

PRICE LIST₂₀₂₂





Community-Based-Publishing

FOR ALL THOSE
WHO MATTER.

PRINT

1.5 mil.
readers

1.8 mil.
gross reach

20,1%
of Austian households

466,224
distributed copies,
incl. 97,392 as a e-journal

231,493
subscriptions,
incl. 57,998 as a e-journal

DIGITAL

5.6 mil.
visits

2.6 mil.
unique clients

1.0 mil.
social media Followers

243,000
newsletter recipients

31.9%
reach of
Austrian
internet users

Source: ÖAK 2. Hj. 2021;
MA 21, reach: autorevue, e-media, GUSTO, News, trend.PREMIUM, TV-MEDIA, WOMAN,
ÖWA December 2021; ÖWA+ 2019 - IV; Social Media (Facebook, Twitter, Instagram, Pinterest) & Newsletter
(Values are subject to fluctuations of +/- 5 %) according to publishers information



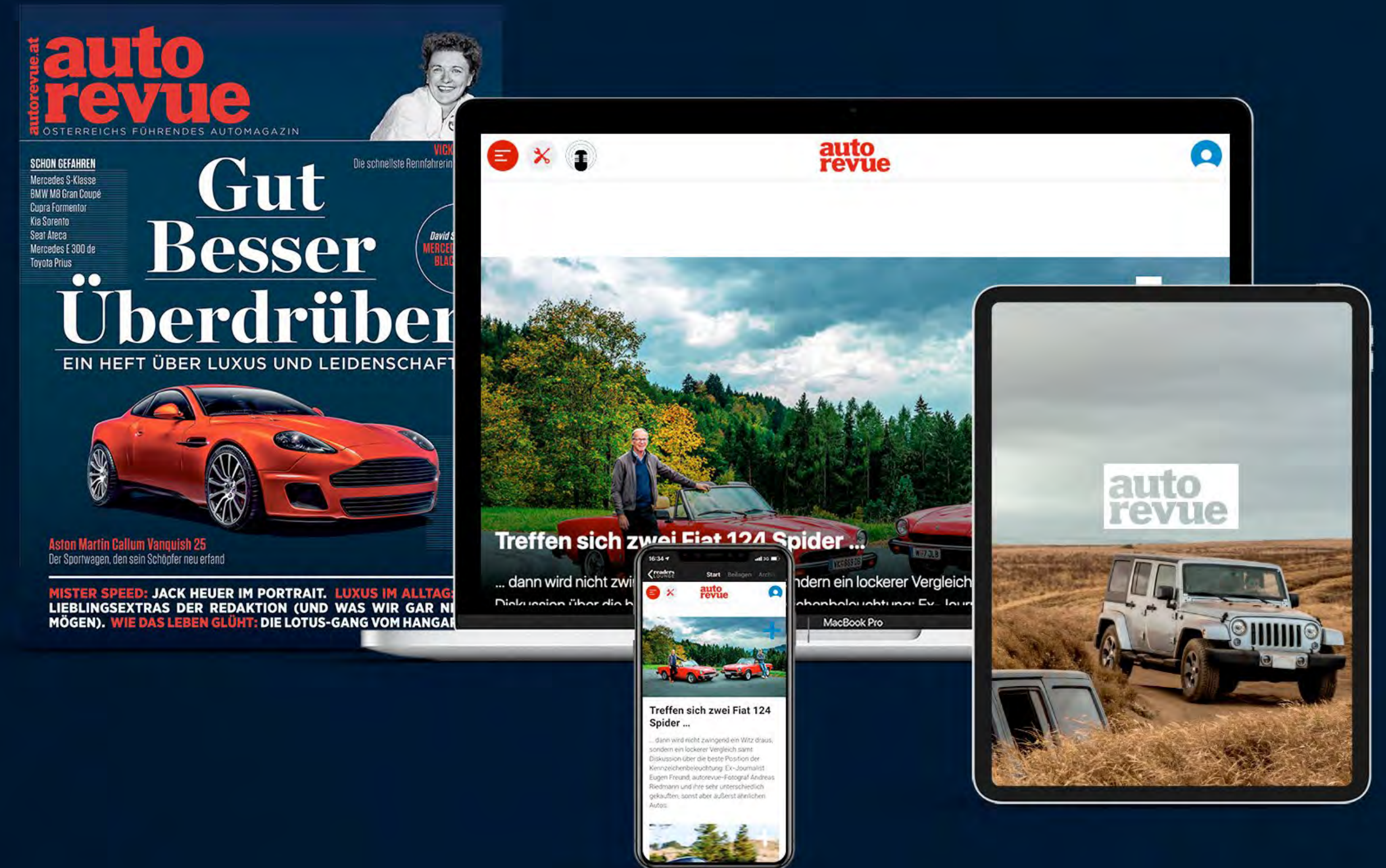
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FACTS & FIGURES

AUTOREVUE

For people who have a cult
obsession with cars and always will have.

autorevue is not just about cylinders and kilowatts.
It's about emotion and literary ambition too. Austria's
most extraordinary car magazine uniquely combines
competent information about the latest developments
and models with exciting stories.



1 AUDIENCE

PRINT

Distributed Circulation: 39,280 Copies (incl. 11,177 as a e-journal)
 Subscriptions: 20,087 Copies (incl. 6,055 as a e-journal)
 Share of Subscriptions: 51,1 %
 Readers: 224,000
 Total Reach: 3.0 %
 Reach Male: 5.2 %
 Core Target Audience: Male, ABC1 Status
 Reach within Core Target Audience: 5.5 %
 Gender: 14.4 % Female 85.6 % Male
 Ratio ABC1 Status: 57.2 %
 Average Household Income: € 3,897.–

DIGITAL – autorevue.at

Visits: 457,165
 Page Impressions: 591,267
 Unique Clients: 364,945
 Gender: 17.8 % Female 82.2 % Male
 Age: 67.2 % < 50 years
 Status: 64.8 % ABC1

Social Media

Facebook: 168,699
 Twitter: 3,660
 Instagram: 1,735

Newsletter

Recipients: 31,000–33,000 (Sent Mon, Thu)
 Opening Rate: 31.9 %

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 25,380.–
1/1 page:_____	€ 12,690.–
3/4 page:_____	€ 10,670.–
2/3 page:_____	€ 9,370.–
1/2 page:_____	€ 7,280.–
1/3 page:_____	€ 4,990.–
1/4 page:_____	€ 3,840.–
1/4 Box*:_____	€ 3,840.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 14,600.–
Cover page 3_____	€ 14,600.–
Cover page 4_____	€ 15,230.–
Cover page 2 & page 3_____	€ 28,560.–

SURCHARGES

Special placement: upon request

Requested placement: **€ 1,110.–**

Cooperation ads: **10%** on booked format

Surcharges subject to discount.

VGN PERFORMANCE-DISCOUNT

The VGN Performance-Discout can be applied:

- within one 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 %

ADVERTS & DESIGN COSTS

Art direction, conception, design, captioning and reproduction are carried out on the basis of the customers information and documents.

As a flat rate, we charge **€1,335.–** for single pages and **€2,250.–** for 2/1 pages. The photo costs for any photo material that must be purchased, will be charged separately and at cost.

The VGN Performance-Discout 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.

PRODUCTION INFORMATION

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@autorevue.at

and at **www.vgn.at/produktionsinfos**

3 FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	396 x 250	420 x 280
1/1 page:	185 x 250	210 x 280
3/4 page vertical:	138 x 250	150 x 280
3/4 page horizontal:	185 x 185	210 x 200
2/3 page vertical:	121 x 250	135 x 280
2/3 page horizontal:	185 x 167	210 x 182
1/2 page vertical:	90 x 250	104 x 280
1/2 page horizontal:	185 x 125	210 x 140
1/3 page vertical:	60 x 250	74 x 280
1/3 page horizontal:	185 x 80	210 x 90
1/4 page vertical:	43 x 250	58 x 280
1/4 page horizontal:	185 x 60	210 x 70
1/4 Box*:	90 x 125	–

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.
Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)

PUBLICATION DATE

1. QUARTER

12/21 + 01/22	Fri	03.12.2021
02/22	Fri	21.01.2022
03/22	Fri	25.02.2022
04/22	Fri	25.03.2022

2. QUARTER

05/22	Fri	22.04.2022
06/22	Fri	20.05.2022
07+08/22	Fri	24.06.2022

3. QUARTER

09/22	Fri	26.08.2022
10/22	Fri	23.09.2022

4. QUARTER

11/22	Fri	21.10.2022
12/22 + 01/23	Fri	02.12.2022

Ad deadline: 3 weeks prior to Publication date

Deadline for printing materials:

2 weeks prior to Publication date

4 AD-SPECIALS INSERTS

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

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 157.–
up to 40 grams:_____	€ 172.–
up to 50 grams:_____	€ 182.–
up to 60 grams:_____	€ 192.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 167.–
up to 40 grams:_____	€ 182.–
up to 50 grams:_____	€ 192.–
up to 60 grams:_____	€ 202.–
above 60 grams:_____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

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:

- 4 x per magazine for weekly magazines**
- 2 x per magazine for monthly magazines**

The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.

5 AD-SPECIALS BOUND INSERTS

Minimum volume: upon request
Minimum format: 117 x 148 mm
Maximum format: 210 x 280 mm

TOTAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 170.–
up to 40 grams:_____	€ 195.–
up to 50 grams:_____	€ 210.–
up to 60 grams:_____	€ 220.–
above 60 grams:_____	upon request

PARTIAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 180.–
up to 40 grams:_____	€ 205.–
up to 50 grams:_____	€ 215.–
up to 60 grams:_____	€ 225.–
above 60 grams:_____	upon request

PLEASE NOTE:
All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

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
Rate Card: Valid until 31.12.2022 (subject to change)

AD-SPECIALS LABEL & SACHETS

TIP-ON-CARDS (2-sided)
Minimum format: 60 x 80 mm
Maximum format: 160 x 190 mm
€ 95.– per one thousand

SACHETS
Minimum format: 60 x 80 mm
Maximum format: 120 x 140 mm
Weight: max. 15 g
Thickness: max. 2 mm
€ 120.– per one thousand

Minimum volume: upon request
Additional costs of split runs: €10.00 per one thousand
Booking only possible in connection with at least 1/1 or 2/1!
Placement: Only possible on a right side!
Sachets must be rectangular and withstand a glue temperature of 180°C and a load of approx. 800 - 1,000 kg.
Adhesive tolerances of ±10 mm in all directions.
In the case of **multi-sided stickers**, the closed side must always be processed parallel and closest to the binding.

6 FACTS & FIGURES

EDITOR IN CHIEF

Susanne Hofbauer

MAGAZINE SECTIONS

Revue, New, Tests, Sports,
Lifestyle, Classic, Opinion

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

EDITION PRICE

€ 5.90

FREQUENCY OF PUBLICATION

Monthly

FOR ADVICE PLEASE CONTACT

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You can find
your personal contact person at
www.vgn.at/autorevue-kontakt

All information about your
media planning is always up to date at:
www.vgn.at/autorevue

PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH
FN 183971x HG Vienna,
Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien
IBAN-Code: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Taborstraße 1–3, 1020 Vienna

ARTWORK

anzeigenproduktion@autorevue.at

ADVERTISING DEPARTMENT

Taborstraße 1–3, 1020 Vienna
Tel.: +43 1 213 12-6305
anzeigenabteilung@autorevue.at



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FACTS & FIGURES

E-MEDIA

For the smartest. Technology meets Lifestyle.

As an advisor, guide and lifestyle magazine all in one, **e-media** is Austria's largest and most important brand for technically open-minded people who want to use electronic devices and digital tools optimally – who just want to live smart.



1 AUDIENCE

PRINT

Distributed Circulation: 28,253 Copies (incl. 12,329 as a e-journal)
 Subscriptions: 15,250 Copies (incl. 5,415 as a e-journal)
 Share of Subscriptions: 54.0 %
 Readers: 103,000
 Total Reach: 1.4 %
 Core Target Audience: Male, ABC1 Status
 Reach within Core Target Audience: 2.2 %
 Gender: 28.8 % Female 71.2 % Male
 Ratio ABC1 Status: 59.1 %
 Average Household Income: € 3,765.-

SOCIAL MEDIA

Facebook: 38,504

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 17,980.–
1/1 page:_____	€ 8,990.–
3/4 page:_____	€ 7,820.–
2/3 page:_____	€ 7,180.–
1/2 page:_____	€ 6,240.–
1/3 page:_____	€ 4,620.–
1/4 page:_____	€ 3,790.–
1/4 Box*:_____	€ 2,860.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 10,790.–
Cover page 4_____	€ 10,790.–
Cover page 3_____	€ 10,330.–
Cover page 2 & page 3_____	€ 21,580.–

SURCHARGES

Special placement: **15 %** per placement
 Requested placement: **15 %** per placement
 Cooperation ads: **10%** on booked format
 Surcharges subject to discount.

VGN PERFORMANCE-DISCOUNT

The VGN Performance-Discout can be applied:

- within one 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 %

ADVERTS & DESIGN COSTS

Art direction, conception, design, captioning and reproduction are carried out on the basis of the customers information and documents.

As a flat rate, we charge **€1,335.–**for single pages and **€2,250.–** for 2/1 pages. The photo costs for any photo material that must be purchased, will be charged separately and at cost.

The VGN Performance-Discout 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.

PRODUCTION INFORMATION

Detailed technical guidelines on ad production can be found at
anzeigenproduktion@e-media.at
 and at **www.vgn.at/produktionsinfos**

3 FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	396 x 250	420 x 280
1/1 page:	185 x 250	210 x 280
3/4 page vertical:	138 x 250	150 x 280
3/4 page horizontal:	185 x 185	210 x 200
2/3 page vertical:	121 x 250	135 x 280
2/3 page horizontal:	185 x 167	210 x 182
1/2 page vertical:	90 x 250	104 x 280
1/2 page horizontal:	185 x 125	210 x 140
1/3 page vertical:	60 x 250	74 x 280
1/3 page horizontal:	185 x 80	210 x 90
1/4 page vertical:	43 x 250	58 x 280
1/4 page horizontal:	185 x 60	210 x 70
1/4 Box*:	90 x 125	–

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.
Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)

PUBLICATION DATE

1. QUARTER

01/22	Fri	17.12.2021
02/22	Fri	28.01.2022
03/22	Fri	25.02.2022

2. QUARTER

04/22	Fri	25.03.2022
05/22	Fri	29.04.2022
06/22	Fri	27.05.2022

3. QUARTER

07+08/22	Fri	01.07.2022
09/22	Fri	26.08.2022

4. QUARTER

10/22	Fri	30.09.2022
11/22	Fri	28.10.2022
12/22	Fri	02.12.2022

Ad deadline: 3 weeks prior to Publication date

Deadline for printing materials:

2 weeks prior to Publication date

4 AD-SPECIALS INSERTS

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

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:	€ 123.–
up to 40 grams:	€ 138.–
up to 50 grams:	€ 148.–
up to 60 grams:	€ 158.–
above 60 grams:	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:	€ 133.–
up to 40 grams:	€ 148.–
up to 50 grams:	€ 158.–
up to 60 grams:	€ 168.–
above 60 grams:	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

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:

- 4 x per magazine for weekly magazines
- 2 x per magazine for monthly magazines

The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.

5 AD-SPECIALS BOUND INSERTS

Minimum volume: upon request
Minimum format: 117 x 148 mm
Maximum format: 210 x 280 mm

TOTAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 125.–
up to 40 grams:_____	€ 140.–
up to 50 grams:_____	€ 150.–
up to 60 grams:_____	€ 160.–
above 60 grams:_____	upon request

PARTIAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 135.–
up to 40 grams:_____	€ 150.–
up to 50 grams:_____	€ 160.–
up to 60 grams:_____	€ 170.–
above 60 grams:_____	upon request

PLEASE NOTE:

All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

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
Rate Card: Valid until 31.12.2022 (subject to change)

AD-SPECIALS LABEL & SACHETS

TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm
Maximum format: 160 x 190 mm
€ 95.– per one thousand

SACHETS

Minimum format: 60 x 80 mm
Maximum format: 120 x 140 mm
Weight: max. 15 g
Thickness: max. 2 mm
€ 120.– per one thousand

Minimum volume: upon request
Additional costs of split runs: €10.00 per one thousand
Booking only possible in connection with at least 1/1 or 2/1!
Placement: Only possible on a right side!
Sachets must be rectangular and withstand a glue temperature of 180°C and a load of approx. 800 - 1,000 kg.

Adhesive tolerances of ±10 mm in all directions.
In the case of **multi-sided stickers**, the closed side must always be processed parallel and closest to the binding.

6 FACTS & FIGURES

EDITOR-IN-CHIEF

Goran Miletić

MAGAZINE SECTIONS

Cool Tool, Test & Tipp,
Intelligent, Web & App

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

EDITION PRICE

€ 5.90

FREQUENCY OF PUBLICATION

Monthly

FOR ADVICE PLEASE CONTACT

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Michaela Pöllmann

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You can find
our contact partners at
www.vgn.at/emedia-kontakt

All information about your
media planning is always up to date at:
www.vgn.at/e-media

PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH
FN 183971x HG Vienna,
Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien
IBAN-Code: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Taborstraße 1–3, 1020 Vienna

ARTWORK

anzeigenproduktion@e-media.at

ADVERTISING DEPARTMENT

Taborstraße 1–3, 1020 Vienna
Tel.: +43 1 213 12-6562
anzeigen@e-media.at



GUSTO

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FACTS & FIGURES

GUSTO

For wonderful hosts and people who like to eat well.

They love to cook for themselves and others and have fortunately found the recipe: Sitting together at the table and enjoying every moment.



1 AUDIENCE

PRINT

Distributed Circulation: 37,954 Copies (incl. 12,002 as a e-journal)
Subscriptions: 11,432 Copies (incl. 1,809 as a e-journal)
Share of Subscriptions: 30,1 %
Readers: 484,000
Total Reach: 6.4 %
Reach Female: 10.0%
Core Target Audience: Female, 30+ years, ABC1 Status
Reach within Core Target Audience: 11.3 %
Gender: 79.8 % Female 20.2 % Male
Ratio ABC1 Status: 47.9 %
Average Household Income: € 3,484.–

DIGITAL – gusto.at

Visits: 1,292,031
Page Impressions: 1,928,734
Unique Clients: 610,546
Gender: 75.3 % Female 24.7 % Male
Age: 59.6 % < 50 years
Status: 56 % ABC1

SOCIAL MEDIA

Facebook: 110,805
Instagram: 3,939

NEWSLETTER

Recipients: 43,000-45,000 (Sent Mon, Thr)
Opening Rate: 35.0 %

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 25,640.–
1/1 page:_____	€ 12,820.–
3/4 page:_____	€ 10,880.–
2/3 page:_____	€ 9,720.–
1/2 page:_____	€ 7,280.–
1/3 page:_____	€ 5,060.–
1/4 page:_____	€ 4,200.–
1/4 Box*:_____	€ 3,880.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 15,430.–
Cover page 4_____	€ 15,430.–
Cover page 2 & page 3_____	€ 30,880.–

SURCHARGES

Special placement: **15 %** per placement
Requested placement: **15 %** per placement
Cooperation ads: **10%** on booked format
Surcharges subject to discount.

VGN PERFORMANCE-DISCOUNT

The VGN Performance-Discout can be applied:

- within one calendar year
- within all VGN magazines
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FREQUENCY	DISCOUNT
from 2 ads_____	8 %
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from 4 ads_____	13 %

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PRODUCTION INFORMATION

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3 FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	396 x 250	420 x 280
1/1 page:	185 x 250	210 x 280
3/4 page vertical:	138 x 250	150 x 280
3/4 page horizontal:	185 x 185	210 x 200
2/3 page vertical:	121 x 250	135 x 280
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1/2 page horizontal:	185 x 125	210 x 140
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1/4 page horizontal:	185 x 60	210 x 70
1/4 Box*:	90 x 125	–

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.

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Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)

PUBLICATION DATE

1. QUARTER

01/22	Thr 16.12.2021
02/22	Thr 20.01.2022
03/22	Thr 17.02.2022
04/22	Thr 17.03.2022

2. QUARTER

05/22	Thr 21.04.2022
06/22	Thr 19.05.2022
07+08/22	Wed 15/06/2022

3. QUARTER

09/22	Thr 18.08.2022
10/22	Thr 22.09.2022

4. QUARTER

11/22	Thr 20.10.2022
12/22	Thr 17.11.2022
01/23	Thr 15.12.2022

Ad deadline: 3 weeks prior to Publication date
Deadline for printing materials:
2 weeks prior to Publication date

4 AD-SPECIALS INSERTS

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

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:	€ 157.–
up to 40 grams:	€ 172.–
up to 50 grams:	€ 182.–
up to 60 grams:	€ 192.–
above 60 grams:	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:	€ 167.–
up to 40 grams:	€ 182.–
up to 50 grams:	€ 192.–
up to 60 grams:	€ 202.–
above 60 grams:	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

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:

- 4 x per magazine for weekly magazines
- 2 x per magazine for 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
Rate Card: Valid until 31.12.2022 (subject to change)

5 AD-SPECIALS BOUND INSERTS

Minimum volume: upon request
Minimum format: 117 x 148 mm
Maximum format: 210 x 280 mm

TOTAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 170.–
up to 40 grams:_____	€ 195.–
up to 50 grams:_____	€ 210.–
up to 60 grams:_____	€ 220.–
above 60 grams:_____	upon request

PARTIAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 180.–
up to 40 grams:_____	€ 205.–
up to 50 grams:_____	€ 215.–
up to 60 grams:_____	€ 225.–
above 60 grams:_____	upon request

PLEASE NOTE:

All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

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
Rate Card: Valid until 31.12.2022 (subject to change)

AD-SPECIALS LABEL & SACHETS

TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm
Maximum format: 160 x 190 mm
€ 95.– per one thousand

SACHETS

Minimum format: 60 x 80 mm
Maximum format: 120 x 140 mm
Weight: max. 15 g
Thickness: max. 2 mm
€ 120.– per one thousand

Minimum volume: upon request
Additional costs of split runs: €10.00 per one thousand
Booking only possible in connection with at least 1/1 or 2/1!
Placement: Only possible on a right side!
Sachets must be rectangular and withstand a glue temperature of 180°C and a load of approx. 800 - 1,000 kg.
Adhesive tolerances of ±10 mm in all directions.
In the case of multi-sided stickers, the closed side must always be processed parallel and closest to the binding.

6 FACTS & FIGURES

EDITOR-IN-CHIEF

Anna Wagner

MAGAZINE SECTIONS

Season, Fast Food,
Light & Healthy, Classic & Traditional,
International, Sweets, Regional,
Decoration & Living

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

EDITION PRICE

€ 4.90

FREQUENCY OF PUBLICATION

Monthly

FOR ADVICE PLEASE CONTACT

Klaus Edelhofer

Head of Sales

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You can find
our contact partners at
www.vgn.at/gusto-kontakt

All information about your
media planning is always up to date at:
www.vgn.at/gusto

PUBLISHER & MEDIA OWNER

Gusto GmbH & Co KG
FN 509302z HG Vienna
Taborstraße 1–3, 1020 Vienna
UID: ATU74231636

BANK DETAILS

RLB NÖ/Wien
IBAN-Code: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Taborstraße 1–3, 1020 Vienna

ARTWORK

Tel.: +43 1 213 12-6088
anzeigenproduktion@gusto.at

ADVERTISING DEPARTMENT

Taborstraße 1–3, 1020 Vienna
Tel.: +43 1 213 12-6477
anzeigen@gusto.at



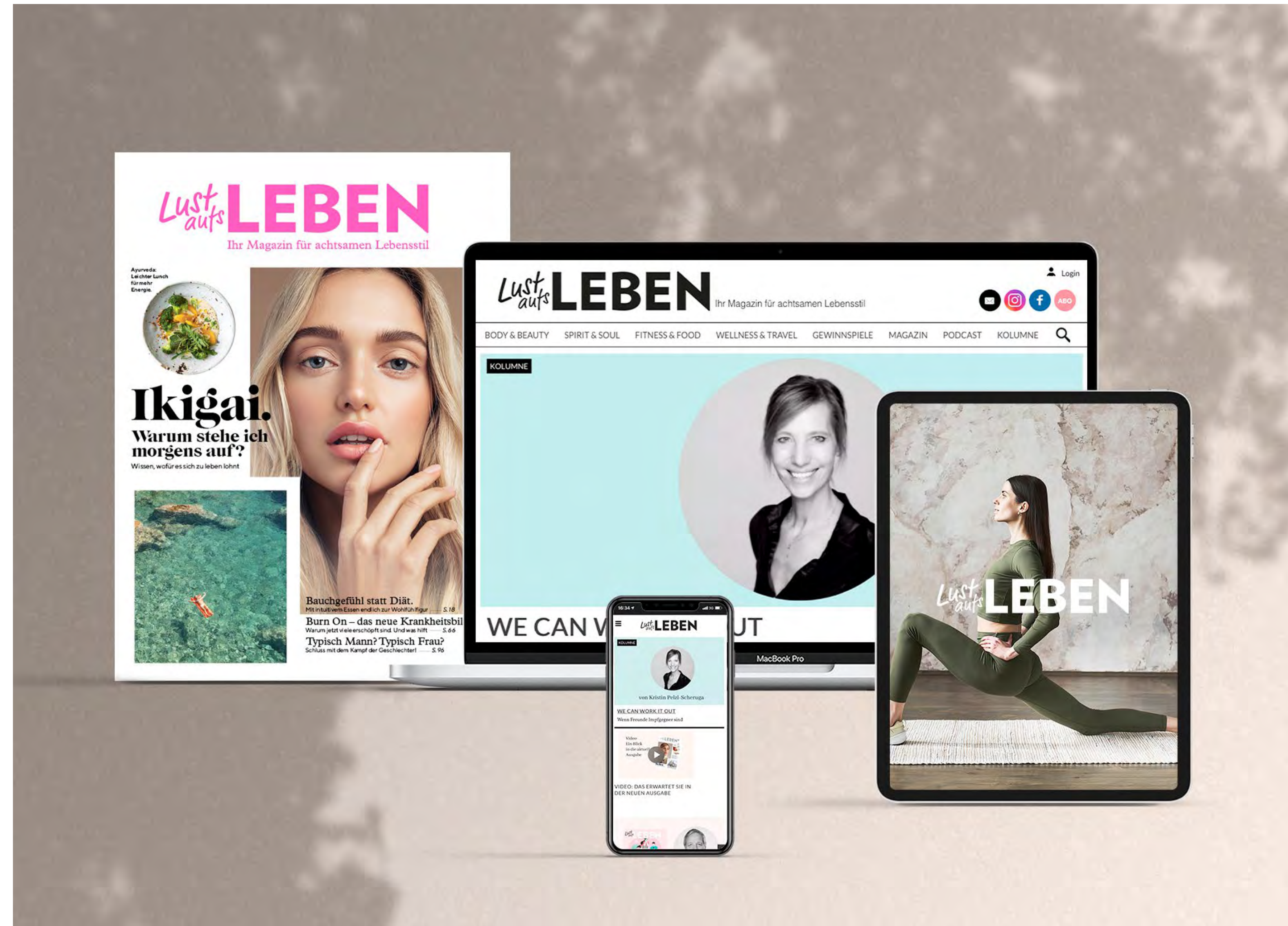
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FACTS & FIGURES

LUST AUFS LEBEN

For people on the path to happiness.

Body and soul, health and mind:
The magazine **Lust aufs LEBEN**
is a personal companion for a relaxed,
healthy and mindful life. It is presented
in a way that's deliberately light-hearted.



1 AUDIENCE

PRINT

Distributed Circulation: **18,049** Copies (incl. 6,248 as a e-journal)
Subscriptions: **8,187** Copies (incl. 2,355 as a e-journal)
Share of Subscriptions: **45.4 %**

SOCIAL MEDIA

Facebook: **48,984**
Instagram: **1,931**

NEWSLETTER

Recipients: **15,000-17,000** (Sent Mon, Thr)
Opening Rate: **24.7 %**

Quellen: ÖAK 2. Hj. 2021; information according to the publisher: social media, newsletter as of December 2021, fluctuation ranges of up to 5% possible;

*Composed in type area format on one page with other ads.
Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)

FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	396 x 250	420 x 280
1/1 page:	185 x 250	210 x 280
3/4 page vertical:	138 x 250	150 x 280
3/4 page horizontal:	185 x 185	210 x 200
2/3 page vertical:	121 x 250	135 x 280
2/3 page horizontal:	185 x 167	210 x 182
1/2 page vertical:	90 x 250	104 x 280
1/2 page horizontal:	185 x 125	210 x 140
1/3 page vertical:	60 x 250	74 x 280
1/3 page horizontal:	185 x 80	210 x 90
1/4 page vertical:	43 x 250	58 x 280
1/4 page horizontal:	185 x 60	210 x 70
1/4 Box*:	90 x 125	–

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.

PUBLICATION DATE

1ST HALF-YEAR

01+02/22 Thr 03.02.2022
03+04/22 Thr 07.04.2022
05+06/22 Thr 02.06.2022

2ND HALF-YEAR

07+08/22 Thr 01.09.2022
09+10/22 Thr 20.10.2022
11+12/22 Wed 07.12.2022

Ad deadline:

3 weeks prior to Publication date

Deadline for printing materials:

2 weeks prior to Publication date

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 17,160.–
1/1 page:_____	€ 8,580.–
3/4 page:_____	€ 7,350.–
2/3 page:_____	€ 6,710.–
1/2 page:_____	€ 6,170.–
1/3 page:_____	€ 4,710.–
1/4 page:_____	€ 3,940.–
1/4 Box*:_____	€ 3,510.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 10,030.–
Cover page 3_____	€ 10,030.–
Cover page 4_____	€ 10,450.–
Cover page 2 & page 3_____	€ 20,060.–

SURCHARGES

Special placement: **15 %** per placement
Requested placement: **15 %** per placement
Cooperation ads: **10%** on booked format
Surcharges subject to discount.

VGN PERFORMANCE-DISCOUNT

The VGN Performance-Discout can be applied:

- within one 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 %

ADVERTS & DESIGN COSTS

Art direction, conception, design, captioning and reproduction are carried out on the basis of the customers information and documents.

As a flat rate, we charge **€1,335.–** for single pages and **€2,250.–** for 2/1 pages. The photo costs for any photo material that must be purchased, will be charged separately and at cost.

The VGN Performance-Discout 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.

PRODUCTION INFORMATION

Detailed technical guidelines on ad production can be found at **anzeigenproduktion@vgn.at** and at **www.vgn.at/produktionsinfos**

3 AD-SPECIALS INSERTS

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

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 138.–
up to 40 grams:_____	€ 153.–
up to 50 grams:_____	€ 163.–
up to 60 grams:_____	€ 173.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 148.–
up to 40 grams:_____	€ 163.–
up to 50 grams:_____	€ 173.–
up to 60 grams:_____	€ 183.–
above 60 grams:_____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

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:

4 x per magazine for weekly magazines
2 x per magazine for monthly magazines

The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.

4 AD-SPECIALS BOUND INSERTS

Minimum volume: upon request
Minimum format: 117 x 148 mm
Maximum format: 210 x 280 mm

TOTAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 150.–
up to 40 grams:_____	€ 175.–
up to 50 grams:_____	€ 190.–
up to 60 grams:_____	€ 200.–
above 60 grams:_____	upon request

PARTIAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 160.–
up to 40 grams:_____	€ 185.–
up to 50 grams:_____	€ 200.–
up to 60 grams:_____	€ 210.–
above 60 grams:_____	upon request

PLEASE NOTE:

All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

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
Rate Card: Valid until 31.12.2022 (subject to change)



AD-SPECIALS LABEL & SACHETS

TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm
Maximum format: 160 x 190 mm
€ 95.– per one thousand

SACHETS

Minimum format: 60 x 80 mm
Maximum format: 120 x 140 mm
Weight: max. 15 g
Thickness: max. 2 mm
€ 120.– per one thousand

Minimum volume: upon request
Additional costs of split runs: €10.00 per one thousand
Booking only possible in connection with at least 1/1 or 2/1!
Placement: Only possible on a right side!
Sachets must be rectangular and withstand a glue temperature of 180°C and a load of approx. 800 - 1,000 kg.
Adhesive tolerances of ±10 mm in all directions.
In the case of **multi-sided stickers**, the closed side must always be processed parallel and closest to the binding.

5 FACTS & FIGURES

EDITOR-IN-CHIEF

Kristin Pelzl-Scheruga

MAGAZINE SECTIONS

Body & Beauty, Spirit & Soul,
Fitness & Food, Wellness & Travel

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

EDITION PRICE

€ 7.90

FREQUENCY OF PUBLICATION

6x per year

FOR ADVICE PLEASE CONTACT

Neslihan Bilgin-Kara

Managing Director

Tel.: +43 1 213 12-6333

bilgin.neslihan@vgn.at

You can find

our contact partners at

www.vgn.at/lustaufsleben-kontakt

All information about your
media planning is always up to date at:

www.vgn.at/lustaufsleben

PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH

FN 183971x HG Vienna,

Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien

IBAN-Code: AT91 3200 0000 0006 1010

BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Taborstraße 1–3, 1020 Vienna

ARTWORK

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ADVERTISING DEPARTMENT

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Tel.: +43 1 213 12-6248

bilgin.neslihan@vgn.at



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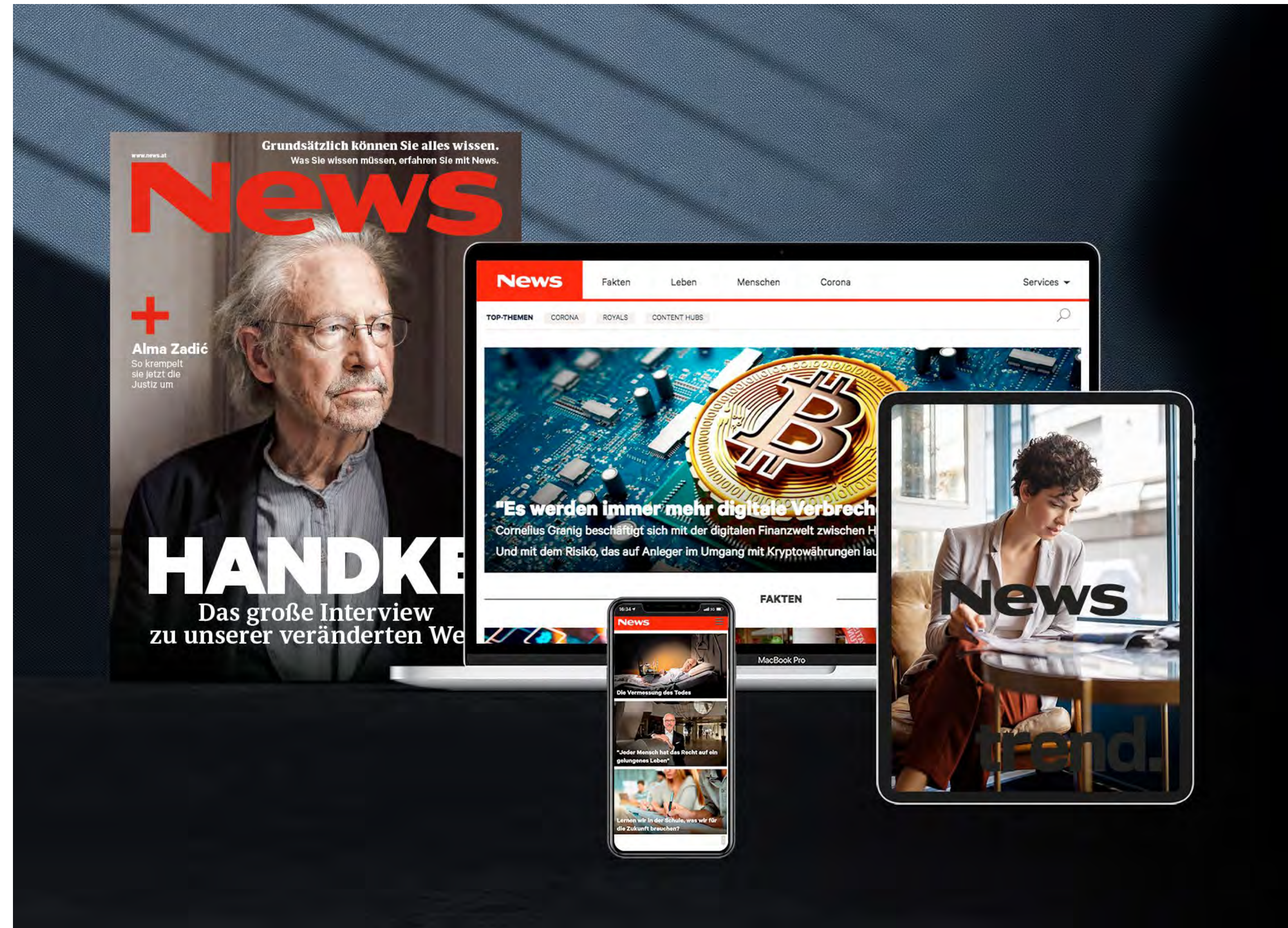
NEWS

For people who shape Austria
and those that want to join them.

News offers extensive journalism from substantiated
background reports, exciting features, relevant topics
from politics, business, media and society.

The most important topics that Austria is talking
about, presented in a contemporary and clear way:

News provides the stories behind the story.



1 AUDIENCE

PRINT

Distributed Circulation: 51,049 Copies (incl. 11,254 as a e-journal)
Subscriptions: 25,110 Copies (incl. 8,303 as a e-journal)
Share of Subscriptions: 49,2 %
Readers: 173,000
Total Reach: 2.3 %
Core Target Audience: 25+ years, ABC1 Status
Reach within Core Target Audience: 2.6 %
Gender: 46.0 % Female 54.0 % Male
Ratio ABC1 Status: 52.1 %
Average Household Income: € 3,565.-

DIGITAL – news.at

Visits: 1,473,868
Page Impressions: 28,303,361
Unique Clients: 749,587
Gender: 47.5 % Female 52.5 % Male
Age: 56.4 % < 50 years
Status: 57.1 % ABC1

SOCIAL MEDIA

Facebook: 117,566
Twitter: 84,276
Instagram: 2,522

NEWSLETTER

Recipients: 43,000–45,000 (Sent Mon, Thr)
Opening Rate: 25.5 %

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 25,600.–
1/1 page:_____	€ 12,800.–
3/4 page:_____	€ 11,110.–
2/3 page:_____	€ 10,250.–
1/2 page:_____	€ 8,920.–
1/3 page:_____	€ 6,350.–
1/4 page:_____	€ 5,120.–
1/4 Box*:_____	€ 5,120.–

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

PREMIUM PLACEMENTS	PRICE
Next to the editorial:_____	15%
Cover page 2_____	€ 15,180.–
Cover page 3_____	15%
Cover page 4_____	€ 16,100.–
Cover page 2 & page 3_____	€ 29,130.–

SURCHARGES
Special placement: **15 %**
per placement on 1/1 page
Requested placement: **15 %**
per placement on 1/1 page
Cooperation ads: **10%** on booked format
Surcharges subject to discount.

VGN PERFORMANCE-DISCOUNT
The VGN Performance-Discout can be applied:
• within one 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 %

ADVERTS & DESIGN COSTS
Art direction, conception, design, captioning and reproduction are carried out on the basis of the customers information and documents.

As a flat rate, we charge **€1,335.–** for single pages and **€2,250.–** for 2/1 pages. The photo costs for any photo material that must be purchased, will be charged separately and at cost.

The VGN Performance-Discout 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.

PRODUCTION INFORMATION
Detailed technical guidelines on ad production can be found at **anzeigenproduktion@news.at** and at **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
Rate Card: Valid until 31.12.2022 (subject to change)

3 FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	396 x 250	420 x 280
1/1 page:	185 x 250	210 x 280
3/4 page vertical:	138 x 250	150 x 280
3/4 page horizontal:	185 x 185	210 x 200
2/3 page vertical:	121 x 250	135 x 280
2/3 page horizontal:	185 x 167	210 x 182
1/2 page vertical:	90 x 250	104 x 280
1/2 page horizontal:	185 x 125	210 x 140
1/3 page vertical:	60 x 250	74 x 280
1/3 page horizontal:	185 x 80	210 x 90
1/4 page vertical:	43 x 250	58 x 280
1/4 page horizontal:	185 x 60	210 x 70
1/4 Box*:	90 x 125	–

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.
Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)

PUBLICATION DATE

January

01+02/22_Fri 14.01.22
03/22 ____Fri 21.01.22
04/22 ____Fri 28.01.22

February

05/22 ____Fri 04.02.22
06/22 ____Fri 11.02.22
07/22 ____Fri 18.02.22
08/22 ____Fri 25.02.22

March

09/22 ____Fri 04.03.22
10/22 ____Fri 11.03.22
11/22 ____Fri 18.03.22
12/22 ____Fri 25.03.22

April

13/22 ____Fri 01.04.22
14/22 ____Fri 08.04.22
15/22 ____Fri 15.04.22
16/22 ____Fri 22.04.22
17/22 ____Fri 29.04.22

May

18/22 ____Fri 06.05.22
19/22 ____Fri 13.05.22
20/22 ____Fri 20.05.22
21/22 ____Fri 27.05.22

June

22/22 ____Fri 03.06.22
23/22 ____Fri 10.06.22
24/22 ____Fri 17.06.22
25+26/22_Fri 24.06.22

July

27/22 ____Fri 08.07.22
28+29/22_Fri 15.07.22
30/22 ____Fri 29.07.22

August

31+32/22_Fri 05.08.22
33/22 ____Fri 19.08.22
34/22 ____Fri 26.08.22

September

35/22 ____Fri 02.09.22
36/22 ____Fri 09.09.22
37/22 ____Fri 16.09.22
38/22 ____Fri 23.09.22
39/22 ____Fri 30.09.22

October

40/22 ____Fri 07.10.22
41/22 ____Fri 14.10.22
42/22 ____Fri 21.10.22
43/22 ____Fri 28.10.22

November

44/22 ____Fri 04.11.22
45/22 ____Fri 11.11.22
46/22 ____Fri 18.11.22
47/22 ____Fri 25.11.22

December

48/22 ____Fri 02.12.22
49/22 ____Fri 09.12.22
50/22 ____Fri 16.12.22
51+52/22_Fri 23.12.22

Ad deadline: 3 weeks prior to Publication date
Deadline for printing materials:
2 weeks prior to Publication date

4 AD-SPECIALS INSERTS

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

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:	€ 123.–
up to 40 grams:	€ 138.–
up to 50 grams:	€ 148.–
up to 60 grams:	€ 158.–
above 60 grams:	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:	€ 133.–
up to 40 grams:	€ 148.–
up to 50 grams:	€ 158.–
up to 60 grams:	€ 168.–
above 60 grams:	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

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:
4 x per magazine for weekly magazines
2 x per magazine for monthly magazines

The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.

5 AD-SPECIALS BOUND INSERTS

Minimum volume: upon request
Minimum format: 117 x 148 mm
Maximum format: 210 x 280 mm

TOTAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 125.–
up to 40 grams:_____	€ 140.–
up to 50 grams:_____	€ 150.–
up to 60 grams:_____	€ 160.–
above 60 grams:_____	upon request

PARTIAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 135.–
up to 40 grams:_____	€ 150.–
up to 50 grams:_____	€ 160.–
up to 60 grams:_____	€ 170.–
above 60 grams:_____	upon request

PLEASE NOTE:

All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

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
Rate Card: Valid until 31.12.2022 (subject to change)



AD-SPECIALS LABEL & SACHETS

TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm
Maximum format: 160 x 190 mm
€ 95.– per one thousand

SACHETS

Minimum format: 60 x 80 mm
Maximum format: 120 x 140 mm
Weight: max. 15 g
Thickness: max. 2 mm
€ 120.– per one thousand

Minimum volume: upon request
Additional costs of split runs: €10.00 per one thousand
Booking only possible in connection with at least 1/1 or 2/1!
Placement: Only possible on a right side!
Sachets must be rectangular and withstand a glue temperature of 180°C and a load of approx. 800 - 1,000 kg.
Adhesive tolerances of ±10 mm in all directions.
In the case of multi-sided stickers, the closed side must always be processed parallel and closest to the binding.

6 FACTS & FIGURES

EDITOR-IN-CHIEF

Kathrin Gulnerits

MAGAZINE SECTIONS

Facts, life, people

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

EDITION PRICE

€ 4.90

FREQUENCY OF PUBLICATION

Weekly

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Bastian Hofer-Hoi

Head of Sales

Tel.: +43 1 213 12-6418

hofer-hoi.bastian@vgn.at

You can find

our contact partners at

www.vgn.at/news-kontakt

All information about your
media planning is always up to date at:

www.vgn.at/news

PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH

FN 183971x HG Vienna,

Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien

IBAN-Code: AT91 3200 0000 0006 1010

BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Taborstraße 1–3, 1020 Vienna

ARTWORK

Tel.: +43 1 213 12-6088

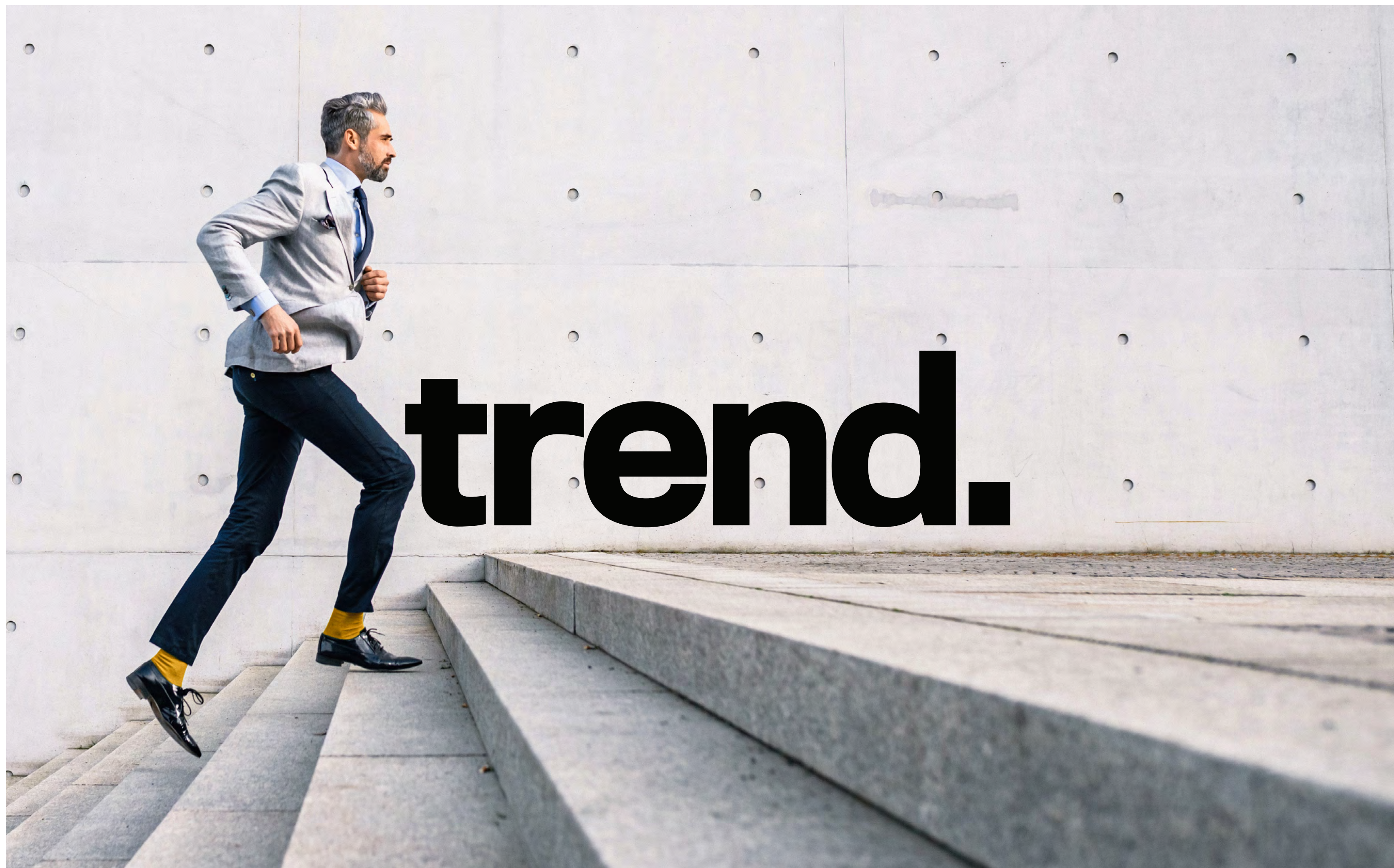
anzeigenproduktion@news.at

ADVERTISING DEPARTMENT

Taborstraße 1–3, 1020 Vienna

Tel.: +43 1 213 12-6305

anzeigenabteilung@news.at



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AD-SPECIALS
INSERTS

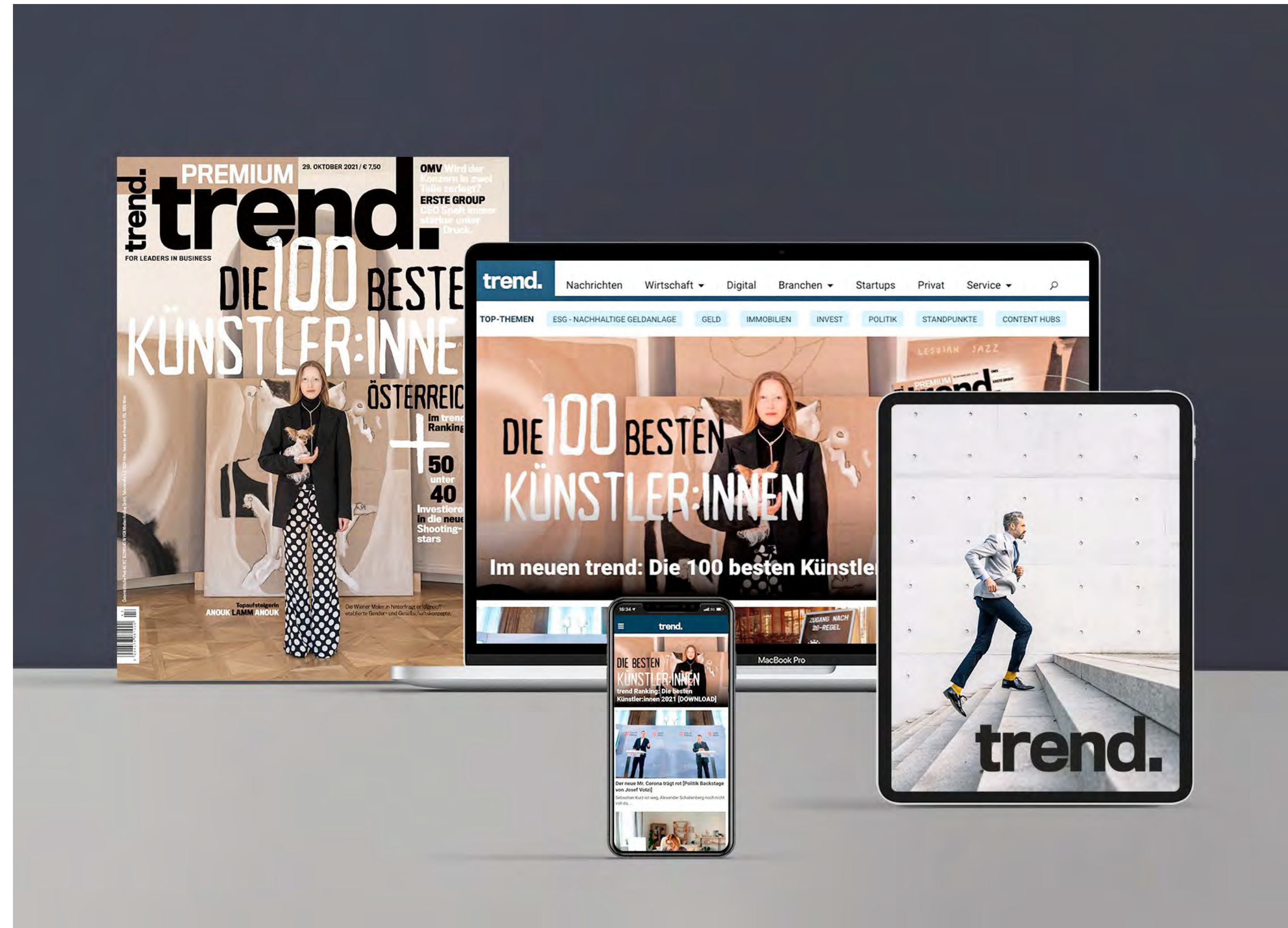
5
AD-SPECIALS
BOUND INSERTS,
LABEL & SACHETS

6
FACTS & FIGURES

trend.PREMIUM

For people who shape Austria's economy and those that want to join them.

The **trend.** business brand reports on current economic developments and their backgrounds, interviews decision-makers, offers analyses and comments, provides profiles on company leaders and provides competent tips on investment, career and culture. This makes **trend.** a reliable and indispensable companion, especially for people in corporate responsibility. **trend.PREMIUM** for Austria's business elite!



1 AUDIENCE

PRINT

Distributed Circulation: 44,121 Copies (incl. 10,002 as a e-journal)
 Subscriptions: 18,231 Copies (incl. 7,070 as a e-journal)
 Share of Subscriptions: 41.3 %
 Readers: 77,000
 Total Reach: 1.0 %
 Core Target Audience: AB-Status, 30+ years, sole and joint decision makers
 Reach within Core Target Audience: 1.5 %
 Gender: 29.4 % Female 70.6 % Male
 Ratio ABC1 Status: 56.5 %
 Average Household Income: € 3,706.-

DIGITAL – trend.at

Visits: 267,409
 Page Impressions: 349,690
 Unique Clients: 204,839
 Gender: 36.7 % Female 63.3 % Male
 Age: 70.3 % < 50 years
 Status: 63.3 % ABC1

SOCIAL MEDIA

Facebook: 52,692
 Twitter: 5,039

NEWSLETTER

Recipients: 18,000–20,000 (Sent Mon, Thr)
 Opening Rate: 36,9 %

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 28,320.–
1/1 page:_____	€ 14,160.–
3/4 page:_____	€ 11,810.–
2/3 page:_____	€ 10,720.–
1/2 page:_____	€ 9,010.–
1/3 page:_____	€ 6,290.–
1/4 page:_____	€ 5,100.–
1/4 Box*:_____	€ 4,460.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 16,420.–
Cover page 3_____	€ 16,420.–
Cover page 4_____	€ 17,170.–
Cover page 2 & page 3_____	€ 32,700.–
Cover page 4 & page 5_____	€ 30,450.–

SURCHARGES

Special placement: **15 %**
per placement on 1/1 page
Requested placement: **15 %**
per placement on 1/1 page
Cooperation ads: **10%** on booked format
Surcharges subject to discount.

VGN PERFORMANCE-DISCOUNT

The VGN Performance-Discout can be applied:

- within one 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 %

ADVERTS & DESIGN COSTS

Art direction, conception, design, captioning and reproduction are carried out on the basis of the customers information and documents.

As a flat rate, we charge **€1,335.–** for single pages and **€2,250.–** for 2/1 pages. The photo costs for any photo material that must be purchased, will be charged separately and at cost.

The VGN Performance-Discout 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.

PRODUCTION INFORMATION

Detailed technical guidelines on ad production can be found at **anzeigenproduktion@trend.at** and at **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**
Rate Card: Valid until 31.12.2022 (subject to change)

3 FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	396 x 250	420 x 280
1/1 page:	185 x 250	210 x 280
3/4 page vertical:	138 x 250	150 x 280
3/4 page horizontal:	185 x 185	210 x 200
2/3 page vertical:	121 x 250	135 x 280
2/3 page horizontal:	185 x 167	210 x 182
1/2 page vertical:	90 x 250	104 x 280
1/2 page horizontal:	185 x 125	210 x 140
1/3 page vertical:	60 x 250	74 x 280
1/3 page horizontal:	185 x 80	210 x 90
1/4 page vertical:	43 x 250	58 x 280
1/4 page horizontal:	185 x 60	210 x 70
1/4 Box*:	90 x 125	–

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.
Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)



PUBLICATION DATE

January	July
01/22_____Fri 14.01.2022	10/22_____Fri 08.07.2022
02/22_____Fri 28.01.2022	11/22_____Fri 29.07.2022
February	August
03/22_____Fri 11.02.2022	12/22_____Fri 26.08.2022
04/22_____Fri 25.02.2022	
March	September
05/22_____Fri 11.03.2022	13/22_____Fri 09.09.2022
	14/22_____Fri 30.09.2022
April	October
06/22_____Fri 15.04.2022	15/22_____Fri 14.10.2022
	16/22_____Fri 28.10.2022
May	November
07/22_____Fri 13.05.2022	17/22_____Fri 11.11.2022
08/22_____Wed 25.05.2022	18/22_____Fri 25.11.2022
June	December
09/22_____Fri 24.06.2022	19/22_____Wed 07.12.2022

Ad deadline: 3 weeks prior to Publication date
Deadline for printing materials:
2 weeks prior to Publication date

4 AD-SPECIALS INSERTS

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

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams: _____	€ 152.–
up to 40 grams: _____	€ 168.–
up to 50 grams: _____	€ 179.–
up to 60 grams: _____	€ 190.–
above 60 grams: _____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams: _____	€ 163.–
up to 40 grams: _____	€ 179.–
up to 50 grams: _____	€ 190.–
up to 60 grams: _____	€ 201.–
above 60 grams: _____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

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:
4 x per magazine for weekly magazines
2 x per magazine for 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
Rate Card: Valid until 31.12.2022 (subject to change)

5 AD-SPECIALS BOUND INSERTS

Minimum volume: upon request
Minimum format: 117 x 148 mm
Maximum format: 210 x 280 mm

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 165.–
up to 40 grams:_____	€ 193.–
up to 50 grams:_____	€ 209.–
up to 60 grams:_____	€ 220.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 176.–
up to 40 grams:_____	€ 204.–
up to 50 grams:_____	€ 220.–
up to 60 grams:_____	€ 231.–
above 60 grams:_____	upon request

PLEASE NOTE:

All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

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
Rate Card: Valid until 31.12.2022 (subject to change)

AD-SPECIALS LABEL & SACHETS

TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm
Maximum format: 160 x 190 mm
€ 95.– per one thousand

SACHETS

Minimum format: 60 x 80 mm
Maximum format: 120 x 140 mm
Weight: max. 15 g
Thickness: max. 2 mm
€ 120.– per one thousand

Minimum volume: upon request
Additional costs of split runs: €10.00 per one thousand
Booking only possible in connection with at least 1/1 or 2/1!
Placement: Only possible on a right side!

Sachets must be rectangular and withstand a glue temperature of 180°C and a load of approx. 800 - 1,000 kg.

Adhesive tolerances of ±10 mm in all directions.
In the case of **multi-sided stickers**, the closed side must always be processed parallel and closest to the binding.

6 FACTS & FIGURES

EDITOR-IN-CHIEF

Andreas Weber

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

EDITION PRICE

€ 7.50

FOR ADVICE PLEASE CONTACT

Ralf B. Six

Managing Director, Prokurist

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six.ralf@vgn.at

Bastian Hofer-Hoi

Head of Sales

Tel.: +43 1 213 12-6418

hofer-hoi.bastian@vgn.at

You can find
our contact partners at
www.vgn.at/trend-kontakt

All information about your
media planning is always up to date at:
www.vgn.at/trend

PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH

FN 183971x HG Vienna,

Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien

IBAN-Code: AT91 3200 0000 0006 1010

BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Taborstraße 1–3, 1020 Vienna

ARTWORK

Tel.: +43 1 213 12-6088

anzeigenproduktion@trend.at

ADVERTISING DEPARTMENT

Taborstraße 1–3, 1020 Vienna

Tel.: +43 1 213 12-6412

anzeigenabteilung@trend.at



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FACTS & FIGURES

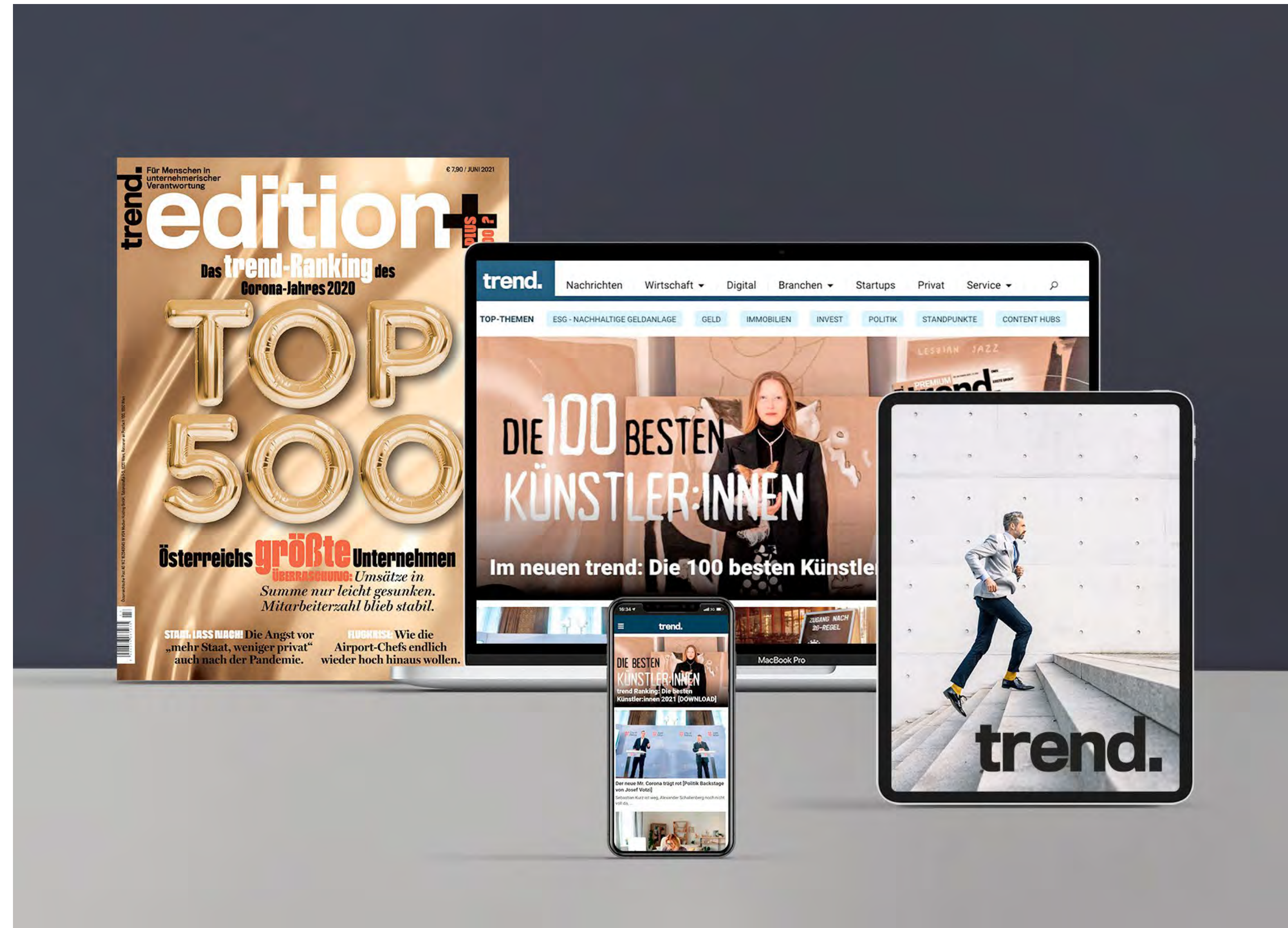
trend.EDITION

For people who shape Austria's economy and those that want to join them.

Guides and companions, analysts and stimulators, information providers and advisors, that's what **trend.** **business brand stands for.** trend.EDITION issues are published five times a year. These are the most exclusive top editions of the year with journalistic “deep drilling” on special topics and occasions.

The five most exclusive top editions of the year:

- Top 300 Arbeitgeber (Top 300 employers)
- Rechtsanwalts-Ranking (Solicitor ranking)
- Top 500 Unternehmen (Top 500 companies)
- Forum Alpbach (Forum Alpbach)
- Trends 2023 (Trends 2023)



1 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 29,740.–
1/1 page:_____	€ 14,870.–
3/4 page:_____	€ 12,710.–
2/3 page:_____	€ 11,260.–
1/2 page:_____	€ 10,210.–
1/3 page:_____	€ 6,610.–
1/4 page:_____	€ 5,360.–
1/4 Box*:_____	€ 4,690.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 17,240.–
Cover page 3_____	€ 17,240.–
Cover page 4_____	€ 18,040.–
Cover page 2 & page 3_____	€ 34,340.–
Cover page 4 & page 5_____	€ 31,970.–

SURCHARGES

Special placement: **15 %**
per placement on 1/1 page
Requested placement: **15 %**
per placement on 1/1 page
Cooperation ads: **10%** on booked format
Surcharges subject to discount.

VGN PERFORMANCE-DISCOUNT

The VGN Performance-Discout can be applied:

- within one 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 %

ADVERTS & DESIGN COSTS

Art direction, conception, design, captioning and reproduction are carried out on the basis of the customers information and documents.

As a flat rate, we charge **€1,335.–** for single pages and **€2,250.–** for 2/1 pages. The photo costs for any photo material that must be purchased, will be charged separately and at cost.

The VGN Performance-Discout 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.

PRODUCTION INFORMATION

Detailed technical guidelines on ad production can be found at **anzeigenproduktion@trend.at** and at **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**
Rate Card: Valid until 31.12.2022 (subject to change)

2 FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	396 x 250	420 x 280
1/1 page:	185 x 250	210 x 280
3/4 page vertical:	138 x 250	150 x 280
3/4 page horizontal:	185 x 185	210 x 200
2/3 page vertical:	121 x 250	135 x 280
2/3 page horizontal:	185 x 167	210 x 182
1/2 page vertical:	90 x 250	104 x 280
1/2 page horizontal:	185 x 125	210 x 140
1/3 page vertical:	60 x 250	74 x 280
1/3 page horizontal:	185 x 80	210 x 90
1/4 page vertical:	43 x 250	58 x 280
1/4 page horizontal:	185 x 60	210 x 70
1/4 Box*:	90 x 125	–

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.
Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)

PUBLICATION DATE

1. QUARTER

01/22_____Top 300 Arbeitgeber____Fri 25.03.2022

2. QUARTER

02/22_____Rechtsanwalts-Ranking____Fri 29.04.2022

03/22_____Top 500 Unternehmen____Fri 10.06.2022

3. QUARTER

04/22_____Forum Alpbach____Fri 12.08.2022

4. QUARTER

05/22_____Trends 2023____Wed21.12.2022

Ad deadline: 3 weeks prior to Publication date

Deadline for printing materials:

2 weeks prior to Publication date

3 AD-SPECIALS INSERTS

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

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 159.–
up to 40 grams:_____	€ 176.–
up to 50 grams:_____	€ 187.–
up to 60 grams:_____	€ 199.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 170.–
up to 40 grams:_____	€ 187.–
up to 50 grams:_____	€ 199.–
up to 60 grams:_____	€ 210.–
above 60 grams:_____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

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:

4 x per magazine for weekly magazines
2 x per magazine for monthly magazines

The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.

4 AD-SPECIALS BOUND INSERTS

Minimum volume: upon request
Minimum format: 117 x 148 mm
Maximum format: 210 x 280 mm

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 173.–
up to 40 grams:_____	€ 201.–
up to 50 grams:_____	€ 219.–
up to 60 grams:_____	€ 230.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 184.–
up to 40 grams:_____	€ 213.–
up to 50 grams:_____	€ 230.–
up to 60 grams:_____	€ 242.–
above 60 grams:_____	upon request

PLEASE NOTE:

All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

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 Rate Card: Valid until 31.12.2022 (subject to change)

AD-SPECIALS LABEL & SACHETS

TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm
Maximum format: 160 x 190 mm
€ 95.– per one thousand

SACHETS

Minimum format: 60 x 80 mm
Maximum format: 120 x 140 mm
Weight: max. 15 g
Thickness: max. 2 mm
€ 120.– per one thousand

Minimum volume: upon request
Additional costs of split runs: €10.00 per one thousand
Booking only possible in connection with at least 1/1 or 2/1!
Placement: Only possible on a right side!
Sachets must be rectangular and withstand a glue temperature of 180°C and a load of approx. 800 - 1,000 kg.
Adhesive tolerances of ±10 mm in all directions.
 In the case of **multi-sided stickers**, the closed side must always be processed parallel and closest to the binding.

5 FACTS & FIGURES

EDITOR-IN-CHIEF

Andreas Weber

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

EDITION PRICE

€ 7.90

Ralf B. Six

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You can find

our contact partners at

www.vgn.at/trend-kontakt

All information about your
media planning is always up to date at:

www.vgn.at/trend

PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH

FN 183971x HG Vienna,

Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien

IBAN-Code: AT91 3200 0000 0006 1010

BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Taborstraße 1–3, 1020 Vienna

ARTWORK

Tel.: +43 1 213 12-6088

anzeigenproduktion@trend.at

ADVERTISING DEPARTMENT

Taborstraße 1–3, 1020 Vienna

Tel.: +43 1 213 12-6412

anzeigenabteilung@trend.at



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LABEL & SACHETS

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FACTS & FIGURES

TV-MEDIA

For people who think first, and then watch.

The large entertainment community is national, broad and equally divided between male and female. As well as the heart of **TV-MEDIA**, the TV programme, the magazine sections Media, Streaming & Video on Demand, Cinema and Hollywood provide perfect coverage on all things to do with the media and entertainment industry. **TV-MEDIA** provides the community with focus, curation and an overview of the ever-growing entertainment range.



1 AUDIENCE

PRINT

Distributed Circulation: **126,619** Copies (incl. 18,390 as a e-journal)
 Subscriptions: **91,007** Copies (incl. 16,635 as a e-journal)
 Share of Subscriptions: **71.9 %**
 Readers: **478,000**
 Total Reach: **6.3 %**
 Core Target Audience: **25+ years, ABC1 Status**
 Reach within Core Target Audience: **6.5 %**
 Gender: **54.8 % Female 45.2 % Male**
 Ratio ABC1 Status: **51.3 %**
 Average Household Income: **€ 3,622.-**

DIGITAL – tv-media.at

Visits: **1,011,526**
 Page Impressions: **1,777,317**
 Unique Clients: **307,754**
 Gender: **51.1 % Female 48.9 % Male**
 Age: **72.8 % < 50 years**
 Status: **57.1 % ABC1**

SOCIAL MEDIA

Facebook: **58,949**

NEWSLETTER

Recipients: **32,000-34,000** (Sent Mon, Thr)
 Opening Rate: **29.7 %**

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 33,980.–
1/1 page:_____	€ 16,990.–
3/4 page:_____	€ 14,670.–
2/3 page:_____	€ 12,680.–
1/2 page:_____	€ 11,990.–
1/3 page:_____	€ 8,730.–
1/4 page:_____	€ 7,380.–
1/4 Box*:_____	€ 5,650.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 20,390.–
Cover page 4_____	€ 20,390.–
Cover page 2 & page 3_____	€ 40,770.–

SURCHARGES

Special placement: upon request

Requested placement: **15 %**

Cooperation ads: **10%** on booked format

Surcharges subject to discount.

VGN PERFORMANCE-DISCOUNT

The VGN Performance-Discout can be applied:

- within one 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 %

ADVERTS & DESIGN COSTS

Art direction, conception, design, captioning and reproduction are carried out on the basis of the customers information and documents.

As a flat rate, we charge **€1,335.–** for single pages and **€2,250.–** for 2/1 pages. The photo costs for any photo material that must be purchased, will be charged separately and at cost.

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PRODUCTION INFORMATION

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@tv-media.at

and at **www.vgn.at/produktionsinfos**

3 FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	396 x 250	420 x 280
1/1 page:	185 x 250	210 x 280
3/4 page vertical:	138 x 250	150 x 280
3/4 page horizontal:	185 x 185	210 x 200
2/3 page vertical:	121 x 250	135 x 280
2/3 page horizontal:	185 x 167	210 x 182
1/2 page vertical:	90 x 250	104 x 280
1/2 page horizontal:	185 x 125	210 x 140
1/3 page vertical:	60 x 250	74 x 280
1/3 page horizontal:	185 x 80	210 x 90
1/4 page vertical:	43 x 250	58 x 280
1/4 page horizontal:	185 x 60	210 x 70
1/4 Box*:	90 x 125	–

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.
Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)

PUBLICATION DATE

January

01/22__Wed 29.12.21
02/22__Wed 05.01.22
03/22__Wed 12.01.22
04/22__Wed 19.01.22
05/22__Wed 26.01.22

February

06/22__Wed 02.02.22
07/22__Wed 09.02.22
08/22__Wed 16.02.22
09/22__Wed 23.02.22

March

10/22__Wed 02.03.22
11/22__Wed 09.03.22
12/22__Wed 16.03.22
13/22__Wed 23.03.22
14/22__Wed 30.03.22

April

15/22__Wed 06.04.22
16/22__Wed 13.04.22
17/22__Wed 20.04.22
18/22__Wed 27.04.22

May

19/22__Wed 04.05.22
20/22__Wed 11.05.22
21/22__Wed 18.05.22
22/22__Wed 25.05.22

June

23/22__Wed 01.06.22
24/22__Wed 08.06.22
25/22__Wed 15.06.22
26/22__Wed 22.06.22
27/22__Wed 29.06.22

July

28/22__Wed 06.07.22
29/22__Wed 13.07.22
30/22__Wed 20.07.22
31/22__Wed 27.07.22

August

32/22__Wed 03.08.22
33/22__Wed 10.08.22
34/22__Wed 17.08.22
35/22__Wed 24.08.22
36/22__Wed 31.08.22

September

37/22__Wed 07.09.22
38/22__Wed 14.09.22
39/22__Wed 21.09.22
40/22__Wed 28.09.22

October

41/22__Wed 05.10.22
42/22__Wed 12.10.22
43/22__Wed 19.10.22
44/22__Tue 25.10.22

November

45/22__Wed 02.11.22
46/22__Wed 09.11.22
47/22__Wed 16.11.22
48/22__Wed 23.11.22
49/22__Wed 30.11.22

December

50/22__Wed 07.12.22
51/22__Wed 14.12.22
52/22__Wed 21.12.22
01/23__Wed 28.12.22
02/23__Wed 04.01.23

Ad deadline: 3 weeks prior to Publication date

Deadline for printing materials:

2 weeks prior to Publication date

4 AD-SPECIALS INSERTS

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

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 123.–
up to 40 grams:_____	€ 138.–
up to 50 grams:_____	€ 148.–
up to 60 grams:_____	€ 158.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams: _____	€ 133.–
up to 40 grams: _____	€ 148.–
up to 50 grams: _____	€ 158.–
up to 60 grams: _____	€ 168.–
above 60 grams: _____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

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:

4 x per magazine for weekly magazines
2 x per magazine for monthly magazines

The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.

5 AD-SPECIALS BOUND INSERTS

Minimum volume: upon request
Minimum format: 110 x 110 mm
Maximum format: 210 x 280 mm

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 125.–
up to 40 grams:_____	€ 140.–
up to 50 grams:_____	€ 150.–
up to 60 grams:_____	€ 160.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 135.–
up to 40 grams:_____	€ 150.–
up to 50 grams:_____	€ 160.–
up to 60 grams:_____	€ 170.–
above 60 grams:_____	upon request

PLEASE NOTE:

All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

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
 Rate Card: Valid until 31.12.2022 (subject to change)

AD-SPECIALS LABEL & SACHETS

TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm
Maximum format: 160 x 190 mm
€ 95.– per one thousand

SACHETS

Minimum format: 60 x 80 mm
Maximum format: 120 x 140 mm
Weight: max. 15 g
Thickness: max. 2 mm
€ 120.– per one thousand

Minimum volume: upon request
Additional costs of split runs: €10.00 per one thousand
Booking only possible in connection with at least 1/1 or 2/1!
Placement: Only possible on a right side!
Sachets must be rectangular and withstand a glue temperature of 180°C and a load of approx. 800 - 1,000 kg.
Adhesive tolerances of ±10 mm in all directions.
 In the case of **multi-sided stickers**, the closed side must always be processed parallel and closest to the binding.

6 FACTS & FIGURES

EDITOR-IN-CHIEF

Hadubrand Schreibershofen

MAGAZINE SECTIONS

Media, TV programme,
Streaming & Video on Demand,
cinema, Hollywood

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

EDITION PRICE

€ 2.90

FREQUENCY OF PUBLICATION

Wednesday, weekly

FOR ADVICE PLEASE CONTACT

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Ing. Angela Benkö

Head of Sales
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You can find
our contact partners at
www.vgn.at/tvmedia-kontakt

All information about your
media planning is always up to date at:
www.vgn.at/tvmedia

PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH
FN 183971x HG Vienna,
Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien
IBAN-Code: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Taborstraße 1–3, 1020 Vienna

ARTWORK

Tel.: +43 1 213 12-6088
anzeigenproduktion@tv-media.at

ADVERTISING DEPARTMENT

Taborstraße 1–3, 1020 Vienna
Tel.: +43 1 213 12-6412
anzeigen@tv-media.at



woman

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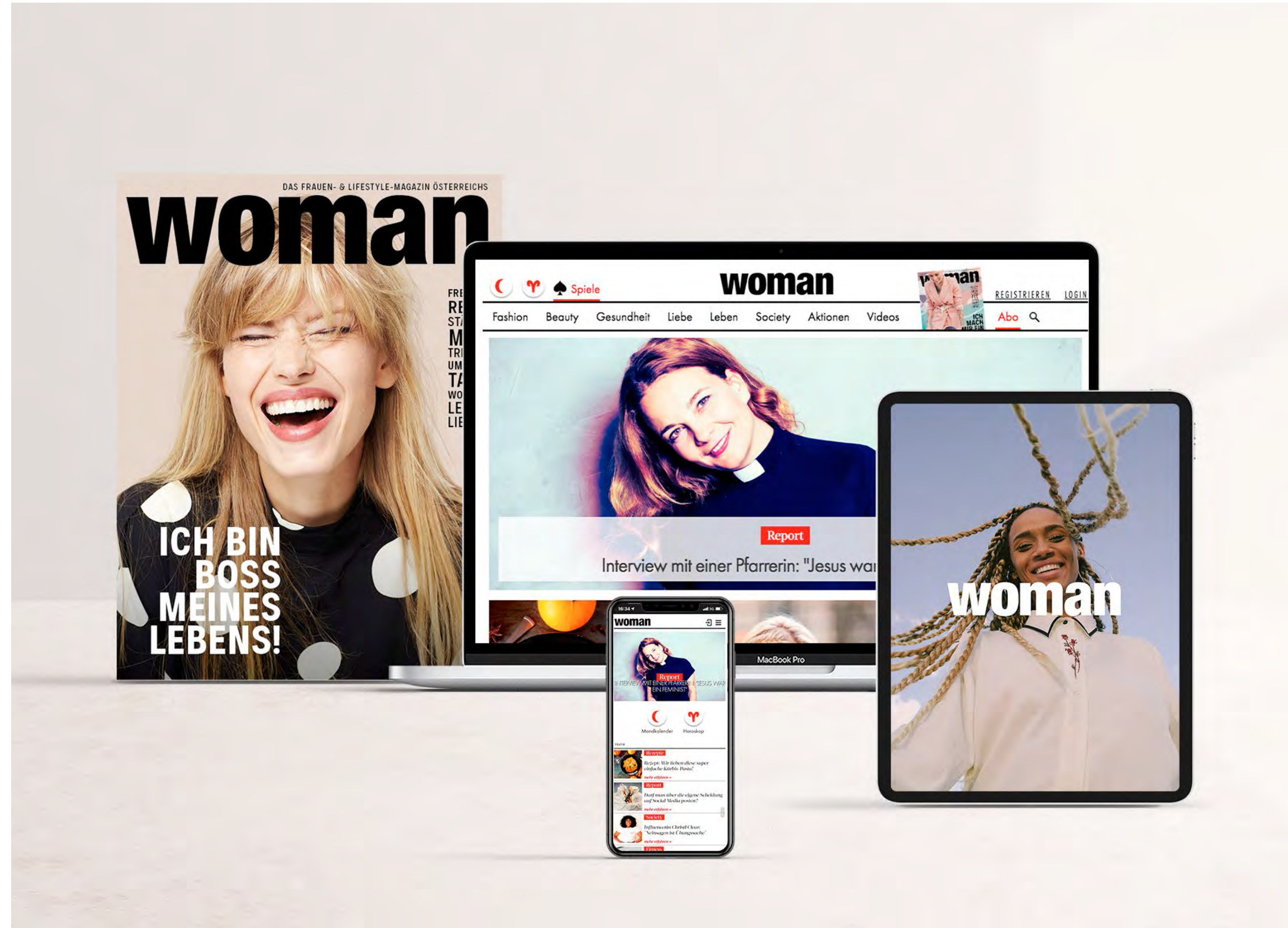
5
AD-SPECIALS
BOUND INSERTS,
LABEL & SACHETS

6
FACTS & FIGURES

WOMAN

For women who lead the way
and those that want to join them.

WOMAN addresses women who recognise and live out their potential. Women who want to shape and form the society of this country. Women who assume responsibility in state matters and politics, culture, research and education, business, health and social affairs, religion, sport, tourism and entertainment.



1 AUDIENCE

PRINT

Distributed Circulation: 120,899 Copies (incl. 15,990 as a e-journal)
 Subscriptions: 42,189 Copies (incl. 10,356 as a e-journal)
 Share of Subscriptions: 34.9 %
 Readers: 323,000
 Total Reach: 4.3 %
 Reach Female: 7.0 %
 Core Target Audience: Female, 20 bis 49 years, ABC1 Status
 Reach within Core Target Audience: 9.2 %
 Gender: 84.3 % Female 15.7 % Male
 Ratio ABC1 Status: 55.5 %
 Average Household Income: € 3,701.–

DIGITAL – woman.at

Visits: 1,427,681
 Page Impressions: 3,845,725
 Unique Clients: 756,829
 Gender: 72.2 % Female 27.8 % Male
 Age: 70.1 % < 50 years
 Status: 56.5 % ABC1

SOCIAL MEDIA

Facebook: 175,693
 Instagram: 67,044
 Twitter: 9,882
 Pinterest: 109,600

NEWSLETTER

Recipients: 52,000-54,000 (Sent Tue, Thr)
 Opening Rate: 31.7 %

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 35,380.–
1/1 page:_____	€ 17,690.–
1/2 page:_____	€ 13,270.–
1/3 page:_____	€ 9,720.–
1/4 page:_____	€ 7,970.–
1/4 Box*:_____	€ 6,550.–

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

PREMIUM PLACEMENTS	PRICE
Next to the editorial:_____	€ 20,360.–
Next to the Best Bag:_____	€ 20,360.–
Cover page 3_____	€ 20,390.–
Cover page 2 & page 3_____	€ 42,460.–
Cover page 4_____	€ 21,220.–
Cover page 4 & page 5_____	€ 40,680.–
Cover page 6 & page 7_____	€ 40,680.–

SURCHARGES

Special placement: upon request
Requested placement: **€ 1,110.–**
Cooperation ads: **10%** on booked format
Surcharges subject to discount.

VGN PERFORMANCE-DISCOUNT

The VGN Performance-Discout can be applied:

- within one 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 %

ADVERTS & DESIGN COSTS

Art direction, conception, design, captioning and reproduction are carried out on the basis of the customers information and documents.

As a flat rate, we charge **€1,335.–** for single pages and **€2,250.–** for 2/1 pages. The photo costs for any photo material that must be purchased, will be charged separately and at cost.

The VGN Performance-Discout 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.

PRODUCTION INFORMATION

Detailed technical guidelines on ad production can be found at **anzeigenproduktion@woman.at** and at **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**
Rate Card: Valid until 31.12.2022 (subject to change)

3 FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	372 x 246	420 x 275
1/1 page:	169 x 246	210 x 275
1/2 page vertical:	89 x 246	104 x 275
1/2 page horizontal:	169 x 122	210 x 135
1/3 page vertical:	59 x 246	74 x 275
1/3 page horizontal:	169 x 75	210 x 88
1/4 page vertical:	43 x 246	58 x 275
1/4 page horizontal:	169 x 52	210 x 65
1/4 Box*:	89 x 120	–

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.
Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)



PUBLICATION DATE

January 01/22 _____ Thr 20.01.2022	July 11/22 _____ Thr 14.07.2022
February 02/22 _____ Thr 17.02.2022	August 12/22 _____ Thr 25.08.2022
March 03/22 _____ Thr 10.03.2022 04/22 _____ Thr 31.03.2022	September 13/22 _____ Thr 08.09.2022 14/22 _____ Thr 22.09.2022
April 05/22 _____ Thr 14.04.2022 06/22 _____ Thr 28.04.2022	October 15/22 _____ Thr 06.10.2022 16/22 _____ Thr 20.10.2022
May 07/22 _____ Thr 12.05.2022 08/22 _____ Wed 25.05.2022	November 17/22 _____ Thr 03.11.2022 18/22 _____ Thr 17.11.2022
June 09/22 _____ Thr 09.06.2022 10/22 _____ Thr 23.06.2022	December 19/22 _____ Thr 01.12.2022

Ad deadline: 4 weeks prior to Publication date
Deadline for printing materials:
17 days prior to Publication date

4 AD-SPECIALS
INSERTS

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

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 123.–
up to 40 grams:_____	€ 138.–
up to 50 grams:_____	€ 148.–
up to 60 grams:_____	€ 158.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 133.–
up to 40 grams:_____	€ 148.–
up to 50 grams:_____	€ 158.–
up to 60 grams:_____	€ 168.–
above 60 grams:_____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

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:
4 x per magazine for weekly magazines
2 x per magazine for 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
Rate Card: Valid until 31.12.2022 (subject to change)

5 AD-SPECIALS BOUND INSERTS

Minimum volume: upon request
Minimum format: 117 x 148 mm
Maximum format: 210 x 275 mm

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 135.–
up to 40 grams:_____	€ 160.–
up to 50 grams:_____	€ 175.–
up to 60 grams:_____	€ 185.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 145.–
up to 40 grams:_____	€ 170.–
up to 50 grams:_____	€ 185.–
up to 60 grams:_____	€ 195.–
above 60 grams:_____	upon request

PLEASE NOTE:

All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

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
Rate Card: Valid until 31.12.2022 (subject to change)

AD-SPECIALS LABEL & SACHETS

TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm
Maximum format: 160 x 190 mm
€ 100.– per one thousand

SACHETS

Minimum format: 60 x 80 mm
Maximum format: 120 x 140 mm
Weight: max. 15 g
Thickness: max. 2 mm
€ 120.– per one thousand

Minimum volume: upon request
Additional costs of split runs: €10.00 per one thousand
Booking only possible in connection with at least 1/1 or 2/1!

Placement: Only possible on a right side!

Sachets must be rectangular and withstand a glue temperature of 180°C and a load of approx. 800 - 1,000 kg.

Adhesive tolerances of ±10 mm in all directions.

In the case of **multi-sided stickers**, the closed side must always be processed parallel and closest to the binding.

6 FACTS & FIGURES

EDITOR-IN-CHIEF & EDITOR

Euke Frank

MAGAZINE SECTIONS

Trends, Here & Now, Fashion & More,
Body & Soul at Home & on the Go

CLOSING DATE FOR PRINTING DOCUMENTS

17 days before publication date

AD DEADLINE

4 weeks before publication date

EDITION PRICE

€ 4.90

FREQUENCY OF PUBLICATION

19 issues per year

FOR ADVICE PLEASE CONTACT

Neslihan Bilgin-Kara

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

You can find
our contact partners at
www.vgn.at/woman-kontakt

All information about your
media planning is always up to date at:
www.vgn.at/woman

PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH
FN 183971x HG Vienna,
Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien
IBAN-Code: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Taborstraße 1–3, 1020 Vienna

ARTWORK

Tel.: +43 1 213 12-6088
anzeigenproduktion@woman.at

ADVERTISING DEPARTMENT

Taborstraße 1–3, 1020 Vienna
Tel.: +43 1 213 12-6248
sales@woman.at



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WOMAN ZUKUNFT

**For women who lead the way
and those that want to join them.**

WOMAN increasingly addresses females who recognise and live out their potential. Women who want to shape and form the society of this country. Women who assume responsibility in state matters and politics, culture, research and education, business, health and social affairs, religion, sport, tourism and entertainment.



1 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 36,600.–
1/1 page:_____	€ 18,300.–
1/2 page:_____	€ 13,720.–
1/3 page:_____	€ 10,060.–
1/4 page:_____	€ 8,240.–
1/4 Box*:_____	€ 6,770.–

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

PREMIUM PLACEMENTS	PRICE
Next to the editorial:_____	€ 21,060.–
Next to the Best Bag:_____	€ 21,060.–
Cover page 3_____	€ 21,090.–
Cover page 2 & page 3_____	€ 43,920.–
Cover page 4_____	€ 21,960.–
Cover page 4 & page 5_____	€ 42,090.–
Cover page 6 & page 7_____	€ 42,090.–

SURCHARGES

Special formats and requested placement:

15 % per placement on 1/1 page

Cooperation ads: **10%** on booked format

Surcharges subject to discount.

VGN PERFORMANCE-DISCOUNT

The VGN Performance-Discout can be applied:

- within one 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 %

ADVERTS & DESIGN COSTS

Art direction, conception, design, captioning and reproduction are carried out on the basis of the customers information and documents.

As a flat rate, we charge **€1,335.–** for single pages and **€2,250.–** for 2/1 pages. The photo costs for any photo material that must be purchased, will be charged separately and at cost.

The VGN Performance-Discout 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.

PRODUCTION INFORMATION

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@woman.at

and at **www.vgn.at/produktionsinfos**

2 FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:_____	372 x 246_____	420 x 275
1/1 page:_____	169 x 246_____	210 x 275
1/2 page vertical:_____	89 x 246_____	104 x 275
1/2 page horizontal:_____	169 x 122_____	210 x 135
1/3 page vertical:_____	59 x 246_____	74 x 275
1/3 page horizontal:_____	169 x 75_____	210 x 88
1/4 page vertical:_____	43 x 246_____	58 x 275
1/4 page horizontal:_____	169 x 52_____	210 x 65
1/4 Box*:_____	89 x 120_____	—

PUBLICATION DATE

SPECIAL EDITION

WOMAN ZUKUNFT 2023 _____Thr 15.12.2022

Ad deadline: 4 weeks prior to Publication date;

Deadline for printing materials:

17 days prior to Publication date

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.

3 AD-SPECIALS INSERTS

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

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 123.–
up to 40 grams:_____	€ 138.–
up to 50 grams:_____	€ 148.–
up to 60 grams:_____	€ 158.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 133.–
up to 40 grams:_____	€ 148.–
up to 50 grams:_____	€ 158.–
up to 60 grams:_____	€ 168.–
above 60 grams:_____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

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:

4 x per magazine for weekly magazines
2 x per magazine for 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
 Rate Card: Valid until 31.12.2022 (subject to change)

4 AD-SPECIALS BOUND INSERTS

Minimum volume: upon request
Minimum format: 117 x 148 mm
Maximum format: 210 x 275 mm

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 135.–
up to 40 grams:_____	€ 160.–
up to 50 grams:_____	€ 175.–
up to 60 grams:_____	€ 185.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 145.–
up to 40 grams:_____	€ 170.–
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up to 60 grams:_____	€ 195.–
above 60 grams:_____	upon request

PLEASE NOTE:

All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

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Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)

AD-SPECIALS LABEL & SACHETS

TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm
Maximum format: 160 x 190 mm
€ 100.– per one thousand

SACHETS

Minimum format: 60 x 80 mm
Maximum format: 120 x 140 mm
Weight: max. 15 g
Thickness: max. 2 mm
€ 120.– per one thousand

Minimum volume: upon request
Additional costs of split runs: €10.00 per one thousand
Booking only possible in connection with at least 1/1 or 2/1!
Placement: Only possible on a right side!
Sachets must be rectangular and withstand a glue temperature of 180°C and a load of approx. 800 - 1,000 kg.
Adhesive tolerances of ±10 mm in all directions.
In the case of **multi-sided stickers**, the closed side must always be processed parallel and closest to the binding.

5 FACTS & FIGURES

EDITOR-IN-CHIEF & EDITOR

Euke Frank

CLOSING DATE FOR PRINTING DOCUMENTS

17 days before publication date

AD DEADLINE

4 weeks before publication date

EDITION PRICE

€ 4.90

FOR ADVICE PLEASE CONTACT

Neslihan Bilgin-Kara

Managing Director

Tel.: +43 1 213 12-6333

bilgin.neslihan@vgn.at

You can find
our contact partners at

www.vgn.at/woman-kontakt

All information about your
media planning is always up to date at:

www.vgn.at/woman

PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH

FN 183971x HG Vienna,

Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien

IBAN-Code: AT91 3200 0000 0006 1010

BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Taborstraße 1–3, 1020 Vienna

ARTWORK

Tel.: +43 1 213 12-6088

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ADVERTISING DEPARTMENT

Taborstraße 1–3, 1020 Vienna

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sales@woman.at



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FACTS & FIGURES

YACHT REVUE

More to see than just the sea.

Driven by the passion for water, wind and waves: the **Yachtrevue** combines enthusiasm for water sports with a high level of professional competence. The brand has become a loyal and indispensable companion for all sailing enthusiasts and motorboat fans. It reaches a special, diversely interested and investment-strong community that places great importance on luxury, lifestyle and security.



1 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 10,600.–
1/1 page:_____	€ 5,300.–
3/4 page:_____	€ 4,250.–
2/3 page:_____	€ 3,780.–
1/2 page:_____	€ 2,810.–
1/3 page:_____	€ 1,890.–
1/4 page:_____	€ 1,530.–
1/4 Box*:_____	€ 1,530.–
1/8 page:_____	€ 810.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 6,090.–
Cover page 3_____	€ 6,960.–
Cover page 4_____	€ 6,360.–
Cover page 2 & page 3_____	€ 11,420.–

SURCHARGES

Special placement: upon request

Requested placement: **€ 500.–**

Cooperation ads: **10%** on booked format

Surcharges subject to discount.

VGN PERFORMANCE-DISCOUNT

The VGN Performance-Discout can be applied:

- within one 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 %

ADVERTS & DESIGN COSTS

Art direction, conception, design, captioning and reproduction are carried out on the basis of the customers information and documents.

As a flat rate, we charge **€1,335.–** for single pages and **€2,250.–** for 2/1 pages. The photo costs for any photo material that must be purchased, will be charged separately and at cost.

The VGN Performance-Discout 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.

PRODUCTION INFORMATION

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@yachtrevue.at
and at **www.vgn.at/produktionsinfos**

2 FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	396 x 250	420 x 280
1/1 page:	185 x 250	210 x 280
1/2 page vertical:	90 x 250	104 x 280
1/2 page horizontal:	185 x 125	210 x 140
1/3 page vertical:	60 x 250	74 x 280
1/3 page horizontal:	185 x 80	210 x 90
1/4 page vertical:	43 x 250	58 x 280
1/4 page horizontal:	185 x 60	210 x 70
1/4 Box*:	90 x 125	–

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.
Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)

PUBLICATION DATE

1. QUARTER

01/22	Fri 31.12.2021
02/22	Fri 04.02.2022
03/22	Fri 25.02.2022

2. QUARTER

04/22	Fri 01.04.2022
05/22	Fri 06.05.2022
06/22	Fri 03.06.2022

3. QUARTER

07/22	Fri 01.07.2022
08/22	Fri 05.08.2022
09/22	Fri 02.09.2022

4. QUARTER

10/22	Fri 07.10.2022
11/22	Fri 04.11.2022
12/22	Fri 02.12.2022
01/23	Fri 30.12.2022

Ad deadline: 3 weeks prior to Publication date
Deadline for printing materials:
2 weeks prior to Publication date

3 AD-SPECIALS INSERTS

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

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 157.–
up to 40 grams:_____	€ 172.–
up to 50 grams:_____	€ 182.–
up to 60 grams:_____	€ 192.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 167.–
up to 40 grams:_____	€ 182.–
up to 50 grams:_____	€ 192.–
up to 60 grams:_____	€ 202.–
above 60 grams:_____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

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:

4 x per magazine for weekly magazines
2 x per magazine for monthly magazines

The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.

4 AD-SPECIALS BOUND INSERTS

Minimum volume: upon request
Minimum format: 117 x 148 mm
Maximum format: 210 x 280 mm

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 170.–
up to 40 grams:_____	€ 195.–
up to 50 grams:_____	€ 210.–
up to 60 grams:_____	€ 220.–
above 60 grams:_____	upon request

PLEASE NOTE:

All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 180.–
up to 40 grams:_____	€ 205.–
up to 50 grams:_____	€ 215.–
up to 60 grams:_____	€ 225.–
above 60 grams:_____	upon request

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
Rate Card: Valid until 31.12.2022 (subject to change)

AD-SPECIALS LABEL & SACHETS

TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm
Maximum format: 160 x 190 mm
€ 95.– per one thousand

SACHETS

Minimum format: 60 x 80 mm
Maximum format: 120 x 140 mm
Weight: max. 15 g
Thickness: max. 2 mm
€ 120.– per one thousand

Minimum volume: upon request
Additional costs of split runs: €10.00 per one thousand
Booking only possible in connection with at least 1/1 or 2/1!
Placement: Only possible on a right side!
Sachets must be rectangular and withstand a glue temperature of 180°C and a load of approx. 800 - 1,000 kg.
Adhesive tolerances of ±10 mm in all directions.
In the case of **multi-sided stickers**, the closed side must always be processed parallel and closest to the binding.

5 FACTS & FIGURES

EDITOR-IN-CHIEF

Roland Duller

MAGAZINE SECTIONS

Regattas, Estuaries & Cruises,
Equipment & Accessories, Boats & Yachts

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

EDITION PRICE

€ 5.00

FREQUENCY OF PUBLICATION

Friday, monthly

FOR ADVICE PLEASE CONTACT

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Marion Juren-Orac

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Professional advertisements

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You can find

our contact partners at

www.vgn.at/yachtrevue-kontakt

All information about your
media planning is always up to date at:

www.vgn.at/yachtrevue

PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH

FN 183971x HG Vienna,

Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien

IBAN-Code: AT91 3200 0000 0006 1010

BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Taborstraße 1–3, 1020 Vienna

ARTWORK

Tel.: +43 1 213 12-6088

anzeigenproduktion@yachtrevue.at



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REGIONAL

Local and on point.

The **Regional magazines** report passionately and lovingly about people, markets and regions, connecting all Austrians as a result. Regional magazines are distributed with all VGN media titles in each federal state. This applies to the subscription edition as well as to magazines which are sold in retail.



SPRING, SUMMER, AUTUMN AND WINTER IN AUSTRIA

SONDERMAGAZIN

The special-format tourism and travel magazines are included with **GUSTO, News, Lust auf LEBEN, TV-MEDIA** and **WOMAN** throughout Austria. They are distributed in all federal states, to all subscribers and to all retail trade

FORMAT	PRICE
2/1 pages:_____	€ 14,275.–
1/1 page:_____	€ 8,450.–
1/2 page:_____	€ 5,550.–

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 9,900.–
Cover page 3_____	€ 8,900.–
Cover page 4_____	€ 14,900.–

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
Rate Card: Valid until 31.12.2022 (subject to change)

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:_____	—	386 x 300
1/1 page:_____	—	193 x 300
1/2 page vertical:_____	81 x 300	96,5x 300
1/2 page horizontal:_____	168 x 130	193 x 150

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.

Ad deadline: 3 weeks prior to Publication date
Deadline for printing materials:
2 weeks prior to Publication date



1.1 BURGENLAND ADVERTISING RATES

FORMAT	PRICE
2/1 pages: _____	€ 9,260.–
1/1 page: _____	€ 4,950.–
1/2 page: _____	€ 3,460.–
1/3 page: _____	€ 2,750.–
1/4 page: _____	€ 1,950.–

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 5,700.–
Cover page 3 _____	€ 5,700.–
Cover page 4 _____	€ 6,220.–

SURCHARGES
Special placement: **15 %**
Requested placement: **15 %**
per placement on 1/1 page

FREQUENCY DISCOUNT
Frequency discounts apply within one calendar year per magazine and are irrespective of format.

FREQUENCY	DISCOUNT
from 2 ads _____	10 %
from 2 ads _____	15 %
from 2 ads _____	20 %
from 2 ads _____	30 %

ADVERTS & DESIGN COSTS
Art direction, conception, design, captioning and reproduction are carried out on the basis of the customer's information and documents.

PRODUCTION INFORMATION
Detailed technical guidelines on ad production can be found at www.vgn.at/produktionsinfos

All fees subject to 5% advertising tax and 20% VAT.
Subject to the Terms & Conditions of VGN Medien Holding,
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Rate Card: Valid until 31.12.2022 (subject to change)



1.2 BURGENLAND FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	—	386 x 295
1/1 page:	—	193 x 295
1/2 page vertical:	81 x 257	95 x 295
1/2 page horizontal:	168 x 124	193 x 146
1/3 page vertical:	52 x 257	95 x 295
1/3 page horizontal:	168 x 73	193 x 95
1/4 page vertical:	39 x 257	—
1/4 page horizontal:	168 x 62	—
1/4 Box*:	81 x 124	—

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.

Ad deadline: 3 weeks prior to Publication date
Deadline for printing materials:
2 weeks prior to Publication date

*Composed in type area format on one page with other ads.
Subject to the Terms & Conditions of VGN Medien Holding,
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Rate Card: Valid until 31.12.2022 (subject to change)

1.3 BURGENLAND FACTS & FIGURES

EDITOR-IN-CHIEF

Helmut Bast

RESORTS

People, Markets
Regions, Passion

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

FREQUENCY OF PUBLICATION

4 x per year

FOR ADVICE PLEASE CONTACT

Rainer Muhr

Regional Manager
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muhr.rainer@vgn.at

PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH
FN 183971x HG Vienna,
Taborstraße 1–3, 1020 Viennan

BANK DETAILS

RLB NÖ/Wien
IBAN-Code: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Albrechtgasse 9, 8010 Graz

ARTWORK

to the mail address of your
regional contact partner

ADVERTISING DEPARTMENT

Albrechtgasse 9, 8010 Graz

2.1 KÄRNTEN ADVERTISING RATES

FORMAT	PRICE
2/1 pages: _____	€ 9,600.–
1/1 page: _____	€ 5,100.–
1/2 page: _____	€ 3,550.–
1/3 page: _____	€ 2,750.–
1/4 page: _____	€ 2,050.–

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 8,400.–
Cover page 3 _____	€ 8,400.–
Cover page 4 _____	€ 9,400.–

SURCHARGES

Special placement: **15 %**
Requested placement: **15 %**
per placement on 1/1 page

FREQUENCY DISCOUNT

Frequency discounts apply within one calendar year per magazine and are irrespective of format.

FREQUENCY	DISCOUNT
from 2 ads _____	10 %
from 3 ads _____	15 %
from 4 ads _____	20 %
from 5 ads _____	30 %

ADVERTS & DESIGN COSTS

Art direction, conception, design, captioning and reproduction are carried out on the basis of the customer's information and documents.

PRODUCTION INFORMATION

Detailed technical guidelines on ad production can be found at
www.vgn.at/produktionsinfos

28 SEITEN MIT HERZ UND LEIDENSCHAFT

Menschen	Regionen	Märkte	Leidenschaft
BILANZ Kulturmanager Igor Pucker über Corona: „Die Menschen sind kulturell ausgehungert“	ZUKUNFT SPÖ-Klagenfurt-Chef Philip Kuchler: neuer Weg mit Offenheit und Bodenständigkeit	KLIMASCHUTZ Mit erneuerbaren Energieträgern spart die Kelag pro Jahr 3,6 Mio. Tonnen CO ₂	FRÜHLINGSTRIP Urlaub zu Hause. Die schönsten Kulturziele Kärntens vor der Haustür
KARRIERE LH Peter Kaiser will Kärnten weiter als Bildungsland öffnen und modernisieren	KOSTENLOS Attraktive und sichere Freizeitangebote mit der Familien- und Jugendkarte	KRISENSICHER Der Völkermarkter Elektronikerhersteller wtronic wuchs auch im Coronajahr 2020 kräftig	EINFÜHLSAM Barbara Fleißner macht Mut mit Optimismus: auf Puls 4 und mit ihrem Podcast

DAS MAGAZIN AUS UNSEREM BUNDESLAND Kärnten REGIONAL



2.2 KÄRNTEN FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:_____	—	386 x 295
1/1 page:_____	—	193 x 295
1/2 page vertical:_____	81 x 257	95 x 295
1/2 page horizontal:_____	168 x 124	193 x 146
1/3 page vertical:_____	52 x 257	95 x 295
1/3 page horizontal:_____	168 x 73	193 x 95
1/4 page vertical:_____	39 x 257	—
1/4 page horizontal:_____	168 x 62	—
1/4 Box*:_____	81 x 124	—

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.

Ad deadline: 3 weeks prior to Publication date

Deadline for printing materials:

2 weeks prior to Publication date

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Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)

2.3 KÄRNTEN FACTS & FIGURES

EDITOR-IN-CHIEF

Werner Ringhofer

RESORTS

People, Markets
Regions, Passion

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

FREQUENCY OF PUBLICATION

6x per year

FOR ADVICE PLEASE CONTACT

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Regional Manager
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PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH
FN 183971x HG Vienna,
Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien
IBAN-Code: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Albrechtgasse 9, 8010 Graz

ARTWORK

to the mail address of your
regional contact partner

ADVERTISING DEPARTMENT

Albrechtgasse 9, 8010 Graz

3.1 LOWER AUSTRIA ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 19,490.–
1/1 page:_____	€ 11,490.–
1/2 page:_____	€ 6,965.–
1/3 page:_____	€ 6,825.–
1/4 page:_____	€ 3,980.–

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 12,590.–
Cover page 3_____	€ 12,590.–
Cover page 4_____	€ 13,900.–

SURCHARGES
Special placement: **15 %**
Requested placement: **15 %**
per placement on 1/1 page

FREQUENCY DISCOUNT
Frequency discounts apply within one calendar year per magazine and are irrespective of format.

FREQUENCY	DISCOUNT
from 2 ads_____	10 %
from 3 ads_____	15 %
from 4 ads_____	20 %
from 5 ads_____	30 %

ADVERTS & DESIGN COSTS
Art direction, conception, design, captioning and reproduction are carried out on the basis of the customer's information and documents.

PRODUCTION INFORMATION
Detailed technical guidelines on ad production can be found at www.vgn.at/produktionsinfos

28 SEITEN MIT HERZ UND LEIDENSCHAFT

Märkte & Regionen	Menschen	Kultur	Genuss
RAIFFEISEN Eine Studie zeigt, was Niederösterreich bewegt und braucht	WOLFGANG ECKER WKNO-Präsident über Corona und die fälligen Maßnahmen	MUSEUM NÖ Welche Ausstellungen man in St. Pölten und Tulln besuchen sollte	ESSEN IM GLAS Mit neuen Ideen versorgen ein paar Wirt*innen ihre Gäste
DIGITALISIERUNG In Krems erhält die Digitalisierung einen Turbo Schub	KARL SCHWARZ Der Waldviertler Bierbrauer hat einiges in Weitra investiert	GUGGING Die beliebteste Galerie startet mit einer neuen Schau zur Arche Noah	REZEPT Welche Köstlichkeit man mit Bärlauch machen kann

DAS MAGAZIN AUS UNSEREM BUNDESLAND

Niederösterreich MAGAZIN



ERSCHENNT IN: News, WKNO, tvmedia, @media, trend, GUSTO, Lust auf LEBEN, GOLF REVUE, VGN DIGITAL

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
Rate Card: Valid until 31.12.2022 (subject to change)

3.2 LOWER AUSTRIA FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	—	386 x 295
1/1 page:	—	193 x 295
1/2 page vertical:	81 x 257	95 x 295
1/2 page horizontal:	168 x 124	193 x 146
1/3 page vertical:	52 x 257	95 x 295
1/3 page horizontal:	168 x 73	193 x 95
1/4 page vertical:	39 x 257	—
1/4 page horizontal:	168 x 62	—
1/4 Box*:	81 x 124	—

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.

Ad deadline: 3 weeks prior to Publication date

Deadline for printing materials:

2 weeks prior to Publication date

*Composed in type area format on one page with other ads.
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Rate Card: Valid until 31.12.2022 (subject to change)

3.3 LOWER AUSTRIA FACTS & FIGURES

EDITOR-IN-CHIEF

David Hell

RESORTS

People, Markets
Regions, Passion

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

FREQUENCY OF PUBLICATION

6x per year

FOR ADVICE PLEASE CONTACT

Thomas Reiter

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PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH
FN 183971x HG Vienna,
Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien
IBAN: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Albrechtgasse 9, 8010 Graz

ARTWORK

to the mail address of your
regional contact partner

ADVERTISING DEPARTMENT

Albrechtgasse 9, 8010 Graz

4.1 UPPER AUSTRIA ADVERTISING RATES

FORMAT	PRICE
2/1 pages: _____	€ 17,500.–
1/1 page: _____	€ 9,950.–
1/2 page: _____	€ 7,200.–
1/3 page: _____	€ 5,825.–
1/4 page: _____	€ 4,450.–

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 12,250.–
Cover page 3 _____	€ 12,250.–
Cover page 4 _____	€ 12,600.–

SURCHARGES

Special placement: **15 %**
Requested placement: **15 %**
per placement on 1/1 page

FREQUENCY DISCOUNT

Frequency discounts apply within one calendar year per magazine and are irrespective of format.

FREQUENCY	DISCOUNT
from 2 ads _____	10 %
from 3 ads _____	15 %
from 4 ads _____	20 %
from 5 ads _____	30 %

ADVERTS & DESIGN COSTS

Art direction, conception, design, captioning and reproduction are carried out on the basis of the customer's information and documents.

PRODUCTION INFORMATION

Detailed technical guidelines on ad production can be found at
www.vgn.at/produktionsinfos

52 SEITEN MIT HERZ UND LEIDENSCHAFT

Menschen	Märkte	Regionen	Leidenschaft
HARMONIKA „Diatonische Expeditionen“ ins Reich der Steirischen Harmonika	BLACKOUT Über die Gefahren eines landesweiten Stromausfalls	NACHHALTIGKEIT Generaldirektor Klaus Kumpfmüller über die USP's der HYPO OÖ	REITEN Wo man in OÖ das Glück auf dem Rücken der Pferde findet
ERINNERUNGEN Bewegende Nachkriegsgeschichten einer 78-jährigen	BAUEN+WOHNEN Über innovative Ideen für altersgerechtes Wohnen der Zukunft	SCHNEIDIG Husqvarnas Mähroboter lüften den Frühling ein	JUNGMAMAS Zu Besuch bei den TV-Heldinnen aus „Teen-ager werden Mütter“

DAS MAGAZIN AUS UNSEREM BUNDESLAND

Oberösterreich MAGAZIN



4.2 UPPER AUSTRIA FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	—	386 x 295
1/1 page:	—	193 x 295
1/2 page vertical:	81 x 257	95 x 295
1/2 page horizontal:	168 x 124	193 x 146
1/3 page vertical:	52 x 257	95 x 295
1/3 page horizontal:	168 x 73	193 x 95
1/4 page vertical:	39 x 257	—
1/4 page horizontal:	168 x 62	—
1/4 Box*:	81 x 124	—

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.

Ad deadline: 3 weeks prior to Publication date

Deadline for printing materials:

2 weeks prior to Publication date

*Composed in type area format on one page with other ads.
Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)

4.3 UPPER AUSTRIA FACTS & FIGURES

EDITOR-IN-CHIEF

Hannes Kahr

RESORTS

People, Markets
Regions, Passion

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

FREQUENCY OF PUBLICATION

8x per year

FOR ADVICE PLEASE CONTACT

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PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH
FN 183971x HG Vienna,
Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien
IBAN: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Hauptplatz 22, 4020 Linz

ARTWORK

to the mail address of your
regional contact partner

ADVERTISING DEPARTMENT

Hauptplatz 22, 4020 Linz

5.1 STEIERMARK ADVERTISING RATES

FORMAT	PRICE
2/1 pages: _____	€ 15,552.–
1/1 page: _____	€ 8,640.–
1/2 page: _____	€ 5,980.–
1/3 page: _____	€ 4,950.–
1/4 page: _____	€ 3,450.–

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 10,900.–
Cover page 3 _____	€ 10,900.–
Cover page 4 _____	€ 12,500.–

SURCHARGES
Special placement: **15 %**
Requested placement: **15 %**
per placement on 1/1 page

FREQUENCY DISCOUNT
Frequency discounts apply within one calendar year per magazine and are irrespective of format.

FREQUENCY	DISCOUNT
from 2 ads _____	10 %
from 3 ads _____	15 %
from 4 ads _____	20 %
from 5 ads _____	30 %

ADVERTS & DESIGN COSTS
Art direction, conception, design, captioning and reproduction are carried out on the basis of the customer's information and documents.

PRODUCTION INFORMATION
Detailed technical guidelines on ad production can be found at www.vgn.at/produktionsinfos

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Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)



52 SEITEN MIT HERZ UND LEIDENSCHAFT

Menschen	Regionen	Märkte	Leidenschaft
CHARTSTÜRMERIN Mit Cambodia startete Anna-Sophie durch, jetzt geht ihr eigener Song Down durch die Decke	LIVE IS LIFE Doch kein Aus für Opus Corona verlängert die Karriere der „Boyband“ von Weltruf	ULTRABERG-LAUF Klaus Gösweiners Sport: fünf Marathons und 10.000 Höhenmeter in einem Lauf	LAUSCHER AUF! Gehört gehört. Die Welle der Podcasts rollt – und die Steirer surfen mit
PERDEFLÜSTERER Johannes Wagner rettet Indianerperle vor dem Aussterben. 10 Tiere gibt er dem Palouse-Stamm	MULTITALENT Sara von Kienegger: Mit Handtaschen und Malerei top, der nächste Wurf ist ein Film	TRAILSPASS Endlich brettern. Im Bikepark Planai warten 35 knackige Kilometer der besten Strecken	GESUND LEBEN Weg von der Süßsucht. Absolutly Sugarfree zeigt, wie man ohne Zucker leben kann

DAS MAGAZIN AUS UNSEREM BUNDES-LAND

Steiermark

MAGAZIN

Schwerpunkt
Region Schladming-
Dachstein

ANGELIKA ERTL
Der Aufruf der ORF-Biogärtnerin: „Werdet wieder zu
Gärtnern! Das eigene Grün gibt uns die Urkraft“

ERSCHENNT IN: News, KULTUR, tvmedia, @media, trend, GUSTO, Lust auf LEBEN, GOLF REVUE, VGN DIGITAL

5.2 STEIERMARK FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	—	386 x 295
1/1 page:	—	193 x 295
1/2 page vertical:	81 x 257	95 x 295
1/2 page horizontal:	168 x 124	193 x 146
1/3 page vertical:	52 x 257	95 x 295
1/3 page horizontal:	168 x 73	193 x 95
1/4 page vertical:	39 x 257	—
1/4 page horizontal:	168 x 62	—
1/4 Box*:	81 x 124	—

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.

Ad deadline: 3 weeks prior to Publication date

Deadline for printing materials:

2 weeks prior to Publication date

*Composed in type area format on one page with other ads.
Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)

5.3 STEIERMARK FACTS & FIGURES

EDITOR-IN-CHIEF

Werner Ringhofer

RESORTS

People, markets, regions, passion

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

FREQUENCY OF PUBLICATION

Monthly

FOR ADVICE PLEASE CONTACT

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PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH
FN 183971x HG Vienna,
Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien
IBAN: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Albrechtgasse 9, 8010 Graz

ARTWORK

to the mail address of your
regional contact partner

ADVERTISING DEPARTMENT

Albrechtgasse 9, 8010 Graz

6.1 TIROL ADVERTISING RATES

FORMAT	PRICE
2/1 pages: _____	€ 8,450.–
1/1 page: _____	€ 4,900.–
1/2 page: _____	€ 3,400.–
1/4 page: _____	€ 2,100.–

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 6,000.–
Cover page 3 _____	€ 6,000.–
Cover page 4 _____	€ 6,200.–

SURCHARGES
Special placement: **15 %**
Requested placement: **15 %**
per placement on 1/1 page

FREQUENCY DISCOUNT
Frequency discounts apply within one calendar year per magazine and are irrespective of format.

FREQUENCY	DISCOUNT
from 2 ads _____	10 %
from 3 ads _____	15 %
from 4 ads _____	20 %
from 5 ads _____	30 %

ADVERTS & DESIGN COSTS
Art direction, conception, design, captioning and reproduction are carried out on the basis of the customer's information and documents.

PRODUCTION INFORMATION
Detailed technical guidelines on ad production can be found at www.vgn.at/produktionsinfos

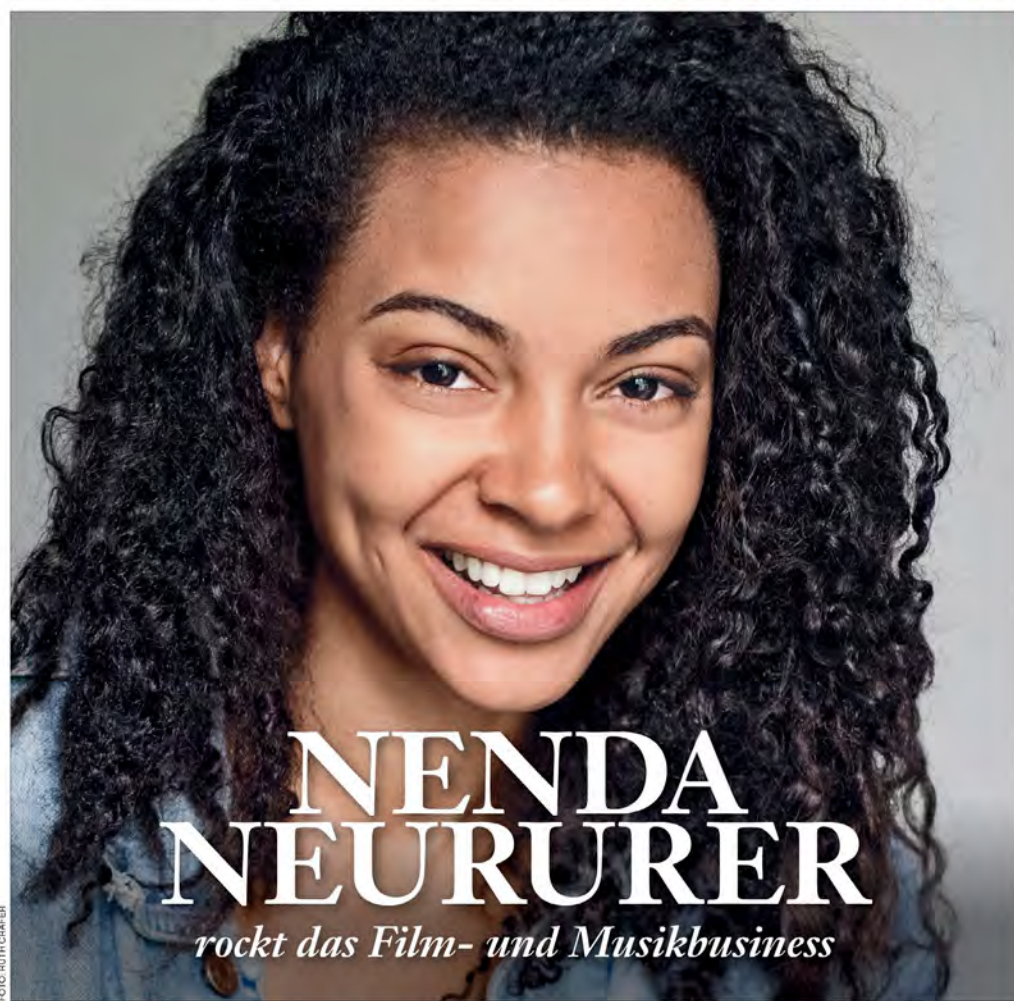
All fees subject to 5% advertising tax and 20% VAT.
Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2022 (subject to change)



28 SEITEN MIT HERZ UND LEIDENSCHAFT

Menschen	Märkte	Regionen	Leidenschaft
NEUE SHOW Katharina Straßer kehrt auf die Bühne zurück und singt Austropop. Bald ist sie auch wieder in „Schnell ermittelt“ zu sehen	KRAFT TANKEN In den Kitzbüheler Alpen wird für Leib und Seele gesorgt. Die Kraftalm zeigt, dass man auch stylish ausspannen kann	VOLKSSCHULE Die Innsbrucker Schule am Inn überzeugt durch Inklusion und moderne Lehre. Ein Ganztageskonzept wirkt chancengleichend	UNTER DER HAUBE DJ Orzi stellt sein neues Album vor und beweist, dass er nicht nur Schenckelklopper kann. Darin öffnet er sich seinen Fans: authentisch wie nie zuvor

DAS MAGAZIN AUS UNSEREM BUNDESLAND
Tirol MAGAZIN



PRÄSENTATION:

6.2 TIROL FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	—	386 x 300
1/1 page:	—	193 x 300
1/2 page vertical:	81 x 260	96,5x 300
1/2 page horizontal:	168 x 130	193 x 150
1/4 page vertical:	48 x 300	—
1/4 page horizontal:	168 x 62	—
1/4 Box*:	81 x 124	—

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.

Ad deadline: 3 weeks prior to Publication date

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6.3 TIROL FACTS & FIGURES

EDITOR-IN-CHIEF

Hannes Kahr

RESORTS

People, markets, regions, passion

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

FREQUENCY OF PUBLICATION

3x per year

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PUBLISHER & MEDIA OWNER

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Taborstraße 1–3, 1020 Vienna

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RLB NÖ/Wien

IBAN: AT91 3200 0000 0006 1010

BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Hauptplatz 22, 4020 Linz

ARTWORK

to the mail address of your
regional contact partner

ADVERTISING DEPARTMENT

Hauptplatz 22, 4020 Linz

7.1 VORARLBERG ADVERTISING RATES

FORMAT	PRICE
2/1 pages: _____	€ 8,300.–
1/1 page: _____	€ 4,700.–
1/2 page: _____	€ 3,400.–
1/4 page: _____	€ 2,100.–

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 6,000.–
Cover page 3 _____	€ 6,000.–
Cover page 4 _____	€ 6,200.–

SURCHARGES

Special placement: **15 %**
Requested placement: **15 %**
per placement on 1/1 page

FREQUENCY DISCOUNT

Frequency discounts apply within one calendar year per magazine and are irrespective of format.

FREQUENCY	DISCOUNT
from 2 ads _____	10 %
from 3 ads _____	15 %
from 4 ads _____	20 %
from 5 ads _____	30 %

ADVERTS & DESIGN COSTS

Art direction, conception, design, captioning and reproduction are carried out on the basis of the customer's information and documents.

PRODUCTION INFORMATION

Detailed technical guidelines on ad production can be found at
www.vgn.at/produktionsinfos

28 SEITEN MIT HERZ UND LEIDENSCHAFT

Menschen	Regionen	Märkte	Leidenschaft
ARBEITSPROGRAMM Landeshauptmann Wallner über Chancen und Herausforderungen im neuen Jahr	UNIKATE Holzschuhe in vierter Generation, die nur direkt im Bregenzerwald zu kaufen sind	M. KÖHLMEIER Eine der wichtigsten Stimmen im Land: der Musiker, Erzähler & Schriftsteller im Talk	WOHNERLEBENS Touristische Übernachtungsmöglichkeit mit einem geringen ökologi- schen Fußabdruck
SENAT DER WIRT- SCHAFT Zwei Senatoren und der Vorstandsvor- sitzende im Talk über Wirtschaft und Industrie	ERINNERNSWERT Sonderausstellung im Jüdischen Museum in Hohenems noch bis Anfang Oktober	HAUBEN Mit insgesamt 7(!) Hauben ausgezeichnete Vorarlberger Spitzen- gastronomie	LIFESTYLE Neue Ski-in-Ski-out- Location im größten zusammenhängenden Skigebiet Österreichs



7.2 VORARLBERG FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	—	386 x 300
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7.3 VORARLBERG FACTS & FIGURES

EDITOR-IN-CHIEF

Hannes Kahr

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CLOSING DATE FOR PRINTING DOCUMENTS

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FREQUENCY OF PUBLICATION

3x per year

FOR ADVICE PLEASE CONTACT

Hannes Kahr

Regional Manager

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kahr.hannes@vgn.at

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IBAN: AT91 3200 0000 0006 1010

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EDITORIAL OFFICE

Hauptplatz 22, 4020 Linz

ARTWORK

to the mail address of your
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ADVERTISING DEPARTMENT

Hauptplatz 22, 4020 Linz



VGN DIGITAL

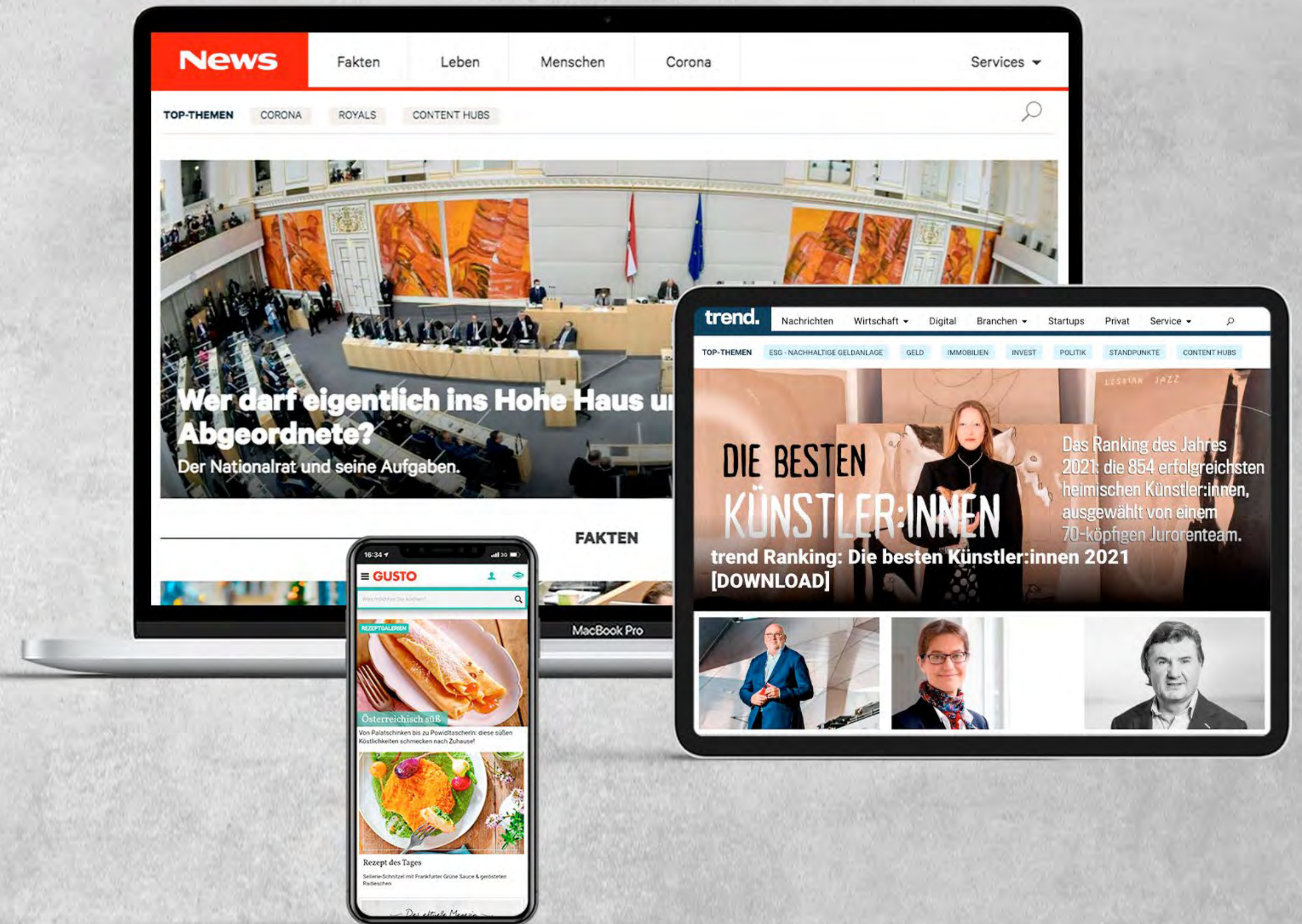
CONTENT

- 1**
DISPLAY ADVERTISING
- 2**
MULTISCREEN FORMATS
LARGE-SCALE FORMATS
- 3**
MOBILE ADVERTISING
TV-MEDIA APP
- 4**
INTERACTION
CONTENT MARKETING
AUDIO & VIDEO
- 5**
NEWSLETTER
- 6**
FACTS & FIGURES

VGN DIGITAL

Maximum attention to the defined target group.

The interests of our users are the focus of all our actions. We combine the comprehensive digital range of portals, mobile, apps and moving images with the high content demand of VGN Medien Holding. For our advertising customers this means: the strong portals and the wide range of topics of the VGN Digital Universe enable a perfect target group approach.



1 DISPLAY ADVERTISING



Super Banner XL
(960 x 100 px)
RON* CMP € 25.–
Controlled CMP € 33.–



Skyscraper
(160 x 600 px)
RON CMP € 25.–
Controlled CMP € 33.–



Content Banner
(618 x 100 px)
RON* CMP € 15.–
Controlled CMP € 20.–



Superbanner
(728 x 90 px)
RON* CMP € 15.–
Controlled CMP € 20.–



L-AD
(728 x 90 px + 160 x 600 px)
RON* CMP € 39.–
Controlled CMP € 51.–



Billboard
(960 x 250 px)
RON* CMP € 39.–
Controlled CMP € 51.–




Halfpage Ad/Sitebar
(300 x 600 px)
RON* CMP € 39.–
Controlled CMP € 51.–




T-AD (Billboard & Sitebar)
(960 x 250 px, Sitebar dynamic 1:2)
RON* CMP € 69.–
Controlled CMP € 99.–


2 MULTISCREEN FORMATS & LARGE-SCALE ADVERTISING FORMATS




UAP (Universal Ad Package)**
(Medium Rectangle, Super Banner and Skyscraper, .jpg, .gif, HTML5 (zip < 100 kB))
RON CMP € 18.–
Controlled CMP € 24.–



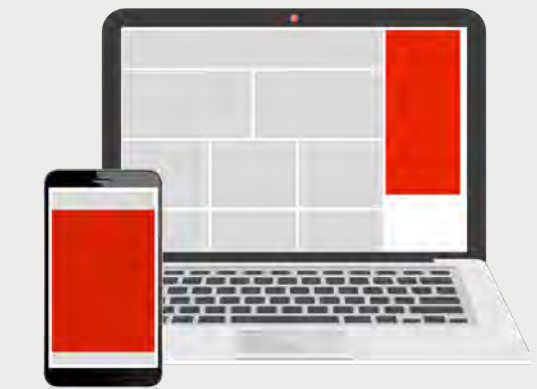
Videowall***
HTML5 or HTML (no MP4, SWF,...) Format: 1920x1080 (max. 4MB) Clicktag according to IAB Austrian Standard
Controlled CMP € 99.–




Medium Rectangle / Advertorial Teaser / Mobile Content Ad**
(350 x 250 px, .jpg, .gif, HTML5 (zip < 100 kB))
RON CMP € 25.–
Controlled CMP € 33.–




Fireplace & Billboard***
(960 x 100px, 2x 160 x 600 px (left & right), 960 x 250px including hexadecimal code, .jpg, .gif, HTML5 (zip < 100 kB))
Controlled CMP € 79.–



Sitebar/halfpage AD/ understitial**
(dynamic 1:2, 300 x 600 px, .jpg, .gif, HTML5 (zip < 100 kB))
RON CMP € 39.–
Controlled CMP € 51.–




Fireplace & Fishtank***
(960 x 100px, 2x 160 x 600 px (left & right), 960 x 900px including hexadecimal code, .jpg, .gif, HTML5 (zip < 100 kB))
Controlled CMP € 99.–



Fireplace***
(960 x 100px, 2x 160 x 600 px (left & right), including hexadecimal code, .jpg, .gif, HTML5 (zip < 100 kB))
Controlled CMP € 69.–



Sitebranding***
(sitebranding in your CI, 1 day ROS)
Controlled CMP € 99.–



Fishtank***
(960 x 900 px, plus hexadecimal code, ad scrolls with the content, only .jpg allowed)
Controlled CMP € 69.–







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

**On selected portals




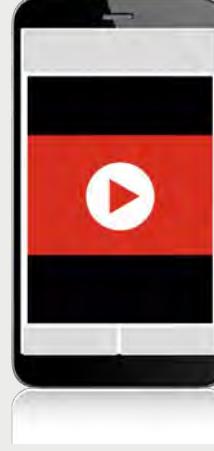


***Desktop and mobile display depending on availability

The terms and conditions of VGN Medien Holding at www.vgn.at/agb apply

3 MOBILE ADVERTISING

 <p>Understitial ad (mp4 video + 320x180 px visual image 320 x 50 px) CPM € 51.–</p>	 <p>Mobile Content Ad (300 x 250 px, max. 40 kB, HTML5) CPM € 33.–</p>
 <p>Cube Ad (images 250x250 px , 40 kB– for all 4 slides) CPM € 60.–</p>	 <p>Inline video ad (mp4 video 320 x 180 px) CPM € 60.–</p>
 <p>MMA Banner (300 x 50 px, 40 kB) CPM € 30.–</p>	 <p>Slideshow Ad (1-5 images, 320x480px, 40kB per image) CPM € 60.–</p>

TV MEDIA APP

 <p>Resize Ad (320 x 250 px, max. 40 kB / Close Button 50 x 50 px visual image) CPM € 60.–</p>	 <p>Download Push Ad (320 x 50 or 320 x 150 or 320 x 250 px, max. 40 kB) CPM € 60.–</p>
 <p>Gallery Ad (320 x 250 px, max. 40 kB) CPM € 60.–</p>	 <p>Fullscreen Video Ad (mp4 video 320 x 180 px) CPM € 60.–</p>
 <p>Content video ad (mp4 video 320 x 180 px, image above video 320 x 70 px) CPM € 60.–</p>	 <p>Trailer Ad (320 x 50 px, mp4 video 320 x 180 px) CPM € 60.–</p>

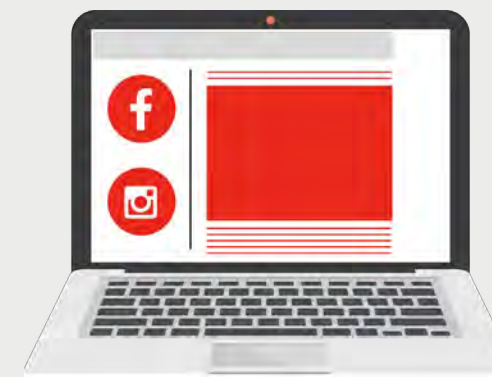
4 INTERACTION, CONTENT MARKETING, AUDIO & VIDEO



Interactive Contest
(Landing Page, teaser, newsletter,
social media post)
from € 1,490.–



Newsletter/Advertorial Teaser
(Image + text max. 150 characters
including spaces)
from € 500.–



Social Media Posting
(incl. text and one correction loop)
from € 550.–



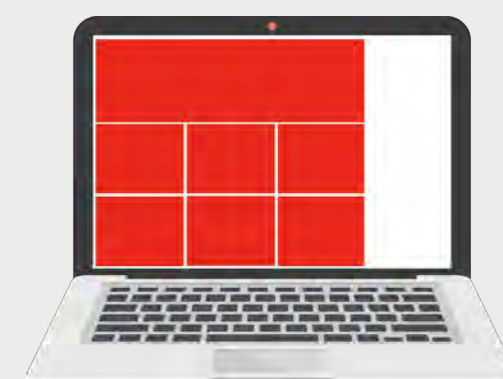
Video production
Coverage, portrait, making of, tutorial
(max. 3 Min./ 3x1 Min., briefing and
editorial concept incl. interview guide)
Video from € 2,500.–



Pre-rolls and post rolls
mpeg or wav, max. 800kB
15 sec. Controlled CPM €40.–
20 Sek. Controlled CPM €50.–
30 sec. Controlled CPM €60.–



Channel Sponsoring
Exclusive cooperation partnership in the
channel, three fixed banner placements
(Premium AD, Content Banner & Medium
Rectangle), integration of a service tool,
independent editorial content
from € 3,000.–/month*



Content Hub
Overview page on selected portal, links to
the customer website, illustration of editori-
al articles, newsletter, pool content stories,
social media
from € 15,000.–/monthly



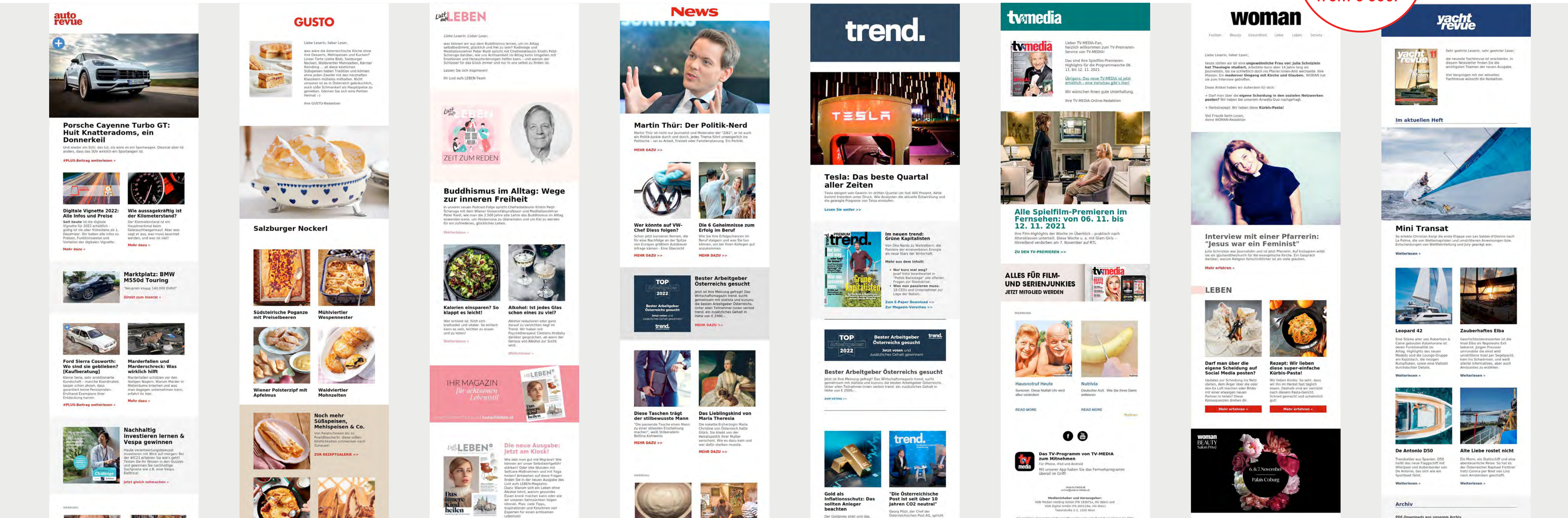
Collage
Textual presentation of products,
up to 10 images with a link to the cus-
tomer website, application of
advertorial teaser
(collage on selected portals)
from € 5,500.–



Podcast
Audio pre-podcast
Price upon request

5 NEWSLETTER

Advertorial
teaser in the
newsletter
from € 500.-



6 FACTS & FIGURES

9 VGN PORTALS

autorevue, e-media, GUSTO, Lust aufs LEBEN,
News, trend, TV-MEDIA, WOMAN, Yacht Revue
+ AT Traffic Spiegel Online & golf.at

23.9 %*
Scope

4.3 mil.**
Visits

27.2 mil.**
Page Impressions

2.1 mil.**
Unique Clients

57.4% ABC1*
Target group

FOR ADVICE PLEASE CONTACT

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You can find
our contact partners at
www.vgn.at/a/werbung-digital-kontakt

All information about your
media planning is always up to date at:
www.vgn.at/werbung-digital

PUBLISHER & MEDIA OWNER

VGN Digital GmbH
FN 205118w HG Vienna,
Taborstraße 1-3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien
IBAN: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

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CAMPAIGN MANAGEMENT

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*ÖWA Plus 2019 - I V (VGN digital umbrella offer)
**Sources: ÖWA Basic QS 7-9 2021 + site statistics



CONTENT

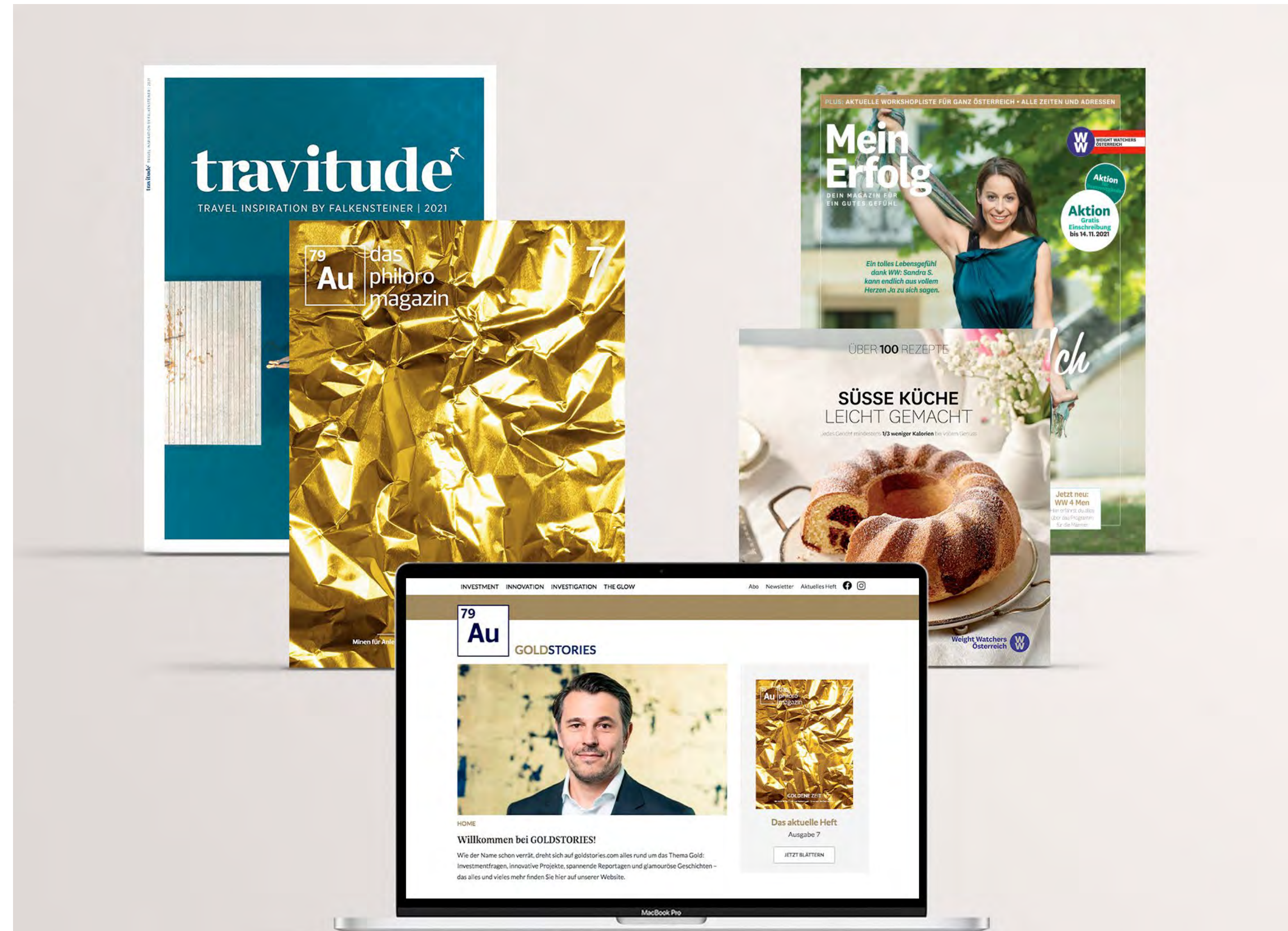
1 FACTS & FIGURES

CORPORATE PUBLISHING

Multianalog and multidigital.

VGN Content Marketing & Corporate Publishing

is the competence center of VGN Medien Holding for storytelling and media from companies to customers and employees. From customer magazines to cook-books, from online magazines to crossmedia campaigns, we develop tailor-made solutions for corporate communication. Our full service ranges from strategy and conception to content production and distribution to success control, from increasing brand awareness to image building to building your community and generating leads.



1 FACTS & FIGURES

FOR ADVICE PLEASE CONTACT

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Head of Content Marketing &
Corporate Publishing
Tel.: +43 1 213 12-6110
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You can find
our contact partners at
www.vgn.at/contentmarketing-kontakt

All information about your
planning is always up to date at:
www.vgn.at/contentmarketing

PUBLISHER & MEDIA OWNER

VGN Medien Holding GmbH
FN 183971x HG Vienna,
Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien
IBAN: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE

Taborstraße 1–3, 1020 Vienna

PUBLISHER INFORMATION



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Claudia Gradwohl (CHRO)
Helmut Schoba (CSO/COO)
Susanne Herzeg (CFO)
Michael Drexler (CSO Digital)
Michael Pirsch (CSO B2C)

CHIEF REPRESENTATIVES:

Cornelia Absenger
Dietmar Zikulnig

OWNER, PUBLISHER, PRODUCTION AND EDITOR:

VGN Medien Holding GmbH
FN 183971x, HG Vienna
Taborstraße 1–3, 1020 Vienna

VGN Digital GmbH
FN 205118w HG Vienna
Taborstraße 1–3 1020 Vienna

RATES

Rate card valid from Jan. 1, 2022
(subject to change)

ADMINISTRATION

Taborstraße 1–3, 1020 Vienna
Phone.: +43 1 213 12-0
Fax (administration): ext. 6605

BANK DETAILS

RLB NÖ/Wien
IBAN: AT91 3200 0000 0006 1010
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