

*all this and so
much more*



AQ
INTERNATIONAL

The first international magazine
on contemporary Austrian
artists and Austrian art abroad.

media kit

BRAND MISSION

The Art Quarterly International Magazine is to be the finest piece of artistic and economic national pride to ever exist. It is to show the world that Austrian culture has so much more to offer than is commonly perceived - a printed world map, designed for humanistically induced and sophisticated people, guiding to great projects that are created and performed by Austrian artists all over the globe.

The AQ is presented in a high-class format that utilizes large images of exceptional quality meant to impress and inspire. With its utmost goal of depicting the immortal soul of grand creations carried out by the most extraordinary Austrian architects, fine artists, musicians, and performers, that do their craft every day and all over the world.

On the other hand, it is a complex presentation of beauty in its purest form, beauty that is found in every corner of our spectacular country. A country that truly is a great place for fulfillment, living, vacation, business, reflection, and change. Austria, the cradle of fine and modern arts, the place to be for every human that grasps for magnificent luxury, the purest of nature, and the most splendid artistry.

The AQ International is a warm welcome and a lavish invitation at once.

General Information

AQ

Media Holder

Art Quarterly Publishing House Werbe- und PR-Agentur GmbH

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Payment Deadline

30 days after the invoice date

Frequency of Publication

1x annually

Total Circulation

30.000

Terms and Conditions

All advertising orders are carried out exclusively in accordance with the general terms and conditions of the publisher. You can find them [here](#).

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CORE VALUES

Our greatest goal is the preservation of traditional Austrian values and Austrian culture in a fast-paced and constantly changing world. We achieve this through well-founded and fact-based coverage of classic disciplines that establish the very core of the Austrian national heritage: literature, fine arts, theatre, music, and architecture. At the same time, we do understand that the values of the Austrian people and their beliefs have evolved and will continue evolving. So we very thoroughly try to reflect the modern reality in our current publications. With every new journal, we do call for something new and at the same time sustainable, without forgetting or denying traditional values. Furthermore, in our publications, we try to reveal how much a stylish, sometimes also luxurious way of life stimulates the psyche and opens it to the beautiful, noble, and perfect, which also sharpens it à la longue. Traditional references to archetypal values are just as important to us, as is the development and manifestation of an understanding of modern and future art forms.

In our understanding, it is only through the knowledge of the past and the present that one can truly thrive in the future.

Print Rate Card

AQ

<p>Double-Page Spread €14,990</p> <p>Double-Page Advertorial €9,990</p>	<p>Full Page Ad €8,990</p> <p>Full Page Advertorial €4,990</p>
<p>Panorama €8,990</p>	<p>1/2 Page Flat €4,990</p> <p>1/2 Page Upright €4,990</p>

Special Positions

Back Cover	+ 50 %
2nd and 3rd Cover	+ 35 %
1st Spread	+ 15 %
1st Right	+ 15 %

Production costs of non-standard formats (e.g. gatefold, 1/3 page) are available upon request.

All prices are net.

OVER
100
DISTRIBUTION
POINTS
WORLD-
WIDE

Production Schedule

AQ

On Sale Date 19th June 2022

Editorial Deadline 10th May 2022

File Submission Requirements for Advertisements

- ▶ PDF X4
- ▶ 3 mm symmetrical bleed
- ▶ Crop Marks
- ▶ Color Proof: Coated FOGRA39 (ISO 12647-2:2004)
- ▶ Image resolution > 300 dpi
- ▶ Bitmap / monochrome images > 1200 dpi
- ▶ Monochrome black texts are to only use 100% black

Incorrectly submitted files / colors will be automatically converted at the prepress.

Technical Specifications

Final Trim Size 230 mm x 300 mm (closed), 460 x 300 mm (open)

Type Area 195 mm x 270 mm (full page)

Bleed 3 mm symmetrical

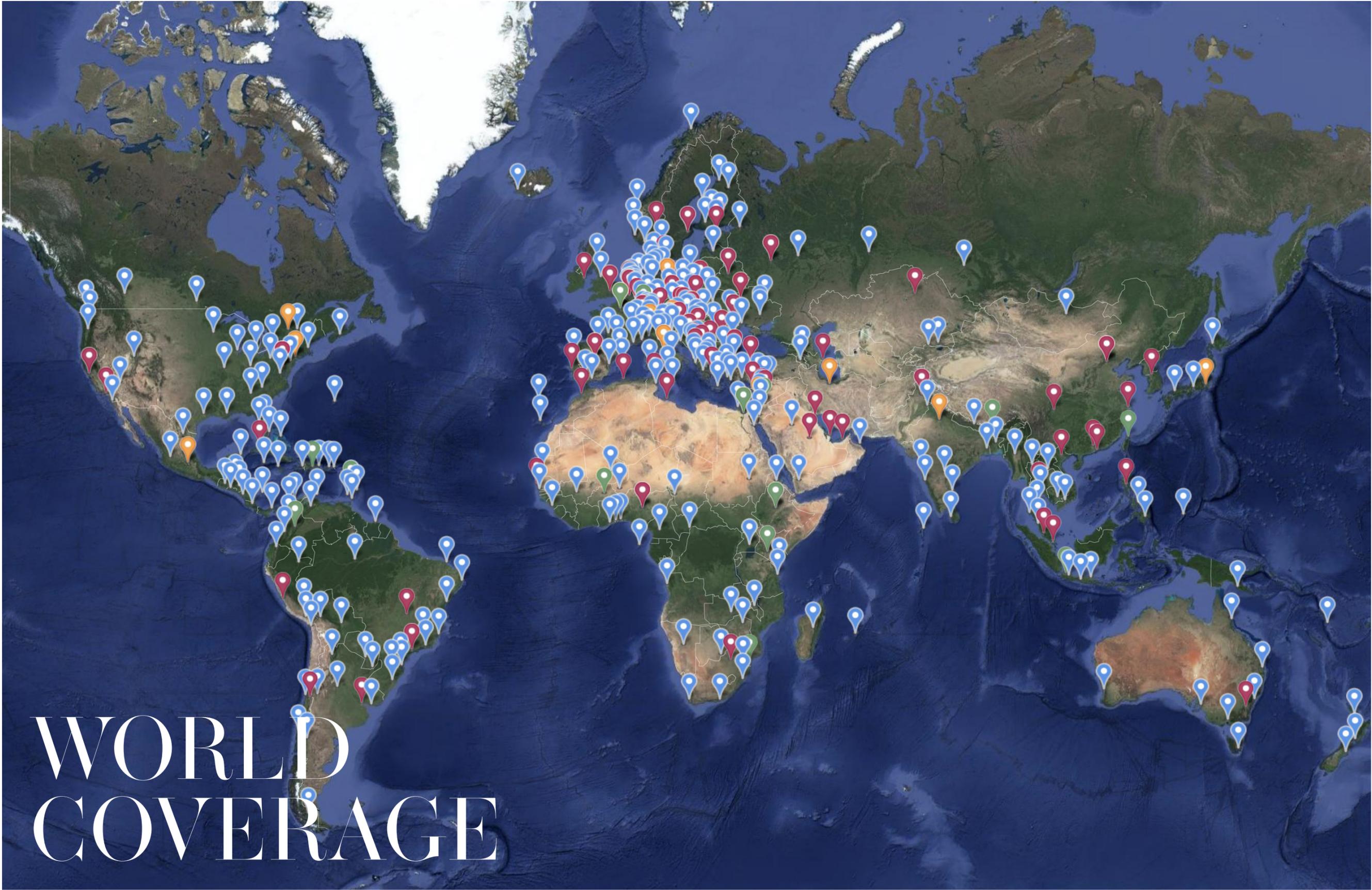
Printing Process Cover: 4/4 color Euroscale + glossy dispersion varnish
Core: 4/4 color Euroscale + glossy dispersion varnish

Material Cover: white, gloss coated, 350 g/m, wood-free
Core: white, gloss coated, 135 g/m, contains wood

It is possible that the reverse side may show through in the case of bright advertising motifs. The printing is done on chlorine-free bleached paper.

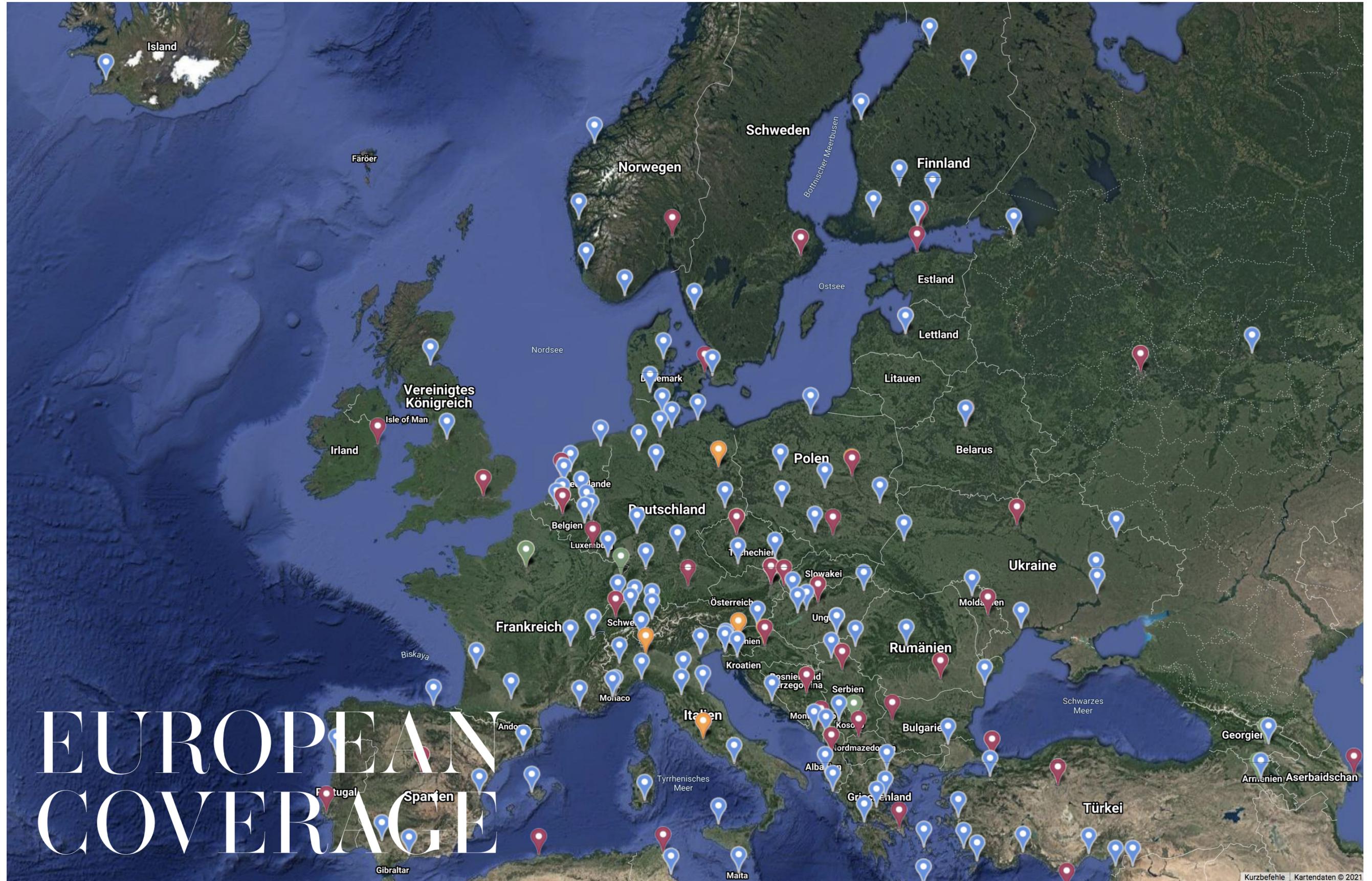
Processing Adhesive binding

The distribution occurs with the support of the ministry of foreign affairs through Austrian embassies and VIP partners worldwide.



WORLD COVERAGE

There are over 50 selected distribution points in Europe alone.



Art Quarterly Publishing House is a private company and not affiliated nor sponsored by the ministry of foreign affairs. It is through the favor of the foreign secretary that we are able to provide a global distribution network through Austrian embassies worldwide.