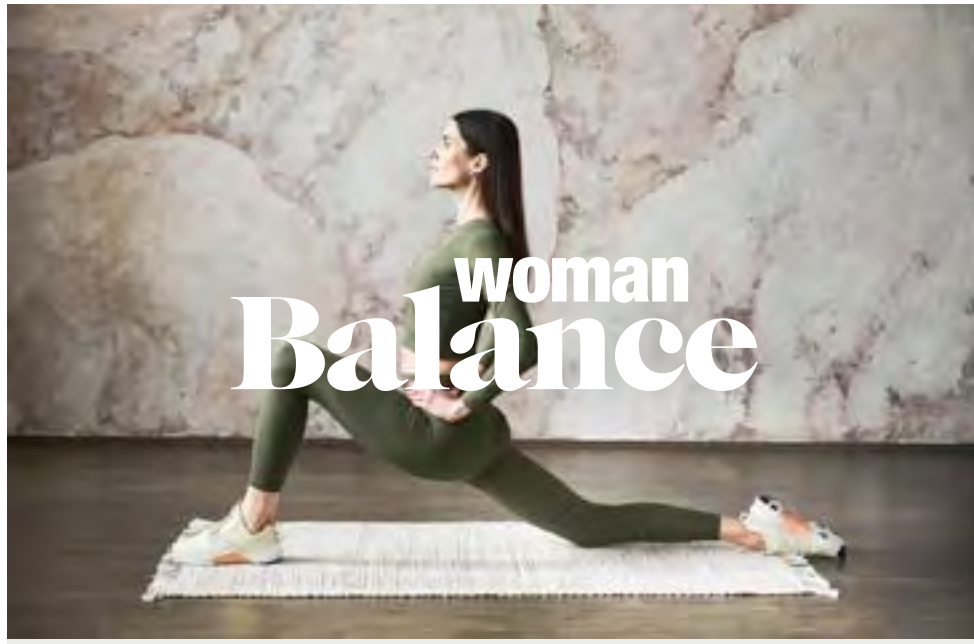


PRICE LIST₂₀₂₃





Community-Based-Publishing

FOR ALL THOSE
WHO MATTER.

PRINT

1.4 mil.
readers

1.7 mil.
gross reach

18.3%
of Austrian households

1.2 mil.
distributed copies per month*
incl. 367,992 as an e-journal

0.7 mil.
subscription copies per month*
incl. 313,151 as an e-journal

DIGITAL

5.4 mil.
visits

2.3 mil.
unique clients

1.1 mil.
social media Followers

257,000-273,000
newsletter recipients

19.1%
reach of
Austrian
internet users

Source: ÖAK 2nd HY 2022 and publisher's statement, *circulation weighted by Ø frequency/month
MA 22, reach: autorevue, e-media, GUSTO, News, trend.PREMIUM, TV-MEDIA, WOMAN,
ÖWA Q4 2022; Social Media (Facebook, Twitter, Instagram, Pinterest) & Newsletter
(Values are subject to fluctuations of +/- 5 %) according to publishers information

BEST PRACTICE

Let yourself be inspired by implemented cross-media campaigns that fulfill a variety of marketing objectives.

PRODUCT EXPERIENCE

AWARNESS

AGENDA SETTING

MINI MARKET RESEARCH

MARKET RESEARCH

LEAD GENERATION

EMPLOYER BRANDING





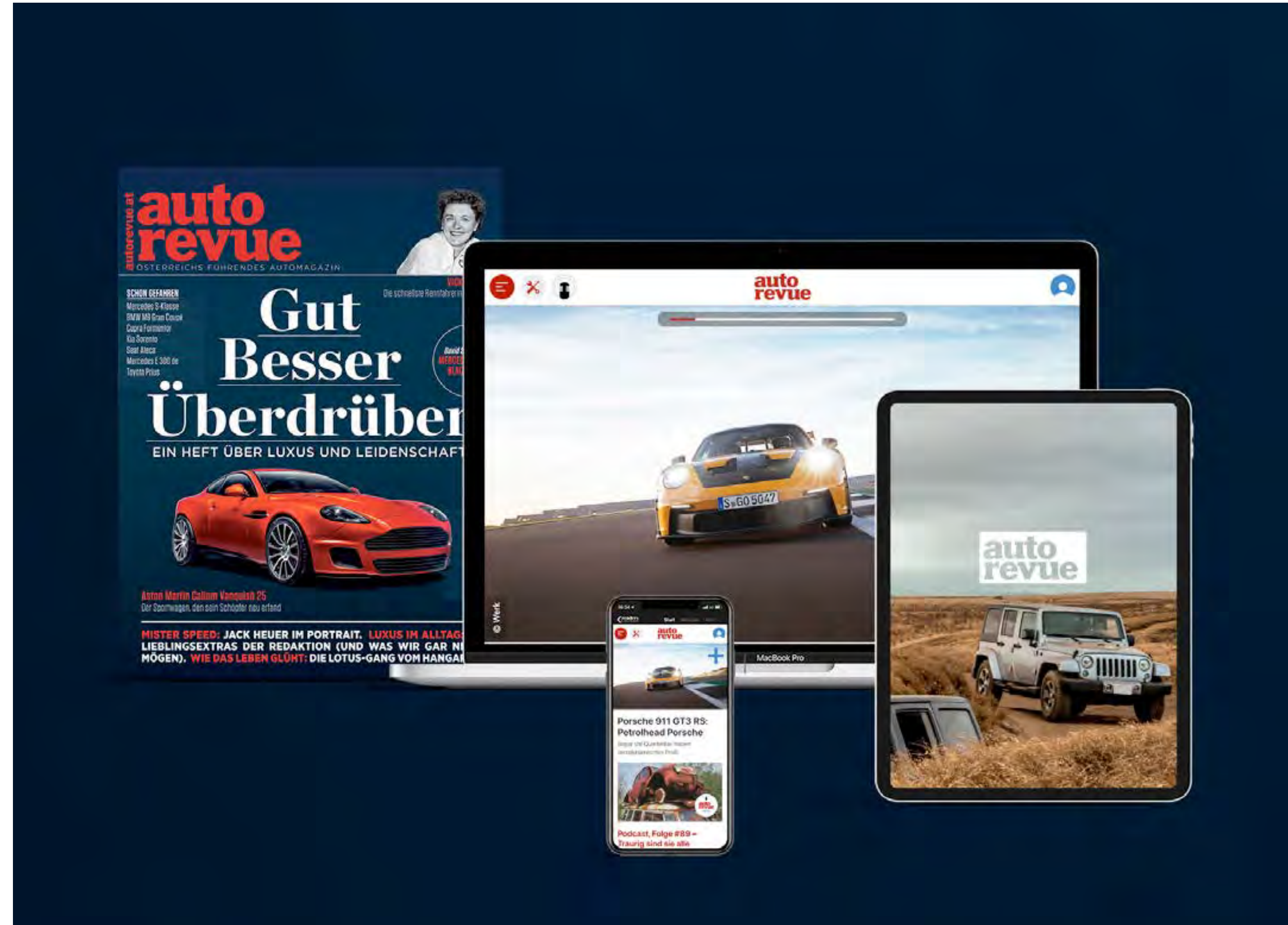
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FACTS & FIGURES

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: 43,106 Copies (incl. 17,788 as a e-journal)
 Subscriptions: 25,376 Copies (incl. 12,379 as a e-journal)
 Share of Subscriptions: 58,9 %
 Readers: 197,000
 Total Reach: 2.6 %
 Reach Male: 4.4 %
 Core Target Audience: Male, ABC1 Status
 Reach within Core Target Audience: 4.9 %
 Gender: 16.5 % Female 83.5 % Male
 Ratio ABC1 Status: 57.5 %
 Average Household Income: € 3,882.–

DIGITAL – autorevue.at

Visits: 518,322
 Page Impressions: 654,162
 Unique Clients: 400,751
 Gender: 41,8 % Female 58.2 % Male
 Age: 72.4 % < 50 years
 Average Household Income: € 3,015.–

Social Media

Facebook: 165,441
 Pinterest: 2,200
 Instagram: 1,740

Newsletter

Recipients: 34,000–36,000 (Sent Mon, Thu)
 Opening Rate: 35.9 %

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 27,420.–
1/1 page:_____	€ 13,710.–
3/4 page:_____	€ 11,520.–
2/3 page:_____	€ 10,120.–
1/2 page:_____	€ 7,860.–
1/3 page:_____	€ 5,390.–
1/4 page:_____	€ 4,150.–
1/4 Box*:_____	€ 4,150.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 15,770.–
Cover page 3_____	€ 15,770.–
Cover page 4_____	€ 16,450.–
Cover page 2 & page 3_____	€ 30,840.–

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, 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@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 31.12.2023 (subject to change)

PUBLICATION DATE

1. QUARTER

12/22 + 01/23	Fri	02.12.2022
02/23	Fri	20.01.2023
03/23	Fri	24.02.2023
04/23	Fri	24.03.2023

2. QUARTER

05/23	Fri	21.04.2023
06/23	Fri	26.05.2023
07+08/23	Fri	30.06.2023

3. QUARTER

09/23	Fri	25.08.2023
10/23	Fri	22.09.2023

4. QUARTER

11/23	Fri	20.10.2023
12/23 + 01/24	Fri	01.12.2023

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.

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:_____	€ 184.–
up to 40 grams:_____	€ 211.–
up to 50 grams:_____	€ 227.–
up to 60 grams:_____	€ 238.–
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:_____	€ 194.–
up to 40 grams:_____	€ 221.–
up to 50 grams:_____	€ 237.–
up to 60 grams:_____	€ 248.–
above 60 grams:_____	upon request

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.

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)

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
€ 7.90

FREQUENCY OF PUBLICATION
Monthly

FOR ADVICE PLEASE CONTACT

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e-media, Yachtrevue
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Reinhold Oberegger
Head of Sales
Tel.: +43 1 213 12-6135
oberegger.reinhold@vgn.at

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

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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

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ARTWORK
anzeigenproduktion@autorevue.at

ADVERTISING DEPARTMENT
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Tel.: +43 1 213 12-6305
anzeigenabteilung@autorevue.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: 39,994 Copies (incl. 16,701 as a e-journal)
Subscriptions: 15,664 Copies (incl. 7,575 as a e-journal)
Share of Subscriptions: 39.2 %
Readers: 430,000
Total Reach: 5.7 %
Reach Female: 8.7%
Core Target Audience: Female, 30+ years, ABC1 Status
Reach within Core Target Audience: 10.3 %
Gender: 78.6 % Female 21.4 % Male
Ratio ABC1 Status: 51.2 %
Average Household Income: € 3,576.–

DIGITAL – gusto.at

Visits: 804,907
Page Impressions: 1,281,858
Unique Clients: 476,981
Gender: 58.3 % Female 41.7 % Male
Age: 68.3 % < 60 years
Average Household Income € 2,878.–

SOCIAL MEDIA

Facebook: 110,379
Instagram: 5,529

NEWSLETTER

Recipients: 51,000-53,000 (Sent Mon, Thr)
Opening Rate: 38.1 %

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.
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
Susanne Jelinek

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

FOR ADVICE PLEASE CONTACT

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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

BANK DETAILS
RLB NÖ/Wien
IBAN-Code: AT20 3200 0000 0033 2627
BIC/SWIFT: RLNWATWW
UID: ATU74231636

EDITORIAL OFFICE
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ARTWORK
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ADVERTISING DEPARTMENT
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Tel.: +43 1 213 12-6477
anzeigen@gusto.at



CONTENT

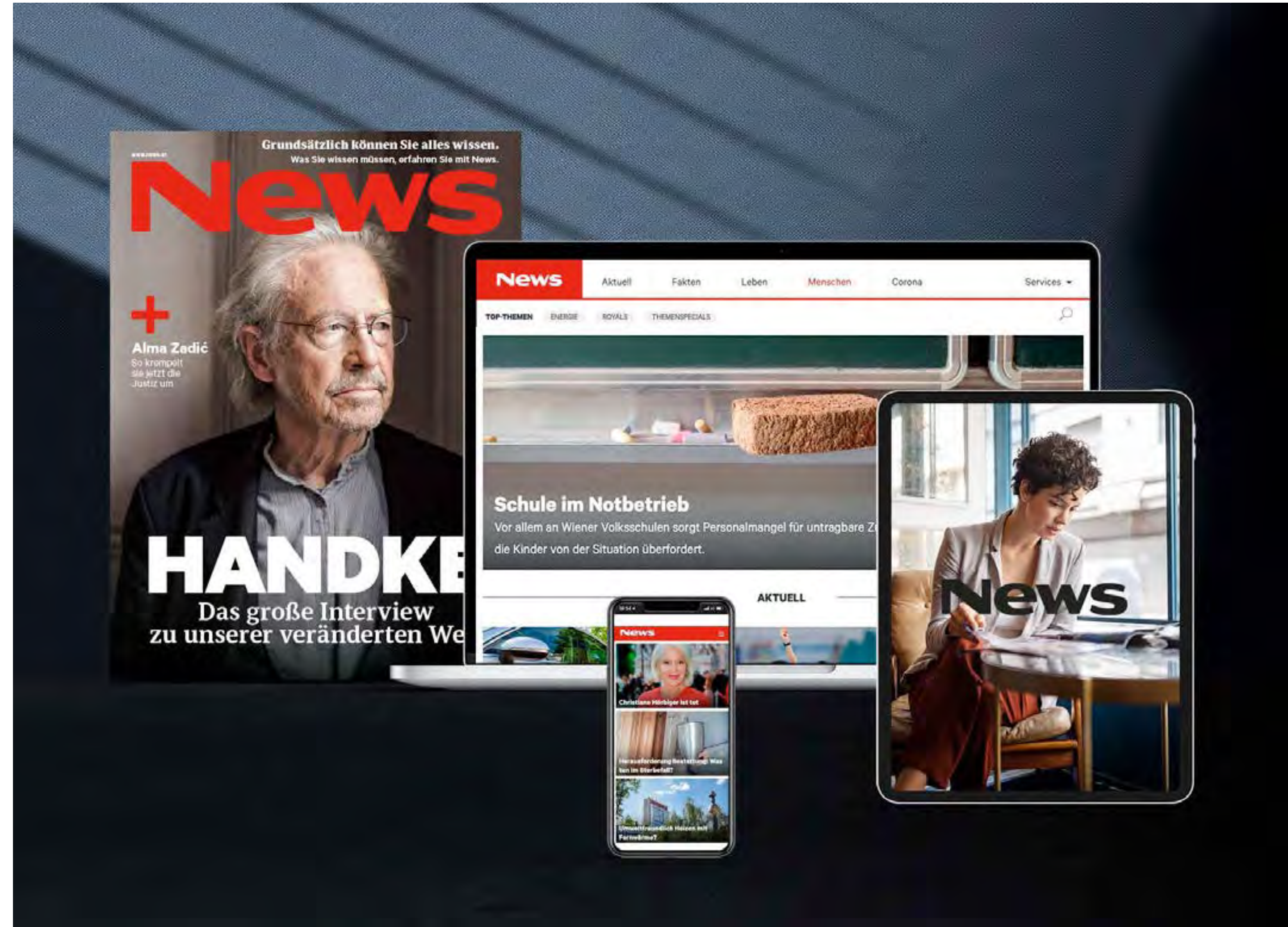
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NEWS

**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: 50,849 Copies (incl. 16,711 as a e-journal)
Subscriptions: 28,292 Copies (incl. 13,956 as a e-journal)
Share of Subscriptions: 55.6 %
Readers: 171,000
Total Reach: 2.2 %
Core Target Audience: 25+ years, ABC1 Status
Reach within Core Target Audience: 2.7 %
Gender: 44.6 % Female 55.4 % Male
Ratio ABC1 Status: 53.6 %
Average Household Income: € 3,711.-

DIGITAL – news.at

Visits: 1,111,924
Page Impressions: 17,287,712
Unique Clients: 664,730
Gender: 52.7 % Female 47.3 % Male
Age: 70.3 % < 50 years
Average Household Income: €2,931.-

SOCIAL MEDIA

Facebook: 117,548
Twitter: 86,571
Instagram: 3,056

NEWSLETTER

Recipients: 48,000–50,000 (Sent Mon, Thr)
Opening Rate: 26.8%

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 27,640.–
1/1 page:_____	€ 13,820.–
3/4 page:_____	€ 12,000.–
2/3 page:_____	€ 11,070.–
1/2 page:_____	€ 9,630.–
1/3 page:_____	€ 6,860.–
1/4 page:_____	€ 5,530.–
1/4 Box*:_____	€ 5,530.–

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

PREMIUM PLACEMENTS	PRICE
Next to the editorial:_____	15%
Cover page 2_____	€ 16,390.–
Cover page 3_____	15%
Cover page 4_____	€ 17,390.–
Cover page 2 & page 3_____	€ 31,650.–

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@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 31.12.2023 (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

01+02/23 _Fri 13.01.23
03/23 ____Fri 20.01.23
04/23 ____Fri 27.01.23

February

05/23 ____Fri 03.02.23
06/23 ____Fri 10.02.23
07/23 ____Fri 17.02.23
08/23 ____Fri 24.02.23

March

09/23 ____Fri 03.03.23
10/23 ____Fri 10.03.23
11/23 ____Fri 17.03.23
12/23 ____Fri 24.03.23
13/23 ____Fri 31.03.23

April

14/23 ____Fri 07.04.23
15/23 ____Fri 14.04.23
16/23 ____Fri 21.04.23
17/23 ____Fri 28.04.23

May

18/23 ____Fri 05.05.23
19/23 ____Fri 12.05.23
20/23 ____Fri 19.05.23
21/23 ____Fri 26.05.23

June

22/23 ____Fri 02.06.23
23/23 ____Fri 09.06.23
24/23 ____Fri 16.06.23
25+26/23 _Fri 23.06.23

July

27/23 ____Fri 07.07.23
28+29/23 _Fri 14.07.23
30/23 ____Fri 28.07.23

August

31+32/23 _Fri 04.08.23
33/23 ____Fri 18.08.23
34/23 ____Fri 25.08.23

September

35/23 ____Fri 01.09.23
36/23 ____Fri 08.09.23
37/23 ____Fri 15.09.23
38/23 ____Fri 22.09.23
39/23 ____Fri 29.09.23

October

40/23 ____Fri 06.10.23
41/23 ____Fri 13.10.23
42/23 ____Fri 20.10.23
43/23 ____Fri 27.10.23

November

44/23 ____Fri 03.11.23
45/23 ____Fri 10.11.23
46/23 ____Fri 17.11.23
47/23 ____Fri 24.11.23

December

48/23 ____Fri 01.12.23
49/23 ____Thu 07.12.23
50/23 ____Fri 15.12.23
51+52/23 _Fri 22.12.23

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:_____	€ 133.–
up to 40 grams:_____	€ 149.–
up to 50 grams:_____	€ 160.–
up to 60 grams:_____	€ 171.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 143.–
up to 40 grams:_____	€ 159.–
up to 50 grams:_____	€ 170.–
up to 60 grams:_____	€ 181.–
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 CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 135.–
up to 40 grams:_____	€ 151.–
up to 50 grams:_____	€ 162.–
up to 60 grams:_____	€ 173.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 145.–
up to 40 grams:_____	€ 161.–
up to 50 grams:_____	€ 172.–
up to 60 grams:_____	€ 183.–
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
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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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

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

BANK DETAILS
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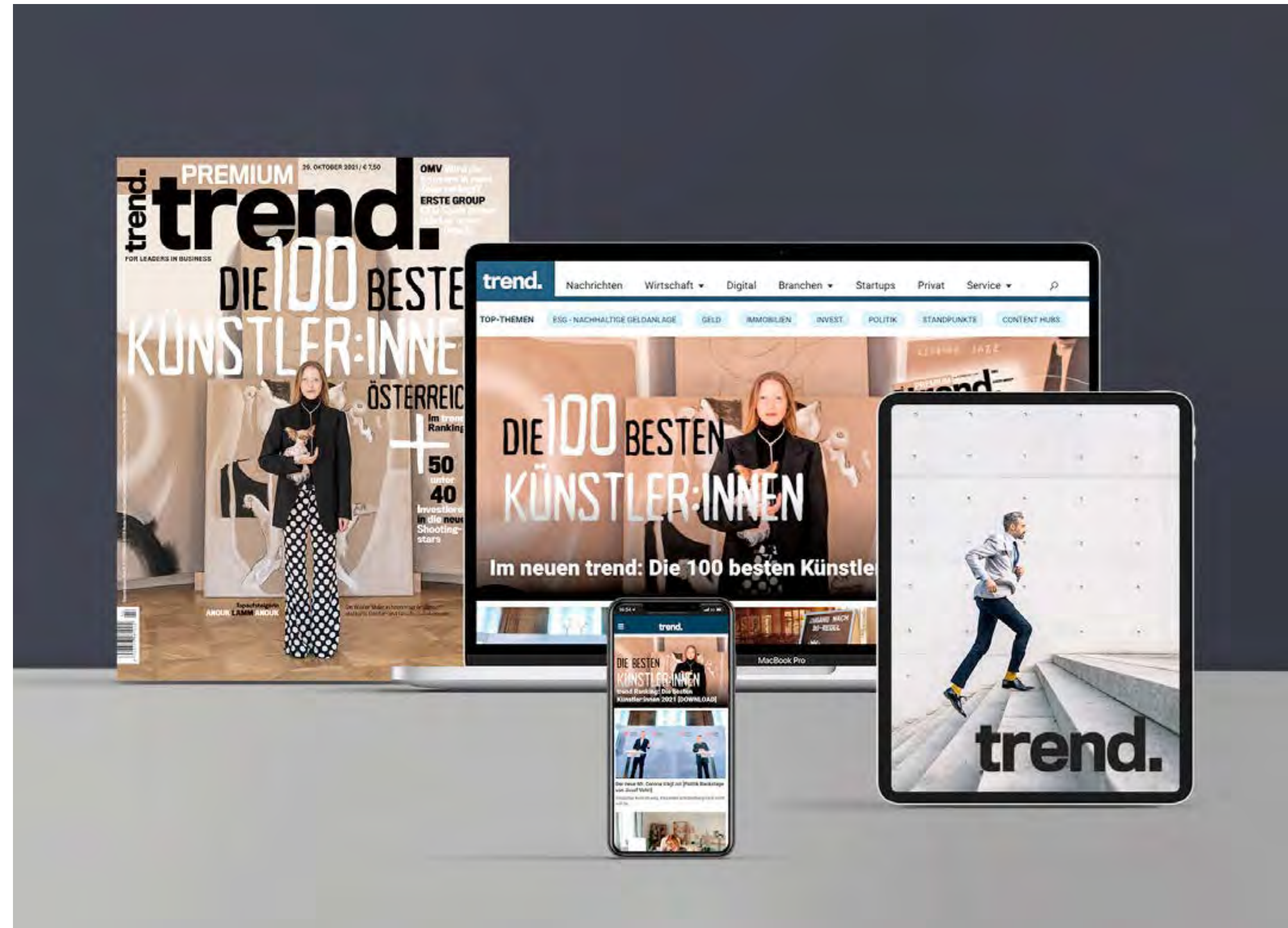
5
AD-SPECIALS
BOUND INSERTS,
LABEL & SACHETS

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: **45,610** Copies (incl. 11,944 as a e-journal)
 Subscriptions: **19,826** Copies (incl. 9,578 as a e-journal)
 Share of Subscriptions: **43.5 %**
 Readers: **82,000**
 Total Reach: **1.1 %**
 Core Target Audience: **AB-Status, 30+** years, sole and joint decision makers
 Reach within Core Target Audience: **2.0 %**
 Gender: **31.4 %** Female **68.6 %** Male
 Ratio ABC1 Status: **63.9 %**

DIGITAL – trend.at

Visits: **377,262**
 Page Impressions: **492,817**
 Unique Clients: **270,046**
 Gender: **45.3 %** Female **54.7 %** Male
 Age: **72.8 % < 60 years**

SOCIAL MEDIA

Facebook: **52,303**
 Twitter: **5,067**

NEWSLETTER

Recipients: **21,000–23,000** (Sent Mon, Thr)
 Opening Rate: **41.6 %**

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

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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

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BANK DETAILS
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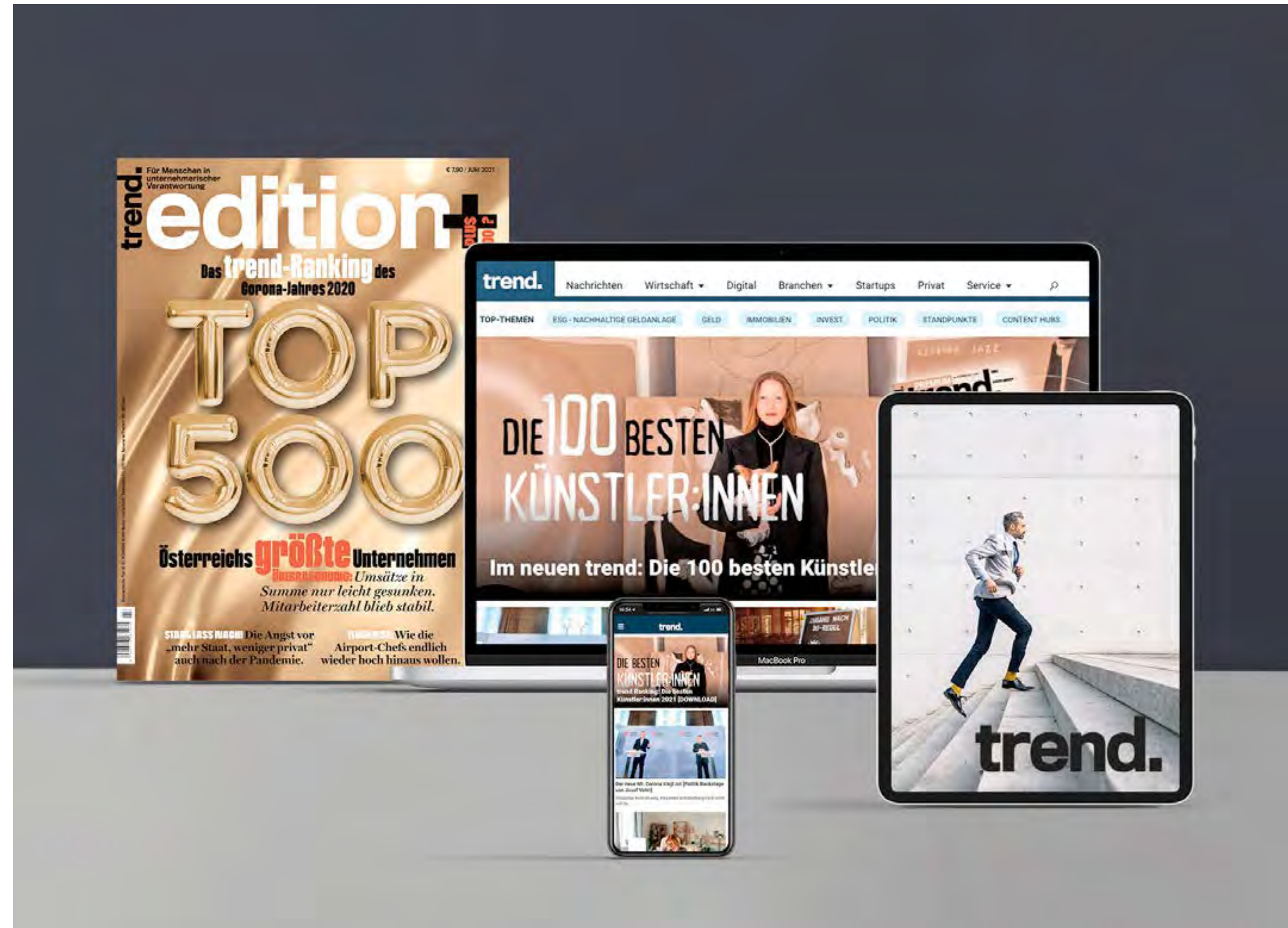
trend.EDITION

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
- Trends 2024



1 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 32,120.–
1/1 page:_____	€ 16,060.–
3/4 page:_____	€ 13,730.–
2/3 page:_____	€ 12,160.–
1/2 page:_____	€ 11,030.–
1/3 page:_____	€ 7,140.–
1/4 page:_____	€ 5,790.–
1/4 Box*:_____	€ 5,070.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 18,620.–
Cover page 3_____	€ 18,620.–
Cover page 4_____	€ 19,480.–
Cover page 2 & page 3_____	€ 37,090.–
Cover page 4 & page 5_____	€ 34,530.–

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

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 31.12.2023 (subject to change)

PUBLICATION DATE

1. QUARTER

01/23_____Top 300 Arbeitgeber____Fri 24.03.2023

2. QUARTER

02/23_____Rechtsanwalts-Ranking____Fri 28.04.2023

03/23_____Top 500 Unternehmen____Fri 09.06.2023

3. QUARTER

04/23_____Forum Alpbach____Fri 11.08.2023

4. QUARTER

05/23_____Trends 2023____Do 22.12.2023

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:_____	€ 172.–
up to 40 grams:_____	€ 190.–
up to 50 grams:_____	€ 202.–
up to 60 grams:_____	€ 215.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 182.–
up to 40 grams:_____	€ 200.–
up to 50 grams:_____	€ 212.–
up to 60 grams:_____	€ 225.–
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:_____	€ 187.–
up to 40 grams:_____	€ 217.–
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.

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 197.–
up to 40 grams:_____	€ 227.–
up to 50 grams:_____	€ 247.–
up to 60 grams:_____	€ 258.–
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 31.12.2023 (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.

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
€ 8.90

FOR ADVICE PLEASE CONTACT

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e-media, Yachtrevue
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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

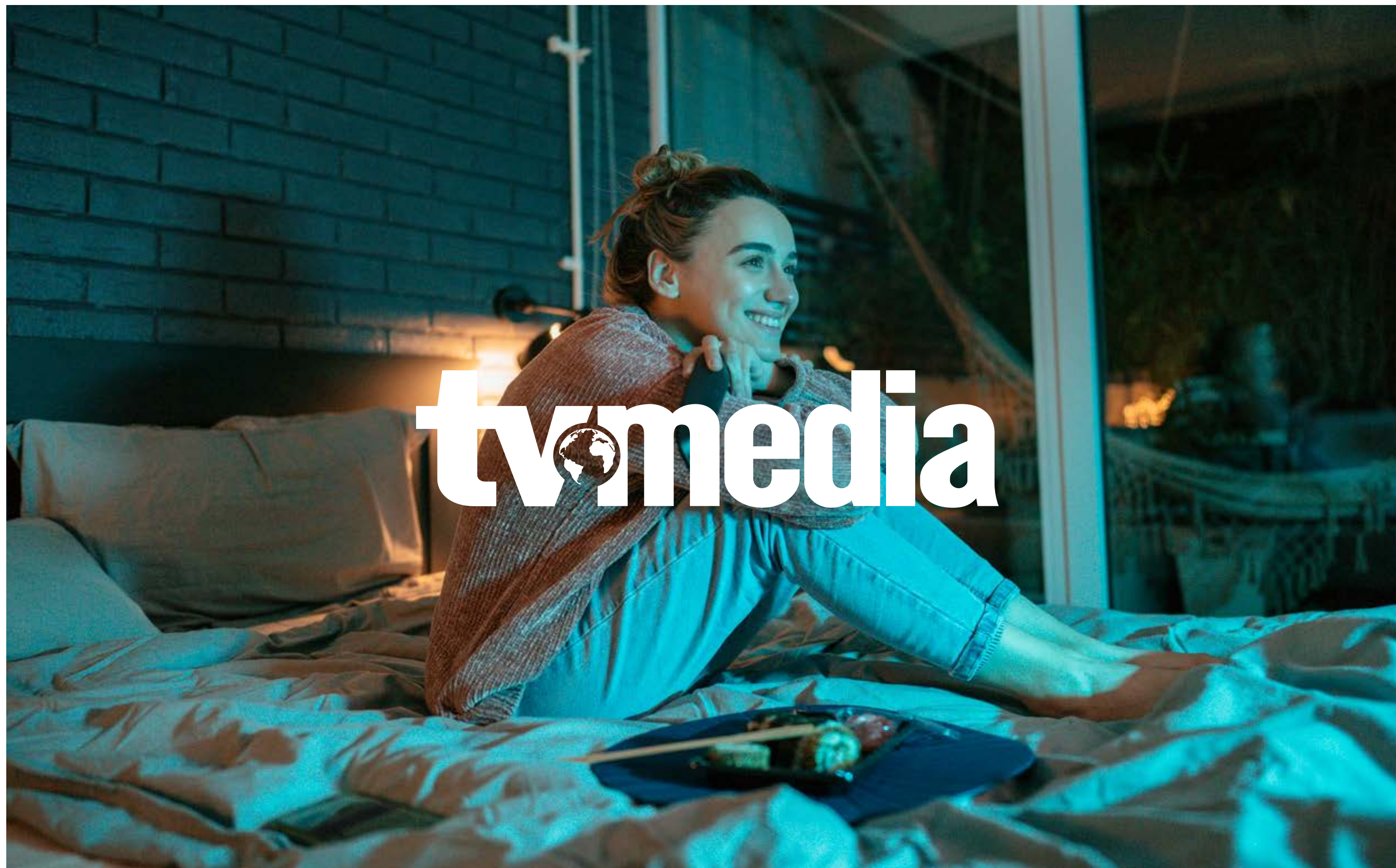
PUBLISHER & MEDIA OWNER
VGN Medien Holding GmbH
FN 183971x HG Vienna,
Taborstraße 1–3, 1020 Vienna

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

EDITORIAL OFFICE
Taborstraße 1–3, 1020 Vienna

ARTWORK
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

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: **143,755 Copies** (incl. 43,965 as a e-journal)
 Subscriptions: **110,795 Copies** (incl. 42,300 as a e-journal)
 Share of Subscriptions: **77.1 %**
 Readers: **440,000**
 Total Reach: **5.8 %**
 Core Target Audience: 25+ years, ABC1 Status
 Reach within Core Target Audience: **6.6 %**
 Gender: **53.2 %** Female **46.8 %** Male
 Ratio ABC1 Status: **56.3 %**
 Average Household Income: **€ 3,804.–**

DIGITAL – tv-media.at

Visits: **1,745,547**
 Page Impressions: **6,694,736**
 Unique Clients: **315,195**
 Gender: **47.9 %** Female **52.1 %** Male
 Age: **76.1 % < 60 years**
 Average Household Income: **€ 2,935.–**

SOCIAL MEDIA

Facebook: **57,955**

NEWSLETTER

Recipients: **27,000-29,000** (Sent Mon, Thr)
 Opening Rate: **31.4 %**

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 35,980.–
1/1 page:_____	€ 17,990.–
3/4 page:_____	€ 15,530.–
2/3 page:_____	€ 13,430.–
1/2 page:_____	€ 12,700.–
1/3 page:_____	€ 9,240.–
1/4 page:_____	€ 7,810.–
1/4 Box*:_____	€ 5,980.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 21,590.–
Cover page 4_____	€ 21,590.–
Cover page 2 & page 3_____	€ 43,170.–

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, 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@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:	376 x 250	400 x 280
1/1 page:	175 x 250	200 x 280
2/3 page vertical:	118 x 250	132 x 280
2/3 page horizontal:	175 x 167	200 x 182
1/2 page vertical:	85 x 250	99 x 280
1/2 page horizontal:	175 x 125	200 x 140
1/3 page vertical:	52 x 250	66 x 280
1/3 page horizontal:	175 x 80	200 x 90
1/4 page vertical:	35 x 250	50 x 280
1/4 page horizontal:	175 x 60	200 x 70
1/4 Box*:	85 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

01/23__Wed 28.12.22
02/23__Wed 04.01.23
03/23__Wed 11.01.23
04/23__Wed 18.01.23
05/23__Wed 25.01.23

February

06/23__Wed 01.02.23
07/23__Wed 08.02.23
08/23__Wed 15.02.23
09/23__Wed 22.02.23

March

10/23__Wed 01.03.23
11/23__Wed 08.03.23
12/23__Wed 15.03.23
13/23__Wed 22.03.23
14/23__Wed 29.03.23

April

15/23__Wed 05.04.23
16/23__Wed 12.04.23
17/23__Wed 19.04.23
18/23__Wed 26.04.23

May

19/23__Wed 03.05.23
20/23__Wed 10.05.23
21/23__Wed 17.05.23
22/23__Wed 24.05.23
23/23__Wed 31.05.23

June

24/23__Wed 07.06.23
25/23__Wed 14.06.23
26/23__Wed 21.06.23
27/23__Wed 28.06.23

July

28/23__Wed 05.07.23
29/23__Wed 12.07.23
30/23__Wed 19.07.23
31/23__Wed 26.07.23

August

32/23__Wed 02.08.23
33/23__Wed 09.08.23
34/23__Wed 16.08.23
35/23__Wed 23.08.23
36/23__Wed 30.08.23

September

37/23__Wed 06.09.23
38/23__Wed 13.09.23
39/23__Wed 20.09.23
40/23__Wed 27.09.23

October

41/23__Wed 04.10.23
42/23__Wed 11.10.23
43/23__Wed 18.10.23
44/23__Wed 25.10.23
45/23__Tue 31.10.23

November

46/23__Wed 08.11.23
47/23__Wed 15.11.23
48/23__Wed 22.11.23
49/23__Wed 29.11.23

December

50/23__Wed 06.12.23
51/23__Wed 13.12.23
52/23__Wed 20.12.23
01/24__Wed 27.12.23

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:_____	€ 133.–
up to 40 grams:_____	€ 149.–
up to 50 grams:_____	€ 160.–
up to 60 grams:_____	€ 171.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams: _____	€ 143.–
up to 40 grams: _____	€ 159.–
up to 50 grams: _____	€ 170.–
up to 60 grams: _____	€ 181.–
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	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 135.–
up to 40 grams:_____	€ 151.–
up to 50 grams:_____	€ 162.–
up to 60 grams:_____	€ 173.–
above 60 grams:_____	upon request

PARTIAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 145.–
up to 40 grams:_____	€ 161.–
up to 50 grams:_____	€ 172.–
up to 60 grams:_____	€ 183.–
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
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
€ 3.20

FREQUENCY OF PUBLICATION
weekly

FOR ADVICE PLEASE CONTACT

Dietmar Zikulnig
Chief Representative VGN
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zikulnig.dietmar@vgn.at

Ing. Angela Benkö
Member of the management board
TV Media
Tel.: +43 1 213 12-6566
benkoe.angela@vgn.at

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
anzeigenproduktion@tv-media.at

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



woman

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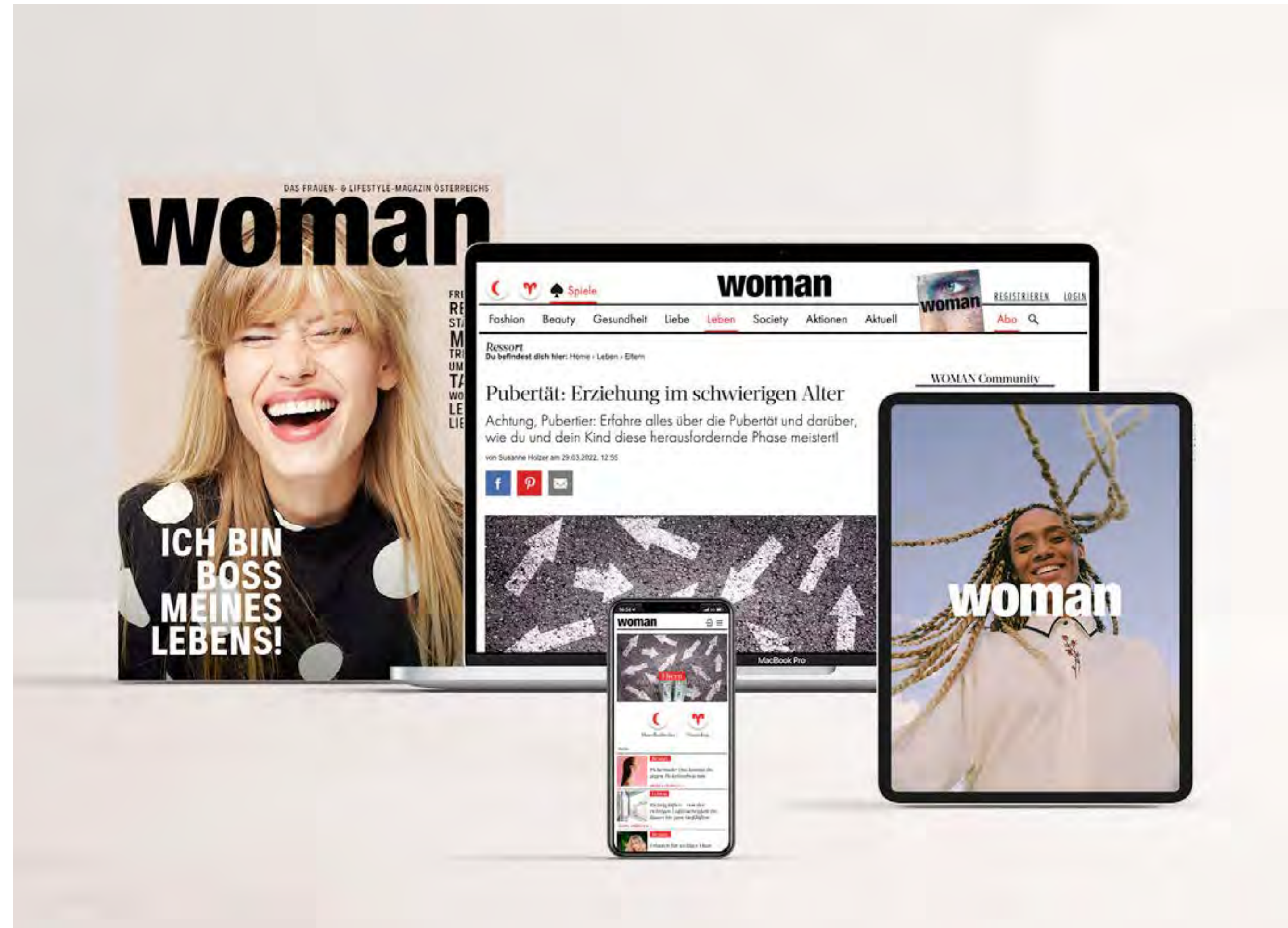
5
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BOUND INSERTS,
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6
FACTS & FIGURES

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: 105,831 Copies (incl. 25,790 as a e-journal)
Subscriptions: 47,049 Copies (incl. 20,829 as a e-journal)
Share of Subscriptions: 44.5 %
Readers: 298,000
Total Reach: 3.9 %
Reach Female: 6.8 %
Core Target Audience: Female, 20 bis 49 years, ABC1 Status
Reach within Core Target Audience: 8.2 %
Gender: 88.1 % Female 11.9 % Male
Ratio ABC1 Status: 55.4 %
Average Household Income: € 3,683.–

DIGITAL – woman.at

Visits: 955,690
Page Impressions: 2,995,921
Unique Clients: 604,387
Gender: 65.1 % Female 34.9 % Male
Age: 76.6 % < 60 years
Average Household Income: € 2,931.–

SOCIAL MEDIA

Facebook: 175,363
Instagram: 67,200
Pinterest: 111,800

NEWSLETTER

Recipients: 59,000-61,000 (Sent Tue, Thr)
Opening Rate: 36.9 %

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages:_____	€ 38,220.–
1/1 page:_____	€ 19,110.–
1/2 page:_____	€ 14,330.–
1/3 page:_____	€ 10,500.–
1/4 page:_____	€ 8,610.–
1/4 Box*:_____	€ 7,070.–

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

PREMIUM PLACEMENTS	PRICE
Next to the editorial:_____	€ 21,990.–
Next to the Best Bag:_____	€ 21,990.–
Cover page 3_____	€ 21,990.–
Cover page 2 & page 3_____	€ 45,860.–
Cover page 4_____	€ 22,920.–
Cover page 4 & page 5_____	€ 43,930.–
Cover page 6 & page 7_____	€ 43,930.–

SURCHARGES

Special placement: upon request
Requested placement: +15%
Cooperation ads: +10% on booked format

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@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 31.12.2023 (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 31.12.2023 (subject to change)



PUBLICATION DATE

January 01/23_____Thr 19.01.2023	July 10/23_____Thr 13.07.2023
February 02/23_____Thr 16.02.2023	August 11/23_____Thr 24.08.2023
March 03/23_____Thr 09.03.2023 04/23_____Thr 23.03.2023	September 12/23_____Thr 07.09.2023 13/23_____Thr 28.09.2023
April 05/23_____Thr 06.04.2023 06/23_____Thr 27.04.2023	October 14/23_____Thr 12.10.2023 15/23_____Thr 25.10.2023
May 07/23_____Thr 11.05.2023 08/23_____Thr 25.05.2023	November 16/23_____Thr 09.11.2023 17/23_____Thr 23.11.2023
June 09/23_____Thr 15.06.2023	December 18/23_____Thr 07.12.2023

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:_____	€ 133.–
up to 40 grams:_____	€ 149.–
up to 50 grams:_____	€ 160.–
up to 60 grams:_____	€ 171.–
above 60 grams:_____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 143.–
up to 40 grams:_____	€ 159.–
up to 50 grams:_____	€ 170.–
up to 60 grams:_____	€ 181.–
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 275 mm

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 146.–
up to 40 grams:_____	€ 173.–
up to 50 grams:_____	€ 189.–
up to 60 grams:_____	€ 200.–
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:_____	€ 156.–
up to 40 grams:_____	€ 183.–
up to 50 grams:_____	€ 199.–
up to 60 grams:_____	€ 210.–
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 31.12.2023 (subject to change)



AD-SPECIALS
LABEL & SACHETS

TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm
Maximum format: 160 x 190 mm
€ 108.– 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 & 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
€ 5.90

FREQUENCY OF PUBLICATION
18 issues per year

FOR ADVICE PLEASE CONTACT

Neslihan Bilgin-Kara
Member of the management board
WORLD OF WOMAN
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 0033 2957
BIC/SWIFT: RLNWATWW
UID: ATU74277828

EDITORIAL OFFICE
Taborstraße 1–3, 1020 Vienna

ARTWORK
anzeigenproduktion@woman.at

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



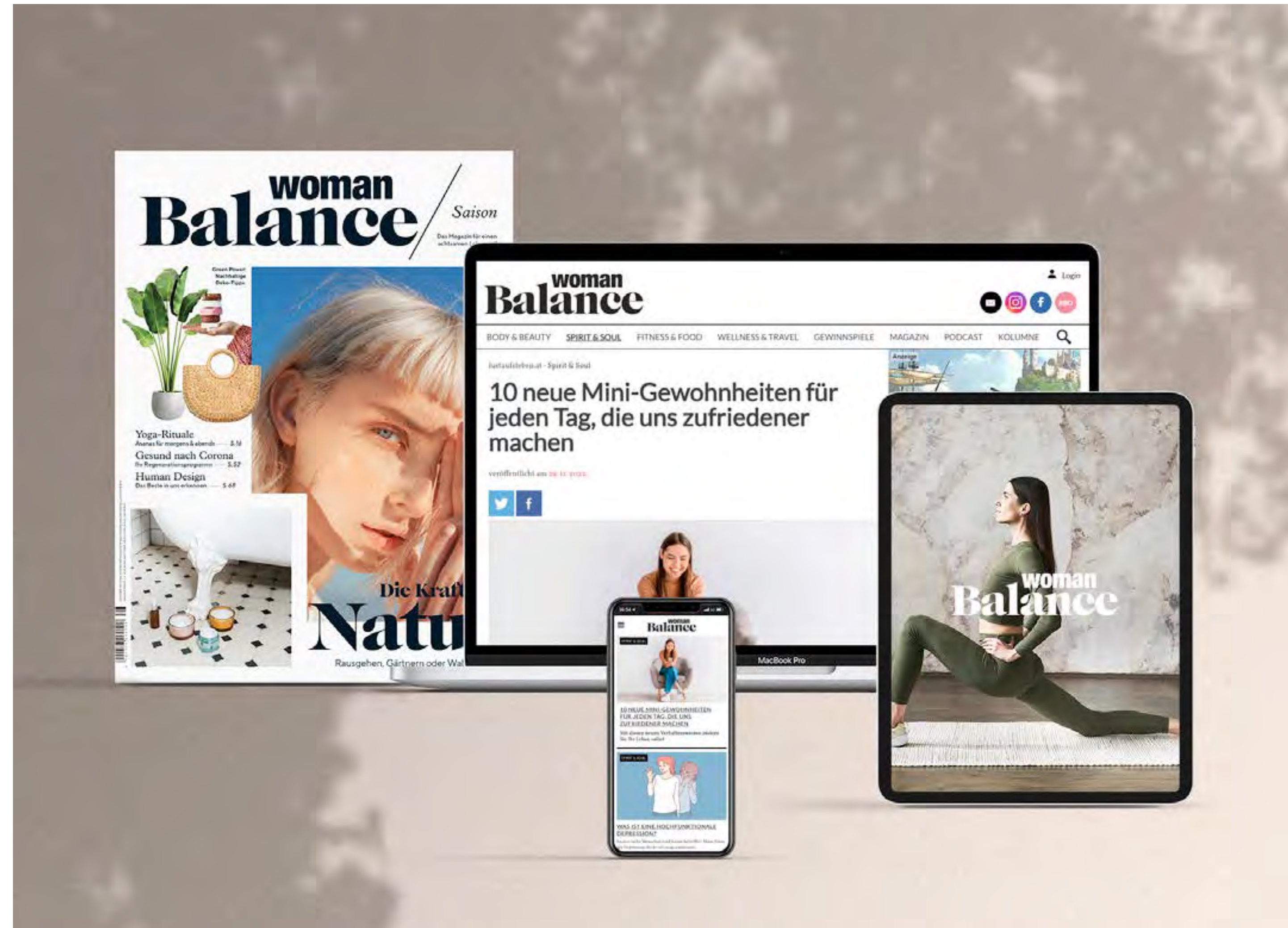
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WOMAN BALANCE

For people on the path to happiness.

Body and soul, health and mind:
The magazine WOMAN BALANCE
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: **16,705 Copies** (incl. 7,001 as a e-journal)
Subscriptions: **8,719 Copies** (incl. 3,895 as a e-journal)
Share of Subscriptions: **52.2 %**

SOCIAL MEDIA

Facebook: **48,988**
Instagram: **2,363**

NEWSLETTER

Recipients: **14,000-16,000** (Sent Mon, Thr)
Opening Rate: **28.5 %**

Sources: ÖAK 2. Hj. 2022; information according to the publisher: social media, newsletter as of March 2023, 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 31.12.2023 (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

01/23 _____ Fr 17.03.2023
02/23 _____ Mi 07.06.2023

2ND HALF-YEAR

03/23 _____ Thr 14.09.2023
04/23 _____ Thr 07.12.2023

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:_____	€ 18,540.–
1/1 page:_____	€ 9,270.–
3/4 page:_____	€ 7,940.–
2/3 page:_____	€ 7,250.–
1/2 page:_____	€ 6,660.–
1/3 page:_____	€ 5,090.–
1/4 page:_____	€ 4,260.–
1/4 Box*:_____	€ 3,790.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 10,830.–
Cover page 3_____	€ 10,830.–
Cover page 4_____	€ 11,290.–
Cover page 2 & page 3_____	€ 21,660.–

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@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	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 149.–
up to 40 grams:_____	€ 165.–
up to 50 grams:_____	€ 176.–
up to 60 grams:_____	€ 187.–
above 60 grams:_____	upon request

PARTIAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams:_____	€ 159.–
up to 40 grams:_____	€ 175.–
up to 50 grams:_____	€ 186.–
up to 60 grams:_____	€ 197.–
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:_____	€ 162.–
up to 40 grams:_____	€ 189.–
up to 50 grams:_____	€ 205.–
up to 60 grams:_____	€ 216.–
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:_____	€ 172.–
up to 40 grams:_____	€ 199.–
up to 50 grams:_____	€ 215.–
up to 60 grams:_____	€ 226.–
above 60 grams:_____	upon request

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 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
4x per year

FOR ADVICE PLEASE CONTACT

Neslihan Bilgin-Kara
Member of the management board
WORLD OF WOMAN
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
anzeigenproduktion@vgn.at

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



CONTENT

1
ADVERTISING RATES

2
FORMATS &
PUBLICATION DATE

3
AD-SPECIALS
INSERTS

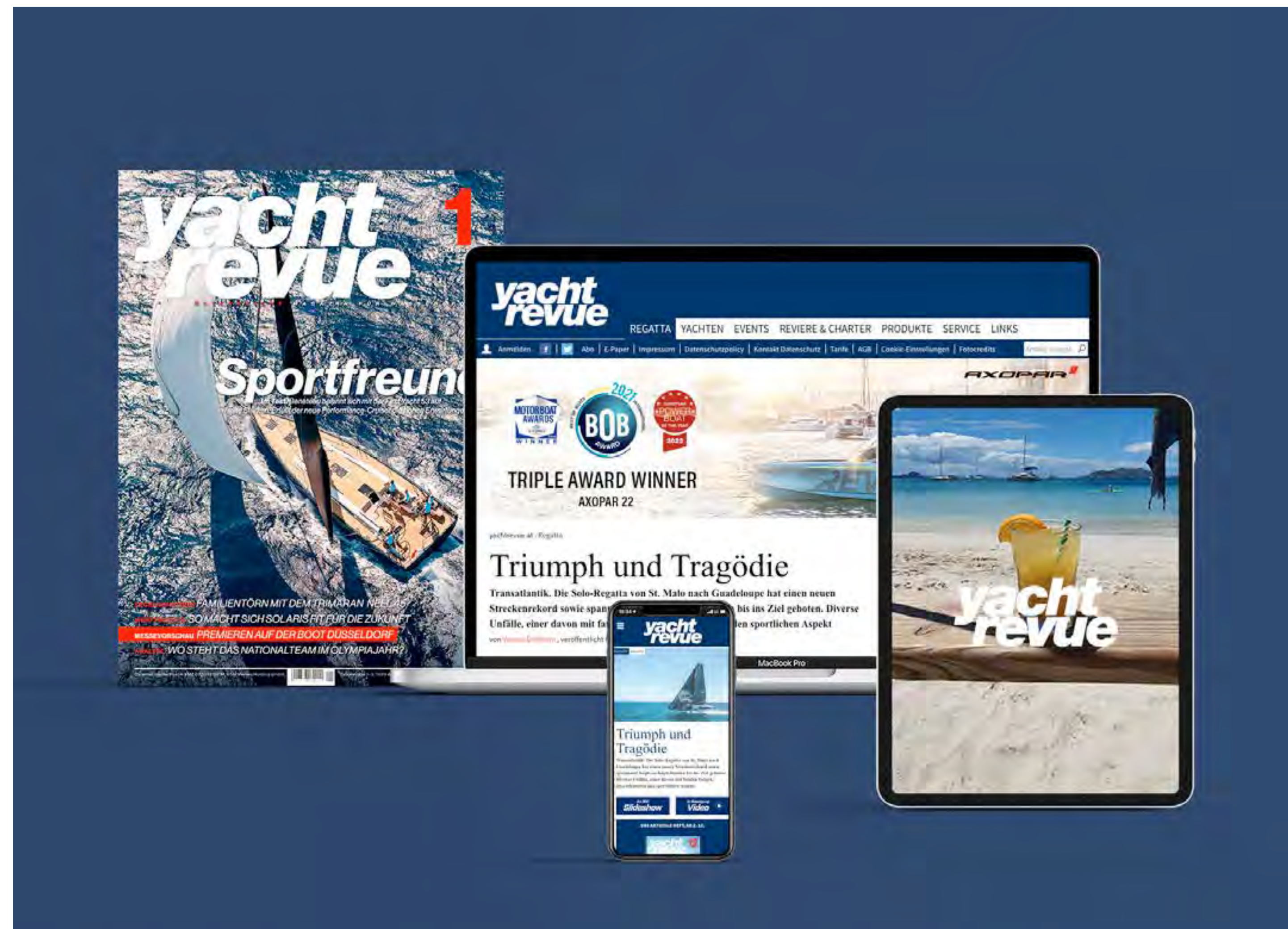
4
AD-SPECIALS
BOUND INSERTS,
LABEL & SACHETS

5
FACTS & FIGURES

YACHTREVUE

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:_____	€ 11,440.–
1/1 page:_____	€ 5,720.–
3/4 page:_____	€ 4,590.–
2/3 page:_____	€ 4,080.–
1/2 page:_____	€ 3,030.–
1/3 page:_____	€ 2,040.–
1/4 page:_____	€ 1,650.–
1/4 Box*:_____	€ 1,650.–
1/8 page:_____	€ 870.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 6,580.–
Cover page 3_____	€ 6,580.–
Cover page 4_____	€ 6,870.–
Cover page 2 & page 3_____	€ 12,330.–

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, 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@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 31.12.2023 (subject to change)

PUBLICATION DATE

1. QUARTER

1/23 _____ Fri 02.01.2022
2/23 _____ Fri 24.02.2023

2. QUARTER

3/23 _____ Fri 14.04.2023
4/23 _____ Fri 02.06.2023

3. QUARTER

5/23 _____ Fri 07.07.2023
6/23 _____ Fri 01.09.2023

4. QUARTER

7/23 _____ Fri 13.10.2023
8/23 _____ Fri 01.12.2023

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

TOPICS

- 1 PREVIEW
BOOT DÜSSELDORF
- 2 BOOT TULLN &
MOTORBOAT-SPECIAL
- 3 CHARTER &
MOTORBOAT-SPECIAL
- 4 ELEKTROBOAT FOCUS
- 5 MOTORBOAT-SPECIAL
- 6 PREVIEW
CANNES YACHTING
FESTIVAL INTERBOOT
- 7 YACHTREVUE DE LUXE &
MOTORBOAT-SPECIAL
- 8 CHARTER SPECIAL

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:_____	€ 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)

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:_____	€ 184.–
up to 40 grams:_____	€ 211.–
up to 50 grams:_____	€ 227.–
up to 60 grams:_____	€ 238.–
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:_____	€ 194.–
up to 40 grams:_____	€ 221.–
up to 50 grams:_____	€ 237.–
up to 60 grams:_____	€ 248.–
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 31.12.2023 (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.

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

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

Marion Juren-Orac
Professional advertisements
Tel.: +43 664 516 37 63
m.juren-orac@n-orac.at

Christiana Besel
Professional advertisements
Tel.: +43 664 422 88 20
c.besel@n-orac.at

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
anzeigenproduktion@yachtrevue.at



CONTENT

1
SISIS

2
UPPER AUSTRIA

3
STYRIA

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.



SISIS IN ÖSTERREICH

SPECIAL MAGAZINE

The special-format tourism and travel magazines are included with GUSTO, News, Lust aufs 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:_____	€ 31,740.–
1/1 page:_____	€ 18,780.–
1/2 page:_____	€ 12,340.–

PREMIUM PLACEMENTS	PRICE
Cover page 2_____	€ 25,800.–
Cover page 3_____	€ 19,800.–
Cover page 4_____	€ 29,800.–

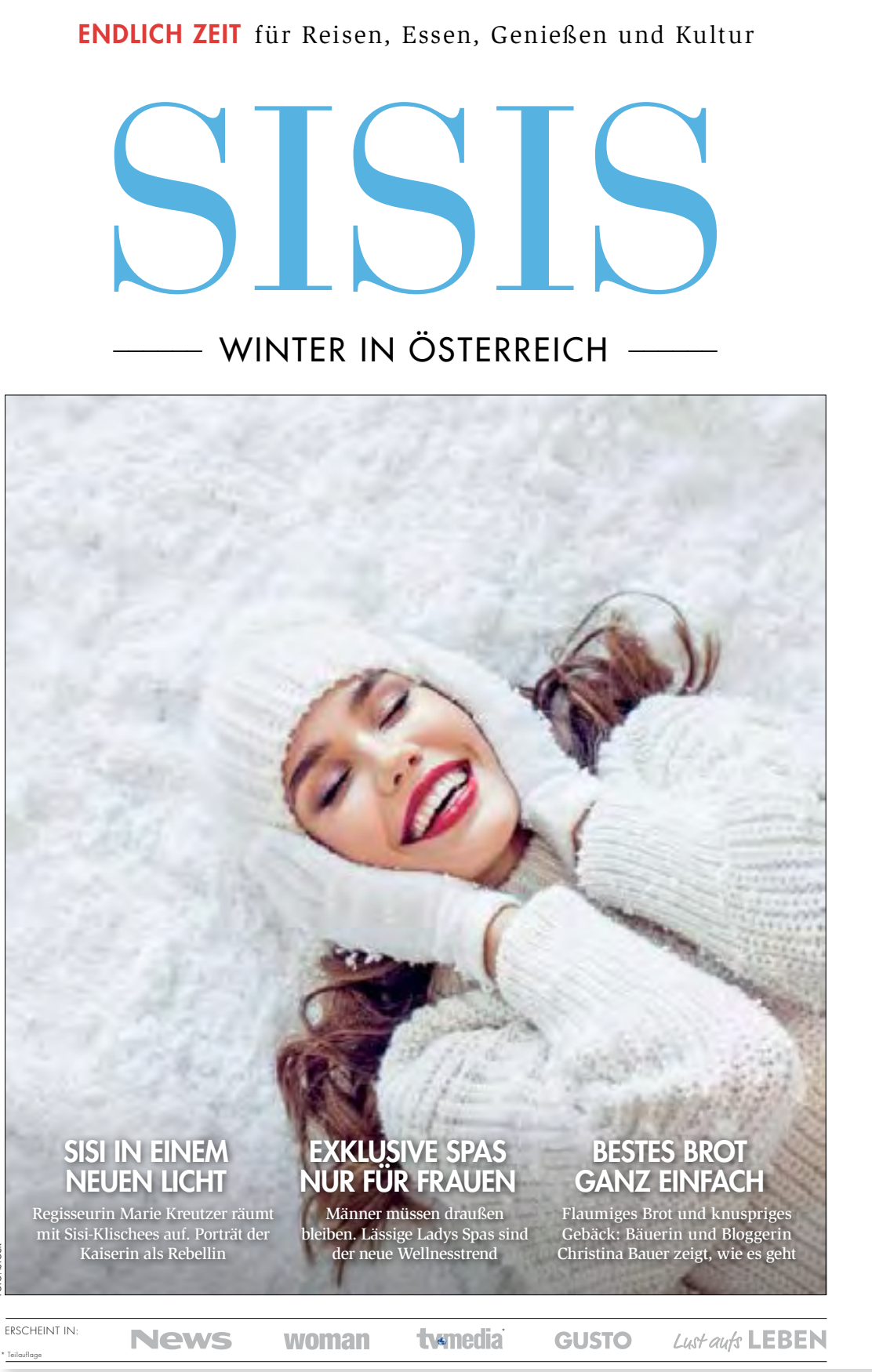
All fees subject to 5% advertising tax and 20% VAT.
Subject to the Terms & Conditions of VGN Medien Holding,
as published at www.vgn.at/agb
Rate Card: Valid until 31.12.2023 (subject to change)

AD 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



4.1 UPPER AUSTRIA ADVERTISING RATES

FORMAT	PRICE
2/1 pages:	€ 18,900.–
1/1 page:	€ 10,750.–
1/2 page:	€ 7,780.–
1/4 page:	€ 4,800.–

PREMIUM PLACEMENTS	PRICE
Cover page 2	€ 13,230.–
Cover page 3	€ 13,230.–
Cover page 4	€ 13,700.–

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 31.12.2023 (subject to change)



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
1/4 page vertical:	39 x 257	45 x 295
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 31.12.2023 (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

Hannes Kahr
Regional Manager
Tel.: +43 676 888 796 755
kahr.hannes@vgn.at

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: _____	€ 16,870.–
1/1 page: _____	€ 9,374.–
1/2 page: _____	€ 6,490.–
1/4 page: _____	€ 3,745.–

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 11,830.–
Cover page 3 _____	€ 11,830.–
Cover page 4 _____	€ 13,563.–

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 31.12.2023 (subject to change)

5.2 STEIERMARK 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 300	96,5 x 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
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 31.12.2023 (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

Thomas Reiter
Regional Manager
Tel.: +43 664 56 11 000
reiter.thomas@vgn.at

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



VGN DIGITAL

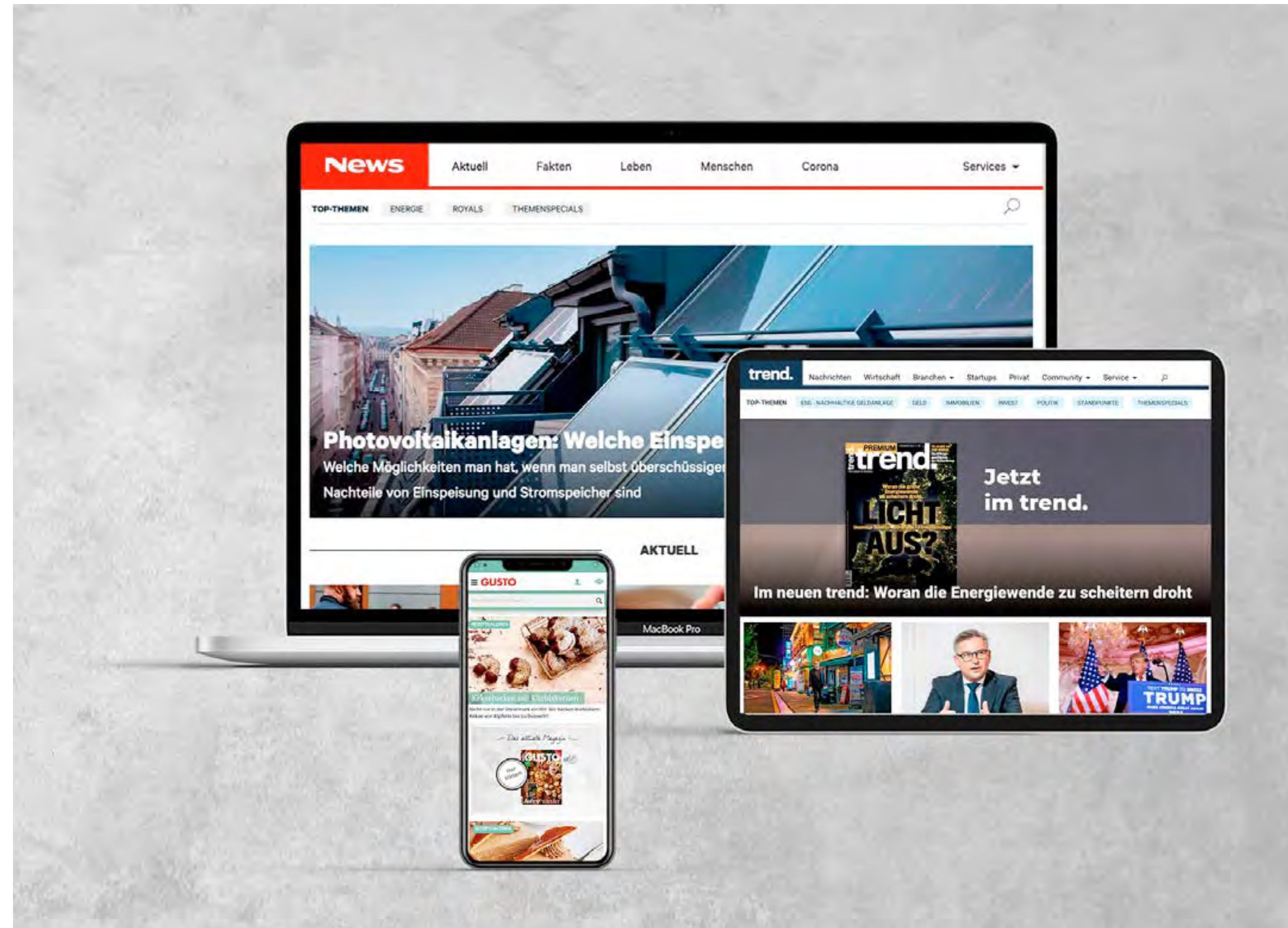
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- 2**
MULTISCREEN FORMATS
LARGE-SCALE FORMATS
- 3**
MOBILE ADVERTISING
TV-MEDIA APP
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CONTENT MARKETING
AUDIO & VIDEO
- 5**
NEWSLETTER
- 6**
FACTS & FIGURES

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 € 35,-



Skyscraper
(160 x 600 px)
RON CMP € 25,-
Controlled CMP € 35,-



L-AD
(728 x 90 px + 160 x 600 px)
RON* CMP € 42,-
Controlled CMP € 55,-



Superbanner
(728 x 90 px)
RON* CMP € 19,-
Controlled CMP € 25,-



Halfpage Ad/Sitebar
(300 x 600 px)
RON* CMP € 42,-
Controlled CMP € 55,-



Billboard
(960 x 250 px)
RON* CMP € 42,-
Controlled CMP € 55,-



T-AD (Billboard & Sitebar)
(960 x 250 px, Sitebar dynamic 1:2)
RON* CMP € 75,-
Controlled CMP € 105,-

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 € 19,-
Controlled CMP € 25,-



Fireplace & Billboard***

(960 x 100px, 2x 160 x 600 px (left & right), 960 x 250px incl. hexadezimalcode, .jpg, .gif, HTML5 (zip < 100 kB))

Controlled CMP € 90,-



Medium Rectangle** / Advertorial Teaser / Mobile Content Ad

(350 x 250 px, .jpg, .gif, HTML5 (zip < 100 kB))

RON CMP € 25,-
Controlled CMP € 35,-



Sitebranding***

(site branding in your CI, 1 Tag ROS)

Controlled CMP € 110,-



Sitebar/Halfpage AD**/ Understitial

dynamic 1:2, 300 x 600 px, .jpg, .gif, HTML5 (zip < 100 kB))

RON CMP € 42,-
Controlled CMP € 55,-



Fireplace***

(960 x 100 px, 2x 160 x 600 px left & right incl. hexadezimalcode, .jpg, .gif, HTML5 (zip < 100 kB))

Controlled CMP € 80,-







*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) CMP € 55.–</p>	 <p>Mobile Content Ad (300 x 250 px, max. 40 kB, HTML5) CMP € 35.–</p>
 <p>Cube Ad (images 250x250 px , 40 kB– for all 4 slides) CMP € 60.–</p>	 <p>Inline video ad (mp4 video 320 x 180 px) CMP € 60.–</p>
 <p>MMA Banner (300 x 50 px, 40 kB) CMP € 30.–</p>	 <p>Slideshow Ad (1-5 images, 320x480px, 40kB per image) CMP € 60.–</p>

TV MEDIA APP

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

4 INTERACTION, CONTENT MARKETING



Interactive Contest
(Landing Page, teaser, newsletter,
social media post)
from € 1,890.–



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



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



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.–

AUDIO & VIDEO



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



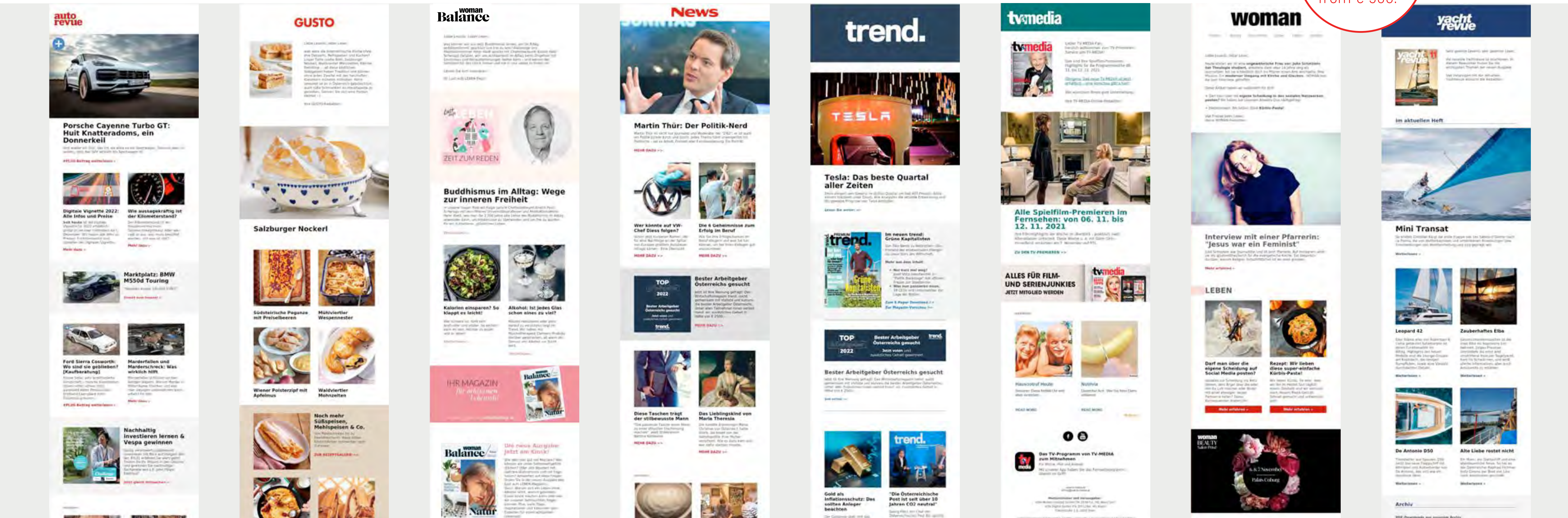
Pre-rolls and post rolls
mpeg or wav, max. 800kB
15 sec. Controlled CMP €40.–
20 Sek. Controlled CMP €50.–
30 sec. Controlled CMP €60.–



Podcast
Audio pre-podcast
Price upon request

5 NEWSLETTER

Advertorial
teaser in the
newsletter
from € 500.-



6 FACTS & FIGURES

10 VGN PORTALS

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

19.1 %*
Scope

5.4 mil.*
Visits

29.5 mil.*
Page Impressions

2.3 mil.*
Unique Clients

FOR ADVICE PLEASE CONTACT

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

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*ÖWA Q4 2022 (VGN digital umbrella offer)



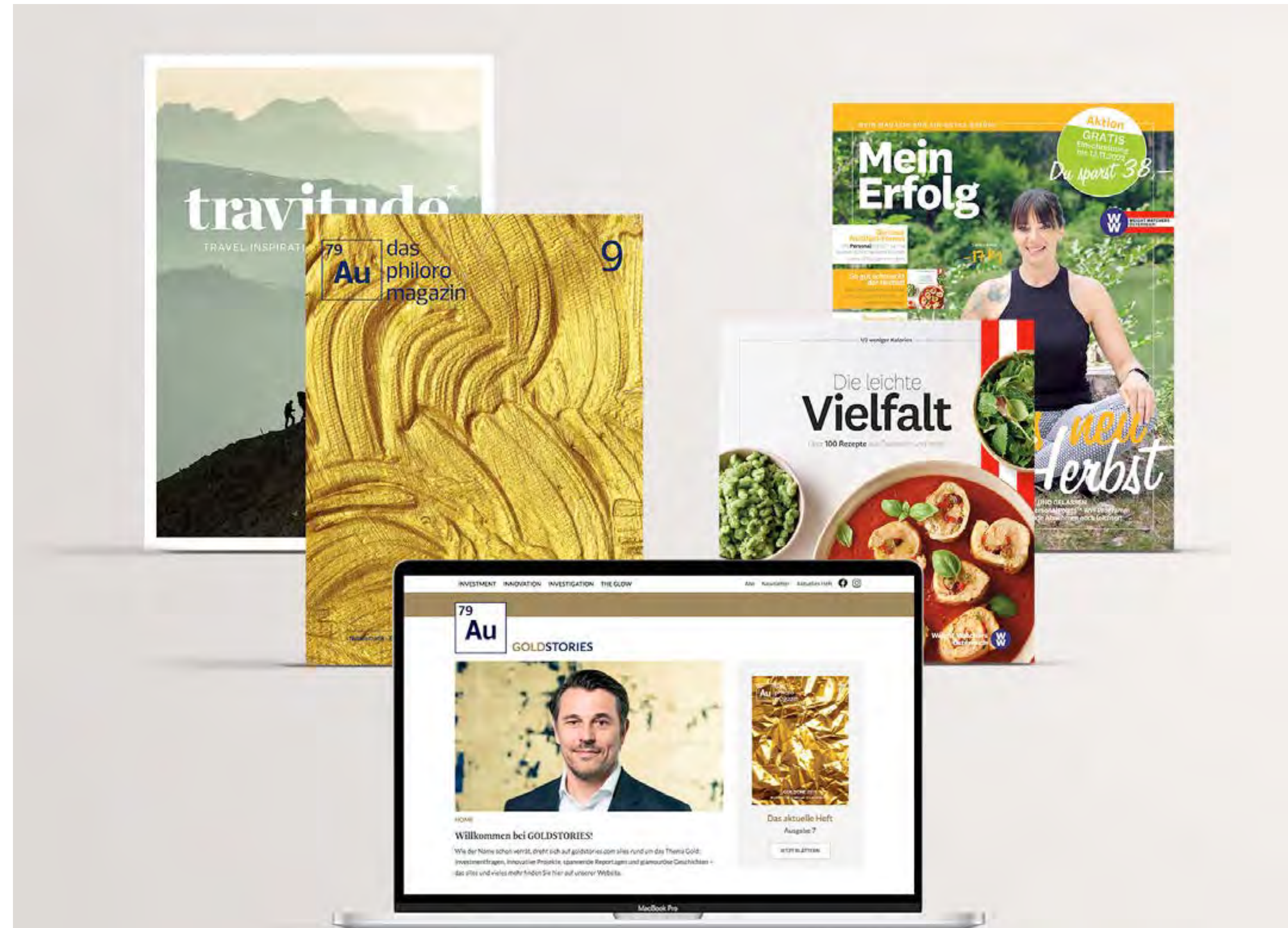
CONTENT

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

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All information about your
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Rate card valid
Jan. 1, 2023 - Dez. 31. 2023
(subject to change)

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