

VGN RATE CARD 2018

Valid from 01.01.2018



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Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Monthly, Friday

ÖAK 2nd half of 2017:
Print run: 58,900
Distributed circulation:
62,669

Paid circulation: 48,311
thereof 10,615 E-paper
Subscribers: 24,967
thereof 5,766 E-paper

MA 2017:
Readers: 343,000
Total reach: 4.6 %
Reach Men: 7.7 %
Core target group: Men,
ABC1 demographic
Reach within target group:
8.4 %

Contact:

International Sales Team,
Vienna/Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 23,760.-
1/1 page:	185 x 250	210 x 280	€ 11,880.-
3/4 page vertical:	138 x 250	150 x 280	€ 9,980.-
3/4 page horizontal:	185 x 185	210 x 200	€ 9,980.-
2/3 page vertical:	121 x 250	135 x 280	€ 8,780.-
2/3 page horizontal:	185 x 167	210 x 182	€ 8,780.-
1/2 page vertical:	90 x 250	104 x 280	€ 6,820.-
1/2 page horizontal:	185 x 125	210 x 140	€ 6,820.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,670.-
1/3 page horizontal:	185 x 80	210 x 90	€ 4,670.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,600.-
1/4 page horizontal:	185 x 60	210 x 70	€ 3,600.-
1/4 box*:	90 x 125	-	€ 3,600.-

Bleed ads: 3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply PDF files.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 13,660.-
Cover page 3	€ 13,660.-
Cover page 4	€ 14,250.-
Cover page 2 and page 3	€ 26,730.-

> Surcharges

Special formats: upon request

Requested placement: € 1,100.-

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@autorevue.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at:

www.vgn.at/autorevue

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of VGN Medien Holding, as published at www.vgn.at/agb

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
11x/year, Thursday, thereof 1x
PREMIUM-Festspiel-issue

Publisher's statement:

Print run: 54,500*

Paid circulation: 51,400*

Subscribers: 48,400*

* Publisher's statement (current planning, possible changes reserved)

CAWI-Print 2015

Readers: 101,000

Total reach: 1.7 %

Core target group: 30 years
plus, AB demographic

Reach within target group:
3.2 %

Contact:

International Sales Team,
Vienna/Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price Bühne	special price ¹ PREMIUM-Festspiel-Bühne
2/1 page:	396 x 250	420 x 280	€ 11,900.-	€ 12,300.-
1/1 page:	185 x 250	210 x 280	€ 5,990.-	€ 6,250.-
3/4 page vertical:	138 x 250	150 x 280	€ 4,560.-	€ 4,750.-
3/4 page horizontal:	185 x 185	210 x 200	€ 4,560.-	€ 4,750.-
2/3 page vertical:	121 x 250	135 x 280	€ 4,130.-	€ 4,350.-
2/3 page horizontal:	185 x 167	210 x 182	€ 4,130.-	€ 4,350.-
1/2 page vertical:	90 x 250	104 x 280	€ 3,160.-	€ 3,350.-
1/2 page horizontal:	185 x 125	210 x 140	€ 3,160.-	€ 3,350.-
1/3 page vertical:	60 x 250	74 x 280	€ 2,140.-	€ 2,275.-
1/3 page horizontal:	185 x 80	210 x 90	€ 2,140.-	€ 2,275.-
1/4 page vertical:	43 x 250	58 x 280	€ 1,680.-	€ 1,770.-
1/4 page horizontal:	185 x 60	210 x 70	€ 1,680.-	€ 1,770.-
1/4 box*:	90 x 125	-	€ 1,680.-	€ 1,770.-
1/8 page vertical:			€ 900.-	€ 940.-
1/8 page horizontal:			€ 900.-	€ 940.-

Bleed ads: 3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply PDF files.

* type area format

¹ special prices for PREMIUM-Festspiel-Bühne 07-08/18 on 13th July

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price	Price PREMIUM-issue
Cover page 2	€ 6,990.-	€ 7,820.-
Cover page 3	€ 6,990.-	€ 7,820.-
Cover page 4	€ 7,190.-	€ 8,160.-
Cover page 2 and page 3	€ 14,290.-	€ 14,950.-

> Surcharges

Special formats: upon request

Requested placement: 15 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@buehne.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at: www.vgn.at/buehne

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of VGN Medien Holding, as published at www.vgn.at/agb

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Monthly, Friday

ÖAK 2nd half of 2017:

Print run: 46,017

Distributed circulation:
48,262

Paid circulation: 40,728

thereof 6,999 E-paper

Subscribers: 23,138
thereof 2,432 E-paper

MA 2017:

Readers: 190,000

Total reach: 2.6 %

Men reach: 3.9 %

Core target group:

Men, ABC1 demographic

Reach within target group:

4.1%

Contact:

International Sales Team,
Vienna/Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 16,920.-
1/1 page:	185 x 250	210 x 280	€ 8,490.-
3/4 page vertical:	138 x 250	150 x 280	€ 7,390.-
3/4 page horizontal:	185 x 185	210 x 200	€ 7,390.-
2/3 page vertical:	121 x 250	135 x 280	€ 6,790.-
2/3 horizontal:	185 x 167	210 x 182	€ 6,790.-
1/2 page vertical:	90 x 250	104 x 280	€ 5,890.-
1/2 horizontal:	185 x 125	210 x 140	€ 5,890.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,360.-
1/3 horizontal:	185 x 80	210 x 90	€ 4,360.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,590.-
1/4 horizontal:	185 x 60	210 x 70	€ 3,590.-
1/4 box*:	90 x 125	-	€ 2,710.-

Bleed ads: 3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply PDF files.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	5 %
min. number of 3 ads	10 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 9,690.-
Cover page 3	€ 9,690.-
Cover page 4	€ 10,190.-
Cover page 2 and page 3 / Centre position	€ 20,290.-

> Surcharges

Special/requested placement: 15 % on booked format

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@e-media.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at:

www.vgn.at/e-media

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Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
5x/year, Monday

Publisher's statement:

Print run: 20,000*

Paid circulation: 19,500*

Subscribers: 17,500*

* Publisher's statement (current planning, possible changes reserved)

CAWI-Print 2014:

Readers: 65,000

Total reach: 1.1%

Core target group: 30–59 years, AB demographic

Contact:

International Sales Team,
Vienna/Representing partners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	–	460 x 300	€ 10,980.–
1/1 page:	190 x 254	230 x 300	€ 5,490.–
2 x 1/2 pages spread:	432 x 124	460 x 150	€ 4,950.–
1/2 page vertical:	92,5 x 254	106,5 x 300	€ 3,050.–
1/2 page horizontal:	190 x 124	230 x 150	€ 3,050.–
1/3 page vertical:	60 x 254	74 x 300	€ 2,010.–
1/3 page horizontal:	190 x 80	230 x 100	€ 2,010.–
1/4 page vertical:	43,75 x 254	58 x 300	€ 1,690.–
1/4 page horizontal:	190 x 48	230 x 75	€ 1,690.–
1/4 box*:	92,5 x 130	–	€ 1,690.–

Bleed ads: 3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply PDF files.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 3 ads	10 %
min. number of 4 ads	12 %
min. number of 5 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 6,290.–
Cover page 3	€ 6,290.–
Cover page 4	€ 6,590.–
Cover page 2 and page 3	€ 11,790.–

> Surcharges

Special formats: upon request

Requested placement: € 490.–

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@golfrevue.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at:

www.vgn.at/golfrevue

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Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Monthly, Thursday

ÖAK 2nd half of 2017:
Print run: 58,883
Distributed circulation:
57,143

Paid circulation: 42,812
thereof 6,264 E-paper
Subscribers: 18,348
thereof 1,964 E-paper

MA 2017:
Readers: 556,000
Total reach: 7.5 %
Reach Women: 11,4 %
Core target group:
Women, 30+ years,
ABC1 demographic
Reach within target group:
13.4 %

Contact:

International Sales Team,
Vienna/Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 24,240.-
1/1 page:	185 x 250	210 x 280	€ 12,120.-
3/4 page vertical:	138 x 250	150 x 280	€ 10,290.-
3/4 page horizontal:	185 x 185	210 x 200	€ 10,290.-
2/3 page vertical:	121 x 250	135 x 280	€ 9,190.-
2/3 page horizontal:	185 x 167	210 x 182	€ 9,190.-
1/2 page vertical:	90 x 250	104 x 280	€ 6,890.-
1/2 page horizontal:	185 x 125	210 x 140	€ 6,890.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,790.-
1/3 page horizontal:	185 x 80	210 x 90	€ 4,790.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,660.-
1/4 page horizontal:	185 x 60	210 x 70	€ 3,660.-
1/4 box*:	90 x 125	-	€ 3,660.-

Bleed ads: 3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply PDF files.

* type area format

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 14,590.-
Cover page 4	€ 14,590.-
Cover page 2 and page 3	€ 29,190.-

> Surcharges

Special/requested placement: 15 % on booked format

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at anzeigenproduktion@gusto.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at: www.vgn.at/gusto

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Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
11x/year, Thursday

ÖAK 2nd half of 2017:

Print run: 37,900

Distributed circulation:
34,039

Paid circulation: 25,785
thereof 1,794 E-paper

Subscribers: 13,325
thereof 1,388 E-paper

MA 2017:

Readers: 83,000

Total reach: 1.1 %

Core target group:

Women 30+ years,
ABC1 demographic

Reach within target group:
1.8 %

Contact:

International Sales Team,
Vienna/Representing partners
see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 16,260.-
1/1 page:	185 x 250	210 x 280	€ 8,130.-
3/4 page vertical:	138 x 250	150 x 280	€ 6,970.-
3/4 page horizontal:	185 x 185	210 x 200	€ 6,970.-
2/3 page vertical:	121 x 250	135 x 280	€ 6,360.-
2/3 page horizontal:	185 x 167	210 x 182	€ 6,360.-
1/2 page vertical:	90 x 250	104 x 280	€ 5,850.-
1/2 page horizontal:	185 x 125	210 x 140	€ 5,850.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,460.-
1/3 page horizontal:	185 x 80	210 x 90	€ 4,460.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,730.-
1/4 page horizontal:	185 x 60	210 x 70	€ 3,730.-
1/4 box*:	90 x 125	-	€ 3,330.-

Bleed ads: 3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply PDF files.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 9,510.-
Cover page 4	€ 9,900.-
Cover page 2 and page 3	€ 19,000.-

> Surcharges

Special/requested placement: 15 % on booked format

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at
anzeigenproduktion@vgn.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at:
www.vgn.at/lustaufleben

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of VGN Medien Holding, as published at www.vgn.at/agb

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Weekly, Friday

ÖAK 2nd half of 2017:

Print run: 122,064

Distributed circulation:
117,873

Paid circulation: 108,171
thereof 12,319 E-paper

Subscribers: 62,582
thereof 10,803 E-paper

MA 2017:

Readers: 318,000

Total reach: 4.3 %

Core target group: 25+ years,
ABC1 demographic

Reach within target group:
5.6 %

Contact:

International Sales Team,
Vienna/Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 24,580.-
1/1 page:	185 x 250	210 x 280	€ 12,290.-
3/4 page vertical:	138 x 250	150 x 280	€ 10,690.-
3/4 page horizontal:	185 x 185	210 x 200	€ 10,690.-
2/3 page vertical:	121 x 250	135 x 280	€ 9,890.-
2/3 page horizontal:	185 x 167	210 x 182	€ 9,890.-
1/2 page vertical:	90 x 250	104 x 280	€ 8,590.-
1/2 page horizontal:	185 x 125	210 x 140	€ 8,590.-
1/3 page vertical:	60 x 250	74 x 280	€ 6,090.-
1/3 page horizontal:	185 x 80	210 x 90	€ 6,090.-
1/4 page vertical:	43 x 250	58 x 280	€ 4,990.-
1/4 page horizontal:	185 x 60	210 x 70	€ 4,990.-
1/4 box*:	90 x 125	-	€ 4,990.-

Bleed ads: 3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply PDF files.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Next to the editorial	+ 15 %
Next to the cartoon	+ 15 %
Next to the magazine intro pages	+ 15 %
Cover page 2	€ 14,590.-
Cover page 3	+ 15 %
Cover page 4	€ 15,490.-
Cover page 2 and page 3	€ 27,990.-

> Surcharges

Special/requested placement: 15 % per placement on 1/1 page

Cooperation ads: 10 % per booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@news.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at: www.vgn.at/news

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of VGN Medien Holding, as published at www.vgn.at/agb

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Weekly, Monday

ÖAK 2nd half of 2017:
Print run: 65,935
Distributed circulation:
67,839
Paid circulation: 63,842
thereof 12,118 E-paper
Subscribers: 44,127
thereof 10,802 E-paper

MA 2017:
Readers: 308,000
Total reach: 4.1%
Core target group:
AB demographic
Reach within target group:
6.5%

Contact:

International Sales Team,
Vienna/Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 28,980.–
1/1 page:	185 x 250	210 x 280	€ 14,490.–
3/4 page vertical:	138 x 250	150 x 280	€ 12,490.–
3/4 page horizontal:	185 x 185	210 x 200	€ 12,490.–
2/3 page vertical:	121 x 250	135 x 280	€ 10,990.–
2/3 page horizontal:	185 x 167	210 x 182	€ 10,990.–
1/2 page vertical:	90 x 250	104 x 280	€ 8,890.–
1/2 page horizontal:	185 x 125	210 x 140	€ 8,890.–
1/3 page vertical:	60 x 250	74 x 280	€ 5,960.–
1/3 page horizontal:	185 x 80	210 x 90	€ 5,960.–
1/4 page vertical:	43 x 250	58 x 280	€ 4,490.–
1/4 page horizontal:	185 x 60	210 x 70	€ 4,490.–
1/4 box*:	90 x 125	–	€ 4,260.–

Bleed ads: 3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply PDF files.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2 and page 3	€ 34,790.–
Page 4/5	€ 33,390.–
Next to the magazine intro pages	€ 16,690.–
Right-hand side next to readers' letters / "profil"	€ 16,690.–
Left-hand side next to leading article	€ 16,690.–
Cover page 2	€ 16,690.–
Cover page 3	€ 16,690.–
Cover page 4	€ 17,490.–

> Surcharges

Special/requested placement: 15 % per placement on 1/1 page

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at
anzeigenproduktion@profil.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at: www.vgn.at/profil

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of VGN Medien Holding, as published at www.vgn.at/agb

Ad Rates & Discounts



› Facts & Figures

Frequency of publication:
Friday

ÖAK 2nd half of 2017:
Print run: 46,300
Distributed circulation:
48,358
Paid circulation: 44,210
thereof 9,845 E-paper
Subscribers: 29,614
thereof 8,757 E-paper

MA 2017:
Readers: 128,000
Total reach: 1.7 %
Core target group:
AB demographic
Reach within target group:
2.8 %

Contact:

International Sales Team,
Vienna/Representing part-
ners see page 16

› Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price trend	special price ¹ premium trend
2/1 page:	396 x 250	420 x 280	€ 18,180.–	€ 26,380.–
1/1 page:	185 x 250	210 x 280	€ 9,090.–	€ 13,190.–
3/4 page vertical:	138 x 250	150 x 280	€ 8,190.–	€ 10,990.–
3/4 page horizontal:	185 x 185	210 x 200	€ 8,190.–	€ 10,990.–
2/3 page vertical:	121 x 250	135 x 280	€ 7,090.–	€ 9,990.–
2/3 page horizontal:	185 x 167	210 x 182	€ 7,090.–	€ 9,990.–
1/2 page vertical:	90 x 250	104 x 280	€ 5,490.–	€ 8,390.–
1/2 page horizontal:	185 x 125	210 x 140	€ 5,490.–	€ 8,390.–
1/3 page vertical:	60 x 250	74 x 280	€ 3,760.–	€ 5,860.–
1/3 page horizontal:	185 x 80	210 x 90	€ 3,760.–	€ 5,860.–
1/4 page vertical:	43 x 250	58 x 280	€ 2,860.–	€ 4,760.–
1/4 page horizontal:	185 x 60	210 x 70	€ 2,860.–	€ 4,760.–
1/4 box*:	90 x 125	–	€ 2,690.–	€ 4,160.–

Bleed ads: 3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply PDF files.

* Composed in type area format on one page with other ads.

¹ special prices at selected dates

› 26.01., 23.02., 30.03., 27.04., 25.05., 29.06., 27.07., 31.08., 28.09., 25.10., 30.11., 14.12.

› Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

› Premium Placements

Placement	price	special price ¹
Cover page 2	€ 10,590.–	€ 15,290.–
Cover page 4	€ 10,990.–	€ 15,990.–
Cover page 2 and page 3	€ 18,390.–	€ 26,690.–
page 4 and 5	€ 18,390.–	€ 26,690.–

› Surcharges

Special/requested placement: 15 % on booked format

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

› Production Information

Detailed technical guidelines on ad production can be found at
anzeigenproduktion@trend.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at: www.vgn.at/trend

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of VGN Medien Holding, as published at www.vgn.at/agb

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Weekly, Wednesday

ÖAK 2nd half of 2017:

Print run: 196,288

Distributed circulation:
173,370

Paid circulation: 170,095
thereof 3,043 E-paper

Subscribers: 109,958
thereof 2,841 E-paper

MA 2017:

Readers: 658,000

Total reach: 8.8%

Core target group: 25+ years,
ABC1 demographic

Reach within target group:
9.5%

Contact:

International Sales Team,
Vienna/Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 33,960.-
1/1 page:	185 x 250	210 x 280	€ 16,980.-
3/4 page vertical:	138 x 250	150 x 280	€ 14,290.-
3/4 page horizontal:	185 x 185	210 x 200	€ 14,290.-
2/3 page horizontal:	185 x 167	210 x 182	€ 12,390.-
1/2 page vertical:	90 x 250	104 x 280	€ 11,990.-
1/2 page horizontal:	185 x 125	210 x 140	€ 11,990.-
1/3 page horizontal:	185 x 80	210 x 90	€ 8,490.-
1/4 page vertical:	43 x 250	58 x 280	€ 7,190.-
1/4 page horizontal:	185 x 60	210 x 70	€ 7,190.-
1/4 box*:	90 x 125	-	€ 5,490.-

Bleed ads: 3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply PDF files.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10%
min. number of 3 ads	12%
min. number of 4 ads	15%

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 20,380.-
Cover page 4	€ 20,380.-
Cover page 2 and page 3	€ 40,760.-

> Surcharges

Special/requested placement: 15% on booked format

Cooperation ads: 10% on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@tv-media.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at:

www.vgn.at/tv-media

All fees subject to 5% advertising tax and 20% VAT. Subject to the Terms & Conditions of VGN Medien Holding, as published at www.vgn.at/agb

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Fortnightly, Thursday

ÖAK 2nd half of 2017:

Print run: 156,492

Distributed circulation:
147,035

Paid circulation: 123,989

thereof 5,071 E-paper

Subscribers: 69,202

thereof 2,319 E-paper

MA 2017:

Readers: 377,000

Total reach: 5.1 %

Reach Women: 8,7 %

Core target group: Women

20–49, ABC1 demographic

Reach within target group:

13.2 %

Contact:

International Sales Team,
Vienna/Representing
partners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 33,300.–
1/1 page:	185 x 250	210 x 280	€ 16,650.–
3/4 page vertical:	138 x 250	150 x 280	€ 14,360.–
3/4 page horizontal:	185 x 185	210 x 200	€ 14,360.–
2/3 page vertical:	121 x 250	135 x 280	€ 13,320.–
2/3 page horizontal:	185 x 167	210 x 182	€ 13,320.–
1/2 page vertical:	90 x 250	104 x 280	€ 11,660.–
1/2 page horizontal:	185 x 125	210 x 140	€ 11,660.–
1/3 page vertical:	60 x 250	74 x 280	€ 8,330.–
1/3 page horizontal:	185 x 80	210 x 90	€ 8,330.–
1/4 page vertical:	43 x 250	58 x 280	€ 6,670.–
1/4 page horizontal:	185 x 60	210 x 70	€ 6,670.–
1/4 box*:	90 x 125	–	€ 5,350.–

Bleed ads: 3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply PDF files.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Price
Editorial	€ 19,160.–
Leserecho	€ 19,160.–
Covergirl	€ 19,160.–
Editor's Choice	€ 19,160.–
Best Bag	€ 19,160.–
Cover page 3	€ 19,160.–
Cover page 4	€ 19,980.–
Page 4 and page 5	€ 38,290.–
Cover page 2 and page 3	€ 39,960.–

> Surcharges

Special/requested placement: 15 % per placement on 1/1 page

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@woman.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at: www.vgn.at/woman

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of VGN Medien Holding, as published at www.vgn.at/agb

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Monthly, Friday

Publisher's statement:

Print run: 24,200*

Distributed circulation:
22,570*

Paid circulation: 17,200*

Subscribers: 16,000*

* Publisher's statement (current planning, possible changes reserved)

Contact:

International Sales Team,
Vienna/Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 9,800.-
1/1 page:	185 x 250	210 x 280	€ 4,900.-
3/4 page vertical:	138 x 250	150 x 280	€ 3,930.-
3/4 page horizontal:	185 x 185	210 x 200	€ 3,930.-
2/3 page vertical:	121 x 250	135 x 280	€ 3,490.-
2/3 page horizontal:	185 x 167	210 x 182	€ 3,490.-
1/2 page vertical:	90 x 250	104 x 280	€ 2,600.-
1/2 page horizontal:	185 x 125	210 x 140	€ 2,600.-
1/3 page vertical:	60 x 250	74 x 280	€ 1,750.-
1/3 page horizontal:	185 x 80	210 x 90	€ 1,750.-
1/4 page vertical:	43 x 250	58 x 280	€ 1,420.-
1/4 page horizontal:	185 x 60	210 x 70	€ 1,420.-
1/4 box*:	90 x 125	-	€ 1,420.-
1/8 page vertical:	43 x 125	-	€ 750.-
1/8 page horizontal:	185 x 29	-	€ 750.-

Bleed ads: 3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply PDF files.

* type area format

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 3 ads	5 %
min. number of 6 ads	10 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 5,630.-
Cover page 3	€ 5,630.-
Cover page 4	€ 5,880.-
Cover page 2 and page 3	€ 10,550.-

> Surcharges

Special/requested placement: € 470.-

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@yachtrevue.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at:

www.vgn.at/yachtrevue

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of VGN Medien Holding, as published at www.vgn.at/agb

Ad-Specials: Ad Rates & Discounts

› Inserts

Minimum format: 105 x 148 mm
Maximum format: 193 x 272 mm

Minimum volume:
profil, News, WOMAN: 40,000
Autorevue, BÜHNE, Golfrevue, Yachtrevue, Lust aufs LEBEN,
TV-MEDIA, trend, E-MEDIA, GUSTO: upon request

per one thousand	E-MEDIA • News • profil • TV-MEDIA • WOMAN		trend		Lust aufs LEBEN Premium trend ¹		Autorevue • Golfrevue • GUSTO • BÜHNE • Yachtrevue	
	total	regional	total	regional	total	regional	total	regional
up to 20 g	110,-	120,-	115,-	125,-	125,-	135,-	150,-	160,-
up to 40 g	125,-	135,-	130,-	140,-	140,-	150,-	165,-	175,-
up to 50 g	135,-	145,-	140,-	150,-	150,-	160,-	175,-	185,-
up to 60 g	145,-	155,-	150,-	160,-	160,-	170,-	185,-	195,-
above 60 g	upon request	upon request	upon request	upon request	upon request	upon request	upon request	upon request

¹ special price at selected dates

› Bound inserts

Bound insert (stapled) minimum format: 110 x 110 mm
Bound insert (perfect bound) minimum format: 117 x 148 mm
Bound insert maximum format: 210 x 280 mm
Maximum format Autorevue*: 220 x 290 mm

Minimum volume:
profil: 40,000
NEWS, WOMAN: 100,000
Autorevue, BÜHNE, Golfrevue, Yachtrevue, Lust aufs LEBEN,
TV-MEDIA, trend, E-MEDIA, GUSTO: upon request

per one thousand	trend • News • profil TV-MEDIA • E-MEDIA*		Lust aufs LEBEN* Premium trend ¹ *		Autorevue* • Golfrevue* GUSTO* • BÜHNE • Yachtrevue*		WOMAN*	
	total	regional	total	regional	total	regional	total	regional
up to 20 g	115.-	125.-	140.-	150.-	165.-	175.-	125.-	135.-
up to 40 g	130.-	140.-	165.-	175.-	190.-	200.-	150.-	160.-
up to 50 g	140.-	150.-	180.-	190.-	205.-	210.-	165.-	175.-
up to 60 g	150.-	160.-	190.-	200.-	215.-	220.-	175.-	185.-
above 60 g	upon request	upon request	upon request	upon request	upon request	upon request	upon request	upon request

*Bound inserts

› Supplement-Discount

The discount applies to loose and bound inserts booked in the magazines published by VGN.

number of copies	discount
from 1,000,000 copies	33 %
from 800,000 copies	25 %
from 600,000 copies	20 %
from 400,000 copies	15 %
from 300,000 copies	10 %

The supplements or inserts can be booked in one or more magazines within one calendar year as long as the respective minimum number of copies is considered. Reach your target group at extremely competitive prices.

Bookers of classical advertisement formats qualify for a 10% discount on loose and bound inserts:

- › for 4 ads or more per magazine in weekly magazines
- › for 3 ads or more per magazine in bi-weekly magazines
- › for 2 ads or more per magazine in monthly magazines

The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of Verlagsgruppe News, as published at www.vgn.at/agb

Digital: Advertising Formats & Rates



> Display Advertising



UAP
(Universal Ad Package)
(Medium Rectangle, Super Banner or Skyscraper)
RON TKP € 18,-
Controlled TKP € 24,-



Medium Rectangle
(300 x 250 px)
RON TKP € 25,-
Controlled TKP € 33,-



Sitebar / Halfpage AD
(scalable 1:2 300 x 600 px)
RON TKP € 39,-
Controlled TKP € 51,-

> Facts & Figures

12 VGN Portals
26 G+J EMS/SPIEGEL
ONLINE Portals

Total reach: 22.4%*
Visits: 18.9 Mio.**
Page Impressions: 89.6 Mio.**
Unique Clients: 2.9 Mio.**
Target group: 58.1% ABC1*
* ÖWA plus 2017-II
** Sources: ÖWA Basic QS 7-9 2017 + site statistic



Billboard*
(960 x 250 px)
RON TKP € 39,-
Controlled TKP € 51,-



T-Ad
(Billboard + Sitebar)*
(Billboard 960 x 250 px)
(Sitebar scalable 1:2)
Controlled TKP € 69,-



Super Banner
(728 x max. 90 px)
RON TKP € 15,-
Controlled TKP € 20,-

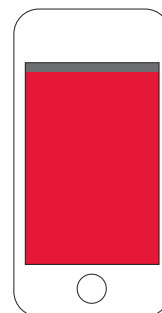
RON = Run Over Network (Frequency Cap: 3 per day or more)
* on selected portals; ** excl. creation costs

> Mobile advertising



MMA Banner
(300 x 50 px, 30 kB)
RON € 30,-
Controlled € 60,-

Loading Screen
tv-media App bzw.
Interstitial/Splash Screen
(scalable 320 x 416 px, 30 kB)
Controlled € 60,-



Contact:

International Sales Team,
Vienna/Representing part-
ners see page 16

All fees subject to 20% VAT. Subject to the Terms & Conditions of Verlagsgruppe News, as published at www.vgn.at/agb

* Source: Basic Mobile QS 7-9 2015

Digital: Advertising Formats & Rates



> Facts & Figures

12 VGN Portals
26 G+J EMS/SPIEGEL
ONLINE Portals

Total reach: 22.4%*
Visits: 18.9 Mio.**
Page Impressions: 89.6 Mio.**
Unique Clients: 2.9 Mio.**
Target group: 58.1% ABC1*
* ÖWA plus 2017-II
** Sources: ÖWA Basic QS 7-9 2017 + site statistic

Contact:

International Sales Team,
Vienna/Representing part-
ners see page 16

> Special Advertising Formats



Fishtank*
(960 x 900 px, plus hex-color)
Controlled TKP € 69,-



Videowall*
(HTML5 or HTML)
Size: 1920x1080 (max. 4MB)
Controlled TKP € 99,-



Fireplace*
(960 x 100 px, 160 x 600 px,
plus hexadeximal code)
Controlled TKP € 69,-

in combination with



Billboard
(960 x 250 px)
Controlled TKP € 79,-

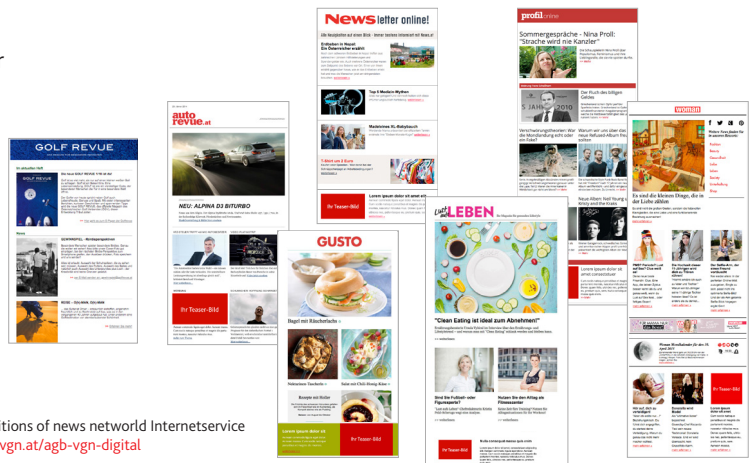


Fishtank
(960 x 900 px, plus hexadeximal code)
Controlled TKP € 99,-

Prices above are quoted as a rotation within 24 hours. It ends as soon as the number of page impressions is reached.
RON = Run Over Network (Frequency Cap: 3 per day or more) *on selected portals

> Newsletter

Advertorial teaser
CPM € 50,-



All fees subject to 20% VAT.
Subject to the Terms & Conditions of news network Internetservice GmbH, as published at www.vgn.at/agb-vgn-digital

VGN Facts

› Management:

Horst Pirker (CEO and chairman)
Dietmar Zikulnig (CSO)
Markus Fallenböck (CSO)
Helmut Schoba (CSO)
Michael Drexler (CSO Digital)

› Chief Representatives:

Gabriele Kindl

› Owner, publisher, production and editor:

VGN Medien Holding GmbH
 FN 183971x,
 Taborstraße 1–3, 1020 Vienna

› Administration:

Taborstraße 1–3, 1020 Vienna
Phone: +43 1 213 12-0
Fax (Administration): ext. 6605
Fax (Advertisements): ext. 6006

› International Sales:

Taborstraße 1–3, 1020 Vienna
Phone: +43 1 213 12 ext. 6231
Fax: +43 1 213 12 ext. 6625

› Bank details:

Raiffeisenlandesbank NÖ-Wien
IBAN: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

› Submission deadline for advertising:

3–4 weeks before publication date,
 depending on the magazine

› Printing deadline:

2–3 weeks before publication date,
 depending on the magazine

› Rates:

Rate card valid from Jan 1, 2018 (subject to change)

International Sales

› Evelyn Strohriegel

Head of International Sales
Phone: +43 1 213 12 ext. 6304
 strohriegel.evelyn@vgn.at

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