



CONTENT

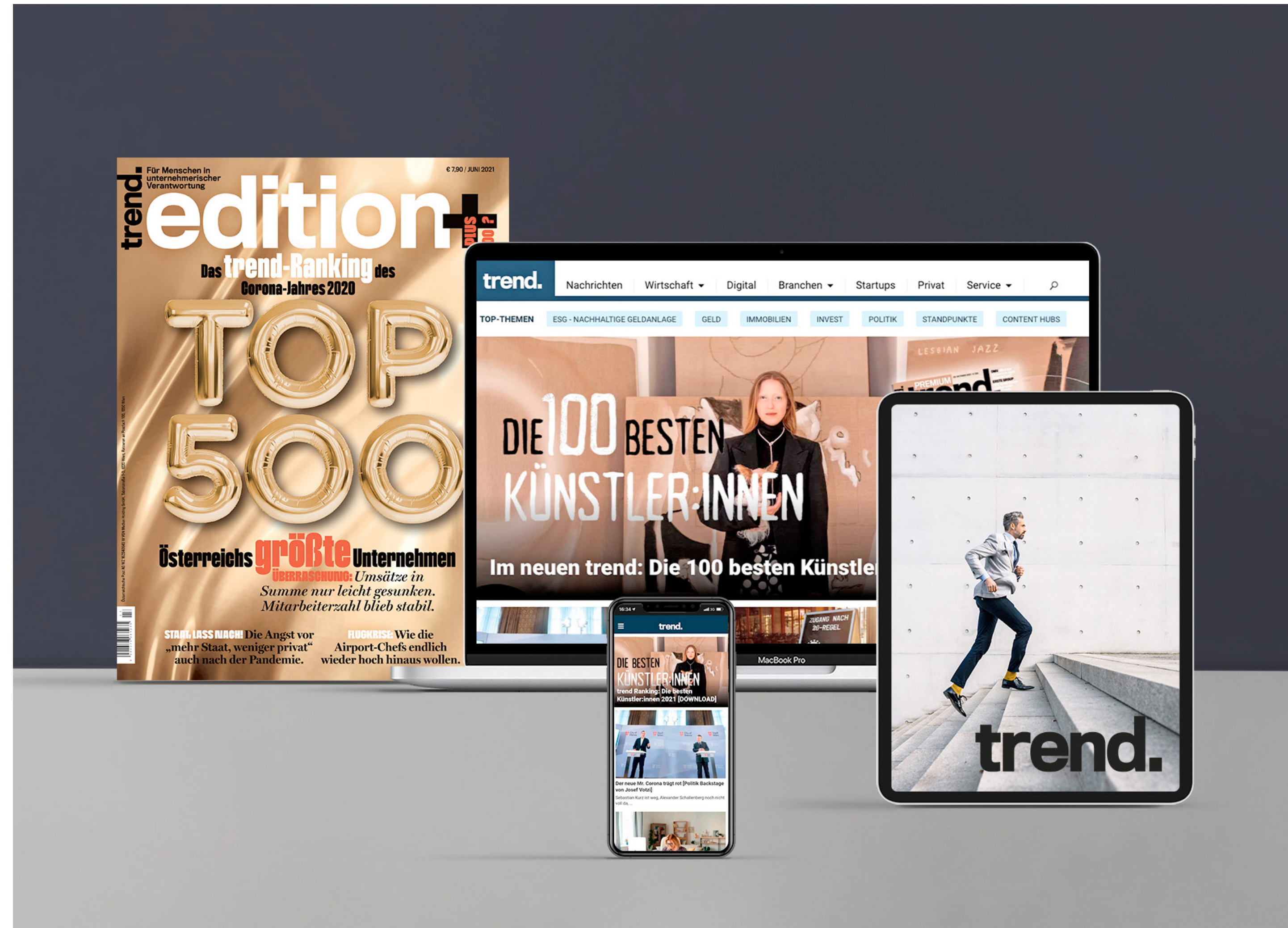
- 1**
ADVERTISING RATES
- 2**
FORMATS &
PUBLICATION DATE
- 3**
AD-SPECIALS
INSERTS
- 4**
AD-SPECIALS
BOUND INSERTS,
LABEL & SACHETS
- 5**
FACTS & FIGURES

trend.EDITION

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

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

The five most exclusive top editions of the year:
 Top 300 Arbeitgeber (Top 300 employers)
 Rechtsanwalts-Ranking (Solicitor ranking)
 Top 500 Unternehmen (Top 500 companies)
 Forum Alpbach
 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.
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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

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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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