

# › Price list 2019

valid from January 2019



Mehr für Österreich.

## VGN Digital proves strength on the market

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19,7 M

visits per month\*

93,3 M

page impressions per month\*

3,5 M

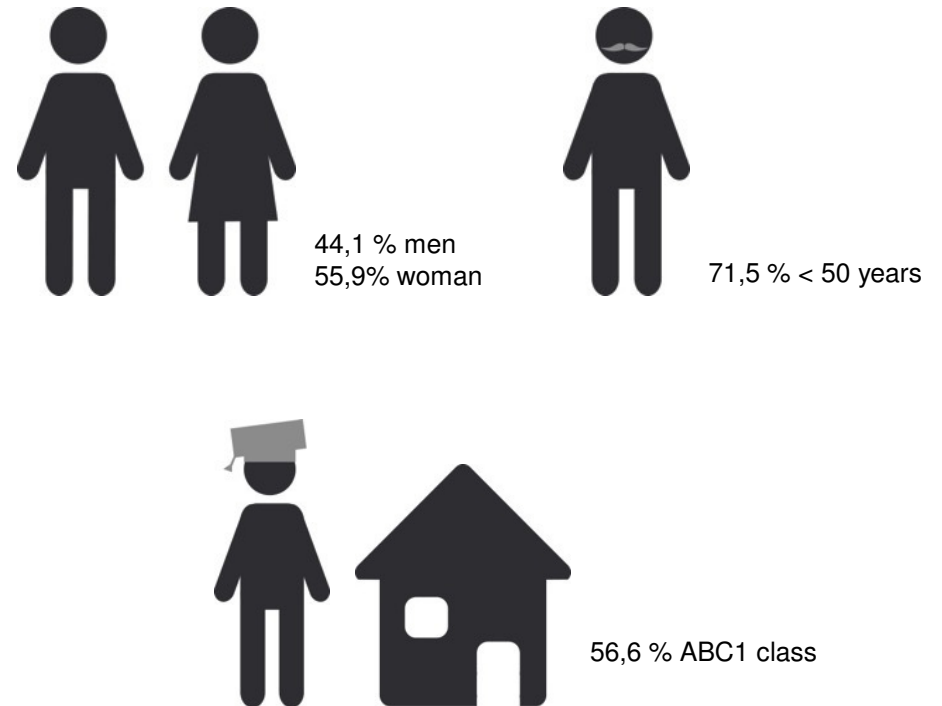
unique clients per month\*

26,8%

reach of all Austrian internet users\*\*

## VGN Digital network users

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\* Source: ÖWA Basic QS 4-6 2018 plus sitestatistics

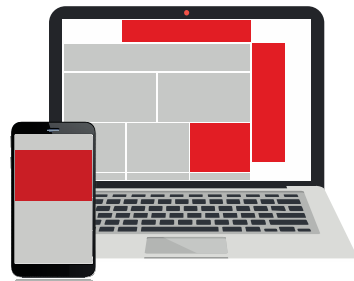
\*\* Source: ÖWA Plus 2018-I

Source: ÖWA Plus 2018-I

## Mediadata of the top websites

	<b>auto revue</b>	<b>News</b>	<b>profil</b>	<b>trend.</b>	<b>tv* media</b>	<b>woman</b>	<b>GUSTO</b>
<b>Visits</b>	753.228	2.373.651	619.326	426.515	2.336.442	1.964.808	359.944
<b>Page Impressions</b>	1.288.881	34.456.716	1.576.753	673.849	16.406.635	4.983.674	689.868
<b>Unique Clients</b>	519.738	1.083.585	407.640	313.637	486.763	1.160.815	244.609
<b>Male</b>	80 %	45,1 %	50,5 %	56,2 %	46 %	22,4 %	18,2 %
<b>Female</b>	20 %	54,9 %	49,5 %	43,8 %	54 %	77,6 %	81,1 %
<b>&lt; 50 years</b>	78,1 %	69,8 %	66,3 %	66 %	79,2 %	81,8 %	66,8 %
<b>ABC1 class</b>	59 %	57 %	57,6 %	58,5 %	57,5 %	55,3 %	53,5 %

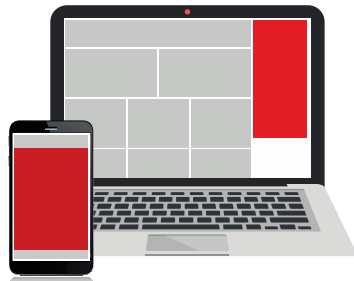
# Display advertising



## UAP (Universal Ad Package)\*\*

(Medium Rectangle, Super Banner and Skyscraper)

RON*	CPM 18,-
Controlled	CPM 24,-



## Sitebar / Halfpage Ad & Understitial\*\*

(scalable 1:2 / 300 x 600 px)

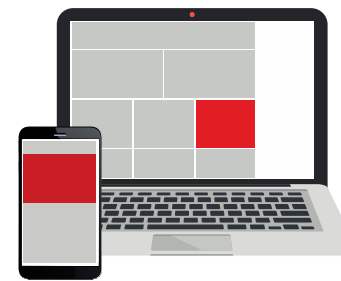
RON*	CPM 39,-
Controlled	CPM 51,-



## Billboard\*\*

(960 x 250 px)

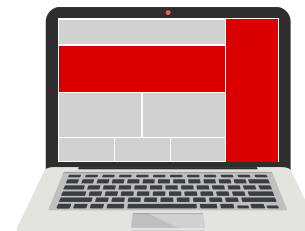
RON*	CPM 39,-
Controlled	CPM 51,-



## Medium Rectangle/ Advertorial Teaser & Mobile Content Ad\*\*

(Image + symbols: 300 x 140px; jpg + ca. 200 symbols incl. spaces OR 300 x 250 px)

RON*	CPM 25,-
Controlled	CPM 33,-



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

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

Controlled	CPM 69,-
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## Hosting costs

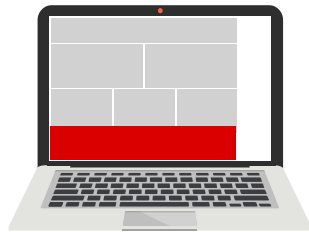
	KB	CPM- EUR
from	150	No fee
from	150	€ 0,10
from	501	€ 0,25
from	1.001	€ 0,35
from	5.001	€ 0,75
from	10.001	€ 1,05

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

\*\*on selected portals; excl. creation costs in due consideration of HTML standards (according to IAB recommendations <http://www.iab-austria.at/digitale-wirtschaft/iab-standards/>); VGN Digital reserves the right to deliver ads of the same type irrespectiv of the device to fulfill the booked ad impressions.

affects mobile, display + special advertising

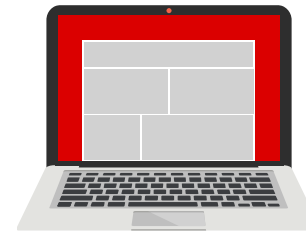
# Special advertising formats



### 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)

Controlled CPM 99,-



### Advertorial Langartikel

(620 x 382 px, jpg or gif +  
ca. 2.600 symbols incl. spaces)  
Optionale features +  
text creation at request

construction costs 690,-

### + Ad specials

- Content related advertising
- Userinteraction
- Producttests
- and more

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

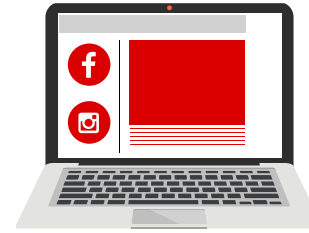
# VGN Digital additional Products



### Videoproduktion

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

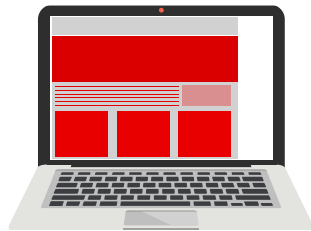
Video                      hence 2.500,-



### Social Media Posting

(incl. text creation and correction loop)

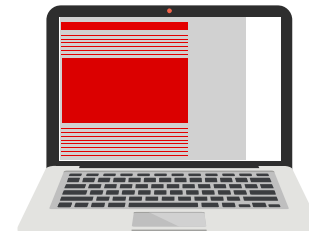
Price on request



### Content Hub

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

Price on request



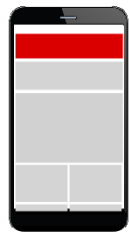
### Contest

(LandingPage, Teaser, Newsletter, Social Media Post)

Price on request



# 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.–



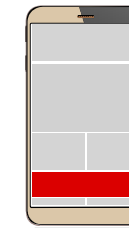
**Calendar Ad**  
(320 x 350 px or 320 x 480 px  
or 728 x 90 px)

CPM 60.–



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

CPM 60.–



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

CPM 60.–



**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.–



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

CPM 60.–



**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.–

**Extensive mobile possibilities incl. TV-MEDIA App!**



MÄNNER

**Männer.**

Dieser Cluster deckt Themengebiete wie Autos, Politik, Sport ab und bietet einen direkten Zugang zu Österreichs Männerwelt.

- auto revue
- @media
- GOLF REVUE
- News
- profil
- yacht revue
- tvmedia



FRAUEN

**Frauen.**

Ob Mode, Beauty oder Familienleben, hier finden die starken Frauen des Landes sämtliche Themen die sie interessieren.

- LEBEN
- News
- tvmedia
- woman



BUSINESS

**Business.**

Alles über Wirtschaft, Finanzen und Unternehmensentwicklungen finden ÖsterreicherInnen im Business Cluster.

- GOLF REVUE
- News
- profil
- trend.
- yacht revue



LIFESTYLE

**Lifestyle.**

Einrichtung, Trends und Sport. All diese Dinge beeinflussen unseren Lebensstil und finden sich im Lifestyle Cluster.

- auto revue
- GOLF REVUE
- LEBEN
- News
- tvmedia
- woman
- yacht revue



FREIZEIT

**Freizeit.**

Egal ob wir unsere freie Zeit mit Reisen, Kulinarik oder Sport verbringen, die passenden Umfelder bietet der Freizeit Cluster.

- auto revue
- GOLF REVUE
- LEBEN
- News
- GUSTO
- woman
- yacht revue



# Contact

Michael Drexler	Maximilian Schwinghammer	Franziska Walde	Eva-Maria Weidenthaler	Sandra Fraunschiel
CSO VGN Digital +43-1-24520-5477 <a href="mailto:drexler.michael@vgn.at">drexler.michael@vgn.at</a>	Head of Sales Digital +43-1-24520-6325 <a href="mailto:schwinghammer.maximilian@vgn.at">schwinghammer.maximilian@vgn.at</a>	Senior Media Consultant +43-1-24520-6154 <a href="mailto:walde.franziska@vgn.at">walde.franziska@vgn.at</a>	Senior Media Consultant +43-1-24520-6148 <a href="mailto:weidenthaler.eva-maria@vgn.at">weidenthaler.eva-maria@vgn.at</a>	Media Consultant +43-1-21312-6153 <a href="mailto:fraunschiel.sandra@vgn.at">fraunschiel.sandra@vgn.at</a>
Finance	motor vehicles & accessories	audio/video/photo/optics	tourism & gastronomy	textiles / clothing
Services	invest goods / industrial supplies	Media	nutrition & groceries	cosmetics / personal care
Gambling	Energy	communication/office/edv	Drinks	Trade & Shipping
Other Economysectors	House & Garden	pharmacy and home remedies	food trade	
Golf	institutions	traffic / transport	personal needs	
	construction industry	Culture	leisure / sport	
			cleaning	

VGN Digital GmbH • A-1020 Vienna • Taborstraße 1-3; Phone +43 (0)1 245 20-0 • Telefax +43 (0)1 245 20-5440; • [www.vgn.at](http://www.vgn.at)

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