

THE IN-FLIGHT MAGAZINE FROM AUSTRIAN AIRLINES

skylines

5

MILLION READERS

11,4

MILLION PASSENGERS

130

DESTINATIONS

100.000

CIRCULATION





Strong topics:

MY WORLD

The most beautiful and essential destinations in the world in focus

MY AUSTRIA

Experience Austria at its best – with the hottest tips for culture, hotels and fine food

SKYLINES EXTRA

Carefully selected special topics engagingly laid-out – the best for our many readers

MY AUSTRIAN

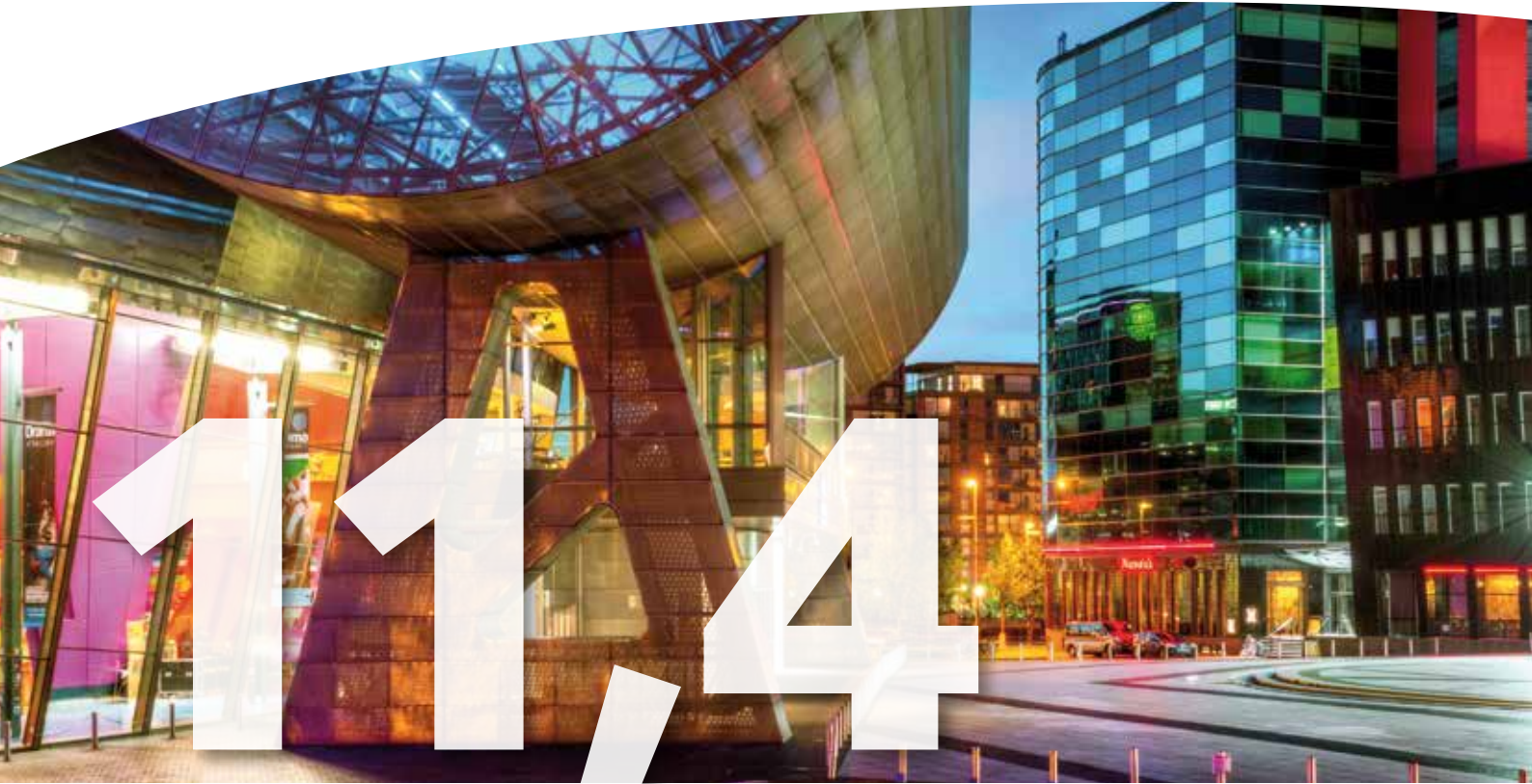
Everything you need to know about your airline – including product info, route network, fleet and much more.

skylines
captivates the whole world with its new myAustrian look.

For over 25 years skylines has gone straight to the hearts of readers. Skylines is all set to hit new heights once again in 2017, with exciting topics, with fascinating stories, with a gripping layout, with breathtaking offers for readers.

Decide now for a high-quality travel and lifestyle magazine, which doesn't just report on myAustrian's destinations but has the whole world in its sights.

With all important information for business and leisure travellers.



11,4

million passengers

Keen shoppers

The readers of skylines are not only particularly well-educated, career-oriented and eclectic with high buying power, they are also keen shoppers. As they travel the world they enjoy your offers in such sectors as for example: education and training, exclusive fashion and haute couture, fitness and health, photography, money and investments, golf and tennis, cosmetics, gastronomy, fine food and drink, furniture and design, jewellery, sailing and yachting, sports, expensive watches, holidays and travel, wine, spas and revitalisation, economics, homes and interior design.

*) According to the target group analysis myAustrian CPM Strategy Support/ customer research, survey methodology: quantitative, online/computer assisted web interviewing, "aviation-related" (resident) Austrians, invited people 6,810 (by email), response rate 36.28%

Target groups win flights!

Your high-end target groups *)

EDUCATED

40% with university degrees

HIGH BUYING POWER

HHNIC EUR 3,300 and more

ECLECTIC

architecture, exhibitions, museums, opera/classical music, theatre, cabaret

CAREER-ORIENTED

38% executive employees, managing directors, entrepreneurs, members of boards of directors, 35% professional employees, civil servants

2017
New:
Los Angeles &
Seychellen



130

Destinations

myAustrian carries out your advertisements into the world!

myAustrian is an ambassador and a hugely effective business card for Austria. It serves 37 destinations in Central and Eastern Europe, making it the market leader in the region. myAustrian operates more than 80 aircraft, flying to more than 130 destinations throughout Europe, the Americas, Asia and Africa. myAustrian's base airport and domestic hub is Vienna International Airport. Austrian Airlines far outstrips any of the other international carriers operating at Vienna, with 49.5 % share of total passenger volume.

skylines – always intent upon your wishes.

With the new skylines, we want to offer you the most attractive and up-to-date advertising options every time – attractive packages, effective crossover-sales, one of a kind promotions and the best ambient media solutions.

For example: Premium package advertise 6 times in skylines and receive a price reduction of 33.3%!

100,000

circulation

Distribution

In every seat pocket of all myAustrian flights as well as in the myAustrian lounges in Vienna and Moscow

CIRCULATION

100,000 copies

FREQUENCY

Six times a year

FORMAT

205 x 260 mm

LANGUAGE

German and English

Strong arguments for your success


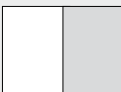
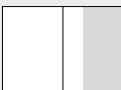
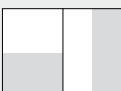
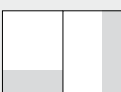
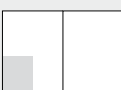
The one of a kind reading situation: Our passengers have time to reflect on the magazine without disruptions in the myAustrian lounges and during the flight. Reading 'their' in-flight magazine on board 'their' airline, a special bond develops. And you also can read the e-paper on austrian.com. Everytime and wherever you want.

Skylines – now on the CAT too



3,500 passengers daily and approximately 1.3 million travellers annually use the CAT for their journey to or from Vienna International Airport. And now your presence in skylines can also get through to these travellers. Day after day the additional circulation in the CAT trains assures you even more contacts!

Insertion costs:

	2/1 insert EUR 22,600	bleed*) 410 x 260 mm	
	1/1 insert EUR 11,600	bleed*) 205 x 260 mm	
	2/3 insert EUR 9,300	bleed*) 135 x 260 mm	
	1/2 insert EUR 6,800	bleed*) 98 high x 260 mm	bleed*) 205 across x 130 mm
	1/3 insert EUR 5,200	bleed*) 68 high x 260 mm	bleed*) 205 across x 85 mm
	1/4 insert EUR 4,000	bleed*) 98 x 127 mm	

Insert package

Premium package: -33.3 % for 6 runs



Fly-high package: -25 % for 4 runs



TECHNICAL REQUIREMENTS

Photographic material Digital files 300 dpi resolution

***) Bleed:** Bleed advertisements must be extended to the format of 3 mm bleed difference.
Bleed advertisements can only be placed in a low position. All information in mm, width x height.

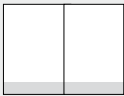
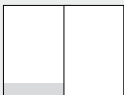
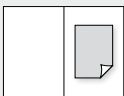

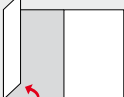
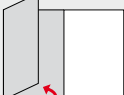
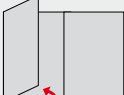
Prices for special placement:

OBC (outside back cover): EUR 14,100 ISF (inside front cover): EUR 13,800 IBC (inside back cover): EUR 12,700

Advice and information: Our team is available to answer your questions at any time.

All contacts, telephone numbers and e-mail addresses can be found on the last page.

Special types of advertising

	Bar across the route map EUR 5,100	bleed*) 410 x 25 mm
	Bar across the route map: EUR 2,700	bleed*) 205 x 25 mm
	Tip-on cards/Sachets EUR 90 per 1,000 items	at least 60 x 80 mm
	Bound inserts and supplements Price upon request	
	IFC cover flap 1/2-page 2 pages EUR 22,000	
	IFC cover flap 3 pages EUR 27,000	
	IFC cover flap 4 pages EUR 34,800	

TECHNICAL REQUIREMENTS

Photographic material Digital files 300 dpi resolution

*) **Bleed:** Bleed advertisements must be extended to the format of 3 mm bleed difference.
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Dates in 2017:

EDITION	PUBLICATION DATE	ADVERTISEMENT DEADLINE	COPY MATERIAL DEADLINE	MAIN TOPICS
1/2017	01.01.2017	28.11.2016	07.12.2016	Real Estate, Experience Austria, Austria – Land of Art, Culture & Cuisine, Best of Holiday & Travel, Training, Interior & Design, Ferienmesse
2/2017	01.03.2017	25.01.2017	09.02.2017	Real Estate, Austria – Land of Art, Culture & Cuisine, Best of Holiday & Travel, ISH Frankfurt, Logistics & Transport, Crafted Austria, Healthcare/Sport
3/2017	01.05.2017	24.03.2017	11.04.2017	Real Estate, Experience Austria, Austria – Land of Art, Culture & Cuisine, Best of Holiday & Travel, Private Banking, Divers' Watches Special
4/2017	01.07.2017	26.05.2017	12.06.2017	Real Estate, Experience Austria, Austria – Land of Art, Culture & Cuisine, Best of Holiday & Travel, Healthcare
5/2017	01.09.2017	24.07.2017	11.08.2017	Real Estate – EXPO REAL, Experience Austria, Austria – Land of Art, Culture & Cuisine, Best of Holiday & Travel, Healthcare & Wellness, Lawyers Special
Skylines Special Edition				
EXPO REAL	29.09.2017	08.09.2017	15.09.2017	48 Hours in Munich, Best of EXPO REAL
6/2017	01.11.2017	22.09.2017	11.10.2017	Real Estate, Experience Austria, Austria – Land of Art, Culture & Cuisine, Best of Holiday & Travel, Training, Private Banking, XMAS Gift Tips

GENERAL TERMS AND CONDITIONS OF BUSINESS

PLACING AN ORDER

1. The order is subject to our General Terms and Conditions of Business, the respective applicable advertisement price lists and our order confirmation. In the event of any data being supplied in digital form, the publisher's guidelines in regard to the supply of data digitally also apply. These terms and conditions of business also apply to any future business relations, even if they have not been agreed expressly again.
2. Orders for advertisements are to be executed within a year of the order being placed. In case of doubt, they will be for the next edition.
3. In so far as there are no time limits due to their being associated with a particular campaign, the discounts designated in the advertisement price list will only be granted for the advertisements appearing within a given calendar year.
4. Solely the customer will be responsible for the content, form and legitimacy of the advertisement, in particular including the clearance of copyrights, trademark rights and personal rights. The publisher is not obliged to check advertisements in regard to their content, form or legitimacy. In the event of any claims being filed by a third party, the customer will indemnify the publisher and hold it harmless. The publisher is entitled, but not obliged, to adapt prize draws, coupons and tip-on-cards or complimentary items to the extent legally necessary.
5. No warranty is provided that the advertisements will be included in particular editions.
6. It is incumbent upon the customer to inform itself on the respective applicable advertisement tariff prior to the advertisement being published.
7. If there are any amendments to the prices of the advertisements, the new terms and conditions will also immediately take effect in regard to orders in progress, unless any provision to the contrary has explicitly been agreed.
8. If the advertisement is printed illegibly, incorrectly or incompletely, the customer will have claims to reduced payment or a substitute advertisement if the meaning of the advertisement has been critically changed by the publisher's error or if the appeal of the advertisement is substantially at risk. Any further liability on the part of the publisher is excluded. In case of doubt, the publisher is subject to the recommendations of the expert committee for printing complaints (FOGRA Forschungsgesellschaft Druck e.V., Munich, Germany).
9. In the event of disruptions to business or interference due to Acts of God, the publisher will be entitled to full payment for the advertisements published if the orders have been fulfilled to the extent of 80% of the assured print run. A lesser degree of service is to be paid for based on the cost per one thousand units, in accordance with the calculated print run.
10. Advertisements that are not recognisable as an advertisement due to their editorial design will be marked by the publisher as such.
11. The News publishing group reserves the right to refuse to publish the advertisements without giving reasons. In such a case, any claims against the News publishing group will be excluded.
- 11a. In particular, the News publishing group reserves the right not to pursue advertising efforts that have been objected to by the Austrian Advertising Council. The latter also includes putting an immediate stop to any advertising campaign that is already ongoing. The News publishing group may, for this reason, refuse to accept advertising orders and rescind any orders that have been accepted in a legally binding manner.
12. Any supplementary agreements to our General Terms and Conditions of Business are only binding if they have been confirmed in writing by the management of the News GmbH publishing group. Any acknowledgements on the part of the customer and references to its terms and conditions of business and delivery are legally invalid, even if they have not explicitly been objected to by the publisher in the

individual case. Acceptance of the customer's general terms and conditions of business and delivery by the publisher by way of fulfilment actions is excluded.

PRINTING COPY

1. It is incumbent upon the advertiser to provide the printing copy in good time. A binding colour proof must be supplied along with each page. If the printing copy is supplied later, the publisher will be entitled to use a subject of the customer's available to it. The publisher does, however, reserve the right to display the advertisement in the next edition.
2. Proofs will only be produced if the customer expressly so wishes. The costs are to be borne by the customer. If the latter is not to be returned by the due date, the copy will be deemed to have been approved for printing.
3. The obligation to save printing copy ends three months after the advertisement has appeared, unless any other agreement to the contrary has explicitly been entered into.
4. The costs of significant changes to designs originally agreed are to be borne by the customer.
5. The sketch, text, graphics and photography for an advertisement will be prepared by us upon request: The costs will be the customer's responsibility. Should the customer wish to continue to use the latter in other media, the rights in that respect must be obtained from the publisher.
6. Production and creativity costs do not form a component of the price of displaying the advertisement, and will therefore be billed separately.
7. The customer is obliged to provide impeccable print copy in accordance with the guidelines. If any defects in the print copy are not immediately recognisable, but only become noticeable during the printing process, the customer will have no claim to a substitute advertisement. The publisher is not obliged to check the print copy for its completeness and accuracy.
8. Complaints are to be notified to the publisher in writing within eight days of receiving the invoice.
9. The publisher is not liable for any transmission errors.
10. The contractor is not obliged to check whether the customer is entitled to duplicate print copy of any kind, process it in accordance with the order, or amend it, or make use of such copy in any other way, but is entitled to assume that the customer is in possession of any rights vis-à-vis third parties that are necessary for the order to be executed. The customer explicitly assures that it holds such rights. In the event of any claims filed by a third party, the customer will indemnify the publisher and hold it harmless in full.
11. The respective applicable Terms and Conditions of Production will apply to the order placed.
12. Due to mechanical production, there may be technical deviations in producing the special form of advertising. Discrepancies of up to 3% of the total circulation do not entitle the customer to file a complaint, and do not release the customer from the obligation to bear the production costs.

PLACEMENT

1. Requests concerning the question where advertisements are placed will only be binding if the customer pays a placing surcharge, otherwise the publisher will endeavour to fulfil such a wish on a non-binding basis.
2. A clause stipulating that no competitor advertisement may be placed in the direct vicinity of the customer's advertisement may only be stipulated as from a display size starting at one full page, for two pages that are opposite one another.

SUPPLEMENTS/GLUED-IN INSERTS/BOUND-IN INSERTS

1. The content of any supplements, glued-in inserts and bound-in inserts may only refer to the advertiser's own field of business, and may not include any third-party advertising.
2. Prior to the order being executed, a sample and the content of the PDF file are to be presented to the publisher four weeks prior to the publication date.
3. The fulfilment of the technical prerequisites is a binding

requirement for being able to execute the order. Additional costs may be incurred if the technical prerequisites are not or not fully fulfilled. The additional costs are not included in the prices and must, therefore, be charged in addition.

CANCELLATION

1. A cancellation fee of 15% of the value of the advertisement will be invoiced when orders are cancelled.
2. An order may only be cancelled prior to the advertising deadline.
3. Ad specials may be cancelled by no later than six weeks prior to the publication date, or, in the case of special edition paper being used, only by the day on which the paper is ordered. In the event of late cancellation, the actual costs incurred up to the point in time of cancellation will be charged.
4. Any costs incurred through the amendment of the originally stipulated design or the print copy ordered are to be borne by the customer separately.

SETTLEMENT OF CHARGES AND CREDITS

1. Complaints will only be acknowledged within 14 days of the date of issue.
2. Discount adjustments made within the currency year of the price list will only be made upon request on a quarterly basis.
3. In the event of unjustified discounts being asserted upon a contract being concluded, an additional amount will be charged following the expiry of a calendar year, for which arrears interest in the amount of 12% p.a. will accrue on the amount owed.
4. Discount calculations are to be requested in writing by no later than 31 March of the following year.
5. Once the advertisement has appeared, the advertiser will receive a free copy.

PAYMENT

1. Payment deadline: 2% discount for receipt of payment within ten days of the invoice date, 30 days net.
2. In the event of payment arrears or deferral, interest amounting to 12% as well as collection fees will be charged.
3. Prior to executing the order, and also during the term of the order, the publisher is entitled to make the appearance of the advertisement or any further advertisements dependent upon a certain sum of money being paid in advance and upon the settlement of any outstanding amounts invoiced.
4. Bills of exchange cannot be accepted.
5. Invoices are payable in Vienna, Austria (meaning that the place of fulfilment is Vienna). Substantive Austrian law applies.

GENERAL PROVISIONS

1. The place of jurisdiction for any disputes arising from the contractual relationship between the News publishing group and the customer is Vienna, Austria.
2. Austrian law applies exclusively. The applicability of the UN Convention (CISG) is excluded.
3. Any general terms and conditions of business of the customer are dismissed in their entirety. The latter only become valid if their validity is explicitly declared in writing by the News publishing group.
4. If a provision of these General Terms and Conditions of Business is invalid, the validity of the remaining provisions will not be affected thereby.

PUBLISHER

Austrian Airlines AG, Office Park 2, Postfach 100,
1300 Wien-Flughafen, austrian.com

MEDIA PROPRIETOR

CPG The Corporate Publishing Group GmbH.
Markus Wagner (Gesch.ftsführer/Managing Director),
Albertgasse 35, 1080 Wien, skylines@cpg.at

PRODUCTION

Verlagsgruppe News Gesellschaft m. b. H.
Taborstra.e 1-3, 1020 Wien

skylines

Ready for Departure

We're here for you.

Markus Wagner

Geschäftsführer CPG
+43 1 4054640 - 768
m.wagner@cpg.at

Tara Sukhta

Head of Sales
+43 1 21312 - 6429
+43 676 88879 6429
sukhta.tara@vgn.at

Angela Kindermann
Projektagentur

+43 664 9222480
angela@kindermannprojektagentur.at

Mag. Roland Holstein

Projektagentur
+43 664 1212995
office@rolandholstein.at

Melchior Müller

Melchior Müller Medien e.U.
+43 660 4900860
melchiorbfe.mueller@gmail.com

Mag. Evelyn Strohriegel

Head of International Sales
+43 1 21312 6304
strohriegel.evelyn@vgn.at