

VGN RATE CARD 2021

Valid from 01. 01. 2021

comm unication unlimited

Content:

- 1** VGN-Combined Rates
- 2** autorevue
- 3** e-media
- 4** GOLF REVUE
- 5** GUSTO
- 6** Lust aufs LEBEN
- 7** News
- 8** trend.PREMIUM
- 9** trend.EDITION
- 10** TV-MEDIA
- 11** WOMAN
- 12** Yachtrevue
- 13** Ad-Specials
- 16** VGN Digital
- 17** VGN Facts

auto
revue

e**media**

GOLF REVUE

GUSTO

lo**la**

Lust
aufs
LEBEN

News

trend.

tv**media**

woman

yacht
revue

VGN DIGITAL

Run-over-Group: VGN Combined Rates 2021

8 VGN magazin brands with a combined range. Reach your advertising relevant target audience - high income, purchasing power and heads of household - under attractive terms.



Best Reach Statistics

1.5 million Readership
1.8 million Contacts

Relevant Advertising Audiences

782,000 Status ABC1
820,000 Purchasing Power, Levels 1–3
882,000 HH Net Income from € 3,000.–
880,000 Heads of Household

Cost per Thousand Contacts (CPT)

€ 53 overall population from 14 years

Ad Rates & Discounts



Facts & Figures

Frequency of publication:
Monthly, Friday

ÖAK 1st half of 2021:

Distributed

circulation: 37,456

there of 11,387 e-paper

Subscriptions:

20,842

there of 6,239 e-paper

Share of subscriptions:

53 %

MA 20/21:

Readers: 219,000

Total reach: 2.9 %

Reach Men: 5.0 %

Core target group: Men,

ABC1 demographic

Reach within target group:

5.9 %

Contact:

International Sales Team,
Vienna/Representing
partners see page 17

Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 24,880.-
1/1 page:	185 x 250	210 x 280	€ 12,440.-
3/4 page vertical:	138 x 250	150 x 280	€ 10,460.-
3/4 page horizontal:	185 x 185	210 x 200	€ 10,460.-
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	€ 7,140.-
1/2 page horizontal:	185 x 125	210 x 140	€ 7,140.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,830.-
1/3 page horizontal:	185 x 80	210 x 90	€ 4,830.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,760.-
1/4 page horizontal:	185 x 60	210 x 70	€ 3,760.-
1/4 box*:	90 x 125	—	€ 3,760.-

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. * 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	€ 14,310.-
Cover page 3	€ 14,310.-
Cover page 4	€ 14,930.-
Cover page 2 and page 3	€ 28,000.-

Surcharges

Special formats: upon request

Requested placement: € 1,110.-

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

Ad Rates & Discounts



Facts & Figures

Frequency of publication:
Monthly, Friday

ÖAK 1st half of 2021:
Distributed
circulation: 28,726
there of 12,625 e-paper
Subscriptions:
16,633
there of 5,891 e-paper
Share of subscriptions:
58 %

MA 20/21:
Readers: 98,000
Total reach: 1.3 %
Core target group:
Men, ABC1 demographic
Reach within target group:
1.9 %

Contact:

International Sales Team,
Vienna/Representing
partners see page 17

Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 17,780.-
1/1 page:	185 x 250	210 x 280	€ 8,890.-
3/4 page vertical:	138 x 250	150 x 280	€ 7,730.-
3/4 page horizontal:	185 x 185	210 x 200	€ 7,730.-
2/3 page vertical:	121 x 250	135 x 280	€ 7,100.-
2/3 horizontal:	185 x 167	210 x 182	€ 7,100.-
1/2 page vertical:	90 x 250	104 x 280	€ 6,170.-
1/2 horizontal:	185 x 125	210 x 140	€ 6,170.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,570.-
1/3 horizontal:	185 x 80	210 x 90	€ 4,570.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,750.-
1/4 horizontal:	185 x 60	210 x 70	€ 3,750.-
1/4 box*:	90 x 125	—	€ 2,830.-

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	€ 10,670.-
Cover page 3	€ 10,220.-
Cover page 4	€ 10,670.-
Cover page 2 and page 3	€ 21,340.-

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

Ad Rates & Discounts

DAS OFFIZIELLE
MAGAZIN DES
ÖSTERREICHISCHEN
GOLF-VERBANDES



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)

Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	–	420 x 280	€ 11,310.–
1/1 page:	185 x 250	210 x 280	€ 5,660.–
1/2 page vertical:	90 x 250	104 x 280	€ 3,140.–
1/2 page horizontal:	185 x 125	210 x 140	€ 3,140.–
1/3 page vertical:	60 x 250	74 x 280	€ 2,070.–
1/3 page horizontal:	185 x 80	210 x 90	€ 2,070.–
1/4 page vertical:	43 x 250	58 x 280	€ 1,730.–
1/4 page horizontal:	185 x 60	210 x 70	€ 1,730.–
1/4 box*:	90 x 125	–	€ 1,730.–

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	€ 6,580.–
Cover page 3	€ 6,580.–
Cover page 4	€ 6,900.–
Cover page 2 and page 3	€ 12,340.–

Surcharges

Special formats: upon request

Requested placement: € 500.–

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

Contact:

International Sales Team,
Vienna/Representing
partners see page 17

Ad Rates & Discounts



Facts & Figures

Frequency of publication:
Monthly, Thursday

ÖAK 1st half of 2021:
Distributed
circulation: 27,649
there of 12,347 e-paper
Subscriptions:
12,330
there of 1,937 e-paper
Share of subscriptions:
33 %

MA 20/21:
Readers: 467,000
Total reach: 6.2 %
Reach Women: 9.4 %
Core target group:
Women, 30+ years,
ABC1 demographic
Reach within target group:
10.6 %

Contact:

International Sales Team,
Vienna/Representing
partners see page 17

Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 25,260.-
1/1 page:	185 x 250	210 x 280	€ 12,630.-
3/4 page vertical:	138 x 250	150 x 280	€ 10,720.-
3/4 page horizontal:	185 x 185	210 x 200	€ 10,720.-
2/3 page vertical:	121 x 250	135 x 280	€ 9,580.-
2/3 page horizontal:	185 x 167	210 x 182	€ 9,580.-
1/2 page vertical:	90 x 250	104 x 280	€ 7,170.-
1/2 page horizontal:	185 x 125	210 x 140	€ 7,170.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,990.-
1/3 page horizontal:	185 x 80	210 x 90	€ 4,990.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,820.-
1/4 page horizontal:	185 x 60	210 x 70	€ 3,820.-
1/4 box*:	90 x 125	—	€ 3,820.-

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	€ 15,200.-
Cover page 4	€ 15,200.-
Cover page 2 and page 3	€ 30,420.-

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

Ad Rates & Discounts



Facts & Figures

Frequency of publication:
6x year

ÖAK 1st half of 2021:

Distributed

circulation: 19,522

there of 6,809 e-paper

Subscriptions:

8,936

there of 2,455 e-paper

Share of subscriptions:

46 %

Contact:

International Sales Team,
Vienna/Representing
partners see page 17

Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 16,760.-
1/1 page:	185 x 250	210 x 280	€ 8,380.-
3/4 page vertical:	138 x 250	150 x 280	€ 7,180.-
3/4 page horizontal:	185 x 185	210 x 200	€ 7,180.-
2/3 page vertical:	121 x 250	135 x 280	€ 6,550.-
2/3 page horizontal:	185 x 167	210 x 182	€ 6,550.-
1/2 page vertical:	90 x 250	104 x 280	€ 6,030.-
1/2 page horizontal:	185 x 125	210 x 140	€ 6,030.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,600.-
1/3 page horizontal:	185 x 80	210 x 90	€ 4,600.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,850.-
1/4 page horizontal:	185 x 60	210 x 70	€ 3,850.-
1/4 box*:	90 x 125	—	€ 3,430.-

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	€ 9,800.-
Cover page 4	€ 10,210.-
Cover page 2 and page 3	€ 19,590.-

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/lustaufsleben

Ad Rates & Discounts



Facts & Figures

Frequency of publication:
Weekly, Friday

ÖAK 1st half of 2021:
Distributed
circulation: 51,667
there of 11,217 e-paper
Subscriptions:
26,425
there of 8,354 e-paper
Share of subscriptions:
51 %

MA 20/21:
Readers: 159,000
Total reach: 2.1 %
Core target group: 25+ years,
ABC1 demographic
Reach within target group:
2.5 %

Contact:

International Sales Team,
Vienna/Representing
partners see page 17

Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 25,340.-
1/1 page:	185 x 250	210 x 280	€ 12,670.-
3/4 page vertical:	138 x 250	150 x 280	€ 11,000.-
3/4 page horizontal:	185 x 185	210 x 200	€ 11,000.-
2/3 page vertical:	121 x 250	135 x 280	€ 10,150.-
2/3 page horizontal:	185 x 167	210 x 182	€ 10,150.-
1/2 page vertical:	90 x 250	104 x 280	€ 8,830.-
1/2 page horizontal:	185 x 125	210 x 140	€ 8,830.-
1/3 page vertical:	60 x 250	74 x 280	€ 6,290.-
1/3 page horizontal:	185 x 80	210 x 90	€ 6,290.-
1/4 page vertical:	43 x 250	58 x 280	€ 5,070.-
1/4 page horizontal:	185 x 60	210 x 70	€ 5,070.-
1/4 box*:	90 x 125	—	€ 5,070.-

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 %
Cover page 2	€ 15,030.-
Cover page 3	+ 15 %
Cover page 4	€ 15,940.-
Cover page 2 and page 3	€ 28,840.-

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

Ad Rates & Discounts



Facts & Figures

Frequency of publication:
Monthly

ÖAK 1st half of 2021:
Distributed
circulation: 43,459
there of 10,214 e-paper
Subscriptions:
19,275
there of 7,302 e-paper
Share of subscriptions:
44 %

MA 20/21:
Readers: 75,000
Total reach: 1.0 %
Core target group:
AB demographic,
Sole- and Co-
Decisionmakers
Reach within target group:
2.0 %

Contact:

International Sales Team,
Vienna/Representing
partners see page 17

Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 27,500.-
1/1 page:	185 x 250	210 x 280	€ 13,750.-
3/4 page vertical:	138 x 250	150 x 280	€ 11,470.-
3/4 page horizontal:	185 x 185	210 x 200	€ 11,470.-
2/3 page vertical:	121 x 250	135 x 280	€ 10,410.-
2/3 page horizontal:	185 x 167	210 x 182	€ 10,410.-
1/2 page vertical:	90 x 250	104 x 280	€ 8,750.-
1/2 page horizontal:	185 x 125	210 x 140	€ 8,750.-
1/3 page vertical:	60 x 250	74 x 280	€ 6,110.-
1/3 page horizontal:	185 x 80	210 x 90	€ 6,100.-
1/4 page vertical:	43 x 250	58 x 280	€ 4,950.-
1/4 page horizontal:	185 x 60	210 x 70	€ 4,950.-
1/4 box*:	90 x 125	—	€ 4,330.-

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.

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
Cover page 2	€ 15,940.-
Cover page 4	€ 16,670.-
Cover page 2 and page 3	€ 31,750.-
page 4 and 5	€ 27,560.-

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

Ad Rates & Discounts



Facts & Figures

Frequency of publication:
five times a year

Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 28,880.–
1/1 page:	185 x 250	210 x 280	€ 14,440.–
3/4 page vertical:	138 x 250	150 x 280	€ 12,340.–
3/4 page horizontal:	185 x 185	210 x 200	€ 12,340.–
2/3 page vertical:	121 x 250	135 x 280	€ 10,930.–
2/3 page horizontal:	185 x 167	210 x 182	€ 10,930.–
1/2 page vertical:	90 x 250	104 x 280	€ 9,910.–
1/2 page horizontal:	185 x 125	210 x 140	€ 9,910.–
1/3 page vertical:	60 x 250	74 x 280	€ 6,420.–
1/3 page horizontal:	185 x 80	210 x 90	€ 6,420.–
1/4 page vertical:	43 x 250	58 x 280	€ 5,200.–
1/4 page horizontal:	185 x 60	210 x 70	€ 5,200.–
1/4 box*:	90 x 125	–	€ 4,550.–

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
Cover page 2	€ 16,740.–
Cover page 4	€ 17,510.–
Cover page 2 and page 3	€ 33,340.–
page 4 and 5	€ 31,040.–

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

Contact:

International Sales Team,
Vienna/Representing
partners see page 17

Ad Rates & Discounts



Facts & Figures

Frequency of publication:
Weekly, Wednesday

ÖAK 1st half of 2021:

Distributed

circulation: 130,498

there of 18,688 e-paper

Subscriptions: 93,633

there of 16,888 e-paper

Share of subscriptions:

72 %

MA 20/21:

Readers: 485,000

Total reach: 6.4 %

Core target group: 25+

years, ABC1 demographic

Reach within target group:

6.8 %

Contact:

International Sales Team,
Vienna/Representing
partners see page 17

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	€ 14,670.-
3/4 page horizontal:	185 x 185	210 x 200	€ 14,670.-
2/3 page horizontal:	185 x 167	210 x 182	€ 12,680.-
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	€ 8,730.-
1/4 page vertical:	43 x 250	58 x 280	€ 7,380.-
1/4 page horizontal:	185 x 60	210 x 70	€ 7,380.-
1/4 box*:	90 x 125	—	€ 5,650.-

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	€ 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 and at www.vgn.at/produktionsinfos

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

www.vgn.at/tv-media

Ad Rates & Discounts



Facts & Figures

Frequency of publication:
Fortnightly, Thursday

ÖAK 2nd half of 2020:

Distributed

circulation: 122,310

there of 15,960 e-paper

Subscriptions: 45,051

there of 10,394 e-paper

Share of subscriptions:

37 %

MA 20/21:

Readers: 288,000

Total reach: 3.8 %

Reach Women: 6.3 %

Core target group: Women

20-49, ABC 1 demographic

Reach within target group:

7.0 %

Contact:

International Sales Team,
Vienna/Representing
partners see page 17

Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	372 x 246	420 x 275	€ 34,860.-
1/1 page:	169 x 246	210 x 275	€ 17,430.-
2/3 page vertical:	115 x 246	130 x 175	€ 14,820.-
2/3 page horizontal:	169 x 157	210 x 170	€ 14,820.-
1/2 page vertical:	89 x 246	104 x 275	€ 13,070.-
1/2 page horizontal:	169 x 122	210 x 135	€ 13,070.-
1/3 page vertical:	59 x 246	74 x 275	€ 9,580.-
1/3 page horizontal:	169 x 75	210 x 88	€ 9,580.-
1/4 page vertical:	43 x 246	58 x 275	€ 7,850.-
1/4 page horizontal:	169 x 52	210 x 65	€ 7,850.-
1/4 box*:	89 x 120	—	€ 6,450.-

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, Editors Choice, Best Bag	€ 20,060.-
Cover page 3	€ 20,060.-
Cover page 4	€ 20,910.-
Page 4 and page 5	€ 40,080.-
Cover page 2 and page 3	€ 41,830.-

Surcharges

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

Cooperation ads: 10 % on booked format

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

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: 16,500*

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

Contact:

International Sales Team,
Vienna/Representing
partners see page 17

Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 10,100.-
1/1 page:	185 x 250	210 x 280	€ 5,050.-
3/4 page vertical:	138 x 250	150 x 280	€ 4,050.-
3/4 page horizontal:	185 x 185	210 x 200	€ 4,050.-
2/3 page vertical:	121 x 250	135 x 280	€ 3,600.-
2/3 page horizontal:	185 x 167	210 x 182	€ 3,600.-
1/2 page vertical:	90 x 250	104 x 280	€ 2,680.-
1/2 page horizontal:	185 x 125	210 x 140	€ 2,680.-
1/3 page vertical:	60 x 250	74 x 280	€ 1,800.-
1/3 page horizontal:	185 x 80	210 x 90	€ 1,800.-
1/4 page vertical:	43 x 250	58 x 280	€ 1,460.-
1/4 page horizontal:	185 x 60	210 x 70	€ 1,460.-
1/4 box*:	90 x 125	—	€ 1,460.-
1/8 page vertical:	43 x 125	—	€ 770.-
1/8 page horizontal:	185 x 29	—	€ 770.-

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	€ 5,800.-
Cover page 3	€ 5,800.-
Cover page 4	€ 6,060.-
Cover page 2 and page 3	€ 10,880.-

Surcharges

Special/requested placement: € 480.-

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

Ad-Specials: Ad Rates & Discounts

Inserts

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

	e-media • News TV-MEDIA • WOMAN		Lust auf LEBEN trend.PREMIUM		autorevue • GOLF REVUE • GUSTO • Yachtrevue	
per one thousand	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

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
Minimum volume: upon request

	News TV-MEDIA • e-media*		Lust aufs LEBEN* trend.PREMIUM*		autorevue* • GOLF REVUE* GUSTO* • Yachtrevue*		WOMAN*	
per one thousand	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 %

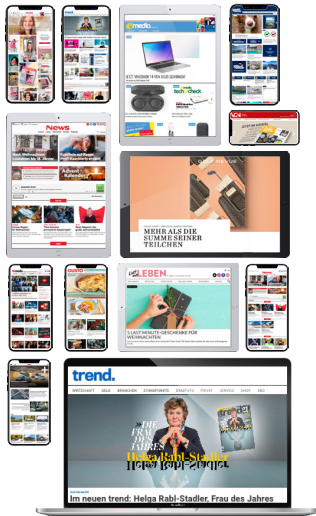
The supplements or inserts can be booked in one or more magazines within one calendar year as long as the respective minimum number of copies is considered. Reach your target group at extremely competitive prices.

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 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.

Digital: Advertising formats & rates



Display- and mobile advertising



Super Banner XL

(960x100 px)

RON* CPM € 25.–
Controlled CPM € 33.–



Premium Ad

(960x100 px)

RON* CPM € 39.–
Controlled CPM € 51.–



Content Banner

(600x100 px)

RON* CPM € 15.–
Controlled CPM € 20.–



L-AD

(728x90 px + 160x600 px)

RON* CPM € 39.–
Controlled CPM € 51.–



Halfpage Ad/Sitebar

(300x600 px)

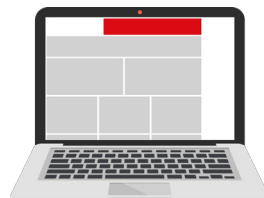
RON* CPM € 39.–
Controlled CPM € 51.–



Skyscraper

(160x600 px)

RON CPM € 25.–
Controlled CPM € 33.–



Superbanner

(728x90 px)

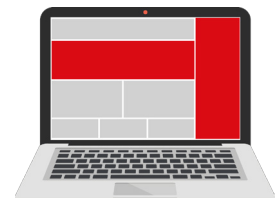
RON* CPM € 15.–
Controlled CPM € 20.–



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.–



Understitial Ad

(mp4 video + 320x180 px
visual image 320 x 50 px)

CPM € 51.–



Cube Ad

(images 250x250 px,
40 kB– for all 4 slides)

CPM € 60.–



MMA Banner

(300x50px, 40kB)

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 images, 320x480px,
40kB per image)

CPM € 60.–

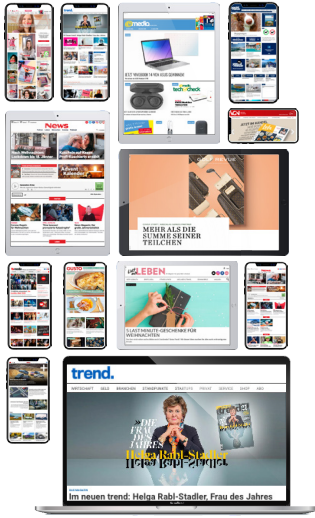
Contact:

International Sales Team,
Vienna/Representing
partners see page 17

*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

Digital: Advertising formats & rates



Facts & Figures

10 VGN websites
+ AT traffic SPIEGEL ONLINE

Total reach: 23.9 %*
Visits: 7.9 Mio.**
Page Impressions: 39 Mio.**
Unique Clients: 3.5 Mio.**
Target group: 56.9 % ABC1*

* ÖWA Plus 2019 - IV

** Sources: ÖWA Basic QS 10-12 2020 + site statistic

Multiscreen formats & large scale formats



UAP (Universal Ad Package)**
(Medium Rectangle, Super Banner or Skyscraper)

RON CPM € 18.–
Controlled TKP € 24.–



Medium Rectangle** /
Advertorial Teaser
(300x250 px)

RON CPM € 25.–
Controlled CPM € 33.–



Sitebar/Halfpage AD**/
Understitial

(dynamic 1:2 300x600 px)
RON CPM € 39.–
Controlled CPM € 51.–



Fireplace
(960x100 px, 160x600px plus
hexadecimal code)

Controlled CPM € 69.–



Videowall

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

Controlled CPM € 99.–



Fireplace & Billboard
(960x100 px, 160x600 px plus
hexadecimal code)

Controlled CPM € 79.–



Fireplace & Fishtank
(960x900 px, plus hexadecimal
code)

Controlled CPM € 99.–



Sitebranding
(sitebranding in your CI,
1 day ROS)

Controlled CPM € 99.–

**also mobile (subject to availability)

TV MEDIA App



Resize Ad
(320x250px, max. 40kB / Close
button 50x50px visual image)

CPM € 60.–



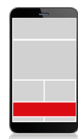
Gallery Ad
(320x250px, max. 40kB)

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. 40kB)

CPM € 60.–



Fullscreen Video Ad
(mp4 video 320x180 px)

CPM € 60.–



Trailer Ad
(320x50 px, mp4-Video
320x180 px)

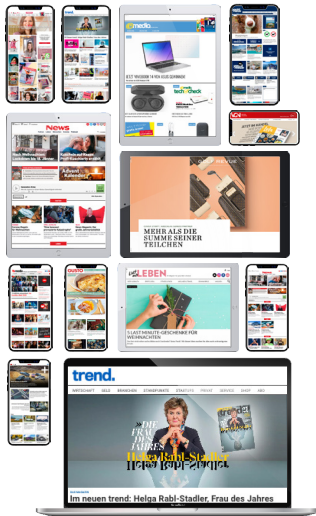
CPM € 60.–

Contact:

International Sales Team,
Vienna/Representing
partners see page 17

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)

Digital: Advertising formats & rates



Interaction & content marketing



Video production

Coverage, portrait, making of, tutorial (max. 3 Min./ 3x1 Min., briefing and editorial concept incl. interview guide)

Video from 2,500.-



Social Media Posting

(incl. tet and one 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



Interactive Contest

(Landing Page, teaser, newsletter, social media post)

Price on request

in combination with:



Advertorial Teaser

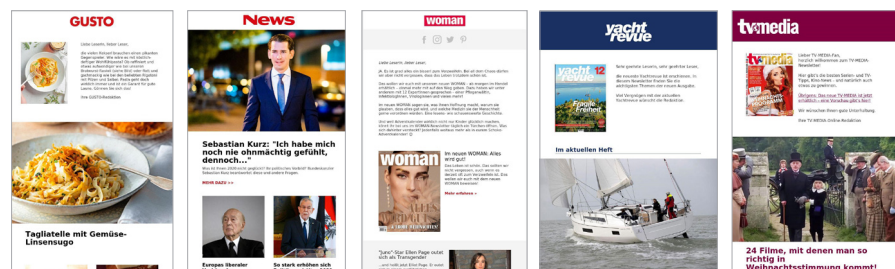


Social Media Posting



Newsletter

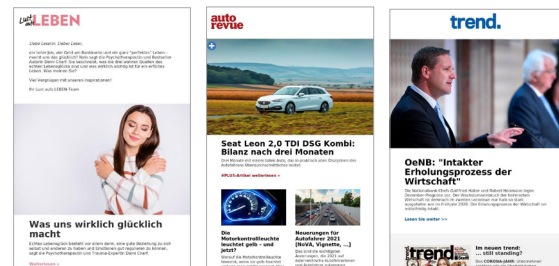
Newsletter



Advertorial teaser in the newsletter from € 500.-

Contact:

International Sales Team,
Vienna/Representing
partners see page 17



VGN Facts

Management:

Horst Pirker (CEO and chairman)
Claudia Gradwohl (CHRO)
Helmut Schoba (CSO/COO)
Susanne Herzeg (CFO)

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

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, 2021
 (subject to change)

Business Intelligence

Media Analytics

Manuel Holub

Tel.: +43 1 213 12 ext. 6808
 holub.manuel@vgn.at

VGN Managing Directors

Mag. Helmut Schoba

GUSTO, Lola, Lust aufs LEBEN,
 Yachtrevue
Tel.: +43 1 213 12 ext. 6500
 schoba.helmut@vgn.at

Gerhard Krispl

GOLF REVUE
Tel.: +43 699/17 840 850
 gerhard.krispl@golf-revue.at

Waltraud Kosch

TV-MEDIA, e-media
Tel.: +43 1 213 12 ext. 6508
 kosch.waltraud@vgn.at

Mag. Siglinde Purrer

WOMAN
Tel.: +43 1 213 12 ext. 6377
 purrer.siglinde@vgn.at

Mag. Ralf Six

autorevue, News, trend.
Tel.: +43/1/213 12 ext. 6177
 six.ralf@vgn.at

VGN Digital Sales

Michael Drexler

CSO Digital
Tel.: +43 1 213 12 ext. 5477
 drexler.michael@vgn.at

International Sales

Mag.^a Neslihan Bilgin

Managing Director
Tel.: +43 1 213 12 ext. 6333
 bilgin.neslihan@vgn.at

Representing Partners

Germany

Gruner + Jahr AG & Co KG
 Am Baumwall 11
 DE-20459 Hamburg
 Claudia Scheil
 +49 40 37 03 29 44
 scheil.claudia@guj.de

Italy

G + J International Sales Italy SRL
 Via Benedetto Marcello, 4
 IT-20124 Milano
 Alessia Francesconi
 +39 02 2052 6724
 francesconi.alessia@guj.de

Greece

Globvy A.E.
 64B Kifissias Avenue
 GR -15125 Maroussi
 Hara Koutelou
 +30 211 0129600
 info@globvy.com

Japan

Tandem Inc.
 Kyodo Bldg. 4F/Room 405,
 7-15-5- Ginza, Chou-ku
 Tokyo 104-0061, Japan
 Yutaka Mogi
 +81 3 3541 41 66
 y.mogi@tandem-inc.com