



CONTENT

1
AUDIENCE
PRINT & DIGITAL

2
ADVERTISING RATES

3
FORMATS &
PUBLICATION DATE

4
AD-SPECIALS
INSERTS

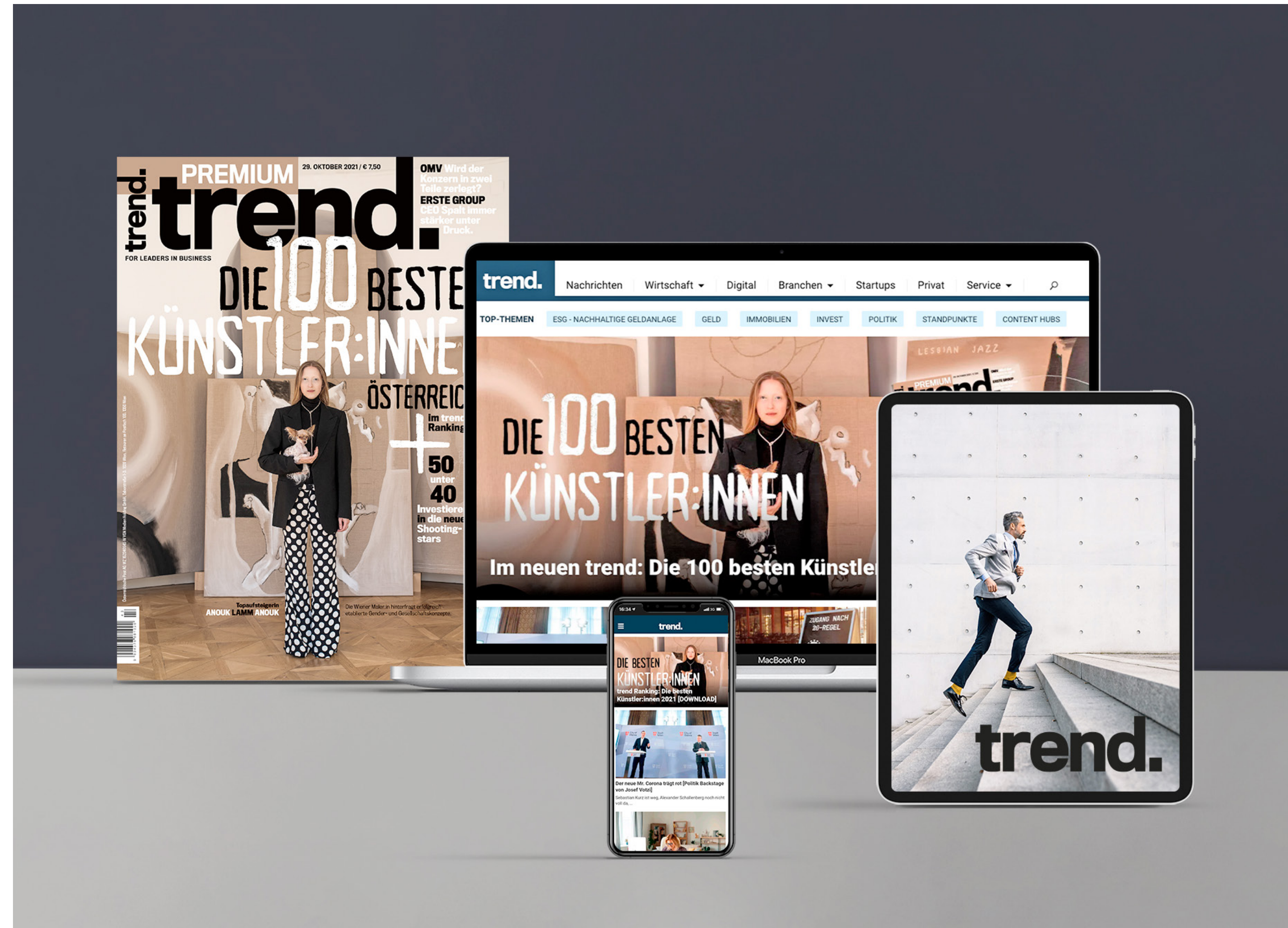
5
AD-SPECIALS
BOUND INSERTS,
LABEL & SACHETS

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: **44,257** 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

FORMAT	PRICE
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.

PREMIUM PLACEMENTS	PRICE
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

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@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 31.12.2023 (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 31.12.2023 (subject to change)

PUBLICATION DATE

January	July
01/23_____Fri 13.01.2023	10/23_____Fri 07.07.2023
02/23_____Fri 27.01.2023	11/23_____Fri 28.07.2023
February	August
03/23_____Fri 10.02.2023	12/23_____Fri 25.08.2023
04/23_____Fri 24.02.2023	
March	September
05/23_____Fri 10.03.2023	13/23_____Fri 08.09.2023
	14/23_____Fri 29.09.2023
April	October
06/23_____Fri 07.04.2023	15/23_____Fri 13.10.2023
	16/23_____Fri 27.10.2023
May	November
07/23_____Fri 12.05.2023	17/23_____Fri 10.11.2023
08/23_____Wed 26.05.2023	18/23_____Fri 24.11.2023
June	December
09/23_____Fri 23.06.2023	19/23_____Thr 07.12.2023

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: _____	€ 164.–
up to 40 grams: _____	€ 181.–
up to 50 grams: _____	€ 193.–
up to 60 grams: _____	€ 205.–
above 60 grams: _____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
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.

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:_____	€ 178.–
up to 40 grams:_____	€ 208.–
up to 50 grams:_____	€ 226.–
up to 60 grams:_____	€ 238.–
above 60 grams:_____	upon request

PARTIAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 188.–
up to 40 grams:_____	€ 218.–
up to 50 grams:_____	€ 226.–
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.
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)



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

Ralf B. Six
CEO
trend., News, e-media,
autorevue, Yachtrevue
Tel.: +43 1 213 12-6177
six.ralf@vgn.at

Bastian Hofer-Hoi
Director 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