



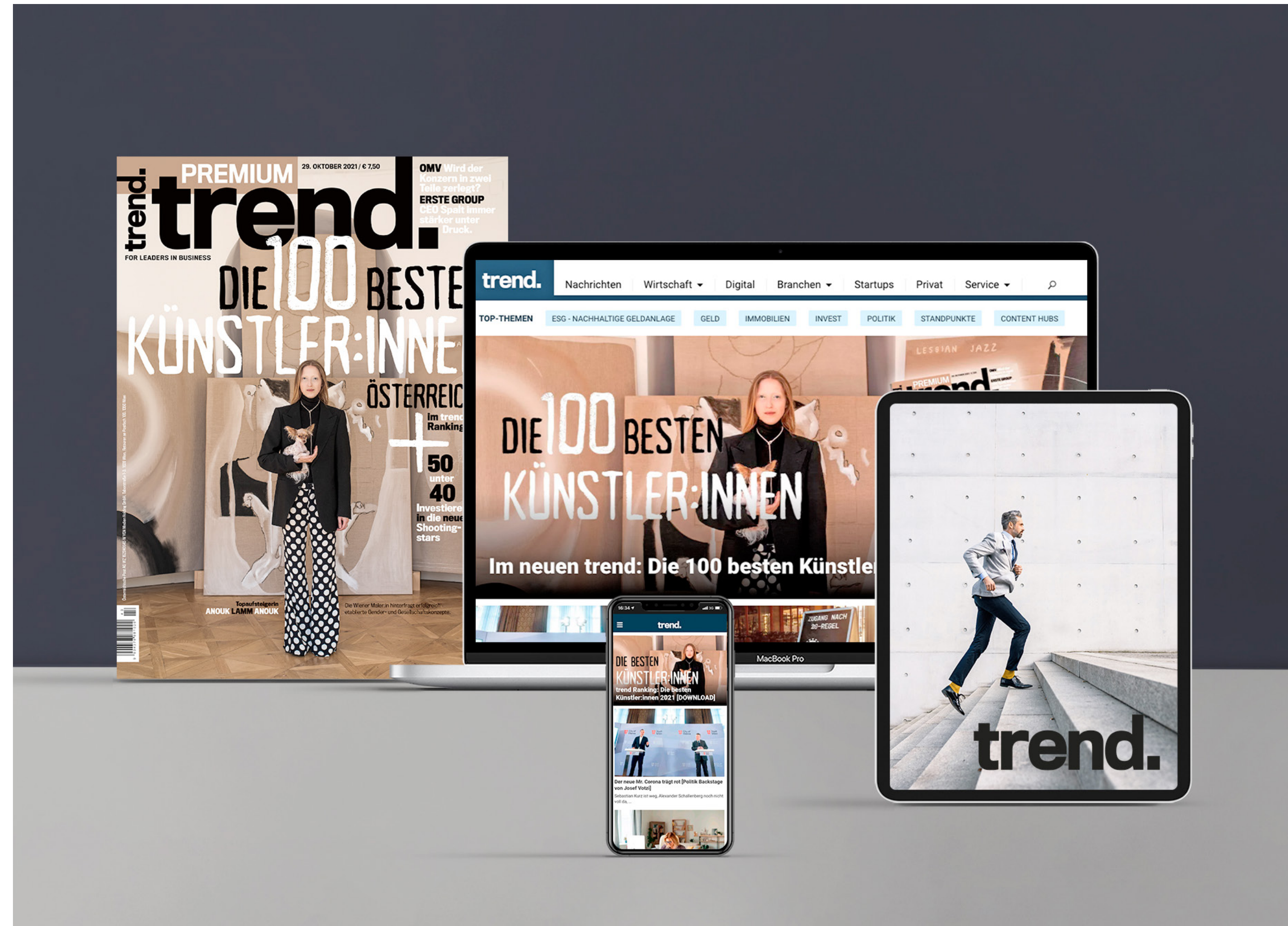
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trend.PREMIUM

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

The trend. business brand reports on current economic developments and their backgrounds, interviews decision-makers, offers analyses and comments, provides profiles on company leaders and provides competent tips on investment, career and culture. This makes trend. a reliable and indispensable companion, especially for people in corporate responsibility. trend.PREMIUM for Austria's business elite!



1 AUDIENCE

PRINT

Distributed Circulation: **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

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

01/23 _____ Fri 13.01.2023
02/23 _____ Fri 27.01.2023

February

03/23 _____ Fri 10.02.2023
04/23 _____ Fri 24.02.2023

March

05/23 _____ Fri 10.03.2023

April

06/23 _____ Fri 07.04.2023

May

07/23 _____ Fri 12.05.2023
08/23 _____ Wed 26.05.2023

June

09/23 _____ Fri 23.06.2023

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

July

10/23 _____ Fri 07.07.2023
11/23 _____ Fri 28.07.2023

August

12/23 _____ Fri 25.08.2023

September

13/23 _____ Fri 08.09.2023
14/23 _____ Fri 29.09.2023

October

15/23 _____ Fri 13.10.2023
16/23 _____ Fri 27.10.2023

November

17/23 _____ Fri 10.11.2023
18/23 _____ Fri 24.11.2023

December

19/23 _____ Thr 07.12.2023

4 AD-SPECIALS INSERTS

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

TOTAL CIRCULATION	PER ONE THOUSAND	PRICE
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	PER ONE THOUSAND	PRICE
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 CIRCULATION	PRICE 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 CIRCULATION	PRICE 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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BIC/SWIFT: RLNWATWW

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