



GUSTO

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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: **37,418** Copies (incl. 16,010 as a e-journal)
 Subscriptions: **14,608** Copies (incl. 5,774 as a e-journal)
 Share of Subscriptions: **39,0 %**
 Readers: **459,000**
 Total Reach: **6.0 %**
 Reach Female: **9.4%**
 Core Target Audience: Female, 30+ years, ABC1 Status
 Reach within Core Target Audience: **11.1 %**
 Gender: **79.81%** Female **20.9 %** Male
 Ratio ABC1 Status: **50.0 %**
 Average Household Income: **€ 3,587.–**

DIGITAL – gusto.at

Visits: **448,593**
 Page Impressions: **710,227**
 Unique Clients: **307,317**
 Gender: **61.7 %** Female **38.3 %** Male
 Age: **73.1%** < 60 years
 Average Household Income **€ 2,846–**

SOCIAL MEDIA

Facebook: **110,484**
 Instagram: **5,354**

NEWSLETTER

Recipients: **47,000-49,000** (Sent Mon, Thr)
 Opening Rate: **36.6 %**

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 27,700.–
1/1 page:_____	€ 13,850.–
3/4 page:_____	€ 11,750.–
2/3 page:_____	€ 10,500.–
1/2 page:_____	€ 7,860.–
1/3 page:_____	€ 5,460.–
1/4 page:_____	€ 4,540.–
1/4 Box*:_____	€ 4,190.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 16,660.–
Cover page 4_____	€ 16,660.–
Cover page 2 & page 3_____	€ 33,350.–

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, copywriting, proofreading and reproduction are carried out on the basis of the information and documents provided by the customer (including three correction loops). Additional corrections as well as costs for purchased photographic material will be charged separately and according to time and effort. As a flat rate, we charge **€ 1,450** for single pages and **€ 2,430** for double pages.

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@gusto.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 31.12.2023 (subject to change)

PUBLICATION DATE

1. QUARTER

03/23 _____ Thr 16.02.2022
04/23 _____ Thr 16.03.2023

2. QUARTER

05/23 _____ Thr 20.04.2023
06/23 _____ Wed 17.05.2023
07+08/23 _____ Thr 15.06.2023

3. QUARTER

09/23 _____ Thr 17.08.2023
10/23 _____ Thr 21.09.2022

4. QUARTER

11/23 _____ Thr 19.10.2023
12/23 _____ Thr 16.11.2023
13/23 + 1/24 _____ Thr 14.12.2023

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:	€ 170.–
up to 40 grams:	€ 186.–
up to 50 grams:	€ 197.–
up to 60 grams:	€ 207.–
above 60 grams:	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:	€ 180.–
up to 40 grams:	€ 196.–
up to 50 grams:	€ 207.–
up to 60 grams:	€ 217.–
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 31.12.2023 (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:_____	€ 184.–
up to 40 grams:_____	€ 211.–
up to 50 grams:_____	€ 227.–
up to 60 grams:_____	€ 238.–
above 60 grams:_____	upon request

PARTIAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 194.–
up to 40 grams:_____	€ 221.–
up to 50 grams:_____	€ 237.–
up to 60 grams:_____	€ 248.–
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.
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Rate Card: Valid until 31.12.2023 (subject to change)

AD-SPECIALS LABEL & SACHETS

TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm
Maximum format: 160 x 190 mm
€ 103.– per one thousand

SACHETS

Minimum format: 60 x 80 mm
Maximum format: 120 x 140 mm
Weight: max. 15 g
Thickness: max. 2 mm
€ 130.– 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
€ 5.90

FREQUENCY OF PUBLICATION
Monthly

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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

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