



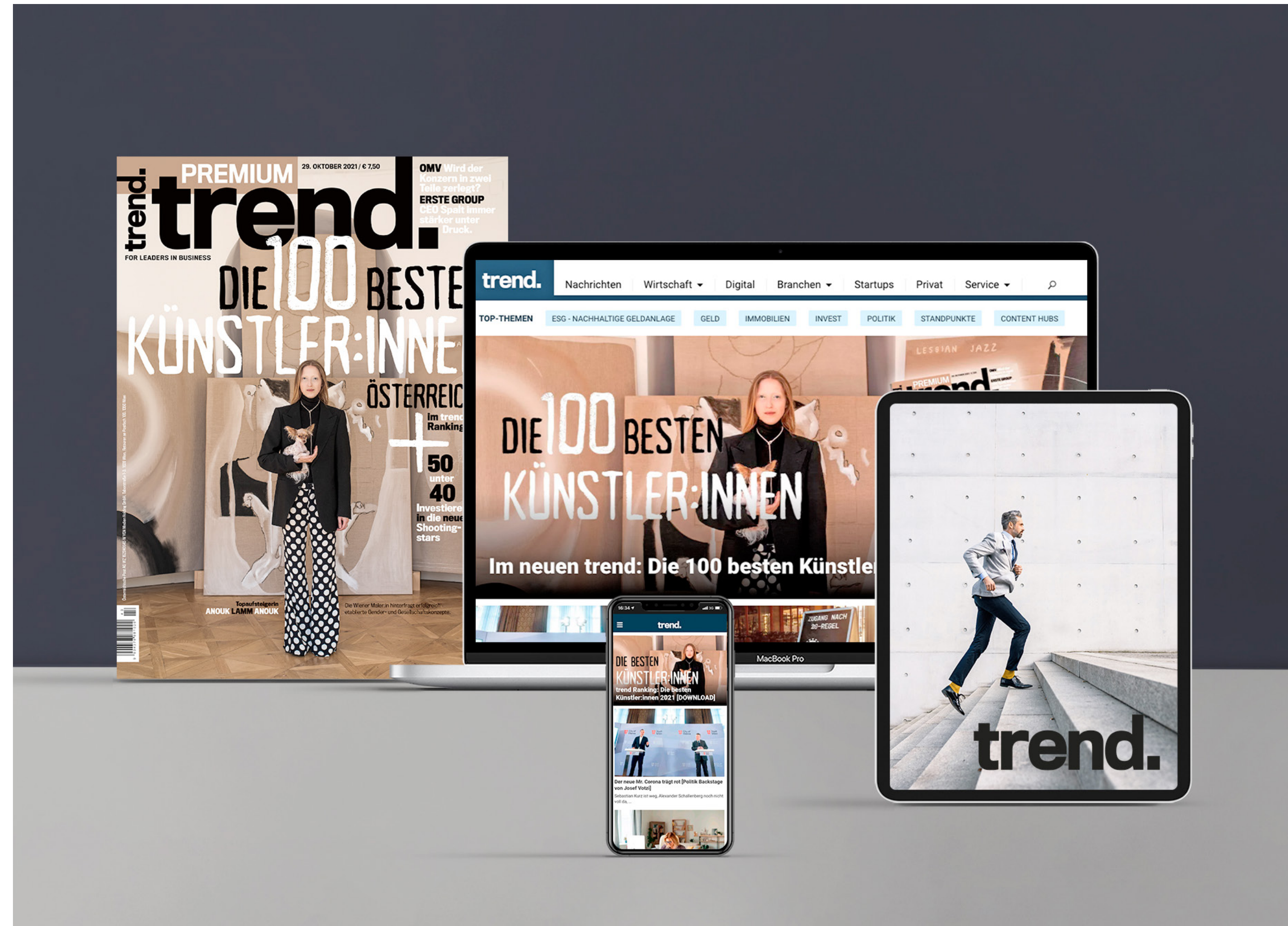
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# trend.PREMIUM

**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: **44,257** Copies (incl. 10,002 as a e-journal)  
 Subscriptions: **17,910** Copies (incl. 7,070 as a e-journal)  
 Share of Subscriptions: **40.5 %**  
 Readers: **82,000**  
 Total Reach: **1.1 %**  
 Core Target Audience: **AB-Status, 30+ years, sole and joint decision makers**  
 Reach within Core Target Audience: **1.8 %**  
 Gender: **36.4 % Female 63.6 % Male**  
 Ratio ABC1 Status: **66.5 %**

## DIGITAL – trend.at

Visits: **312,658**  
 Page Impressions: **397.633**  
 Unique Clients: **213.702**  
 Gender: **44.5 % Female 55.5 % Male**  
 Age: **76.4 % < 50 years**

## SOCIAL MEDIA

Facebook: **52,365**  
 Twitter: **5,103**

## NEWSLETTER

Recipients: **21,000–23,000 (Sent Mon, Thr)**  
 Opening Rate: **40,1 %**

## 2 ADVERTISING RATES

<b>FORMAT</b>	<b>PRICE</b>
2/1 pages: _____	€ 30,580.–
1/1 page: _____	€ 15,290.–
3/4 page: _____	€ 12,750.–
2/3 page: _____	€ 11,580.–
1/2 page: _____	€ 9,730.–
1/3 page: _____	€ 6,790.–
1/4 page: _____	€ 5,510.–
1/4 Box*: _____	€ 4,820.–

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

<b>PREMIUM PLACEMENTS</b>	<b>PRICE</b>
Cover page 2 _____	€ 17,730.–
Cover page 3 _____	€ 17,730.–
Cover page 4 _____	€ 18,540.–
Cover page 2 & page 3 _____	€ 35,320.–
Cover page 4 & page 5 _____	€ 32,890.–

### **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

<b>FREQUENCY</b>	<b>DISCOUNT</b>
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@trend.at](mailto:anzeigenproduktion@trend.at) and at [www.vgn.at/produktionsinfos](http://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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2023 (subject to change)



### PUBLICATION DATE

#### January

01/23 \_\_\_\_\_ Fri 13.01.2023  
02/23 \_\_\_\_\_ Fri 27.01.2023

#### February

03/23 \_\_\_\_\_ Fri 10.02.2023  
04/23 \_\_\_\_\_ Fri 24.02.2023

#### March

05/23 \_\_\_\_\_ Fri 10.03.2023

#### April

06/23 \_\_\_\_\_ Fri 07.04.2023

#### May

07/23 \_\_\_\_\_ Fri 12.05.2023  
08/23 \_\_\_\_\_ Wed 26.05.2023

#### June

09/23 \_\_\_\_\_ Fri 23.06.2023

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

#### July

10/23 \_\_\_\_\_ Fri 07.07.2023  
11/23 \_\_\_\_\_ Fri 28.07.2023

#### August

12/23 \_\_\_\_\_ Fri 25.08.2023

#### September

13/23 \_\_\_\_\_ Fri 08.09.2023  
14/23 \_\_\_\_\_ Fri 29.09.2023

#### October

15/23 \_\_\_\_\_ Fri 13.10.2023  
16/23 \_\_\_\_\_ Fri 27.10.2023

#### November

17/23 \_\_\_\_\_ Fri 10.11.2023  
18/23 \_\_\_\_\_ Fri 24.11.2023

#### December

19/23 \_\_\_\_\_ Thr 07.12.2023

## 4 AD-SPECIALS INSERTS

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

<b>TOTAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 164.–
up to 40 grams: _____	€ 181.–
up to 50 grams: _____	€ 193.–
up to 60 grams: _____	€ 205.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 174.–
up to 40 grams: _____	€ 191.–
up to 50 grams: _____	€ 203.–
up to 60 grams: _____	€ 215.–
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.

<b>NUMBER OF COPIES</b>	<b>DISCOUNT</b>
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](http://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	PARTIAL	PRICE
CIRCULATION	PER ONE THOUSAND	CIRCULATION	PER ONE THOUSAND
up to 20 grams: _____	€ 178.–	up to 20 grams: _____	€ 188.–
up to 40 grams: _____	€ 208.–	up to 40 grams: _____	€ 218.–
up to 50 grams: _____	€ 226.–	up to 50 grams: _____	€ 226.–
up to 60 grams: _____	€ 238.–	up to 60 grams: _____	€ 248.–
above 60 grams: _____	upon request	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,  
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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  
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

### FOR ADVICE PLEASE CONTACT

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You can find  
our contact partners at  
[www.vgn.at/trend-kontakt](http://www.vgn.at/trend-kontakt)

All information about your  
media planning is always up to date at:  
[www.vgn.at/trend](http://www.vgn.at/trend)

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