

> Price list 2018

valid from January 2018

vgn.at

News

woman

GUSTO

Lust aufs LEBEN

trend.

profil

tv media

e media

auto
revue

golf
revue

yacht
revue

VGN REISEN

SPIEGEL ONLINE

GT e|MS
RELEVANCE MAKES THE DIFFERENCE

VGN Digital proves strength on the market

20.7 M

visits per month*

98.3 M

page impressions per month*

3.7 M

unique clients per month*

22.3 %

reach of all Austrian internet users**

* Source: ÖWA Basic QS 10-12 2017 plus sitestatistics

** Source: ÖWA Plus 2017-III

VGN Digital network users



Source: ÖWA Plus 2017-III

Mediadata of the top websites

	auto revue	News	profil	trend.	tvmedia*	woman	GUSTO
visits	948,080	2,131,863	1,017,361	425,239	2,724,290	2,203,663	481,202
page impressions	1,549,791	35,259,950	2,161,651	596,779	19,370,854	5,141,042	927,579
unique clients	570,724	875,114	636,088	308,358	553,170	1,242,811	285,242
men	70.4 %	44.6 %	52.5 %	55.1 %	43.5 %	22.5 %	19.6 %
woman	29.6 %	55.4 %	47.5 %	44.9 %	56.5 %	77.5 %	80.4 %
< 50 years	73.3 %	68.6 %	71.5 %	67.9 %	78,4 %	77.7 %	63.4 %
ABC1 class	58.7 %	58.8 %	59.6 %	59.8 %	56.8 %	56 %	54.5 %

* incl. TV MEDIA App

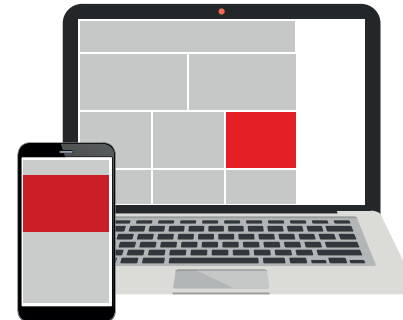
Source: ÖWA Basic QS 10-12 2017 & ÖWA Plus 2017-III

Display advertising



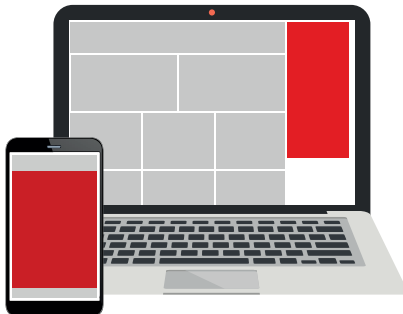
UAP (Universal Ad Package)
(Medium Rectangle, Super Banner and Skyscraper) and **Mobile Content Ad****

RON	CPM 18.-
Controlled	CPM 24.-



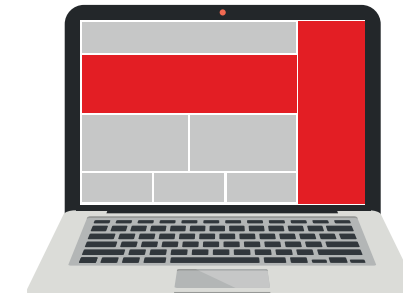
Medium Rectangle/ Advertorial Teaser and Mobile Content Ad**
(image + symbols: 300 x 140 px; jpg + ca. 200 symbols incl. spaces OR 300 x 250 px)

RON	CPM 25.-
Controlled	CPM 33.-



Sitebar / Halfpage AD and Understitial**
(scalable 1 : 2 / 300 x 600 px)

RON	CPM 39.-
Controlled	CPM 51.-



T-Ad (Billboard + Sitebar)*
(Billboard 960 x 250 px)
(Sitebar scalable 1:2)

Controlled	CPM 69.-
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Billboard*
(960 x 250 px)

RON	CPM 39.-
Controlled	CPM 51.-

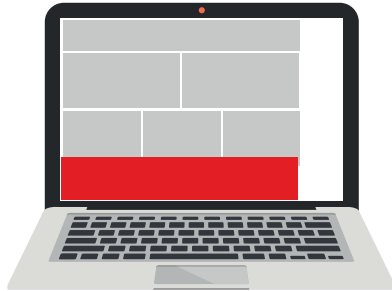
affects mobile, display + special advertising

RON = Run Over Network (Frequency Cap: 3 per day or more)

*on selected portals; excl. creation costs

**VGN Digital reserves the right to play advertisements of the same type of device independently in order to achieve the booked AI's.

Special advertising formats



Fishtank*
(960 x 900 px, plus hex-color)

Controlled CPM 69.–



Fireplace*
(960 x 100 px, 160 x 600 px, plus hex-color)

Controlled CPM 69.–

In combination with:



Videowall*
(Video behind content, max. 3 MB fullscreen)

Controlled CPM 99.–

Billboard
(960 x 250 px)

Controlled CPM 79.–

Fishtank
(960 x 900 px, plus hex-color)

Controlled CPM 99.–



Advertorial
620 x 382 px, jpg oder gif + ca. 2.600 symbols incl. spaces)
Optional features + text creation at request

construction costs 690.–

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



VGN Digital additional Products



Video production

Reportage, Portrait, Making of, Tutorial (Length: max. 3 min./ 3x 1min. briefing and editorial concept incl. Interview Guide)

Video hence 2.500,-



Social Media Posting

(incl. text creation and correction loop)

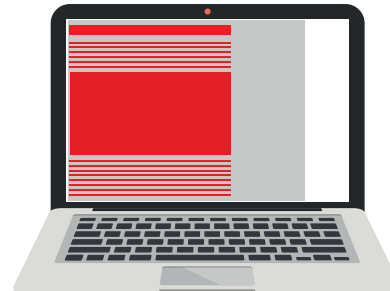
Price on request



Content Hub

Overview page on selected Portal, links to the customer website, illustration of editorial articles, pool content stories, social media

Price on request



Contest

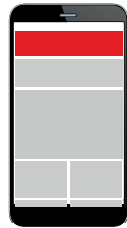
(Landingpage, Teaser, Newsletter, Social Media Post)

Price on request



* Cost estimate according to approx. level of input required

More Power with mobile Advertising



MMA Banner
(300 x 50 px, 40 kB)

CPM 30.–



Mobile Content Ad
(300 x 250 px,
max. 40 kB, HTML5)

CPM 33.–



Understitial Ad
(mp4 Video 320 x 180 px
visible image 320 x 50 px)

CPM 51.–



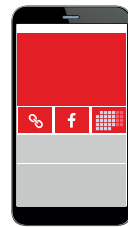
**Interstitial bzw.
Splash Ad**
(320 x 416 px, 40 kB)

CPM 51.–



Cube Ad
(4 images 250 x 250 px,
max. 200 kB – for all 4 slides)

CPM 60.–



Calendar Ad
(320 x 350 px or 320 x 480 px
or 728 x 90 px)

CPM 60.–



Slideshow Ad
(300 x 250 px,
max. 40 kB per Slide)

CPM 60.–



tv-media Smartphone App*:

- 1.447.750 Visits
- 5.940.003 Page Impressions
- 114.291 Unique Clients

tv-media Tablet App*:

- 229.212 Visits
- 1.165.315 Page Impressions
- 23.934 Unique Clients



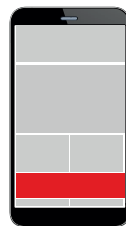
Resize Ad
(320 x 250 px, 40 kB/ Close
Button 50 x 50 px right corner)

CPM 60.–



Inline Video Ad
(mp4 Video 320 x 180 px)

CPM 60.–



Download Push Ad
(320 x 50 px/ 320 x 150 px/
320 x 250 px; max. 40 kB)

CPMP 60.–

Quelle: ÖWA Mobile statistics QS 10-12 2017

*bookable on selected portals.



Fullscreen Video Ad
(mp4 Video 320 x 180 px)

CPM 60.–



Trailer Ad
(320 x 50 px mp4 Video
320 x 180 px)

CPM 60.–



Content Video Ad
(mp4 Video 320 x 180 px Bild
above the Video 320 x 70 px)

CPM 60.–

We invite you to explore our clusters!

Men	Women	Entertainment	Lifestyle	Business	Health	Indulgence	Travel	Sport
	Lust aufs LEBEN				GUSTO	GUSTO		
	News			News	Lust aufs LEBEN	Lust aufs LEBEN	GUSTO	
	tv media	News	Lust aufs LEBEN		News	News	Lust aufs LEBEN	Lust aufs LEBEN
News	woman	tv media	News		woman		News	News
	Brigitte	art	tv media			art	woman	
	Brigitte woman		woman	art	SPIEGEL ONLINE			
	DOGS							comunio
comunio	Gala		art	Capital			GEO	
	GRAZIA	PRINZ	Brigitte			LIVING AT HOME		SPIEGEL ONLINE
SPIEGEL ONLINE	momiwob	SPIEGEL ONLINE	comunio	SPIEGEL ONLINE				
	SPIEGEL ONLINE		DOGS				SPIEGEL ONLINE	
wise.life	wise.life							
			Gala				wise.life	
			GRAZIA					
			LIVING AT HOME					
			SCHÖNER WOHNEN					
			wise.life					

*on certain websites

Contact

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Finance	construction industry	audio / video / photo / optics	cleaning
invest goods / industrial supplies	Drinks	communication / office / edv	cosmetics / personal care
Media	Energy	culture	leisure / sport
Other Economysectors	Food	pharmacy and home remedies	textiles / clothing
personal needs	food trade	traffic / transport	tourism / gastronomy
Service	House & Garden		Trade & Shipping
	institutions		
	motor vehicles & accessories		

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