven; EA-Generali Foundation, Wien; Buchhandlung Sautter + Lackmann, Hamburg; Mai 36 Galerie, Zürich; Kunsthal, Rotterdam; Galerie Henze und Ketterer, Wichtrach/Bern; Kunstmuseum Liechtenstein, Vaduz; Kunstwerke, Berlin; Lentos, Linz; Aargauer Kunsthaus, Aarau - and over 1.600 more museums, art societies, galleries, universities, hotels, bookstores, libraries and firms, plus major events and Europe's most important art fairs.

Contents:

The responsibility for the ad's content lies with the advertiser. We refuse any liabilities and reserve ourselves the right to reject ads for important reasons.

Proofs:

Proofs are only sent to the customer on special request and are charged depending on the effort on our part. If we receive no "good for print" until the appointed date, the ad is understood to be approved.

Payment Conditions:

Payment of the invoice is to be made within two weeks counting from the date of the invoice. Any delays will result in loss of the agent's provision. All discounts will only be granted if payment is made by due time, otherwise we reserve the right to charge discounts granted.

Defects:

Misprints and technical defects that do not gravely impair the ad's sense or contents do not entitle the advertiser to alternative claims. Minor deviations in colour are due to the printing process and the materials (paper, paint, etc.) and do not entitle to reduction or substitutive ads. Complaints are only possible within 10 days after release of the ad.

Cancellation

Cancellations are only possible until the respective deadline. The charges are 20% minimum of the corresponding basic price. Bookings of front and back pages and definite placement arrangements cannot be cancelled.

Court Jurisdiction

Place of fulfilment and court jurisdiction is Regensburg.