

# VGN RATE CARD 2019

Valid from 01.01.2019



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# Run-over-Group: VGN Combined Rates 2019

The VGN identifies for the first time in the Media Analysis 2018 all 9 VGN magazines with a combined range. We take this as an opportunity to offer you an attractive combined rate for our quality magazines. How to reach your advertising relevant target audience - high income, purchasing power and heads of household - under top conditions.



> Best Reach Statistics

**2.1 million** Readership  
**2.7 million** Contacts

> Relevant Advertising Audiences

- 1.1 million Status ABC1
- 1.2 million Purchasing Power, Levels 1-3
- 1.2 million HH Net Income from € 3,000
- 1.2 million Heads of Household

> Cost per Thousand Contacts (CPT):

**€ 32.90** overall population from 14 years

Sources: MA 2018, combined net reach total for News, Lust aufs LEBEN, profil, WOMAN, trend, TV-MEDIA, E-MEDIA, Autorevue, GUSTO; CPT based on 1/1 page, VGN Combined Rates 2019

> VGN Combined Rates

Advertising Value	
<b>VGN Combined Rates</b>	
1/1 page:	€ 111,530
<b>€ 89,500</b>	
1/2 page:	€ 73,785
<b>€ 59,850</b>	

> Validity:

when booking within 4 weeks or rather by month media of the next possible publication dates. There is the possibility of subject-mutation per magazine brand.

> Production Information

Detailed technical guidelines on ad production can be found at [anzeigenproduktion@vgn.at](mailto:anzeigenproduktion@vgn.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

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](http://www.vgn.at/agb)

## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Monthly, Friday

**ÖAK 1st half of 2019:**

**Distributed circulation:** 53,137  
there of 13,209 E-paper  
**Paid circulation:** 41,328  
thereof 10,144 E-paper  
**Subscriptions:** 25,667  
thereof 7,719 E-paper

**MA 18/19:**

**Readers:** 324,000  
**Total reach:** 4.3 %  
**Reach Men:** 7,5 %  
**Core target group:** Men,  
ABC1 demographic  
**Reach within target group:**  
8,0 %

### 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	€ 24,120.-
1/1 page:	185 x 250	210 x 280	€ 12,060.-
3/4 page vertical:	138 x 250	150 x 280	€ 10,130.-
3/4 page horizontal:	185 x 185	210 x 200	€ 10,130.-
2/3 page vertical:	121 x 250	135 x 280	€ 8,910.-
2/3 page horizontal:	185 x 167	210 x 182	€ 8,910.-
1/2 page vertical:	90 x 250	104 x 280	€ 6,920.-
1/2 page horizontal:	185 x 125	210 x 140	€ 6,920.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,740.-
1/3 page horizontal:	185 x 80	210 x 90	€ 4,740.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,650.-
1/4 page horizontal:	185 x 60	210 x 70	€ 3,650.-
1/4 box*:	90 x 125	-	€ 3,650.-

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.

### > VGN Performance-Discount

The VGN Performance-Discount can be applied:

- within on calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

Frequency	Discount
from 2 ads	8 %
from 3 ads	10 %
from 4 ads	13 %

The VGN Performance-Discount cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

### > Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 13,870.-
Cover page 3	€ 13,870.-
Cover page 4	€ 14,470.-
Cover page 2 and page 3	€ 27,140.-

### > 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](mailto:anzeigenproduktion@autorevue.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

For further information for your media planning please visit our website at:  
[www.vgn.at/autorevue](http://www.vgn.at/autorevue)

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## 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\*

Subscriptions: 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  
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	€ 12,400.-
1/1 page:	185 x 250	210 x 280	€ 6,250.-
3/4 page vertical:	138 x 250	150 x 280	€ 4,750.-
3/4 page horizontal:	185 x 185	210 x 200	€ 4,750.-
2/3 page vertical:	121 x 250	135 x 280	€ 4,500.-
2/3 page horizontal:	185 x 167	210 x 182	€ 4,500.-
1/2 page vertical:	90 x 250	104 x 280	€ 3,350.-
1/2 page horizontal:	185 x 125	210 x 140	€ 3,350.-
1/3 page vertical:	60 x 250	74 x 280	€ 2,275.-
1/3 page horizontal:	185 x 80	210 x 90	€ 2,275.-
1/4 page vertical:	43 x 250	58 x 280	€ 1,770.-
1/4 page horizontal:	185 x 60	210 x 70	€ 1,770.-
1/4 box*:	90 x 125		€ 1,770.-
1/8 page vertical:			€ 950.-
1/8 page horizontal:			€ 950.-

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

### > VGN Performance-Discount

The VGN Performance-Discount can be applied:

- within on calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

Frequency	Discount
from 2 ads	8 %
from 3 ads	10 %
from 4 ads	13 %

The VGN Performance-Discount cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

### > Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 7,300.-
Cover page 3	€ 7,300.-
Cover page 4	€ 7,500.-
Cover page 2 and page 3	€ 14,900.-

### > 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](mailto:anzeigenproduktion@buehne.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

For further information for your media planning please visit our website at: [www.vgn.at/buehne](http://www.vgn.at/buehne)

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Monthly, Friday

**ÖAK 1st half of 2019:**

**Distributed**

**circulation:** 39,459

thereof 13,340 E-paper

**Paid circulation:** 29,249

thereof 10,028 E-paper

**Subscriptions:** 22,144

thereof 7,839 E-paper

**MA 18/19:**

**Readers:** 159,000

**Total reach:** 2.1 %

**Core target group:**

Men, ABC1 demographic

**Reach within target group:**

3.0 %

### 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	€ 17,240.-
1/1 page:	185 x 250	210 x 280	€ 8,620.-
3/4 page vertical:	138 x 250	150 x 280	€ 7,500.-
3/4 page horizontal:	185 x 185	210 x 200	€ 7,500.-
2/3 page vertical:	121 x 250	135 x 280	€ 6,890.-
2/3 horizontal:	185 x 167	210 x 182	€ 6,890.-
1/2 page vertical:	90 x 250	104 x 280	€ 5,980.-
1/2 horizontal:	185 x 125	210 x 140	€ 5,980.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,430.-
1/3 horizontal:	185 x 80	210 x 90	€ 4,430.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,640.-
1/4 horizontal:	185 x 60	210 x 70	€ 3,640.-
1/4 box*:	90 x 125	-	€ 2,750.-

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

### > VGN Performance-Discount

The VGN Performance-Discount can be applied:

- within on calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

Frequency	Discount
from 2 ads	8 %
from 3 ads	10 %
from 4 ads	13 %

The VGN Performance-Discount cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

### > Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 10,340.-
Cover page 3	€ 9,910.-
Cover page 4	€ 10,340.-
Cover page 2 and page 3 / Centre position	€ 20,680.-

### > 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

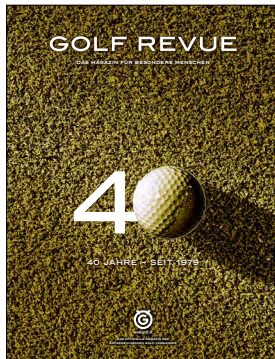
[anzeigenproduktion@e-media.at](mailto:anzeigenproduktion@e-media.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

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

[www.vgn.at/e-media](http://www.vgn.at/e-media)

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
4x/year, Monday

**Publisher's statement:**  
**Print run:** 20,000\*  
**Subscriptions:** 13,400\*

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

### 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	€ 11,140.–
1/1 page:	190 x 254	230 x 300	€ 5,570.–
2 x 1/2 pages spread:	432 x 124	460 x 150	€ 5,020.–
1/2 page vertical:	92,5 x 254	106,5 x 300	€ 3,090.–
1/2 page horizontal:	190 x 124	230 x 150	€ 3,090.–
1/3 page vertical:	60 x 254	74 x 300	€ 2,040.–
1/3 page horizontal:	190 x 80	230 x 100	€ 2,040.–
1/4 page vertical:	43,75 x 254	58 x 300	€ 1,710.–
1/4 page horizontal:	190 x 48	230 x 75	€ 1,710.–
1/4 box*:	92,5 x 130	–	€ 1,710.–

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.

### > VGN Performance-Discount

The VGN Performance-Discount can be applied:

- within on calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

Frequency	Discount
from 2 ads	8 %
from 3 ads	10 %
from 4 ads	13 %

The VGN Performance-Discount cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

### > Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 6,380.–
Cover page 3	€ 6,380.–
Cover page 4	€ 6,690.–
Cover page 2 and page 3	€ 11,960.–

### > 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](mailto:anzeigenproduktion@golfrevue.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

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

[www.vgn.at/golfrevue](http://www.vgn.at/golfrevue)

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Monthly, Thursday

**ÖAK 1st half of 2019:**

**Distributed**

**circulation:** 51,479

thereof 9,762 E-paper

**Paid circulation:** 34,572

thereof 5,245 E-paper

**Subscriptions:** 17,208

thereof 2,632 E-paper

**MA 18/19:**

**Readers:** 506,000

**Total reach:** 6.8 %

**Reach Women:** 10.1 %

**Core target group:**

Women, 30+ years,

ABC1 demographic

**Reach within target group:**

11.6 %

### 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	€ 24,600.-
1/1 page:	185 x 250	210 x 280	€ 12,300.-
3/4 page vertical:	138 x 250	150 x 280	€ 10,440.-
3/4 page horizontal:	185 x 185	210 x 200	€ 10,440.-
2/3 page vertical:	121 x 250	135 x 280	€ 9,330.-
2/3 page horizontal:	185 x 167	210 x 182	€ 9,330.-
1/2 page vertical:	90 x 250	104 x 280	€ 6,990.-
1/2 page horizontal:	185 x 125	210 x 140	€ 6,990.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,860.-
1/3 page horizontal:	185 x 80	210 x 90	€ 4,860.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,720.-
1/4 page horizontal:	185 x 60	210 x 70	€ 3,720.-
1/4 box*:	90 x 125	-	€ 3,720.-

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

### > VGN Performance-Discount

The VGN Performance-Discount can be applied:

- within on calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

Frequency	Discount
from 2 ads	8 %
from 3 ads	10 %
from 4 ads	13 %

The VGN Performance-Discount cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

### > Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 14,800.-
Cover page 4	€ 14,800.-
Cover page 2 and page 3	€ 29,630.-

### > 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](mailto:anzeigenproduktion@gusto.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

For further information for your media planning please visit our website at: [www.vgn.at/gusto](http://www.vgn.at/gusto)

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
11x/year, Thursday

**ÖAK 1st half of 2019:**

**Distributed circulation:** 36,427  
thereof 8,500 E-paper  
**Paid circulation:** 23,554  
thereof 4,846 E-paper  
**Subscriptions:** 12,814  
thereof 3,866 E-paper

**MA 2018:**

**Readers:** 77,000  
**Total reach:** 1.0 %  
**Core target group:**  
Women 30+ years,  
ABC1 demographic  
**Reach within target group:**  
1,6 %

### 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	€ 16,500.-
1/1 page:	185 x 250	210 x 280	€ 8,250.-
3/4 page vertical:	138 x 250	150 x 280	€ 7,070.-
3/4 page horizontal:	185 x 185	210 x 200	€ 7,070.-
2/3 page vertical:	121 x 250	135 x 280	€ 6,450.-
2/3 page horizontal:	185 x 167	210 x 182	€ 6,450.-
1/2 page vertical:	90 x 250	104 x 280	€ 5,940.-
1/2 page horizontal:	185 x 125	210 x 140	€ 5,940.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,530.-
1/3 page horizontal:	185 x 80	210 x 90	€ 4,530.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,790.-
1/4 page horizontal:	185 x 60	210 x 70	€ 3,790.-
1/4 box*:	90 x 125	-	€ 3,380.-

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.

### > VGN Performance-Discount

The VGN Performance-Discount can be applied:

- within on calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

Frequency	Discount
from 2 ads	8 %
from 3 ads	10 %
from 4 ads	13 %

The VGN Performance-Discount cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

### > Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 9,650.-
Cover page 4	€ 10,050.-
Cover page 2 and page 3	€ 19,280.-

### > 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](mailto:anzeigenproduktion@vgn.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

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

[www.vgn.at/lustaufleben](http://www.vgn.at/lustaufleben)

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Weekly, Friday

**ÖAK 1st half of 2019:**

**Distributed circulation:** 85,741  
thereof 13,325 E-paper  
**Paid circulation:** 77,166  
thereof 12,631 E-paper  
**Subscriptions:** 45,149  
thereof 11,163 E-paper

**MA 18/19:**

**Readers:** 281,000  
**Total reach:** 3.8 %  
**Core target group:** 25+ years,  
ABC1 demographic  
**Reach within target group:**  
4.5 %

### 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	€ 24,940.-
1/1 page:	185 x 250	210 x 280	€ 12,470.-
3/4 page vertical:	138 x 250	150 x 280	€ 10,850.-
3/4 page horizontal:	185 x 185	210 x 200	€ 10,850.-
2/3 page vertical:	121 x 250	135 x 280	€ 9,990.-
2/3 page horizontal:	185 x 167	210 x 182	€ 9,990.-
1/2 page vertical:	90 x 250	104 x 280	€ 8,690.-
1/2 page horizontal:	185 x 125	210 x 140	€ 8,690.-
1/3 page vertical:	60 x 250	74 x 280	€ 6,190.-
1/3 page horizontal:	185 x 80	210 x 90	€ 6,190.-
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.

### > VGN Performance-Discount

The VGN Performance-Discount can be applied:

- within on calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

Frequency	Discount
from 2 ads	8 %
from 3 ads	10 %
from 4 ads	13 %

The VGN Performance-Discount cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

### > 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	€ 14,790.-
Cover page 3	+ 15 %
Cover page 4	€ 15,690.-
Cover page 2 and page 3	€ 28,390.-

### > 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](mailto:anzeigenproduktion@news.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

For further information for your media planning please visit our website at: [www.vgn.at/news](http://www.vgn.at/news)

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Weekly, Monday

**ÖAK 1st half of 2019:**

**Distributed circulation:** 58,982  
thereof 15,570 E-paper

**Paid circulation:** 53,622  
thereof 14,476 E-paper

**Subscriptions:** 41,538  
thereof 13,125 E-paper

**MA 18/19:**

**Readers:** 307,000

**Total reach:** 4.1 %

**Core target group:**

AB demographic

**Reach within target group:**  
6.3 %

### 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	€ 29,420.-
1/1 page:	185 x 250	210 x 280	€ 14,710.-
3/4 page vertical:	138 x 250	150 x 280	€ 12,680.-
3/4 page horizontal:	185 x 185	210 x 200	€ 12,680.-
2/3 page vertical:	121 x 250	135 x 280	€ 11,160.-
2/3 page horizontal:	185 x 167	210 x 182	€ 11,160.-
1/2 page vertical:	90 x 250	104 x 280	€ 9,030.-
1/2 page horizontal:	185 x 125	210 x 140	€ 9,030.-
1/3 page vertical:	60 x 250	74 x 280	€ 6,050.-
1/3 page horizontal:	185 x 80	210 x 90	€ 6,050.-
1/4 page vertical:	43 x 250	58 x 280	€ 4,560.-
1/4 page horizontal:	185 x 60	210 x 70	€ 4,560.-
1/4 box*:	90 x 125	-	€ 4,320.-

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.

### > VGN Performance-Discount

The VGN Performance-Discount can be applied:

- within on calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

Frequency	Discount
from 2 ads	8 %
from 3 ads	10 %
from 4 ads	13 %

The VGN Performance-Discount cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

### > Premium Placements

Placement	Surcharge/Price
Cover page 2 and page 3	€ 35,320.-
Page 4/5	€ 33,900.-
Next to the magazine intro pages	€ 16,940.-
Right-hand side next to readers' letters / "profile"	€ 16,940.-
Left-hand side next to leading article	€ 16,940.-
Cover page 2 or Cover page 3	€ 16,940.-
Cover page 4	€ 17,760.-

### > 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](mailto:anzeigenproduktion@profil.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

For further information for your media planning please visit our website at: [www.vgn.at/profil](http://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](http://www.vgn.at/agb)

## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Friday

**ÖAK 1st half of 2019:**

**Distributed**

**circulation:** 50,815

thereof 11,090 E-paper

**Paid circulation:** 41,612

thereof 10,154 E-paper

**Subscriptions:** 25,576

thereof 9,178 E-paper

**MA 18/19:**

**Readers:** 87,000

**Total reach:** 1.2%

**Core target group:**

AB demographic,

Sole- and Co-

Decisionmakers

**Reach within target group:**

1.9%

### Contact:

International Sales Team,  
Vienna/Representing  
partners see page 16

### > Ad Rates

**Formats:** All measures in mm, width x height

	type area	bleed	price trend	special price <sup>1</sup> premium trend
2/1 page:	396 x 250	420 x 280	€ 18,460.-	€ 26,780.-
1/1 page:	185 x 250	210 x 280	€ 9,230.-	€ 13,390.-
3/4 page vertical:	138 x 250	150 x 280	€ 8,320.-	€ 11,160.-
3/4 page horizontal:	185 x 185	210 x 200	€ 8,320.-	€ 11,160.-
2/3 page vertical:	121 x 250	135 x 280	€ 7,200.-	€ 10,140.-
2/3 page horizontal:	185 x 167	210 x 182	€ 7,200.-	€ 10,140.-
1/2 page vertical:	90 x 250	104 x 280	€ 5,570.-	€ 8,520.-
1/2 page horizontal:	185 x 125	210 x 140	€ 5,570.-	€ 8,520.-
1/3 page vertical:	60 x 250	74 x 280	€ 3,820.-	€ 5,950.-
1/3 page horizontal:	185 x 80	210 x 90	€ 3,820.-	€ 5,950.-
1/4 page vertical:	43 x 250	58 x 280	€ 2,900.-	€ 4,830.-
1/4 page horizontal:	185 x 60	210 x 70	€ 2,900.-	€ 4,830.-
1/4 box*:	90 x 125	-	€ 2,730.-	€ 4,220.-

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.

### <sup>1</sup> special prices at selected dates

> 01.02., 01.03., 12.04., 10.05., 07.06., 05.07., 14.08., 06.09., 04.10., 25.10., 29.11., 20.12.

### > VGN Performance-Discount

The VGN Performance-Discount can be applied:

- within on calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

Frequency	Discount
from 2 ads	8 %
from 3 ads	10 %
from 4 ads	13 %

The VGN Performance-Discount cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

### > Premium Placements

Placement	price	special price <sup>1</sup>
Cover page 2	€ 10,750.-	€ 15,520.-
Cover page 4	€ 11,160.-	€ 16,230.-
Cover page 2 and page 3	€ 18,670.-	€ 27,100.-
page 4 and 5	€ 18,670.-	€ 27,100.-

### > 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](mailto:anzeigenproduktion@trend.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

For further information for your media planning please visit our website at: [www.vgn.at/trend](http://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](http://www.vgn.at/agb)

## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Weekly, Wednesday

**ÖAK 1st half of 2019:**

**Distributed circulation:** 157,470  
thereof 21,477 E-paper

**Paid circulation:** 153,942  
thereof 21,477 E-paper

**Subscriptions:** 115,477  
thereof 21,251 E-paper

**MA 18/19:**

**Readers:** 637,000

**Total reach:** 8.5 %

**Core target group:** 25+ years,  
ABC1 demographic

**Reach within target group:**  
9.0 %

### 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	€ 33,980.-
1/1 page:	185 x 250	210 x 280	€ 16,990.-
3/4 page vertical:	138 x 250	150 x 280	€ 14,300.-
3/4 page horizontal:	185 x 185	210 x 200	€ 14,300.-
2/3 page horizontal:	185 x 167	210 x 182	€ 12,400.-
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	€ 8,500.-
1/4 page vertical:	43 x 250	58 x 280	€ 7,200.-
1/4 page horizontal:	185 x 60	210 x 70	€ 7,200.-
1/4 box*:	90 x 125	-	€ 5,500.-

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.

### > VGN Performance-Discount

The VGN Performance-Discount can be applied:

- within on calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

Frequency	Discount
from 2 ads	8 %
from 3 ads	10 %
from 4 ads	13 %

The VGN Performance-Discount cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

### > Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 20,390.-
Cover page 4	€ 20,390.-
Cover page 2 and page 3	€ 40,770.-

### > 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](mailto:anzeigenproduktion@tv-media.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

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

[www.vgn.at/tv-media](http://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](http://www.vgn.at/agb)

## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Fortnightly, Thursday

**ÖAK 1st half of 2019:**

**Distributed circulation:** 129,988  
thereof 18,548 E-paper  
**Paid circulation:** 109,866  
thereof 16,256 E-paper  
**Subscriptions:** 64,366  
thereof 14,271 E-paper

**MA 18/19:**

**Readers:** 340,000  
**Total reach:** 4.5 %  
**Reach Women:** 7,7 %  
**Core target group:** Women  
20–49, ABC1 demographic  
**Reach within target group:**  
9.7 %

### 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	€ 33,800.–
1/1 page:	185 x 250	210 x 280	€ 16,900.–
3/4 page vertical:	138 x 250	150 x 280	€ 15,210.–
3/4 page horizontal:	185 x 185	210 x 200	€ 15,210.–
2/3 page vertical:	121 x 250	135 x 280	€ 14,365.–
2/3 page horizontal:	185 x 167	210 x 182	€ 14,365.–
1/2 page vertical:	90 x 250	104 x 280	€ 12,675.–
1/2 page horizontal:	185 x 125	210 x 140	€ 12,675.–
1/3 page vertical:	60 x 250	74 x 280	€ 9,295.–
1/3 page horizontal:	185 x 80	210 x 90	€ 9,295.–
1/4 page vertical:	43 x 250	58 x 280	€ 7,605.–
1/4 page horizontal:	185 x 60	210 x 70	€ 7,605.–
1/4 box*:	90 x 125	–	€ 6,253.–

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.

### > VGN Performance-Discount

The VGN Performance-Discount can be applied:

- within on calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

Frequency	Discount
from 2 ads	8 %
from 3 ads	10 %
from 4 ads	13 %

The VGN Performance-Discount cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

### > premium Placements

Placement	Price
Editorial, Leserecho, Editors Choice, Best Bag	€ 19,450.–
Cover page 3	€ 19,450.–
Cover page 4	€ 20,280.–
Page 4 and page 5	€ 38,870.–
Cover page 2 and page 3	€ 40,560.–

### > 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](mailto:anzeigenproduktion@woman.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

For further information for your media planning please visit our website at: [www.vgn.at/woman](http://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](http://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\*

**Subscriptions:** 16,000\*

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

### 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	€ 9,940.-
1/1 page:	185 x 250	210 x 280	€ 4,970.-
3/4 page vertical:	138 x 250	150 x 280	€ 3,990.-
3/4 page horizontal:	185 x 185	210 x 200	€ 3,990.-
2/3 page vertical:	121 x 250	135 x 280	€ 3,540.-
2/3 page horizontal:	185 x 167	210 x 182	€ 3,540.-
1/2 page vertical:	90 x 250	104 x 280	€ 2,640.-
1/2 page horizontal:	185 x 125	210 x 140	€ 2,640.-
1/3 page vertical:	60 x 250	74 x 280	€ 1,780.-
1/3 page horizontal:	185 x 80	210 x 90	€ 1,780.-
1/4 page vertical:	43 x 250	58 x 280	€ 1,440.-
1/4 page horizontal:	185 x 60	210 x 70	€ 1,440.-
1/4 box*:	90 x 125	-	€ 1,440.-
1/8 page vertical:	43 x 125	-	€ 760.-
1/8 page horizontal:	185 x 29	-	€ 760.-

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

### > VGN Performance-Discount

The VGN Performance-Discount can be applied:

- within on calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

Frequency	Discount
from 2 ads	8 %
from 3 ads	10 %
from 4 ads	13 %

The VGN Performance-Discount cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

### > Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 5,710.-
Cover page 3	€ 5,710.-
Cover page 4	€ 5,970.-
Cover page 2 and page 3	€ 10,710.-

### > 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](mailto:anzeigenproduktion@yachtrevue.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

For further information for your media planning please visit our website at:  
[www.vgn.at/yachtrevue](http://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](http://www.vgn.at/agb)

# Ad-Specials: Ad Rates & Discounts

## > Inserts

Minimum format: 105 x 148 mm Minimum volume: upon request  
 Maximum format: 193 x 272 mm

per one thousand	E-MEDIA • News • profil trend • TV-MEDIA • WOMAN		Lust auf LEBEN Premium trend <sup>1</sup>		Autorevue • Golfrevue • GUSTO • BÜHNE • Yachtrevue	
	total	partial	total	partial	total	partial
up to 20 g	123,-	133,-	138,-	148,-	157,-	167,-
up to 40 g	138,-	148,-	153,-	163,-	172,-	182,-
up to 50 g	148,-	158,-	163,-	173,-	182,-	192,-
up to 60 g	158,-	168,-	173,-	183,-	192,-	202,-
above 60 g	upon request	upon request	upon request	upon request	upon request	upon request

<sup>1</sup> special price at selected dates

## > Bound inserts

Bound insert (stapled) minimum format: 110 x 110 mm Minimum volume: upon request  
 Bound insert (perfect bound) minimum format: 117 x 148 mm  
 Bound insert maximum format: 210 x 280 mm

per one thousand	trend • News • profil TV-MEDIA • E-MEDIA*		Lust aufs LEBEN <sup>1</sup> Premium trend <sup>1</sup>		Autorevue* • Golfrevue* GUSTO* • BÜHNE* • Yachtrevue*		WOMAN*	
	total	partial	total	partial	total	partial	total	partial
up to 20 g	125.-	135.-	150.-	160.-	170.-	180.-	135.-	145.-
up to 40 g	140.-	150.-	175.-	185.-	195.-	205.-	160.-	170.-
up to 50 g	150.-	160.-	190.-	200.-	210.-	215.-	175.-	185.-
up to 60 g	160.-	170.-	200.-	210.-	220.-	225.-	185.-	195.-
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.

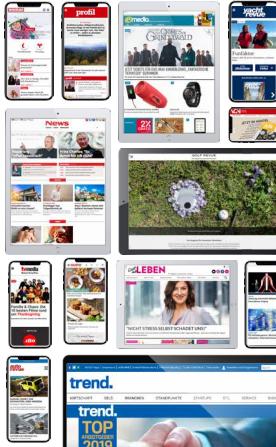
Bookers of classical advertisement formats qualify for a 10% discount on loose and bound inserts:

- > 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 VGN Medien Holding, as published at [www.vgn.at/agb](http://www.vgn.at/agb)

# Digital: Advertising Formats & Rates



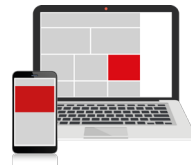
## > Display Advertising



### UAP (Universal Ad Package)

(Medium Rectangle, Super Banner or Skyscraper)

RON CPM € 18,-  
Controlled CPM € 24,-



### Medium Rectangle

(300 x 250 px)

RON CPM € 25,-  
Controlled CPM € 33,-



### Sitebar / Halfpage AD

(scalable 1:2 300 x 600 px)

RON CPM € 39,-  
Controlled CPM € 51,-



### Billboard\*

(960 x 250 px)

RON CPM € 39,-  
Controlled CPM € 51,-



### T-Ad (Billboard + Sitebar)\*

(Billboard 960 x 250 px  
Sitebar dynamic 1:2)

Controlled CPM € 69,-



### Videowall

HTML5 (no MP4, SWF,..) Format:  
1920x1080 (max. 4MB) Clicktag according to IAB Austrian Standard

Controlled CPM € 99,-

## > Facts & Figures

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

Total reach: 26,8 %\*  
Visits: 19,7 Mio.\*\*  
Page Impressions: 93,3 Mio.\*\*  
Unique Clients: 3,5 Mio.\*\*  
Target group: 56,6 % ABC1\*

\* ÖWA Plus 2018-I  
\*\* Sources: ÖWA Basic QS 4-6 2018 + site statistic



### Fireplace\*

(960 x 250 px)

Controlled CPM € 69,-

in combination with:



### Billboard\*

Controlled CPM € 79,-



### Fishtank\*

Controlled CPM € 99,-

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

\* on selected portals; \*\* excl. creation costs

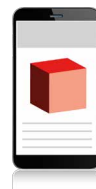
## > Mobile advertising



### Understitial Ad

(mp4 Video 320 x 180 px  
visual image 320 x 50 px)

CPM € 51,-



### Cube Ad

(4 images 250 x 250 px, max 200  
kB - for all 4 slides)

CPM € 60,-

## Contact:

International Sales Team,  
Vienna/Representing partners  
see page 16

**Mobile Content Ad**  
(300 x 250 px, max. 40  
kB,HTML5)  
CPM € 33,-



### Inline Video Ad

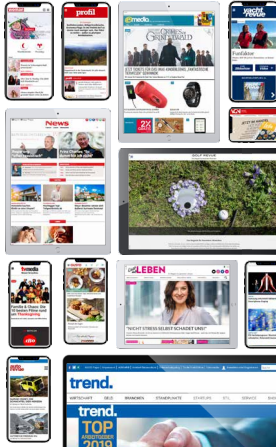
(mp4 Video 320 x 180 px)

CPM € 60,-



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

# Digital: Advertising Formats & Rates



## > Special advertising formats



**Video production**  
coverage, portrait, making of, tutorial  
(Lenght: max. 3 Min./ 3x1 Min.,  
briefing und editorial concept incl.  
interview guide)  
Video from 2.500,-



**Social Media Posting**  
(incl. texting and one  
correction loop)  
Price on request



**Advertorial**  
(620 x 382 px, jpg oder gif +  
ca. 2.600 symbols incl. spaces)  
Optional features + text creatation at  
request  
Set up cost € 690,-

## > Facts & Figures

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

Total reach: 26,8 %\*  
Visits: 19,7 Mio.\*\*  
Page Impressions: 93,3 Mio.\*\*  
Unique Clients: 3,5 Mio.\*\*  
Target group: 56,6 % ABC1\*  
\* ÖWA Plus 2018-I  
\*\* Sources: ÖWA Basic QS 4-6 2018 + site  
statistic



**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

in combination with



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



## Contact:

International Sales Team,  
Vienna/Representing partners  
see page 16

Advertorial teaser  
ab € 500,- \*\*

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](http://www.vgn.at/agb-vgn-digital)

## VGN Facts

### › Management:

**Horst Pirker** (CEO and chairman)  
**Claudia Gradwohl** (CHRO)  
**Helmut Schoba** (CSO/COO)

### › Chief Representatives:

**Gabriele Kindl**  
**Dietmar Zikulnig**

### › 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

### › 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, 2019 (subject to change)

## Business Intelligence

### › Annemarie Radl, MBA

**Tel.:** +43 1 213 12 DW 6806  
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## VGN Managing Directors

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Head of International Sales  
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