

ART AUREA

International Magazine
Applied Arts, Jewelry und Design

MEDIA INFORMATION 2012

EDITORIAL COVERAGE: ART AUREA presents exquisite objects of cultural value for discerning buyers and collectors. Articles featuring important designers, artists and manufactories are complemented by exhibition and auction reports as well as commentaries, essays, contributions on special topics, and photo art. ART AUREA contributes to preserving and fostering contemporary design and product culture as cultivated in authentic ateliers and manufactories.

TOPICS: Designer objects, vessels, jewelry and other collectible and culturally relevant objects of everyday culture, covering the entire gamut from 20th-century classical modernism to the present day.

QUALITY: In line with the contents' journalistic quality, the superb layout is in the style of an art book, printed on two types of paper of exquisite grade.

ADVERTISEMENTS: Placement in a high-quality context, exclusively in the magazine's first part as well as on the inside front cover and the inside and outside back cover. ART AUREA reaches a high-income target group. Distributed to subscribers as well as via train station bookstores, leading galleries and upmarket specialist shops, it specifically targets buyers and collectors.

Thus, ART AUREA is an excellent medium to boost your sales and increase your visibility.

PUBLICATION: 4 times per year – PRICE PER COPY 12 euros

PRINT RUN: 4,000 copies (as of October 2011)

DISTRIBUTION: To subscribers as well as via train station bookstores, leading galleries and upmarket specialist shops.

LANGUAGES: The entire magazine is in German and English.

DATES	ISSUE DATE	AD DEADLINE	MATERIALS DUE BY
Issue 1 / Spring	Feb. 03, 2012	Jan. 05	Jan. 10
Issue 2 / Summer	May 04, 2012	March 29	April 06
Issue 3 / Autumn	Aug. 17, 2012	July 07	July 20
Issue 4 / Winter	Oct. 19, 2012	Sep. 18	Sep. 27

Increased print run of 5,000 copies due to special section on the Grassi fair

AD PRICES, valid from January 1 through December 31, 2012

Bleed formats
width x height + 3 mm trim
on outer edges

Prices in euros
b/w and 4-color

1/1 page 230 x 302 mm	1,950.–
2/1 double page 460 x 302 mm (+ 3 mm gutter bleed)	3,650.–
1/2 page vertical 110 x 302 mm	980.–
1/2 page horizontal 230 x 148 mm	980.–
1/3 page vertical 76 x 302 mm	670.–
1/3 page horizontal 210 x 92 mm	670.–

SPECIAL PLACEMENTS

Inside front cover	2,140.– already booked
Inside back cover	1,950.–
Outside back cover	2,140.– already booked

QUANTITY DISCOUNTS

2 pages = 5%, 3 pages = 7%, 4 pages = 10%

FREQUENCY DISCOUNTS

2 x = 3%, 3 x = 6%, 4 x = 8%

BOUND-IN INSERTS (in magazine format)

2 to 8 pages: € 280.– per thousand, 12 pages: € 320.– per thousand

LOOSE INSERTS

Up to 25g: € 230.– per thousand, up to 30g: € 250.– per thousand, up to 35g: € 270.– per thousand
(incl. postage)

GLUED POSTCARDS

€ 70.– per thousand (incl. postage)

Discounts do not apply to bound-in inserts and loose inserts.

TERMS OF PAYMENT

Full payment within 30 days of the invoice date.

Tax number: 88279/19736

VAT-ID No.: DE 247 54 36 09

BANK DETAILS

Reinhold Ludwig, VR-Bank Neu-Ulm/Weissenhorn,
Account number: 10 713 0180, bank code number: 73061191

FURTHER INFORMATION: ART AUREA, Reinhold Ludwig, Eichengrund 128, 89075 Ulm, Germany.
Phone: +49-(0)731-950 84 90, info@artaurea.de www.artaurea.de www.artaurea.com