



price list 2021



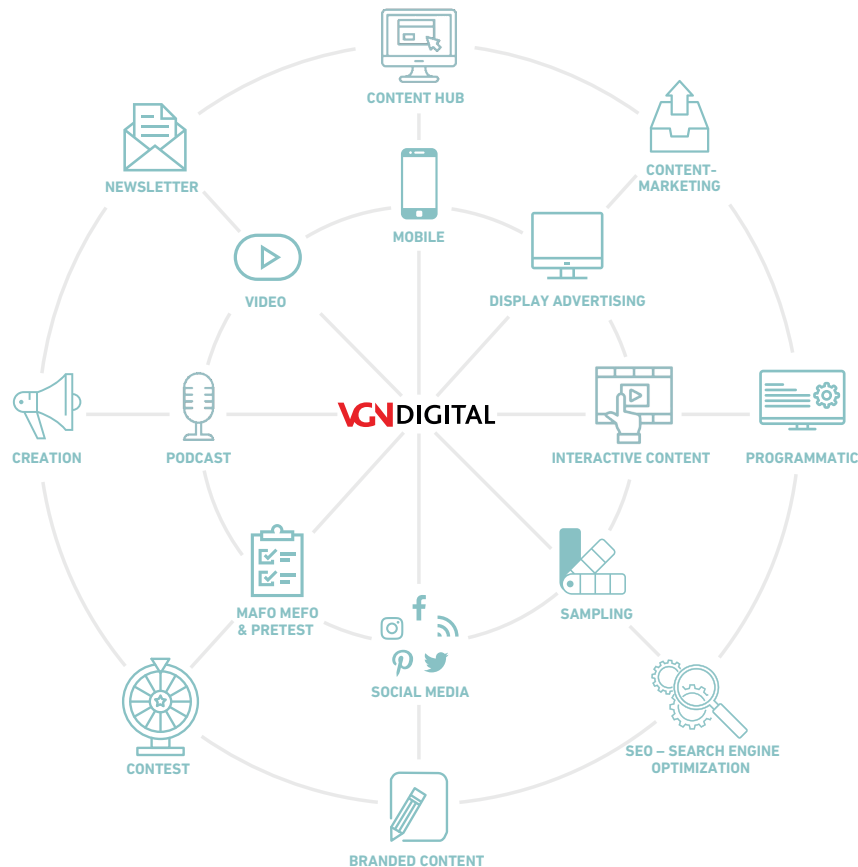
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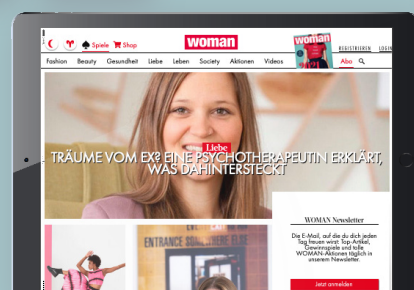
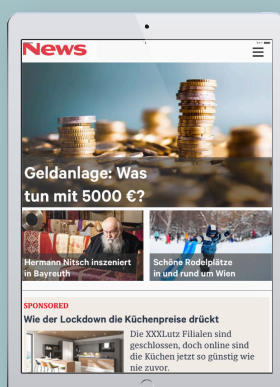
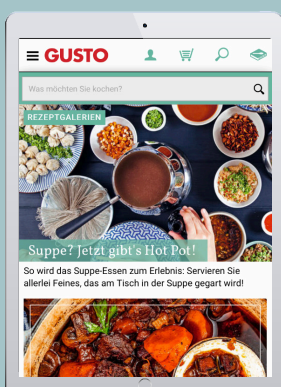
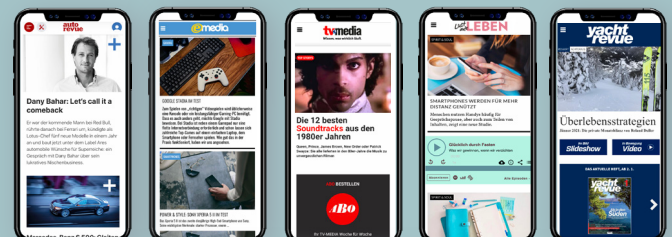
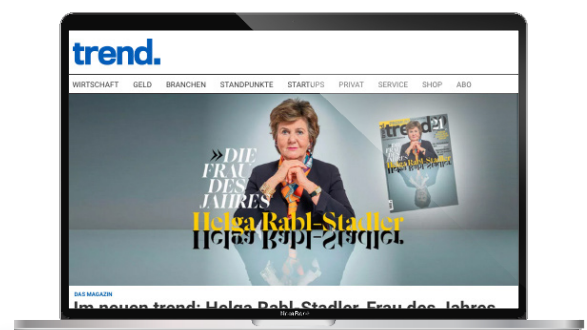
ecosystem

VGN produces premium content on a variety of platforms for a large number of communities. The VGN ecosystem: ideal for tailored connected campaigns!



The extensive VGN Digital portfolio combines twelve different websites, mobile sites, apps and video with our high quality content standards. The wide range of VGN brands is amplified by the AT traffic of SPIEGEL ONLINE and golf.at

our brands:





media data

The VGN Digital is highly effective in all of Austria. Broad reach, users with a higher than average income and strong brands help you to target your audience.

39 Mio.

PAGE IMPRESSIONS PER MONTH

7,95 Mio.

VISITS PER MONTH

3,5 Mio.

UNIQUE CLIENTS PER MONTH

23,9%

REACH OF ALL AUSTRIAN INTERNET USERS



57.4% ABC1 class



64.6% < 50 years



46% men
54% women



Source: ÖWA Basic QS 4-6/2020,
ÖWA basic 10-12/2020

top websites

	auto revue	GUSTO	News	trend.	tv media	woman
Page Impressions	726.886	1.466.455	22.176.702	582.713	9.274.768	4.715.583
Visits	553.265	896.914	1.833.217	454.467	2.466.863	1.864.888
Unique Clients	436.947	503.951	989.264	342.514	460.233	1.217.354
Men	82,2%	24,7%	47,5%	63,3%	48,9%	27,8%
Women	17,8%	75,3%	52,5%	36,7%	51,1%	72,2%
<50 years	68,6%	59,6%	56,4%	70,3%	72,8%	70,1%



Source: ÖWA Basic QS 4-6/2020,
ÖWA basic 10-12/2020



community options

Strong websites and large range of topics. They enable our advertising customers to address their target audience in the most efficient way without divergence lost.

Find a suitable surrounding for your message and profit from our package offers!



men

This community covers topics such as cars, politics, sport and offers direct access to Austria's male population.

auto
revue
media
GOLF REVUE
News
yacht
revue
tvmedia



women

Whether it is fashion, beauty or family life, here you can find the topics which interest the strong women of this country.

LEBEN
News
tvmedia
woman



business

Entrepreneurs and managers will find all relevant information on business, finance and corporate development in this community.

GOLF REVUE
News
trend.
yacht
revue
SPIEGEL ONLINE
G



lifestyle

Interior design, trends, sports – all these things influence our lifestyle and can be found in this community.

auto
revue
GOLF REVUE
LEBEN
News
tvmedia
woman
yacht
revue
G



leisure

No matter if our free time is spent with travel, culinary art or sports, the journalistic environments are suitable for leisure topics.

auto
revue
GOLF REVUE
LEBEN
News
GUSTO
woman
yacht
revue
G

DISCOVER OUR
brand diversity
AT VGN.AT



display advertising

Maximum attention within your defined target audience. Classic desktop formats, large scale formats or multiscreen formats – something for every advertising need.



Super Banner XL

(960x100 px)

RON*	CPM € 25,-
Controlled	CPM € 33,-



L-AD

(728x90 px + 160x600 px)

RON*	CPM € 39,-
Controlled	CPM € 51,-



Content Banner

(618x100 px)

RON*	CPM € 15,-
Controlled	CPM € 20,-



Medium Rectangle/Content Ad

(300x250 px)

RON*	CPM € 25,-
Controlled	CPM € 33,-



Superbanner

(728x90 px)

RON*	CPM € 15,-
Controlled	CPM € 20,-



Skyscraper

(160x600 px)

RON*	CPM € 25,-
Controlled	CPM € 33,-



Halfpage Ad/Sitebar

(300x600 px)

RON*	CPM € 39,-
Controlled	CPM € 51,-



Billboard

(960x250 px)

RON*	CPM € 39,-
Controlled	CPM € 51,-



T-AD (Billboard & Sitebar)

(960x250 px, Sitebar dynamic 1:2)

RON*	CPM € 69,-
Controlled	CPM € 99,-

OTHER specialformats

UPON REQUEST

*RON = Run Over Network (Frequency Cap: 3 per day or more); In due consideration of HTML standards (IAB recommendation www.iab-austria.at/digitale-wirtschaft/iab-standards/); excl. creation costs. [VGN Digital](#) reserves the right to deliver ads of the same type irrespective of the device to fulfill the booked ad impressions.



multiscreen formats



UAP (Universal Ad Package)**

(Medium Rectangle, Super Banner and Skyscraper, .jpg, .gif, HTML5
(zip < 100 kB))

RON*	CPM € 18,-
Controlled	CPM € 24,-



Medium Rectangle**/ Advertorial Teaser

(350x250 px, .jpg, .gif, HTML5
(zip < 100 kB))

RON*	CPM € 25,-
Controlled	CPM € 33,-



Sitebar/Halfpage AD**/ Understitial

(dynamic 1:2, , 300x600 px, .jpg, .gif, HTML5
(zip < 100 kB))

RON*	CPM € 39,-
Controlled	CPM € 51,-

large scale formats



Fireplace***

(960x100 px, 160x600 px plus
hexadecimal code, .jpg, .gif, HTML5 (zip <
100 kB))

Controlled	CPM € 69,-
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Fishtank***

(960x900 px + hexadecimal code,
ad scrolls with content, only .jpg
allowed)

Controlled	CPM € 69,-
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Videowall***

HTML5/HTML (no MP4, SWF...) Format:
1920x1080 px (max. 4MB, Clicktag accor-
ding to IAB Austrian Standard

Controlled	CPM € 99,-
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Fireplace & Billboard***

(960x100 px, 2x 160x600 px (left & right),
960x250 px incl. hexadecimal code, .jpg,
.gif, HTML5 (zip < 100 kB))

Controlled	CPM € 79,-
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Fireplace & Fishtank***

(960x100 px, 2x 160x600 px left & right
+960x900 px incl. hexadecimal code, .jpg,
.gif, HTML5 (zip < 100 kB))

Controlled	CPM € 99,-
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Sitebranding***

(sitebranding in your CI,
1 day ROS)

Controlled	CPM € 99,-
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HOSTING-COSTS	KB	TKP-EUR
to	150	no charge
from	150	à € 0.10
from	501	à € 0.25
from	1,001	à € 0.35
from	5,001	à € 0.75
from	10,001	à € 1.05

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

** on selected platforms

*** also mobile (subject to availability)



mobile advertising

Always close to the user. The mobile websites and apps of VGN Digital offer a wide range of possibilities: full screen, playful or contextual. The execution of mobile advertising is highly versatile.



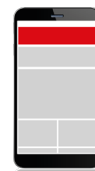
Understitial Ad
(mp4 video + 320x180 px
image above 320x50 px)

CPM € 51,-



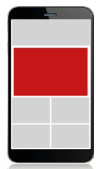
Cube Ad
(4 images 250x250 px,
40 kB- for all 4 sides)

CPM € 60,-



MMA Banner
(300x50 px, 40 kB)

CPM € 30,-



Mobile Content Ad
(300x250 px , max. 40 kB,
HTML5)

CPM € 33,-



Inline Video Ad
(mp4 video 320x180 px)

CPM € 60,-



Slideshow Ad
(1-5 Bilder, 320x480 px, 40 kB
per image)

CPM € 60,-

mobile advertising TV-MEDIA app



Resize Ad
(320x250 px, max. 40 kB / Close
Button 50x50px visual image)

CPM € 60,-



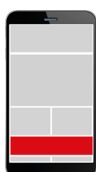
Gallery Ad
(320x250px, max. 40 kB)

CPM € 60,-



Content Video Ad
(mp4 video 320x180 px, image
above video 320x70 px)

CPM € 60,-



Download Push Ad
(320x50 or 320x150 or
320x250 px, max. 40 kB)

CPM € 60,-



Fullscreen Video Ad
(mp4 video 320x180 px)

CPM € 60,-



Trailer Ad
(320x50 px, mp4 video
320x180 px)

CPM € 60,-



Strong communities lead to engagement. A large variety of interactive solutions build up valuable target audiences, generate leads and increase conversion on your website.



Social Media Posting

(incl. text and one correctional loop)

from	€ 550,-
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- Quizzes
- Animated games
- Votes
- Photo contest
- and many more

 Spiele
 Shop

 REGISTRIERUNG

Fashion Beauty Gesundheit Liebe **Leben** Society Aktionen Videos



Wie wird die Goldnachfrage durch die Covid-19-Pandemie beeinflusst? Wie hat sich der Goldpreis in den vergangenen Jahrzehnten entwickelt, und wie lässt sich die langfristige Wertbeständigkeit des Edelmetalls anhand historischer Beispiele veranschaulichen? Unsere Infografik liefert alle Antworten auf einen Blick.



Interactive tool memory

Advertorial with dynamic info graphic



content marketing

Additional value that counts. Relevant content and increase in brand value are beneficial for advertisers and users.



Channel Sponsoring

Exclusive cooperation partnership within the channel. Three permanent banner placements: Premium AD, Content Banner and Medium Rectangle integration of a service tool. Independent editorial content on the defined subject.

from € 3,000,-/month*



Content Hub

Overview page on selected portal, links to the customer website, illustration of editorial articles, newsletter, pool content.

from € 15,000,-



Collage

Up to 10 pictures with link to your website. Advertisement with advertorial teaser (250,000 AIs) in relevant environment.

from € 5,500,-



Content Hub Genericon

Channel Sponsoring KSV1870



Cool Shadows

Das Sonnenlicht als natürliche Lichtquelle für den Menschen ist unser Werkstoff. Als Premiumhersteller zeigen wir mit dem neuen Imagespot unsere Passion aus einem gänzlich neuen Blickwinkel. Ein Spiel aus Licht und Schatten, aus Leichtigkeit und Lebensfreude...

Links zum Thema

[HELLA's Website](#)
[Jalousien, Markisen, Rollläden](#)
[AI Smart Living](#)

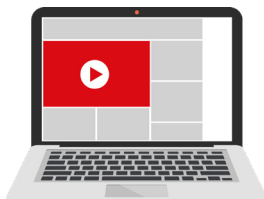


Content Hub HELLA



audio- and video

The bigger picture: nothings combines information and emotion as well as moving images and sound do.



Pre- und Post Rolls
mpeg or wav, max. 800kB

15 sec. controlled	CPM € 40,-
20 sec. controlled	CPM € 50,-
30 sec. controlled	CPM € 60,-



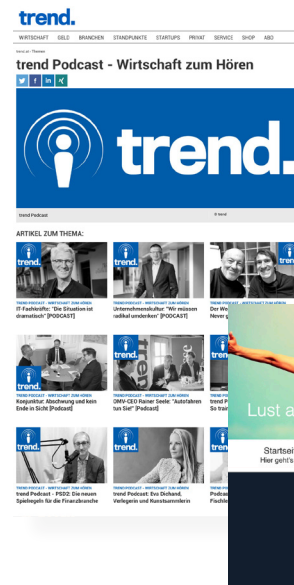
Podcast
Audio playing before podcast

Price upon request

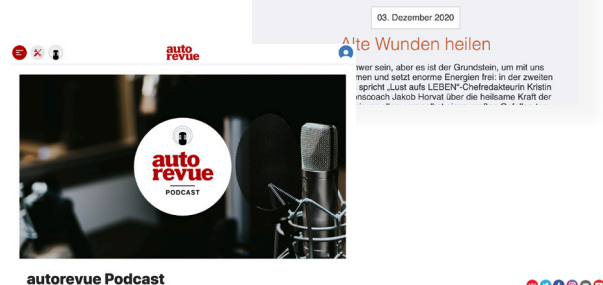


Videoproduction
Report, Portrait, Making of, Tutorial (length:
max. 3 Min./ 3x 1 min., Briefing and
editorial concept incl. interview guide)

from € 2,500,-



podcast



video production



contact

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