

# PRICE LIST 2024





Community-Based-Publishing

FOR ALL THOSE  
WHO MATTER.

## PRINT

1.4 mil.  
readers

1.7 mil.  
gross reach

19.0%  
of Austrian households

1.1 mil.  
distributed copies per month\*  
incl. 368,894 as an e-journal

0.7 mil.  
subscription copies per month\*  
incl. 321,939 as an e-journal

## DIGITAL

3.7 mil.  
visits

1.8 mil.  
unique clients

1.0 mil.  
social media Followers

257,000-273,000  
newsletter recipients

15.5 %  
reach of  
Austrian  
internet users

Source: ÖAK 1st HY 2023 and publisher's statement, \*circulation weighted by Ø frequency/month  
MA 22/23, reach: autorevue, e-media, GUSTO, News, trend.PREMIUM, TV-MEDIA, WOMAN,  
ÖWA Q2 2023; Social Media (Facebook, Twitter, Instagram, Pinterest) & Newsletter  
(Values are subject to fluctuations of +/- 5 %) according to publishers information



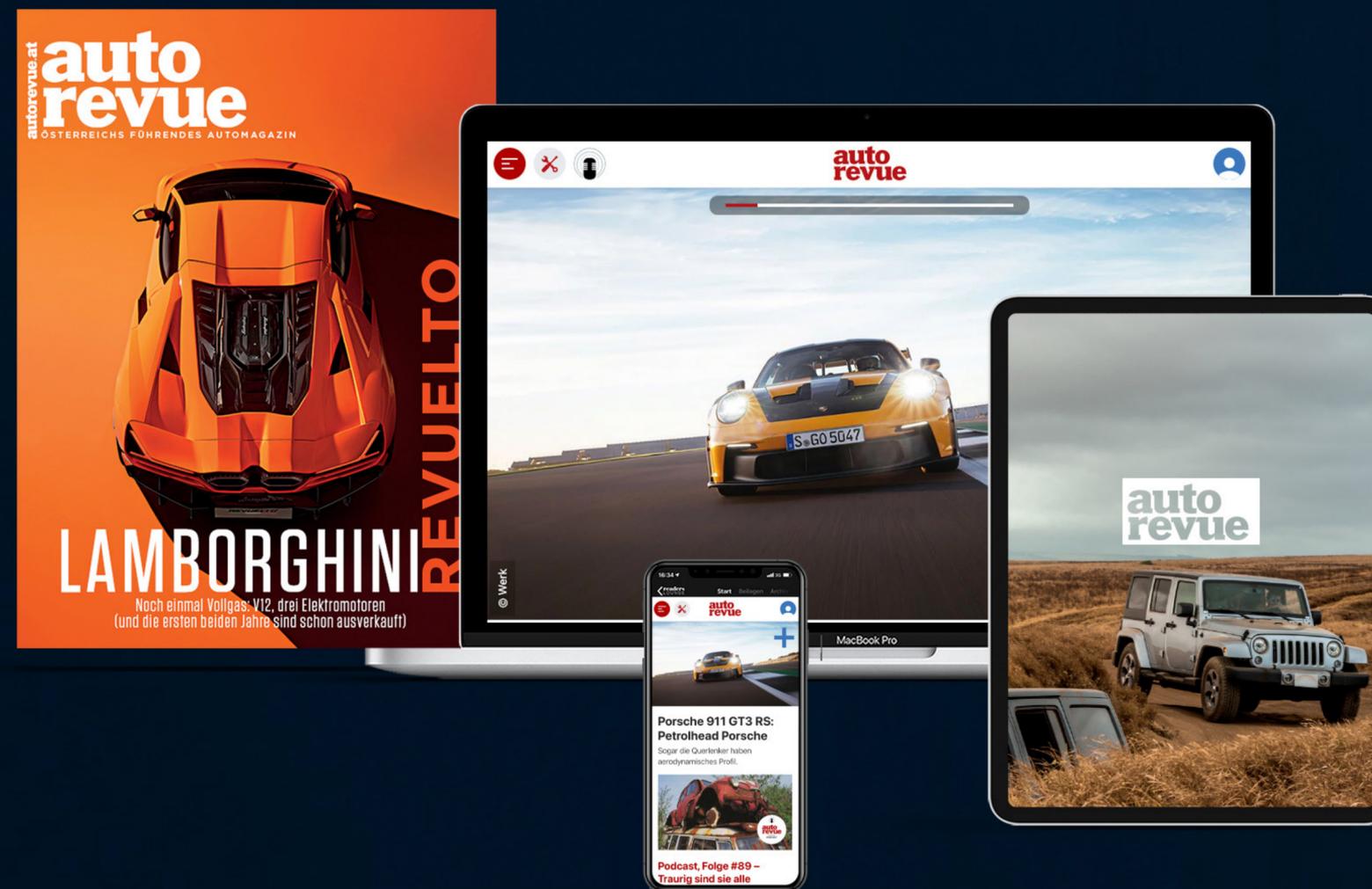
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# AUTOREVUE

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:	<b>42,223</b> Copies (incl. 18,455 as a e-journal)
Subscriptions:	<b>23,502</b> Copies (incl. 11,588 as a e-journal)
Share of Subscriptions:	<b>55,7 %</b>
Readers:	<b>231,000</b>
Total Reach:	<b>3.0 %</b>
Reach Male:	<b>5.3 %</b>
Core Target Audience:	Male, ABC1 Status
Reach within Core Target Audience:	<b>5.6 %</b>
Gender:	<b>13.1 %</b> Female <b>86.9 %</b> Male
Ratio ABC1 Status:	<b>55.7 %</b>
Average Household Income:	<b>€ 3,992.–</b>

## DIGITAL – autorevue.at

Visits:	<b>516,375</b>
Page Impressions:	<b>627,448</b>
Unique Clients:	<b>399,992</b>
Gender:	<b>43,1 %</b> Female <b>56,9 %</b> Male
Age:	<b>70.6 %</b> < 60 years
Average Household Income:	<b>€ 2,999.–</b>

## Social Media

Facebook:	<b>164,570</b>
Pinterest:	<b>2,200</b>
Instagram:	<b>1,731</b>

## Newsletter

Recipients:	<b>34,000–36,000</b> (Sent Mon, Thu)
Opening Rate:	<b>34.9 %</b>

## 2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages: _____	€ 29,620.–
1/1 page: _____	€ 14,810.–
3/4 page: _____	€ 12,440.–
2/3 page: _____	€ 10,930.–
1/2 page: _____	€ 8,490.–
1/3 page: _____	€ 5,820.–
1/4 page: _____	€ 4,480.–
1/4 Box*: _____	€ 4,480.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 17,030.–
Cover page 3 _____	€ 17,030.–
Cover page 4 _____	€ 17,770.–
Cover page 2 & page 3 _____	€ 33,310.–

### 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 _____	<b>8 %</b>
from 3 ads _____	<b>10 %</b>
from 4 ads _____	<b>13 %</b>

### 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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

# PUBLICATION DATE

## 1. QUARTER

12/23 \_\_\_\_\_ Fri 01.12.2023  
 01/24 \_\_\_\_\_ Fri 02.02.2024  
 02/24 \_\_\_\_\_ Fri 22.03.2024

## 2. QUARTER

03/24 \_\_\_\_\_ Fri 10.05.2024

## 3. QUARTER

04/24 \_\_\_\_\_ Fri 05.07.2024  
 05/24 \_\_\_\_\_ Fri 23.08.2024

## 4. QUARTER

06/24 \_\_\_\_\_ Fri 20.09.2024  
 06/24 \_\_\_\_\_ Fri 18.10.2024  
 06/24 \_\_\_\_\_ Fri 15.11.2024  
 06/24 \_\_\_\_\_ Fri 13.12.2024

**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

<b>TOTAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 184.–
up to 40 grams: _____	€ 201.–
up to 50 grams: _____	€ 213.–
up to 60 grams: _____	€ 224.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 194.–
up to 40 grams: _____	€ 211.–
up to 50 grams: _____	€ 223.–
up to 60 grams: _____	€ 234.–
above 60 grams: _____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

### SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

<b>NUMBER OF COPIES</b>	<b>DISCOUNT</b>
from 1,000,000 copies _____	33 %
from 800,000 copies _____	25 %
from 600,000 copies _____	20 %
from 400,000 copies _____	15 %
from 300,000 copies _____	10 %

The supplements or inserts can be booked in one or more magazines within one calendar year as long as the respective minimum number of copies is considered. Reach your target group at extremely competitive prices.

Bookers of classical advertisement formats qualify for a **10% discount** on loose and bound inserts:

- 4 x per magazine for weekly magazines**
- 2 x per magazine for monthly magazines**

The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.

## 5 AD-SPECIALS BOUND INSERTS

**Minimum volume:** upon request

**Minimum format:** 117 x 148 mm

**Maximum format:** 210 x 280 mm

<b>TOTAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 199.–
up to 40 grams: _____	€ 228.–
up to 50 grams: _____	€ 245.–
up to 60 grams: _____	€ 257.–
above 60 grams: _____	upon request

<b>PARTIAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 209.–
up to 40 grams: _____	€ 238.–
up to 50 grams: _____	€ 255.–
up to 60 grams: _____	€ 267.–
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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

## AD-SPECIALS LABEL & SACHETS

### TIP-ON-CARDS (2-sided)

**Minimum format:** 60 x 80 mm

**Maximum format:** 160 x 190 mm

€ 111.– per one thousand

### SACHETS

**Minimum format:** 60 x 80 mm

**Maximum format:** 120 x 140 mm

**Weight:** max. 15 g

**Thickness:** max. 2 mm

€ 140.– 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 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**

€ 8.90

## FOR ADVICE PLEASE CONTACT

### **Ralf B. Six**

CEO

trend., autorevue, Yachtrevue

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six.ralf@vgn.at

### **Bastian Hofer-Hoi**

Director Sales

Tel.: +43 1 213 12-6418

hofer-hoi.bastian@vgn.at

You can find  
your personal contact person at  
**[www.vgn.at/autorevue-kontakt](http://www.vgn.at/autorevue-kontakt)**

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

### **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@autorevue.at](mailto:anzeigenproduktion@autorevue.at)

### **ADVERTISING DEPARTMENT**

Taborstraße 1–3, 1020 Vienna  
Tel.: +43 1 213 12-6805  
[anzeigenabteilung@autorevue.at](mailto:anzeigenabteilung@autorevue.at)



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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: **36,471** Copies (incl. e-journal)  
 Readers: **454,000**  
 Total Reach: **5.9 %**  
 Reach Female: **8.8 %**  
 Core Target Audience: Female, 30+ years, ABC1 Status  
 Reach within Core Target Audience: **10.5 %**  
 Gender: **76.1 %** Female **23.9 %** Male  
 Ratio ABC1 Status: **51.1 %**  
 Average Household Income: **€ 3,525.–**

## DIGITAL – gusto.at

Visits: **480,636**  
 Page Impressions: **721,171**  
 Unique Clients: **339,937**  
 Gender: **65.4 %** Female **34.6 %** Male  
 Age: **56.4 %** < 60 years  
 Average Household Income **€ 2,886.–**

## SOCIAL MEDIA

Facebook: **110,466**  
 Instagram: **5,682**

## NEWSLETTER

Recipients: **52,000-54,000** (Sent Mon, Thr)  
 Opening Rate: **33.4 %**

## 2 ADVERTISING RATES

<b>FORMAT</b>	<b>PRICE</b>
2/1 pages: _____	€ 29,800.–
1/1 page: _____	€ 14,900.–
3/4 page: _____	€ 12,930.–
2/3 page: _____	€ 11,550.–
1/2 page: _____	€ 8,650.–
1/3 page: _____	€ 6,010.–
1/4 page: _____	€ 4,990.–
1/4 Box*: _____	€ 4,610.–

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

<b>PREMIUM PLACEMENTS</b>	<b>PRICE</b>
Cover page 2 _____	€ 18,330.–
Cover page 4 _____	€ 18,330.–
Cover page 2 & page 3 _____	€ 36,690.–

### **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-Discount can be applied:

- within one calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

<b>FREQUENCY</b>	<b>DISCOUNT</b>
from 2 ads _____	<b>8 %</b>
from 3 ads _____	<b>10 %</b>
from 4 ads _____	<b>13 %</b>

### **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-Discount 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)

	<b>TYPE AREA</b>	<b>BLEED</b>
2/1 pages:	396 x 250	420 x 280
1/1 page:	185 x 250	210 x 280
3/4 page vertical:	138 x 250	150 x 280
3/4 page horizontal:	185 x 185	210 x 200
2/3 page vertical:	121 x 250	135 x 280
2/3 page horizontal:	185 x 167	210 x 182
1/2 page vertical:	90 x 250	104 x 280
1/2 page horizontal:	185 x 125	210 x 140
1/3 page vertical:	60 x 250	74 x 280
1/3 page horizontal:	185 x 80	210 x 90
1/4 page vertical:	43 x 250	58 x 280
1/4 page horizontal:	185 x 60	210 x 70
1/4 Box*:	90 x 125	–

**Bleed ads:**

3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply **PDF files**.

\*Composed in type area format on one page with other ads. Subject to the Terms & Conditions of VGN Medien Holding, as published at [www.vgn.at/agb](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

### PUBLICATION DATE

**1. QUARTER**

02+03/24 \_\_\_\_\_ Thr 29.02.2024  
04/24 \_\_\_\_\_ Thr 21.03.2024

**2. QUARTER**

05/24 \_\_\_\_\_ Thr 25.04.2024  
06/24 \_\_\_\_\_ Thr 23.05.2024  
07+08/24 \_\_\_\_\_ Thr 20.06.2024

**3. QUARTER**

09/24 \_\_\_\_\_ Thr 29.08.2024  
10/24 \_\_\_\_\_ Thr 26.09.2024

**4. QUARTER**

11/24 \_\_\_\_\_ Thr 31.10.2024  
12/24 \_\_\_\_\_ Thr 28.11.2024  
01/25 \_\_\_\_\_ Thr 19.12.2024

**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

<b>TOTAL CIRCULATION PER ONE THOUSAND</b>	<b>PRICE</b>
up to 20 grams: _____	€ 184.–
up to 40 grams: _____	€ 201.–
up to 50 grams: _____	€ 213.–
up to 60 grams: _____	€ 224.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION PER ONE THOUSAND</b>	<b>PRICE</b>
up to 20 grams: _____	€ 194.–
up to 40 grams: _____	€ 211.–
up to 50 grams: _____	€ 223.–
up to 60 grams: _____	€ 234.–
above 60 grams: _____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

### **SUPPLEMENT-DISCOUNT**

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

<b>NUMBER OF COPIES</b>	<b>DISCOUNT</b>
from 1,000,000 copies _____	<b>33 %</b>
from 800,000 copies _____	<b>25 %</b>
from 600,000 copies _____	<b>20 %</b>
from 400,000 copies _____	<b>15 %</b>
from 300,000 copies _____	<b>10 %</b>

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

<b>TOTAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 199.–
up to 40 grams: _____	€ 228.–
up to 50 grams: _____	€ 245.–
up to 60 grams: _____	€ 257.–
above 60 grams: _____	upon request

<b>PARTIAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 209.–
up to 40 grams: _____	€ 238.–
up to 50 grams: _____	€ 255.–
up to 60 grams: _____	€ 267.–
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](http://www.vgn.at/agb)  
 Rate Card: Valid until 31.12.2024 (subject to change)



## AD-SPECIALS LABEL & SACHETS

**TIP-ON CARDS (2-sided)**

**Minimum format:** 60 x 80 mm  
**Maximum format:** 160 x 190 mm  
 € 111.– per one thousand

**SACHETS**

**Minimum format:** 60 x 80 mm  
**Maximum format:** 120 x 140 mm  
**Weight:** max. 15 g  
**Thickness:** max. 2 mm  
 € 140.– 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**

€ 7.50

**FREQUENCY OF PUBLICATION**

Monthly

### FOR ADVICE PLEASE CONTACT

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**Klaus Edelhofer**

Director Sales WOMAN World  
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edelhofer.klaus@vgn.at

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

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

Taborstraße 1–3, 1020 Vienna

**ARTWORK**

[anzeigenproduktion@gusto.at](mailto:anzeigenproduktion@gusto.at)

**ADVERTISING DEPARTMENT**

Taborstraße 1–3, 1020 Vienna  
Tel.: +43 1 213 12-6477  
[anzeigen@gusto.at](mailto:anzeigen@gusto.at)



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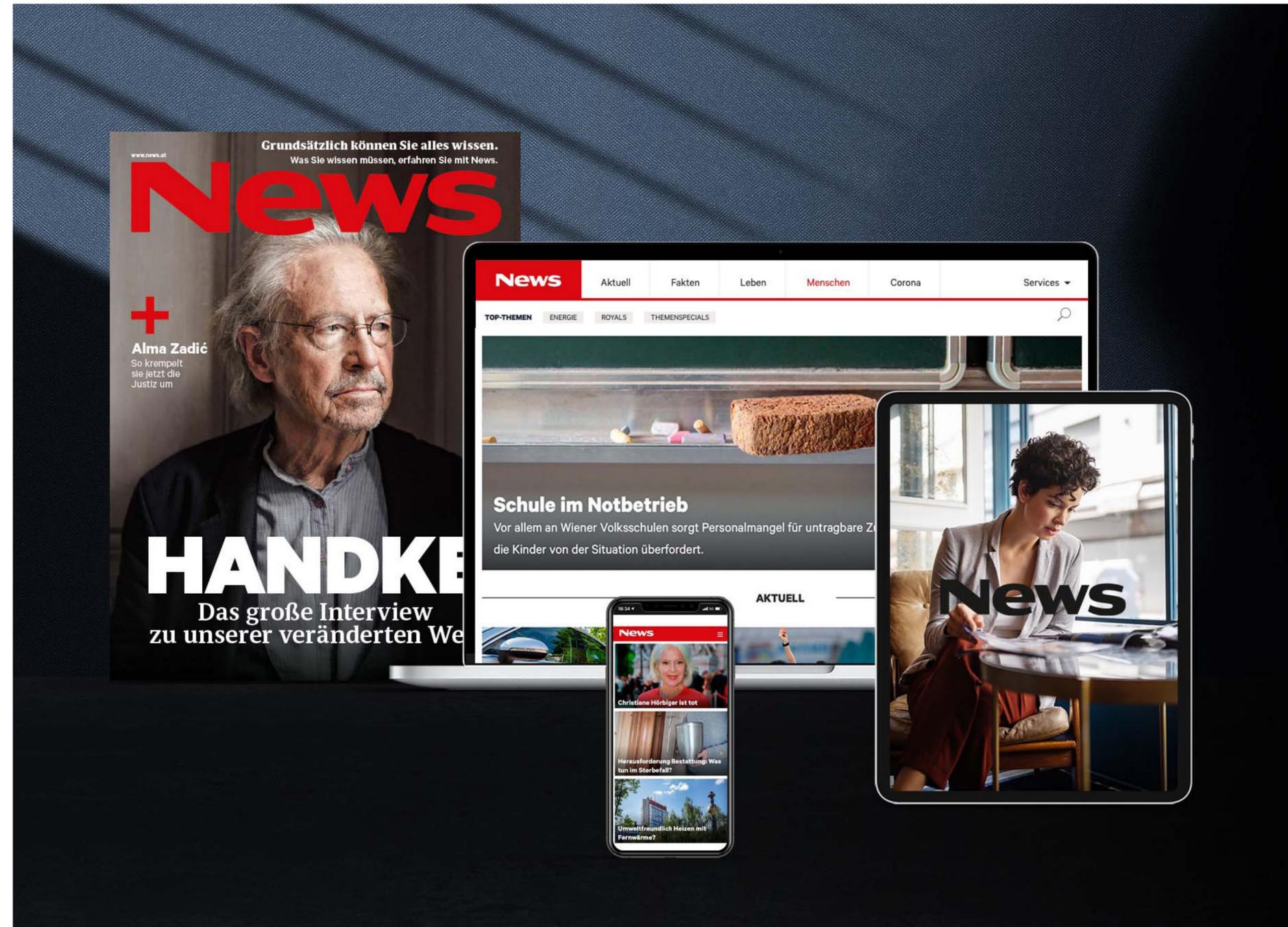
# NEWS

**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: **48,072** Copies (incl. 15,404 as a e-journal)  
 Subscriptions: **25,015** Copies (incl. 12,427 as a e-journal)  
 Share of Subscriptions: **52.0 %**  
 Readers: **176,000**  
 Total Reach: **2.3 %**  
 Core Target Audience: **25+** years, ABC1 Status  
 Reach within Core Target Audience: **2.6 %**  
 Gender: **44.3 %** Female **55.7 %** Male  
 Ratio ABC1 Status: **52.9 %**  
 Average Household Income: **€ 3,702.-**

## DIGITAL – news.at

Visits: **706,914**  
 Page Impressions: **13,084,284**  
 Unique Clients: **448,365**  
 Gender: **50.2 % Female 49.8 % Male**  
 Age: **62.4 %** < 60 years  
 Average Household Income: **€2,973.-**

## SOCIAL MEDIA

Facebook: **117,993**  
 Twitter: **86,549**  
 Instagram: **3,057**

## NEWSLETTER

Recipients: **47,000–49,000** (Sent Mon, Thr)  
 Opening Rate: **26.7%**

## 2 ADVERTISING RATES

<b>FORMAT</b>	<b>PRICE</b>
2/1 pages: _____	€ 29,860.–
1/1 page: _____	€ 14,930.–
3/4 page: _____	€ 12,960.–
2/3 page: _____	€ 11,960.–
1/2 page: _____	€ 10,400.–
1/3 page: _____	€ 7,410.–
1/4 page: _____	€ 5,970.–
1/4 Box*: _____	€ 5,970.–

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

<b>PREMIUM PLACEMENTS</b>	<b>PRICE</b>
Next to the editorial: _____	15%
Cover page 2 _____	€ 17,700.–
Cover page 3 _____	15%
Cover page 4 _____	€ 18,780.–
Cover page 2 & page 3 _____	€ 34,180.–

### **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-Discount can be applied:

- within one calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

<b>FREQUENCY</b>	<b>DISCOUNT</b>
from 2 ads _____	<b>8 %</b>
from 3 ads _____	<b>10 %</b>
from 4 ads _____	<b>13 %</b>

### **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-Discount 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**

### 3 FORMATS

**AD FORMATS** (All measures in mm, width x height)

	<b>TYPE AREA</b>	<b>BLEED</b>
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

**January**

01+02/24 \_Thr 11.01.24  
 03/24 \_\_\_Thr 18.01.24  
 04/24 \_\_\_Thr 25.01.24

**February**

05/24 \_\_\_Thr 01.02.24  
 06/24 \_\_\_Thr 08.02.24  
 07/24 \_\_\_Thr 15.02.24  
 08/24 \_\_\_Thr 22.02.24  
 09/24 \_\_\_Thr 29.02.24

**March**

10/24 \_\_\_Thr 07.03.24  
 11/24 \_\_\_Thr 14.03.24  
 12/24 \_\_\_Thr 21.03.24  
 13/24 \_\_\_Thr 28.03.24

**April**

14/24 \_\_\_Thr 04.04.24  
 15/24 \_\_\_Thr 11.04.24  
 16/24 \_\_\_Thr 18.04.24  
 17/24 \_\_\_Thr 25.04.24

**May**

18/24 \_\_\_Thr 02.05.24  
 19/24 \_\_\_Thr 08.05.24  
 20/24 \_\_\_Thr 16.05.24  
 21/24 \_\_\_Thr 23.05.24  
 22/24 \_\_\_Thr 29.05.24

**June**

23/24 \_\_\_Thr 06.06.24  
 24/24 \_\_\_Thr 13.06.24  
 25+26/24 \_Thr 20.06.24

**July**

27+28/24 \_Thr 04.07.24  
 29/24 \_\_\_Thr 18.07.24  
 30+31/24 \_Thr 25.07.24

**August**

32/24 \_\_\_Thr 08.08.24  
 33/24 \_\_\_Wed 14.08.24  
 34/24 \_\_\_Thr 22.08.24  
 35/24 \_\_\_Thr 29.08.24

**September**

36/24 \_\_\_Thr 05.09.24  
 37/24 \_\_\_Thr 12.09.24  
 38/24 \_\_\_Thr 19.09.24  
 39/24 \_\_\_Thr 26.09.24

**October**

40/24 \_\_\_Thr 03.10.24  
 41/24 \_\_\_Thr 10.10.24  
 42/24 \_\_\_Thr 17.10.24  
 43/24 \_\_\_Thr 24.10.24  
 44/24 \_\_\_Thr 31.10.24

**November**

45/24 \_\_\_Thr 07.11.24  
 46/24 \_\_\_Thr 14.11.24  
 47/24 \_\_\_Thr 21.11.24  
 48/24 \_\_\_Fri 28.11.24

**December**

49/24 \_\_\_Thu 05.12.24  
 50/24 \_\_\_Fri 12.12.24  
 51+52/24 \_Fri 19.12.24

\*Composed in type area format on one page with other ads. Subject to the Terms & Conditions of VGN Medien Holding, as published at [www.vgn.at/agb](http://www.vgn.at/agb)  
 Rate Card: Valid until 31.12.2024 (subject to change)

**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

<b>TOTAL CIRCULATION PER ONE THOUSAND</b>	<b>PRICE</b>
up to 20 grams: _____	€ 144.–
up to 40 grams: _____	€ 161.–
up to 50 grams: _____	€ 173.–
up to 60 grams: _____	€ 185.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION PER ONE THOUSAND</b>	<b>PRICE</b>
up to 20 grams: _____	€ 154.–
up to 40 grams: _____	€ 171.–
up to 50 grams: _____	€ 183.–
up to 60 grams: _____	€ 195.–
above 60 grams: _____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

### **SUPPLEMENT-DISCOUNT**

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

<b>NUMBER OF COPIES</b>	<b>DISCOUNT</b>
from 1,000,000 copies _____	33 %
from 800,000 copies _____	25 %
from 600,000 copies _____	20 %
from 400,000 copies _____	15 %
from 300,000 copies _____	10 %

The supplements or inserts can be booked in one or more magazines within one calendar year as long as the respective minimum number of copies is considered. Reach your target group at extremely competitive prices.

Bookers of classical advertisement formats qualify for a **10% discount** on loose and bound inserts:

**4 x per magazine for weekly magazines**

**2 x per magazine for monthly magazines**

The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.

All fees subject to 5% advertising tax and 20% VAT.  
Subject to the Terms & Conditions of VGN Medien Holding,  
as published at [www.vgn.at/agb](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

## 5 AD-SPECIALS BOUND INSERTS

**Minimum volume:** upon request  
**Minimum format:** 117 x 148 mm  
**Maximum format:** 210 x 280 mm

<b>TOTAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 146.–
up to 40 grams: _____	€ 163.–
up to 50 grams: _____	€ 175.–
up to 60 grams: _____	€ 187.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 156.–
up to 40 grams: _____	€ 173.–
up to 50 grams: _____	€ 185.–
up to 60 grams: _____	€ 197.–
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](http://www.vgn.at/agb)  
 Rate Card: Valid until 31.12.2024 (subject to change)



## AD-SPECIALS LABEL & SACHETS

**TIP-ON CARDS (2-sided)**

**Minimum format:** 60 x 80 mm  
**Maximum format:** 160 x 190 mm  
 € 111.– per one thousand

**SACHETS**

**Minimum format:** 60 x 80 mm  
**Maximum format:** 120 x 140 mm  
**Weight:** max. 15 g  
**Thickness:** max. 2 mm  
 € 140.– 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**

€ 5.–

### FOR ADVICE PLEASE CONTACT

**Helmut Schoba**

CEO

News

Tel.: +43 1 213 12-6500

[schoba.helmut@vgn.at](mailto:schoba.helmut@vgn.at)

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

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

**PUBLISHER & MEDIA OWNER**

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

**BANK DETAILS**

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

**EDITORIAL OFFICE**

Taborstraße 1–3, 1020 Vienna

**ARTWORK**

Tel.: +43 1 213 12-6088  
[anzeigenproduktion@news.at](mailto:anzeigenproduktion@news.at)

**ADVERTISING DEPARTMENT**

Taborstraße 1–3, 1020 Vienna  
Tel.: +43 1 213 12-6801  
[anzeigenabteilung@news.at](mailto:anzeigenabteilung@news.at)



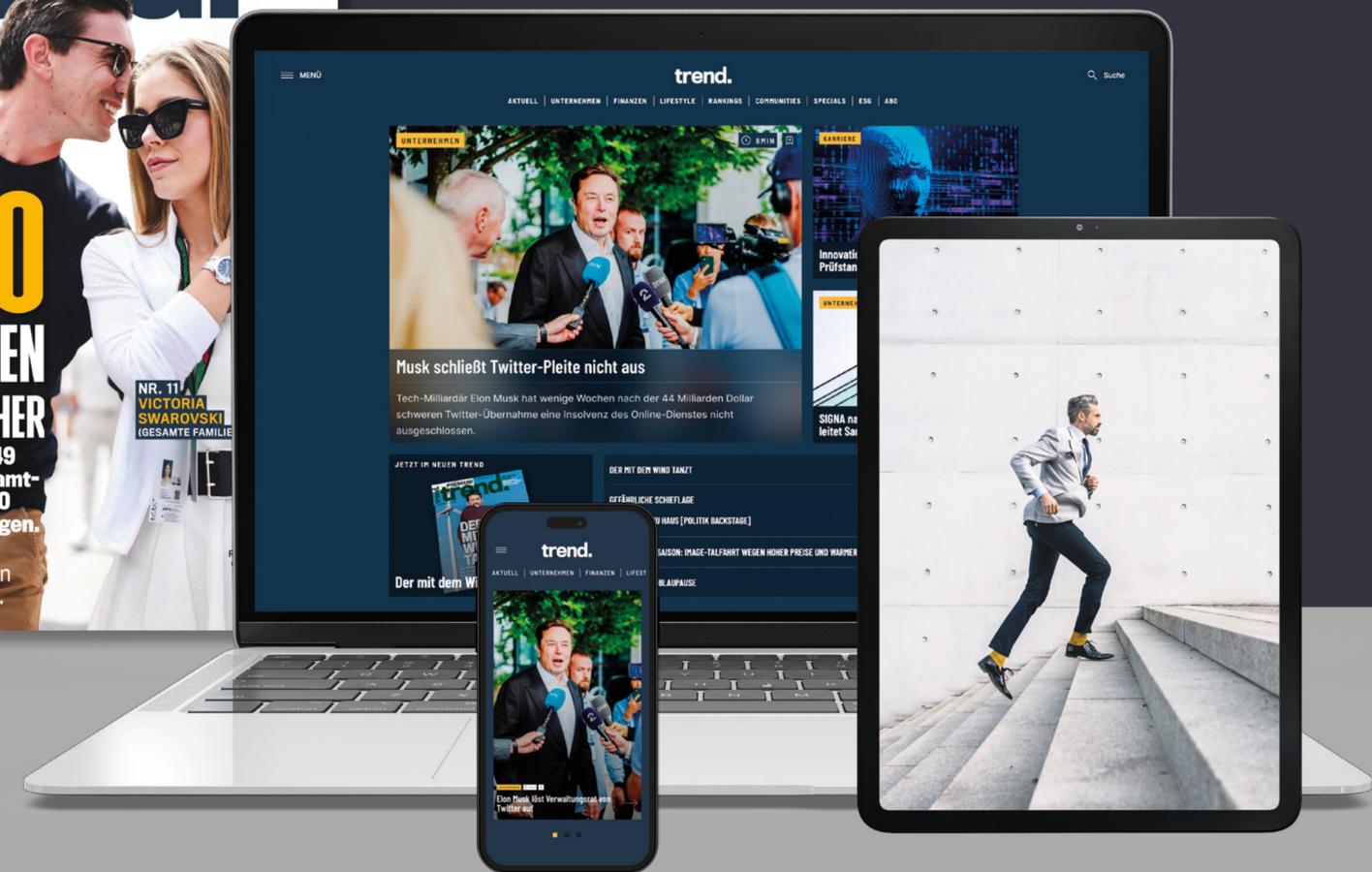
## CONTENT

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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: **45,767** Copies (incl. 11,670 as a e-journal)

Subscriptions: **17,709** Copies (incl. 8,717 as a e-journal)

Share of Subscriptions: **38.7 %**

Readers: **87,000**

Total Reach: **1.1 %**

Core Target Audience: AB-Status, **30+** years, sole and joint decision makers

Share of leading top management: **61.5 %**

Gender: **29.9 %** Female **70.1 %** Male

Ratio ABC1 Status: **63.5 %**

Average household income **€ 5,871**

## DIGITAL – trend.at

Visits: **261,373**

Page Impressions: **339,310**

Unique Clients: **191,831**

Gender: **43.5 %** Female **56.5 %** Male

Age: **64.6 % < 60 years**

## SOCIAL MEDIA

Facebook: **52,259**

Twitter: **5,055**

## NEWSLETTER

Recipients: **21,000–23,000** (Sent Mon, Thr)

Opening Rate: **42.0 %**

## 2 ADVERTISING RATES

<b>FORMAT</b>	<b>PRICE</b>
2/1 pages: _____	€ 33,020.–
1/1 page: _____	€ 16,510.–
3/4 page: _____	€ 13,770.–
2/3 page: _____	€ 12,510.–
1/2 page: _____	€ 10,510.–
1/3 page: _____	€ 7,330.–
1/4 page: _____	€ 5,950.–
1/4 Box*: _____	€ 5,210.–

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

<b>PREMIUM PLACEMENTS</b>	<b>PRICE</b>
Cover page 2 _____	€ 19,150.–
Cover page 3 _____	€ 19,150.–
Cover page 4 _____	€ 20,020.–
Cover page 2 & page 3 _____	€ 38,150.–
Cover page 4 & page 5 _____	€ 35,520.–

### **SURCHARGES**

Special placement: **15 %**  
per placement on 1/1 page  
Requested placement: **15 %**  
per placement on 1/1 page  
Cooperation ads: **10%** on booked format  
Surcharges subject to discount.

### **VGN PERFORMANCE-DISCOUNT**

The VGN Performance-Discout can be applied:

- within one calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

<b>FREQUENCY</b>	<b>DISCOUNT</b>
from 2 ads _____	<b>8 %</b>
from 3 ads _____	<b>10 %</b>
from 4 ads _____	<b>13 %</b>

### **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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)



### PUBLICATION DATE

**January**

01/24 \_\_\_\_\_ Fri 19.01.2024

**February**

02/24 \_\_\_\_\_ Fri 09.02.2024

03/24 \_\_\_\_\_ Fri 23.02.2024

**March**

04/24 \_\_\_\_\_ Fri 08.03.2024

**April**

05/24 \_\_\_\_\_ Fri 12.04.2024

**May**

06/24 \_\_\_\_\_ Fri 10.05.2024

07/24 \_\_\_\_\_ Fri 24.05.2024

**June**

08/24 \_\_\_\_\_ Fri 07.06.2024

**July**

09/24 \_\_\_\_\_ Fri 12.07.2024

**August**

10/24 \_\_\_\_\_ Fri 23.08.2024

**September**

11/24 \_\_\_\_\_ Fri 06.09.2024

12/24 \_\_\_\_\_ Fri 27.09.2024

**October**

13/24 \_\_\_\_\_ Fri 11.10.2024

14/24 \_\_\_\_\_ Fri 25.10.2024

**November**

15/24 \_\_\_\_\_ Fri 08.11.2024

16/24 \_\_\_\_\_ Fri 22.11.2024

**December**

17/24 \_\_\_\_\_ Fri 06.12.2024

**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

<b>TOTAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 177.–
up to 40 grams: _____	€ 195.–
up to 50 grams: _____	€ 208.–
up to 60 grams: _____	€ 221.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 187.–
up to 40 grams: _____	€ 205.–
up to 50 grams: _____	€ 218.–
up to 60 grams: _____	€ 231.–
above 60 grams: _____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

### SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

<b>NUMBER OF COPIES</b>	<b>DISCOUNT</b>
from 1,000,000 copies _____	<b>33 %</b>
from 800,000 copies _____	<b>25 %</b>
from 600,000 copies _____	<b>20 %</b>
from 400,000 copies _____	<b>15 %</b>
from 300,000 copies _____	<b>10 %</b>

The supplements or inserts can be booked in one or more magazines within one calendar year as long as the respective minimum number of copies is considered. Reach your target group at extremely competitive prices.

Bookers of classical advertisement formats qualify for a **10% discount** on loose and bound inserts:

**4 x per magazine for weekly magazines**

**2 x per magazine for monthly magazines**

The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.

All fees subject to 5% advertising tax and 20% VAT.  
Subject to the Terms & Conditions of VGN Medien Holding,  
as published at [www.vgn.at/agb](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

## 5 AD-SPECIALS BOUND INSERTS

**Minimum volume:** upon request

**Minimum format:** 117 x 148 mm

**Maximum format:** 210 x 280 mm

<b>TOTAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 192.–
up to 40 grams: _____	€ 225.–
up to 50 grams: _____	€ 244.–
up to 60 grams: _____	€ 257.–
above 60 grams: _____	upon request

<b>PARTIAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 202.–
up to 40 grams: _____	€ 235.–
up to 50 grams: _____	€ 254.–
up to 60 grams: _____	€ 267.–
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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

## AD-SPECIALS LABEL & SACHETS

### TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm

Maximum format: 160 x 190 mm

€ 111.– per one thousand

### SACHETS

**Minimum format:** 60 x 80 mm

**Maximum format:** 120 x 140 mm

**Weight:** max. 15 g

**Thickness:** max. 2 mm

€ 140.– 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**

€ 8.90

### FOR ADVICE PLEASE CONTACT

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Director Sales

Tel.: +43 1 213 12-6418

hofer-hoi.bastian@vgn.at

You can find  
our contact partners at

**[www.vgn.at/trend-kontakt](http://www.vgn.at/trend-kontakt)**

All information about your  
media planning is always up to date at:

**[www.vgn.at/trend](http://www.vgn.at/trend)**

**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

**ADVERTISING DEPARTMENT**

Taborstraße 1-3, 1020 Vienna

Tel.: +43 1 213 12-6412

[anzeigenabteilung@trend.at](mailto:anzeigenabteilung@trend.at)



# trend. edition+

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BOUND INSERTS,  
LABEL & SACHETS

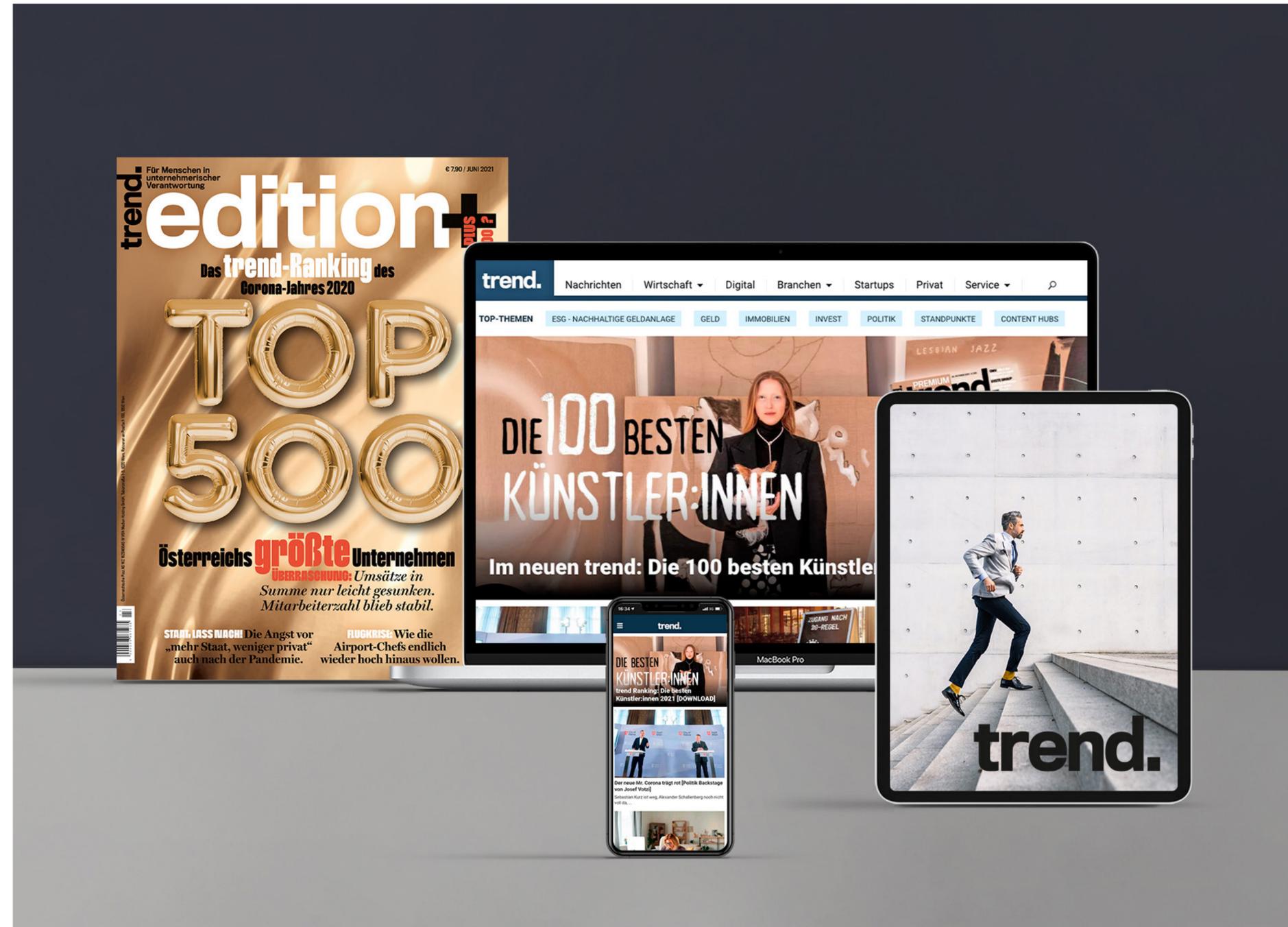
**5**  
FACTS & FIGURES

# 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 2025**



# 1 ADVERTISING RATES

FORMAT	PRICE
2/1 pages: _____	€ 34,680.–
1/1 page: _____	€ 17,340.–
3/4 page: _____	€ 14,830.–
2/3 page: _____	€ 13,130.–
1/2 page: _____	€ 11,910.–
1/3 page: _____	€ 7,710.–
1/4 page: _____	€ 6,250.–
1/4 Box*: _____	€ 5,480.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 20,110.–
Cover page 3 _____	€ 20,110.–
Cover page 4 _____	€ 21,040.–
Cover page 2 & page 3 _____	€ 40,060.–
Cover page 4 & page 5 _____	€ 37,290.–

## 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 _____	<b>8 %</b>
from 3 ads _____	<b>10 %</b>
from 4 ads _____	<b>13 %</b>

## 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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

## PUBLICATION DATE

### 1. QUARTER

01/24 \_\_\_\_\_ Top 300 Arbeitgeber \_\_\_ Fri 22.03.2024

### 2. QUARTER

02/24 \_\_\_\_\_ Rechtsanwalts-Ranking \_\_\_ Fri 26.04.2024

03/24 \_\_\_\_\_ Top 500 Unternehmen \_\_\_ Fri 21.06.2024

### 3. QUARTER

04/24 \_\_\_\_\_ Forum Alpbach \_\_\_ Fri 09.08.2024

### 4. QUARTER

05/24 \_\_\_\_\_ Trends 2023 \_\_\_ Do 20.12.2024

**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

<b>TOTAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 186.–
up to 40 grams: _____	€ 205.–
up to 50 grams: _____	€ 218.–
up to 60 grams: _____	€ 232.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 196.–
up to 40 grams: _____	€ 215.–
up to 50 grams: _____	€ 228.–
up to 60 grams: _____	€ 242.–
above 60 grams: _____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

#### **SUPPLEMENT-DISCOUNT**

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

<b>NUMBER OF COPIES</b>	<b>DISCOUNT</b>
from 1,000,000 copies _____	<b>33 %</b>
from 800,000 copies _____	<b>25 %</b>
from 600,000 copies _____	<b>20 %</b>
from 400,000 copies _____	<b>15 %</b>
from 300,000 copies _____	<b>10 %</b>

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

<b>TOTAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 202.–
up to 40 grams: _____	€ 234.–
up to 50 grams: _____	€ 256.–
up to 60 grams: _____	€ 268.–
above 60 grams: _____	upon request

<b>PARTIAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 212.–
up to 40 grams: _____	€ 244.–
up to 50 grams: _____	€ 266.–
up to 60 grams: _____	€ 278.–
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](http://www.vgn.at/agb)  
 Rate Card: Valid until 31.12.2024 (subject to change)

## AD-SPECIALS LABEL & SACHETS

### TIP-ON CARDS (2-sided)

**Minimum format:** 60 x 80 mm  
**Maximum format:** 160 x 190 mm  
**€ 111.–** per one thousand

### SACHETS

**Minimum format:** 60 x 80 mm  
**Maximum format:** 120 x 140 mm  
**Weight:** max. 15 g  
**Thickness:** max. 2 mm  
**€ 140.–** 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**

€ 9.90

## FOR ADVICE PLEASE CONTACT

### **Ralf B. Six**

CEO

trend., autorevue, Yachtrevue

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six.ralf@vgn.at

### **Bastian Hofer-Hoi**

Director Sales

Tel.: +43 1 213 12-6418

hofer-hoi.bastian@vgn.at

You can find

our contact partners at

**[www.vgn.at/trend-kontakt](http://www.vgn.at/trend-kontakt)**

All information about your  
media planning is always up to date at:

**[www.vgn.at/trend](http://www.vgn.at/trend)**

### **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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# TV-MEDIA

**Live. Love. Watch.**

TV-Media is Austria's best TV programme and also top in international comparison. It is THE innovative leading medium for the digital TV and entertainment world and is perfectly tailored to this rapidly growing television market. TV-Media and tvmedia.at is the competent navigator for educated and high-income people who not only select the most attractive things in life when watching television. In Austria's largest streaming guide, you will find the most important films and series from Netflix, Sky, Prime Video, Disney+ & Co.



# 1 AUDIENCE

## PRINT

Distributed Circulation: **145,202 Copies** (incl. 50,632 as a e-journal)  
 Subscriptions: **112,464 Copies** (incl. 48,791 as a e-journal)  
 Share of Subscriptions: **77.5 %**  
 Readers: **471,000**  
 Total Reach: **6.1 %**  
 Core Target Audience: **25+ years, ABC1 Status**  
 Reach within Core Target Audience: **6.9 %**  
 Gender: **52.6 % Female 47.4 % Male**  
 Ratio ABC1 Status: **55.8 %**  
 Average Household Income: **€ 3,819.-**

## DIGITAL – tv-media.at

Visits: **1,099,961**  
 Page Impressions: **4,925,541**  
 Unique Clients: **172,352**  
 Gender: **44.8 % Female 55.2 % Male**  
 Age: **71.8 % < 60 years**  
 Average Household Income: **€ 2,991.-**

## SOCIAL MEDIA

Facebook: **57,902**

## NEWSLETTER

Recipients: **27,000-29,000** (Sent Mon, Thr)  
 Opening Rate: **31.5 %**

## 2 ADVERTISING RATES

<b>FORMAT</b>	<b>PRICE</b>
2/1 pages: _____	€ 36,980.–
1/1 page: _____	€ 18,490.–
3/4 page: _____	€ 14,670.–
2/3 page: _____	€ 12,680.–
1/2 page: _____	€ 11,990.–
1/3 page: _____	€ 8,730.–
1/4 page: _____	€ 7,380.–
1/4 Box*: _____	€ 5,650.–

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

<b>PREMIUM PLACEMENTS</b>	<b>PRICE</b>
Cover page 2 _____	€ 22,190.–
Cover page 4 _____	€ 22,190.–
Cover page 2 & page 3 _____	€ 44,370.–

### **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

<b>FREQUENCY</b>	<b>DISCOUNT</b>
from 2 ads _____	<b>8 %</b>
from 3 ads _____	<b>10 %</b>
from 4 ads _____	<b>13 %</b>

### **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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

### PUBLICATION DATE

#### January

02/24\_\_Wed 03.01.24  
03/24\_\_Wed 10.01.24  
04/24\_\_Wed 17.01.24  
05/24\_\_Wed 24.01.24  
06/24\_\_Wed 31.01.24

#### February

07/24\_\_Wed 07.02.24  
08/24\_\_Wed 14.02.24  
09/24\_\_Wed 21.02.24  
10/24\_\_Wed 28.02.24

#### March

11/24\_\_Wed 06.03.24  
12/24\_\_Wed 13.03.24  
13/24\_\_Wed 20.03.24  
14/24\_\_Wed 27.03.24

#### April

15/24\_\_Wed 03.04.24  
16/24\_\_Wed 10.04.24  
17/24\_\_Wed 17.04.24  
18/24\_\_Wed 24.04.24  
19/24\_\_Wed 30.04.24

#### May

20/24\_\_Wed 08.05.24  
21/24\_\_Wed 15.05.24  
22/24\_\_Wed 22.05.24  
23/24\_\_Wed 29.05.24

#### June

24/24\_\_Wed 05.06.24  
25/24\_\_Wed 12.06.24  
26/24\_\_Wed 19.06.24  
27/24\_\_Wed 26.06.24

#### July

28/24\_\_Wed 03.07.24  
29/24\_\_Wed 10.07.24  
30/24\_\_Wed 17.07.24  
31/24\_\_Wed 24.07.24  
32/24\_\_Wed 31.07.24

#### August

33/24\_\_Wed 07.08.24  
34/24\_\_Wed 14.08.24  
35/24\_\_Wed 21.08.24  
36/24\_\_Wed 28.08.24

#### September

37/24\_\_Wed 04.09.24  
38/24\_\_Wed 11.09.24  
39/24\_\_Wed 18.09.24  
40/24\_\_Wed 25.09.24

#### October

41/24\_\_Wed 02.10.24  
42/24\_\_Wed 09.10.24  
43/24\_\_Wed 16.10.24  
44/24\_\_Wed 23.10.24  
45/24\_\_Tue 30.10.24

#### November

46/24\_\_Wed 06.11.24  
47/24\_\_Wed 13.11.24  
48/24\_\_Wed 20.11.24  
49/24\_\_Wed 27.11.24

#### December

50/23\_\_Wed 04.12.24  
51/23\_\_Wed 11.12.24  
52/23\_\_Wed 18.12.24  
01/24\_\_Wed 24.12.24

**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

<b>TOTAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
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

<b>PARTIAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
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.

<b>NUMBER OF COPIES</b>	<b>DISCOUNT</b>
from 1,000,000 copies _____	<b>33 %</b>
from 800,000 copies _____	<b>25 %</b>
from 600,000 copies _____	<b>20 %</b>
from 400,000 copies _____	<b>15 %</b>
from 300,000 copies _____	<b>10 %</b>

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 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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (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 TV-MEDIA APP



### Resize Ad

(320 x 250 px, max. 40 kB / Close Button 50 x 50 px rechts oben)

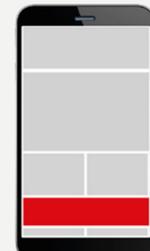
TKP € 60,-



### Gallery Ad

(320 x 250 px, max. 40 kB)

TKP € 60,-



### Download Push Ad

(320 x 50 oder 320 x 150 oder 320 x 250 px, max. 40 kB)

TKP € 60,-



### Fullscreen Video Ad

(mp4-Video 320 x 180 px)

TKP € 60,-



### Content Video Ad

(mp4-Video 320 x 180 px, Bild über Video 320 x 70 px)

TKP € 60,-



### Trailer Ad

(320 x 50 px, mp4-Video 320 x 180 px)

TKP € 60,-

## 7 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**

€ 3.50

### **FREQUENCY OF PUBLICATION**

weekly

## FOR ADVICE PLEASE CONTACT

### **Dietmar Zikulnig**

Chief Representative VGN  
Tel.: +43 1 213 12-6150  
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](http://www.vgn.at/tvmedia-kontakt)

All information about your  
media planning is always up to date at:  
[www.vgn.at/tvmedia](http://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](mailto:anzeigenproduktion@tv-media.at)

### **ADVERTISING DEPARTMENT**

Taborstraße 1-3, 1020 Vienna  
Tel.: +43 1 213 12-6562  
[anzeigen@tv-media.at](mailto:anzeigen@tv-media.at)



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## 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.





## 2 ADVERTISING RATES

<b>FORMAT</b>	<b>PRICE</b>
2/1 pages: _____	€ 41,200.–
1/1 page: _____	€ 20,600.–
1/2 page: _____	€ 15,450.–
1/3 page: _____	€ 11,320.–
1/4 page: _____	€ 9,280.–
1/4 Box*: _____	€ 7,620.–

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

<b>PREMIUM PLACEMENTS</b>	<b>PRICE</b>
Next to the editorial: _____	€ 23,710.–
Next to the Best Bag: _____	€ 23,710.–
Cover page 3 _____	€ 23,710.–
Cover page 2 & page 3 _____	€ 49,440.–
Cover page 4 _____	€ 24,710.–
Cover page 4 & page 5 _____	€ 47,360.–
Cover page 6 & page 7 _____	€ 47,360.–

### **SURCHARGES**

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

### **VGN PERFORMANCE-DISCOUNT**

The VGN Performance-Discount can be applied:

- within one calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

<b>FREQUENCY</b>	<b>DISCOUNT</b>
from 2 ads _____	<b>8 %</b>
from 3 ads _____	<b>10 %</b>
from 4 ads _____	<b>13 %</b>

### **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-Discount 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**

### 3 FORMATS

**AD FORMATS** (All measures in mm, width x height)

	<b>TYPE AREA</b>	<b>BLEED</b>
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**.

**Ad deadline:** 4 weeks prior to Publication date

**Deadline for printing materials:** 17 days 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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

### PUBLICATION DATE

**February**

Ed 01/24 \_\_\_\_\_ Thr 15.02.2024

**March**

01/24 \_\_\_\_\_ Thr 07.03.2024

02/24 \_\_\_\_\_ Thr 28.03.2024

**April**

03/24 \_\_\_\_\_ Thr 11.04.2024

04/24 \_\_\_\_\_ Thr 25.04.2024

**May**

05/24 \_\_\_\_\_ Thr 08.05.2024

06/24 \_\_\_\_\_ Thr 23.05.2024

**June**

Ed 02/24 \_\_\_\_\_ Thr 20.06.2024

**August**

Ed 03/24 \_\_\_\_\_ Thr 22.08.2024

**September**

07/24 \_\_\_\_\_ Thr 05.09.2024

08/24 \_\_\_\_\_ Thr 26.09.2024

**October**

09/24 \_\_\_\_\_ Thr 10.10.2024

10/24 \_\_\_\_\_ Thr 24.10.2024

**November**

11/24 \_\_\_\_\_ Thr 07.11.2024

12/24 \_\_\_\_\_ Thr 21.11.2024

**December**

Ed 04/24 \_\_\_\_\_ Thr 19.12.2024

## 4 AD-SPECIALS INSERTS

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

<b>TOTAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 144.–
up to 40 grams: _____	€ 161.–
up to 50 grams: _____	€ 173.–
up to 60 grams: _____	€ 185.–
above 60 grams: _____	upon request

<b>PARTIAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 154.–
up to 40 grams: _____	€ 171.–
up to 50 grams: _____	€ 183.–
up to 60 grams: _____	€ 195.–
above 60 grams: _____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

### **SUPPLEMENT-DISCOUNT**

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

<b>NUMBER OF COPIES</b>	<b>DISCOUNT</b>
from 1,000,000 copies _____	<b>33 %</b>
from 800,000 copies _____	<b>25 %</b>
from 600,000 copies _____	<b>20 %</b>
from 400,000 copies _____	<b>15 %</b>
from 300,000 copies _____	<b>10 %</b>

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 275 mm

<b>TOTAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 158.–
up to 40 grams: _____	€ 187.–
up to 50 grams: _____	€ 204.–
up to 60 grams: _____	€ 216.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 168.–
up to 40 grams: _____	€ 197.–
up to 50 grams: _____	€ 214.–
up to 60 grams: _____	€ 226.–
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](http://www.vgn.at/agb)  
 Rate Card: Valid until 31.12.2024 (subject to change)



## AD-SPECIALS LABEL & SACHETS

**TIP-ON CARDS (2-sided)**

**Minimum format:** 60 x 80 mm  
**Maximum format:** 160 x 190 mm  
 € 117.– per one thousand

**SACHETS**

**Minimum format:** 60 x 80 mm  
**Maximum format:** 120 x 140 mm  
**Weight:** max. 15 g  
**Thickness:** max. 2 mm  
 € 140.– 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**

€ 7.50

**FREQUENCY OF PUBLICATION**

16 issues per year

### FOR ADVICE PLEASE CONTACT

**Neslihan Bilgin-Kara**

Management board WOMAN World  
Tel.: +43 1 213 12-6333  
bilgin.neslihan@vgn.at

**Klaus Edelhofer**

Director Sales WOMAN World  
Tel.: +43 1 213 12-6133  
edelhofer.klaus@vgn.at

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

All information about your  
media planning is always up to date at:  
**[www.vgn.at/woman](http://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](mailto:anzeigenproduktion@woman.at)

**ADVERTISING DEPARTMENT**

Taborstraße 1–3, 1020 Vienna  
Tel.: +43 1 213 12-6242  
[sales@woman.at](mailto:sales@woman.at)



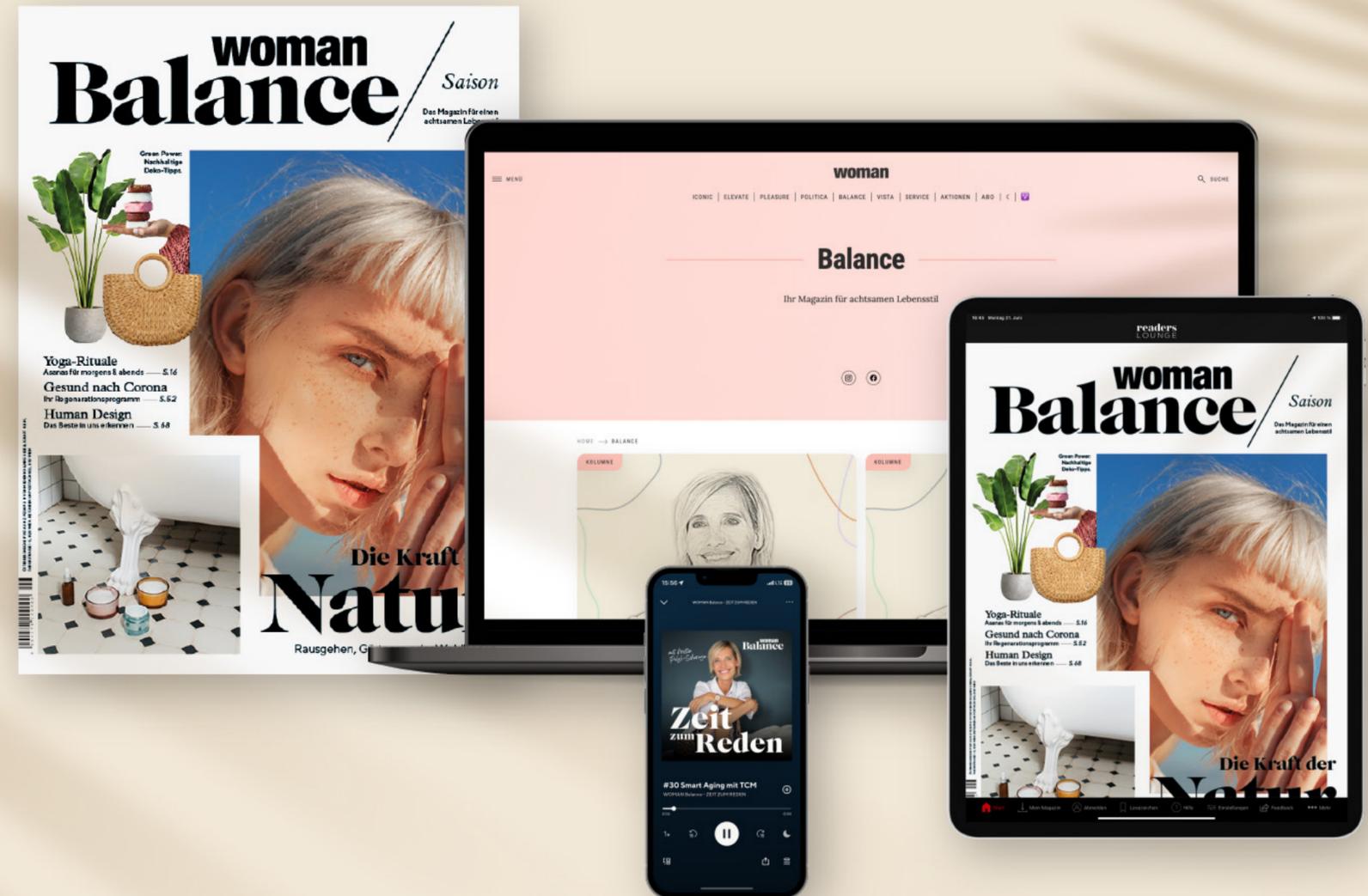
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# WOMAN BALANCE

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: \_\_\_\_\_ **18,000** Copies (incl. e-journal)

## SOCIAL MEDIA

Facebook: \_\_\_\_\_ **49,285**

Instagram: \_\_\_\_\_ **2,529**

## 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 June 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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (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

01/24 \_\_\_\_\_ Thr 14.03.2024

02/24 \_\_\_\_\_ Thr 13.06.2024

## 2ND HALF-YEAR

03/24 \_\_\_\_\_ Thr 12.09.2024

04/24 \_\_\_\_\_ Thr 05.12.2024

### Ad deadline:

3 weeks prior to Publication date

### Deadline for printing materials:

2 weeks prior to Publication date

## 2 ADVERTISING RATES

<b>FORMAT</b>	<b>PRICE</b>
2/1 pages: _____	€ 21,800.–
1/1 page: _____	€ 10,900.–
3/4 page: _____	€ 9,340.–
2/3 page: _____	€ 8,530.–
1/2 page: _____	€ 7,830.–
1/3 page: _____	€ 5,990.–
1/4 page: _____	€ 5,010.–
1/4 Box*: _____	€ 4,460.–

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

<b>PREMIUM PLACEMENTS</b>	<b>PRICE</b>
Cover page 2 _____	€ 12,740.–
Cover page 3 _____	€ 12,740.–
Cover page 4 _____	€ 13,280.–
Cover page 2 & page 3 _____	€ 25,470.–

### **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-Discount can be applied:

- within one calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

<b>FREQUENCY</b>	<b>DISCOUNT</b>
from 2 ads _____	<b>8%</b>
from 3 ads _____	<b>10%</b>
from 4 ads _____	<b>13%</b>

### **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-Discount 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**

All fees subject to 5% advertising tax and 20% VAT.  
 Subject to the Terms & Conditions of VGN Medien Holding,  
 as published at [www.vgn.at/agb](http://www.vgn.at/agb)  
 Rate Card: Valid until 31.12.2024 (subject to change)

### 3 AD-SPECIALS INSERTS

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

<b>TOTAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 161.–
up to 40 grams: _____	€ 178.–
up to 50 grams: _____	€ 190.–
up to 60 grams: _____	€ 202.–
above 60 grams: _____	upon request

<b>PARTIAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 171.–
up to 40 grams: _____	€ 188.–
up to 50 grams: _____	€ 200.–
up to 60 grams: _____	€ 212.–
above 60 grams: _____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

#### **SUPPLEMENT-DISCOUNT**

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

<b>NUMBER OF COPIES</b>	<b>DISCOUNT</b>
from 1,000,000 copies _____	<b>33 %</b>
from 800,000 copies _____	<b>25 %</b>
from 600,000 copies _____	<b>20 %</b>
from 400,000 copies _____	<b>15 %</b>
from 300,000 copies _____	<b>10 %</b>

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

<b>TOTAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
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

<b>PARTIAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
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

### 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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (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 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

### **FREQUENCY OF PUBLICATION**

4x per year

## FOR ADVICE PLEASE CONTACT

### **Neslihan Bilgin-Kara**

Management board WOMAN World

Tel.: +43 1 213 12-6333

bilgin.neslihan@vgn.at

### **Klaus Edelhofer**

Director Sales WOMAN World

Tel.: +43 1 213 12-6133

edelhofer.klaus@vgn.at

You can find

our contact partners at

**[www.vgn.at/medienmarken-womanbalance-kontakt](http://www.vgn.at/medienmarken-womanbalance-kontakt)**

All information about your  
media planning is always up to date at:

**[www.vgn.at/womanbalance](http://www.vgn.at/womanbalance)**

### **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 12-6242  
sales@vgn.at



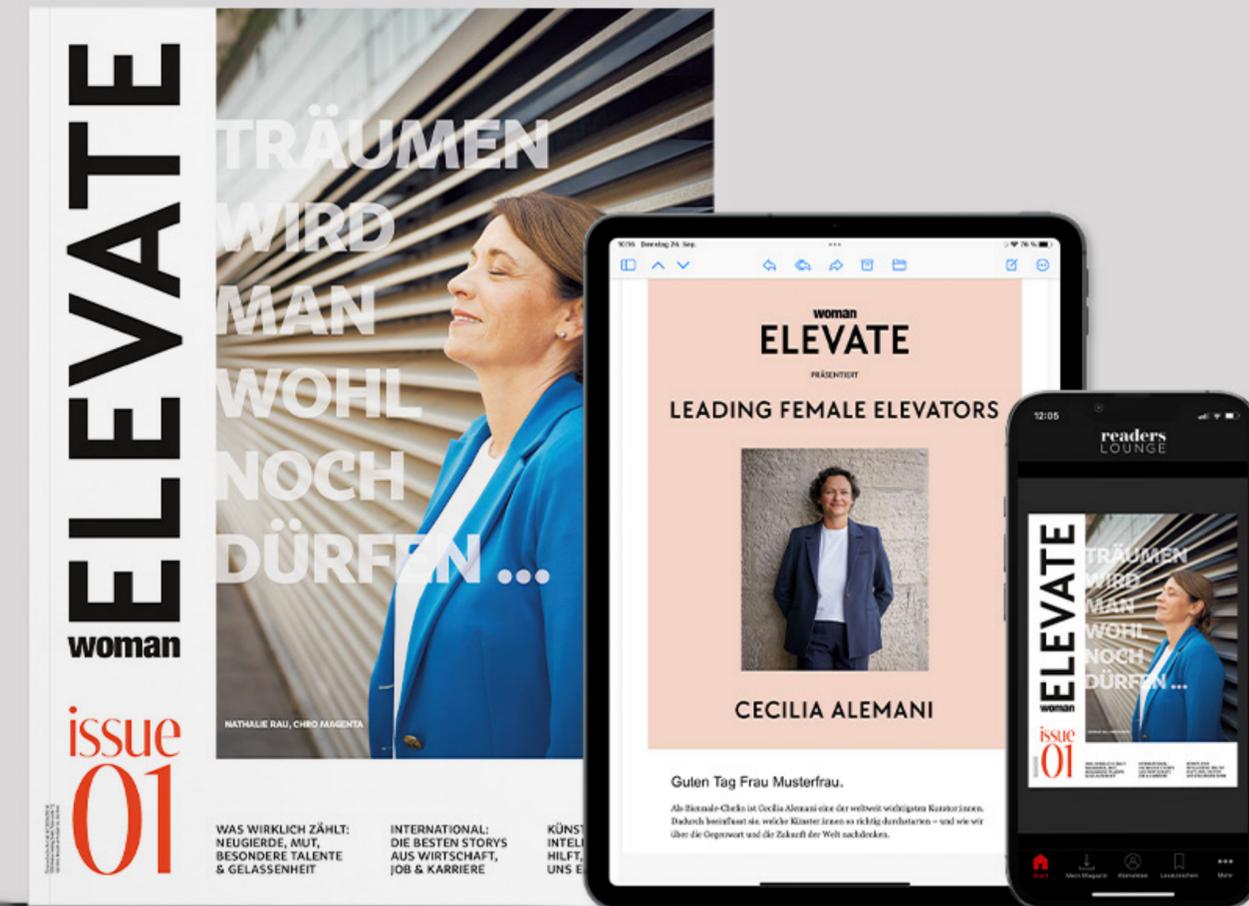
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# WOMAN ELEVATE

**WOMAN Elevate is a growing media and impulse network with and for successful women.**

With a comprehensive range of products & services, including an inspirational magazine, a unique mail series, a digital e-paper and networking as well as impulse events, WOMAN Elevate aims to support and inspire women at the top - or on their way to the top.



# 1 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**.

# PUBLICATION DATE

## 1ST HALF-YEAR

01/24 \_\_\_\_\_ Thr 21.03.2024

02/24 \_\_\_\_\_ Wed 19.06.2024

## 2ND HALF-YEAR

03/24 \_\_\_\_\_ Thr 17.10.2024

04/24 \_\_\_\_\_ Thr 12.12.2023

### Ad deadline:

3 weeks prior to Publication date

### Deadline for printing materials:

2 weeks prior to Publication date

## 2 ADVERTISING RATES

<b>FORMAT</b>	<b>PRICE</b>
2/1 pages: _____	€ 21,800.–
1/1 page: _____	€ 10,900.–
3/4 page: _____	€ 9,340.–
2/3 page: _____	€ 8,530.–
1/2 page: _____	€ 7,830.–
1/3 page: _____	€ 5,990.–
1/4 page: _____	€ 5,010.–
1/4 Box*: _____	€ 4,460.–

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

<b>PREMIUM PLACEMENTS</b>	<b>PRICE</b>
Cover page 2 _____	€ 1,2740.–
Cover page 3 _____	€ 12,740.–
Cover page 4 _____	€ 13,280.–
Cover page 2 & page 3 _____	€ 25,470.–

### **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-Discount can be applied:

- within one calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

<b>FREQUENCY</b>	<b>DISCOUNT</b>
from 2 ads _____	<b>8 %</b>
from 3 ads _____	<b>10 %</b>
from 4 ads _____	<b>13 %</b>

### **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-Discount 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**

All fees subject to 5% advertising tax and 20% VAT.  
 Subject to the Terms & Conditions of VGN Medien Holding,  
 as published at [www.vgn.at/agb](http://www.vgn.at/agb)  
 Rate Card: Valid until 31.12.2024 (subject to change)

## 3 FACTS & FIGURES

### **EDITOR-IN-CHIEF & EDITOR**

Euke Frank

### **CLOSING DATE FOR PRINTING DOCUMENTS**

17 days before publication date

### **AD DEADLINE**

4 weeks before publication date

### **FREQUENCY OF PUBLICATION**

4 issues per year

## FOR ADVICE PLEASE CONTACT

### **Neslihan Bilgin-Kara**

Management board WOMAN World

Tel.: +43 1 213 12-6333

bilgin.neslihan@vgn.at

### **Klaus Edelhofer**

Director Sales WOMAN World

Tel.: +43 1 213 12-6133

edelhofer.klaus@vgn.at

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

All information about your  
media planning is always up to date at:  
**[www.vgn.at/woman](http://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 12-6242

sales@woman.at



## CONTENT

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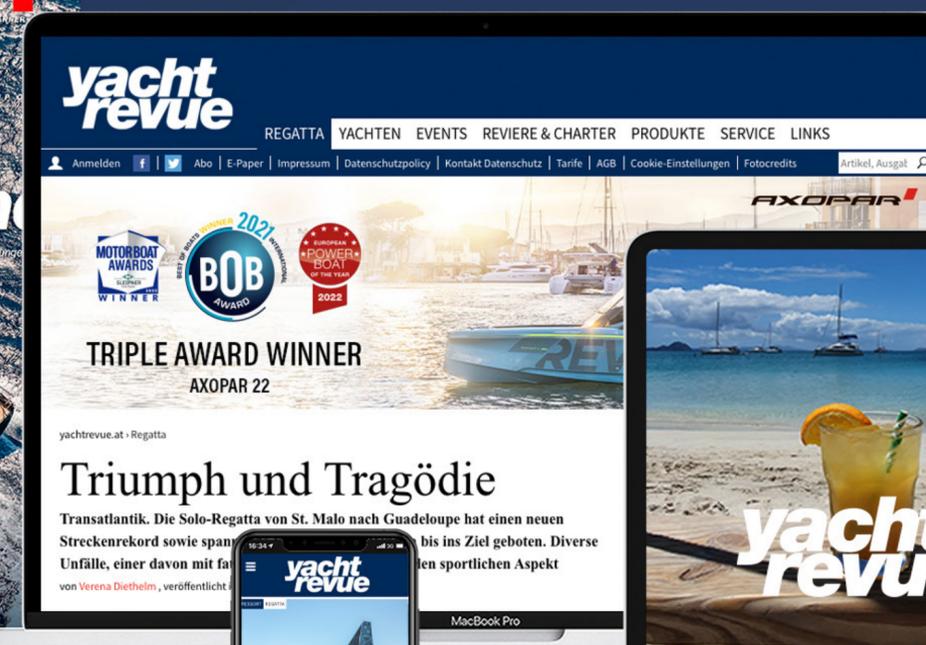
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# YACHTREVUE

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: _____	€ 12,360.–
1/1 page: _____	€ 6,180.–
3/4 page: _____	€ 4,960.–
2/3 page: _____	€ 4,410.–
1/2 page: _____	€ 3,270.–
1/3 page: _____	€ 2,200.–
1/4 page: _____	€ 1,780.–
1/4 Box*: _____	€ 1,780.–
1/8 page: _____	€ 940.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 7,110.–
Cover page 3 _____	€ 7,110.–
Cover page 4 _____	€ 7,420.–
Cover page 2 & page 3 _____	€ 13,320.–

## SURCHARGES

Special placement: upon request  
 Requested placement: **€ 500.–**  
 Cooperation ads: **10%** on booked format  
 Surcharges subject to discount.

## VGN PERFORMANCE-DISCOUNT

The VGN Performance-Discount 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 _____	<b>8 %</b>
from 3 ads _____	<b>10 %</b>
from 4 ads _____	<b>13 %</b>

## 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-Discount 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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

## PUBLICATION DATE

### 1. QUARTER

1/24 \_\_\_\_\_ Tue 02.01.2024

2/24 \_\_\_\_\_ Fri 23.02.2024

### 2. QUARTER

3/24 \_\_\_\_\_ Fri 03.05.2024

### 3. QUARTER

4/24 \_\_\_\_\_ Fri 05.07.2024

5/24 \_\_\_\_\_ Fri 06.09.2024

### 4. QUARTER

Comm \_\_\_\_\_ Fri 18.10.2024

6/24 \_\_\_\_\_ Fri 22.11.2024

1/25 \_\_\_\_\_ Fri 03.01.2024

**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

<b>TOTAL CIRCULATION PER ONE THOUSAND</b>	<b>PRICE</b>
up to 20 grams: _____	€ 184.–
up to 40 grams: _____	€ 201.–
up to 50 grams: _____	€ 213.–
up to 60 grams: _____	€ 224.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION PER ONE THOUSAND</b>	<b>PRICE</b>
up to 20 grams: _____	€ 194.–
up to 40 grams: _____	€ 211.–
up to 50 grams: _____	€ 223.–
up to 60 grams: _____	€ 234.–
above 60 grams: _____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

#### SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

<b>NUMBER OF COPIES</b>	<b>DISCOUNT</b>
from 1,000,000 copies _____	<b>33 %</b>
from 800,000 copies _____	<b>25 %</b>
from 600,000 copies _____	<b>20 %</b>
from 400,000 copies _____	<b>15 %</b>
from 300,000 copies _____	<b>10 %</b>

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: _____	€ 199.–
up to 40 grams: _____	€ 228.–
up to 50 grams: _____	€ 245.–
up to 60 grams: _____	€ 257.–
above 60 grams: _____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams: _____	€ 209.–
up to 40 grams: _____	€ 238.–
up to 50 grams: _____	€ 255.–
up to 60 grams: _____	€ 267.–
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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

## AD-SPECIALS LABEL & SACHETS

### TIP-ON CARDS (2-sided)

**Minimum format:** 60 x 80 mm

**Maximum format:** 160 x 190 mm

€ 111.– per one thousand

### SACHETS

**Minimum format:** 60 x 80 mm

**Maximum format:** 120 x 140 mm

**Weight:** max. 15 g

**Thickness:** max. 2 mm

€ 140.– 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  
Roland Regnemer

### **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.-

## FOR ADVICE PLEASE CONTACT

### **Ralf B. Six**

CEO

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### **Bastian Hofer-Hoi**

Director Sales

Tel.: +43 1 213 12-6418  
hofer-hoi.bastian@vgn.a

### **Marion Juren-Orac**

Professional advertisements

Tel.: +43 664 516 37 63  
m.juren-orac@n-orac.at

### **Christiana Besel**

Professional advertisements

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c.besel@n-orac.at

### **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

You can find  
our contact partners at

**[www.vgn.at/yachtrevue-kontakt](http://www.vgn.at/yachtrevue-kontakt)**

All information about your  
media planning is always up to date at:

**[www.vgn.at/yachtrevue](http://www.vgn.at/yachtrevue)**



# Regional

## MAGAZIN

### CONTENT

**1**  
UPPER AUSTRIA

**2**  
STYRIA

REGIONAL MAGAZINES FOR  
OTHER FEDERAL STATES ON  
REQUEST

# 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.

**44 SEITEN MIT HERZ UND LEIDENSCHAFT**

Menschen	Regionen	Märkte	Leidenschaft
<b>MODE</b> Marken Sabotier kreiert mit MarS ein Label für Menschen, die gerne auffallen wollen	<b>URLAUB</b> Abenteurer, Freiheit und Brauchtum machen die Region um Erzberg und Leoben unvergleichlich	<b>NACHHALTIG</b> Bürgermeister Christian Sander strebt mit der Stadt Kindberg die Energietouristik an	<b>WIRTSCHAFT</b> Der steirische Handel: Wie er die aktuellen Herausforderungen meistert
<b>ERFOLGSDUO</b> Niki & Tina wollen mit Dialektpop die steirische Musikszene wieder ankurbeln	<b>LANDESPOLITIK</b> Simone Schmiedbauer, Karlheinz Kornhäusl: Was die zwei Neuen in der Regierung ändern	<b>ENTWICKLUNG</b> Eine bunte Vielfalt an Betrieben belebt den Kindberger Stadtkern erfolgreich	<b>SOZIALE MEDIEN</b> Die Meerschweinchen zweier Grazer sind mit 187.000 Followern Stars auf Instagram

DAS MAGAZIN AUS UNSEREM BUNDESLAND

# Steiermark

MAGAZIN

Schwerpunkt Region Kindberg



**STILLE STARS**  
*Cheyenne Ochsenknecht hat 700.000 Follower. Mit Nino Sifkovits lebt sie aber ein rubiges Leben am Bauernhof*

ERBEHRENT IN: GUSTO, healthline, News, trend., tvmedia, woman, 700%, VGN DIGITAL

**52 SEITEN MIT HERZ UND LEIDENSCHAFT**

Menschen	Märkte	Regionen	Leidenschaft
<b>ZIVILSCHUTZ</b> Sicherheit fängt zu Hause an	<b>GESUNDHEIT</b> KI in der Orthopädie in Linz	<b>FOODSTORIES</b> Vegetarisch kochen mit Leidenschaft vom Mini zum Profi	<b>HANDBALL</b> Nachwuchsarbeit vom Mini zum Profi
<b>INFRASTRUKTUR</b> LR Steinkellner zur Regionalstadtbahn	<b>EXPERTISE</b> Das Prostatakrebszentrum in Wels	<b>DARTSPORT</b> Daniel List will Nachwuchs fördern	<b>SCHMUCKDESIGN</b> Die ÖÖ-Schmuckmarke Scenberg

DAS MAGAZIN AUS UNSEREM BUNDESLAND

# Oberösterreich

MAGAZIN



**THOMAS SCHÄFFER**  
*Wie der neue Landesamtsdirektor die öffentliche Verwaltung im Land weiterentwickeln möchte*

ERBEHRENT IN: GUSTO, healthline, News, trend., tvmedia, woman, 700%, VGN DIGITAL

# 1.1 UPPER AUSTRIA ADVERTISING RATES

FORMAT	PRICE
2/1 pages: _____	€ 19,500.–
1/1 page: _____	€ 11,120.–
1/2 page: _____	€ 8,020.–
1/4 page: _____	€ 4,990.–

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 13,690.–
Cover page 3 _____	€ 13,690.–
Cover page 4 _____	€ 14,190.–

## SURCHARGES

Special placement: **15 %**  
 Requested placement: **15 %**  
 per placement on 1/1 page

All fees subject to 5% advertising tax and 20% VAT.  
 Subject to the Terms & Conditions of VGN Medien Holding,  
 as published at [www.vgn.at/agb](http://www.vgn.at/agb)  
 Rate Card: Valid until 31.12.2024 (subject to change)



## FREQUENCY DISCOUNT

Frequency discounts apply within one calendar year per magazine and are irrespective of format.

FREQUENCY	DISCOUNT
from 2 ads _____	<b>10 %</b>
from 3 ads _____	<b>15 %</b>
from 4 ads _____	<b>20 %</b>
from 5 ads _____	<b>30 %</b>

## 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](http://www.vgn.at/produktionsinfos)

52 SEITEN MIT HERZ UND LEIDENSCHAFT

Menschen	Märkte	Regionen	Leidenschaft
ZIVILSCHUTZ Sicherheit fängt zu Hause an	GESUNDHEIT KI in der Orthopädie in Linz	FOODSTORIES Vegetarisch kochen mit Leidenschaft	HANDBALL Nachwuchsarbeit: vom Mini zum Profi
INFRASTRUKTUR LR Steinkeller zur Regionalstadtbahn	EXPERTISE Das Prostatakrebszentrum in Wels	DARTSPORT Daniel List will Nachwuchs fördern	SCHMUCKDESIGN Die OO-Schmuckmarke Seenberg

DAS MAGAZIN AUS UNSEREM BUNDESLAND

# Oberösterreich

MAGAZIN



STRECKENT IN: GUSTO, Italmice, News, trend, tvmedia, woman, 78206, VGN DIGITAL

# 1.2 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	96.5 x 295
1/2 page horizontal:	-	193 x 146

### 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](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

52 SEITEN MIT HERZ UND LEIDENSCHAFT

7 2023	Menschen	Märkte	Regionen	Leidenschaft
	ZIVILSCHUTZ Sicherheit fängt zu Hause an	GESUNDHEIT KI in der Orthopädie in Linz	FOODSTORIES Vegetarisch kochen mit Leidenschaft	HANDBALL Nachwuchsarbeit: vom Mini zum Profi
	INFRASTRUKTUR LR Steinkellner zur Regionalstadtbahn	EXPERTISE Das Prostatakrebszentrum in Wels	DARTSPORT Daniel List will Nachwuchs fördern	SCHMUCKDESIGN Die OO-Schmuckmarke Seenberg

DAS MAGAZIN AUS UNSEREM BUNDESLAND

# Oberösterreich

MAGAZIN



ERSCHENIT IN: **auto** **GUSTO** **Balance** **NEWS** **trend.** **tvmedia** **woman** **WIRTSCHAFTS** **VGN DIGITAL**

## 1.3 UPPER AUSTRIA FACTS & FIGURES

### **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

## 2.1 STEIERMARK ADVERTISING RATES

FORMAT	PRICE
2/1 pages: _____	€ 17,300.–
1/1 page: _____	€ 9,650.–
1/2 page: _____	€ 6,680.–
1/4 page: _____	€ 3,800.–

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 12,180.–
Cover page 3 _____	€ 12,180.–
Cover page 4 _____	€ 13,970.–

### 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 _____	<b>10 %</b>
from 3 ads _____	<b>15 %</b>
from 4 ads _____	<b>20 %</b>
from 5 ads _____	<b>30 %</b>

### 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

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### 44 SEITEN MIT HERZ UND LEIDENSCHAFT

9 MIO	Menschen	Regionen	Märkte	Leidenschaft
MODE	URLAUB	NACHHALTIG	WIRTSCHAFT	
Marlen Sabetzer kreiert mit MarS ein Label für Menschen, die gerne auffallen wollen	Abenteuer, Freiheit und Brauchtum machen die Region um Erzberg und Leoben unvergleichlich	Bürgermeister Christian Sandler strebt mit der Stadt Kindberg die Energieumkehr an	Der steirische Handel: Wie er die aktuellen Herausforderungen meistert	
ERFOLGSDUO	LANDESPOLITIK	ENTWICKLUNG	SOZIALE MEDIEN	
Nicki & Tina wollen mit Dialektpop die steirische Musikszene wieder ankurbeln	Sinzone Schmeidlbauer, Karlheinz Kornhäusel: Was die zwei Neuen in der Regierung ändern	Eine bunte Vielfalt an Betrieben belebt den Kindberger Stadtkern erfolgreich	Die Meerschweinchen zweier Grazer sind mit 187.000 Followern Stars auf Instagram	

## Steiermark

DAS MAGAZIN AUS UNSEREM BUNDESLAND

MAGAZIN



## 2.2 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**.

\*Composed in type area format on one page with other ads. Subject to the Terms & Conditions of VGN Medien Holding, as published at [www.vgn.at/agb](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

## PUBLICATION DATES

February \_\_\_\_\_ Thr 15.02.2024

April \_\_\_\_\_ Thr 11.04.2024

June \_\_\_\_\_ Thr 20.06.2024

September \_\_\_\_\_ Thr 12.09.2024

November \_\_\_\_\_ Fr 15.11.2024

#### CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

#### AD DEADLINE

3 weeks prior to Publication date

### 44 SEITEN MIT HERZ UND LEIDENSCHAFT

Menschen	Regionen	Märkte	Leidenschaft
<b>MODE</b> Marden Sabetzer kreiert mit MarS ein Label für Menschen, die gerne auffallen wollen	<b>URLAUB</b> Abenteuer, Freiheit und Brauchtum machen die Region um Erzberg und Leoben unvergleichlich	<b>NACHHALTIG</b> Bürgermeister Christian Sander strebt mit der Stadt Kindberg die Energieumkehr an	<b>WIRTSCHAFT</b> Der steirische Handel: Wie er die aktuellen Herausforderungen meistert
<b>ERFOLGSDUO</b> Nicki & Tina wollen mit Dialektpop die steirische Musikszene wieder ankurbeln	<b>LANDESPOLITIK</b> Simone Schmiedbauer, Karlheinz Kornhäusl: Was die zwei Neuen in der Regierung ändern	<b>ENTWICKLUNG</b> Eine bunte Vielfalt an Betrieben belebt den Kindberger Stadtkern erfolgreich	<b>SOZIALE MEDIEN</b> Die Meerschweinchen zweier Grazer sind mit 187.000 Followern Stars auf Instagram

## Steiermark

DAS MAGAZIN AUS UNSEREM BUNDESLAND

MAGAZIN



## 2.3 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**

5 times a year

### FOR ADVICE PLEASE CONTACT

#### **Mag. Barbara Steiner**

Regional Manager  
Tel.: +43 664 840 6045  
steiner.barbara@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



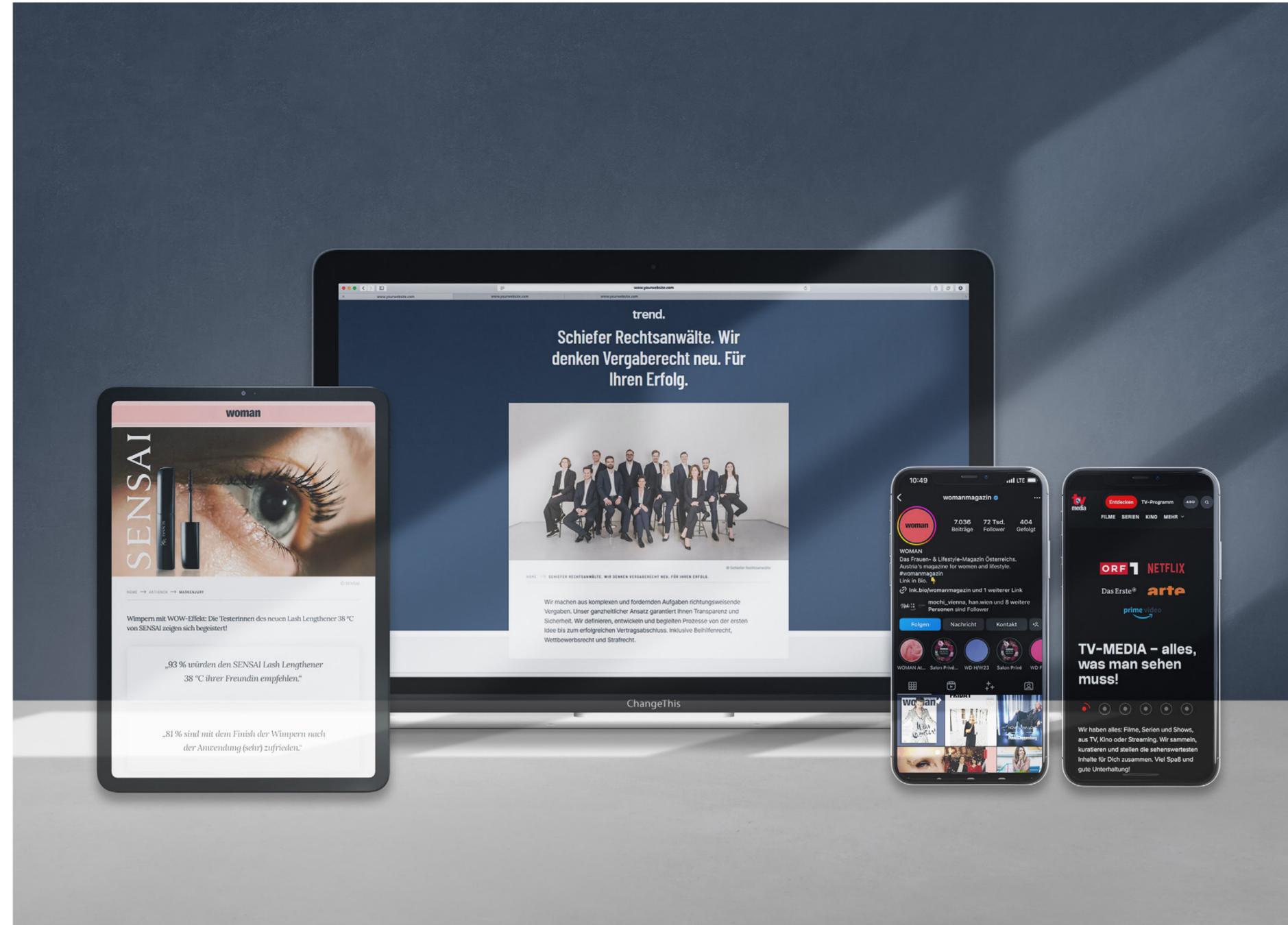
## CONTENT

- 1**  
DISPLAY ADVERTISING
- 2**  
MULTISCREEN FORMATS  
LARGE-SCALE FORMATS
- 3**  
INTERACTION  
CONTENT MARKETING  
AUDIO & VIDEO
- 4**  
NEWSLETTER
- 5**  
SOCIAL MEDIA
- 6**  
FACTS & FIGURES

# VGN DIGITAL

Maximum attention to the defined target group.

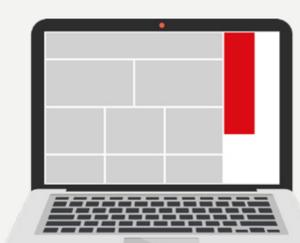
The interests of our users are the focus of all our actions. We combine the comprehensive digital range of portals, mobile, apps and moving images with the high content demand of VGN Medien Holding. For our advertising customers this means: the strong portals and the wide range of topics of the VGN Digital Universe enable a perfect target group approach.



# 1 DISPLAY ADVERTISING & MULTISCREEN FORMATS



Super Banner XL  
(960 x 100 px)  
**RON\* TKP € 27,-**  
**Controlled TKP € 36,-**



Skyscraper  
(160 x 600 px)  
**RON TKP € 27,-**  
**Controlled TKP € 36,-**



L-AD  
(728 x 90 px + 160 x 600 px)  
**RON\* TKP € 69,-**  
**Controlled TKP € 79,-**



Superbanner  
(728 x 90 px)  
**RON\* TKP € 22,-**  
**Controlled TKP € 27,-**



Sitebar/Halfpage AD\*\*/  
Understitial  
(dynamisch 1:2, 300 x 600 px, .jpg, .gif, HTML5 (zip < 100 kB))  
**RON TKP € 45,-**  
**Controlled TKP € 59,-**



Billboard  
(960 x 250 px)  
**RON\* TKP € 45,-**  
**Controlled TKP € 59,-**



UAP (Universal  
Ad Package)\*\*  
(Medium Rectangle, Super Banner und Skyscraper, .jpg, .gif, HTML5 (zip < 100 kB))  
**RON TKP € 22,-**  
**Controlled TKP € 27,-**



Medium Rectangle\*\* / Advertorial  
Teaser / Mobile Content Ad  
(350 x 250 px, .jpg, .gif, HTML5 (zip < 100 kB))  
**RON TKP € 27,-**  
**Controlled TKP € 36,-**

## 2 LARGE-SCALE ADVERTISING FORMATS



Sitebranding\*\*\*

(Branding der Seite in Ihrer CI, 1 Tag)

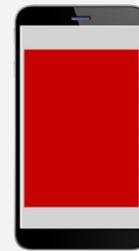
**FIXED PRICE RON € 9.900,-**  
**FIXED PRICE ROS € 2.500,-**



Fireplace\*\*\*

(960 x 100 px, 2x 160 x 600 px (links & rechts) inkl.  
 Hexadezimalcode, .jpg, .gif, HTML5 (zip < 100 kB))

**Controlled TKP € 99,-**



Understitial Ad

(mp4 Video + 320 x 180 px  
 Bild oben 320 x 50 px)

**TKP € 59,-**



Cube Ad

(Bilder 250 x 250 px ,  
 40 kB – für alle 4 Seiten)

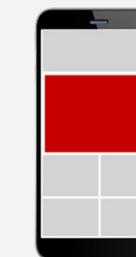
**TKP € 64,-**



Inline Video Ad

(mp4 Video 320 x 180 px)

**TKP € 64,-**



Mobile Content Ad

(300 x 250 px,  
 max. 40 kB, HTML5)

**TKP € 36,-**

\*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](http://www.vgn.at/agb) apply

## 2.1 COMPETITION PACKAGE

Would you like to get in direct contact with your target group and playfully showcase your brand at the same time? Then activate your customers with a competition and benefit from the pulling power of our strong portals.

Competitions lead to intensive engagement with the product:

- Extensive application
- Gamification Elements

### PACKAGE

Creation of a landing page with contact form, incl. copywriting

Advertorial teaser: 300,000 AIs ROS

1x social media post

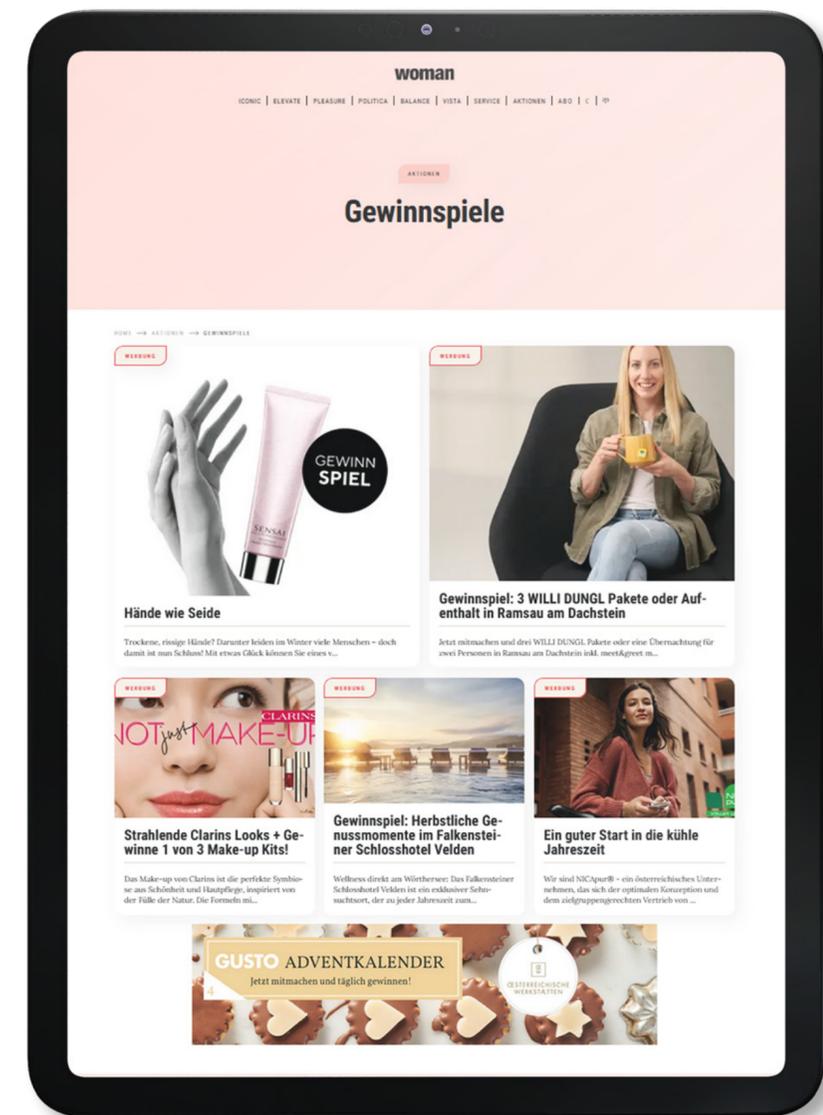
1x newsletter

Budget: \_\_\_\_\_ € 4.990,-\*

### ADDITIONAL PACKAGES

• E-Commerce Modul \_\_\_\_\_ € 990,-\*

• Interaktive Modul \_\_\_\_\_ € 1.800,-\*



## 2.2 DIGITAL SAMPLING

### REACTION OF A LANDING PAGE INCL. PARTICIPATION FORM

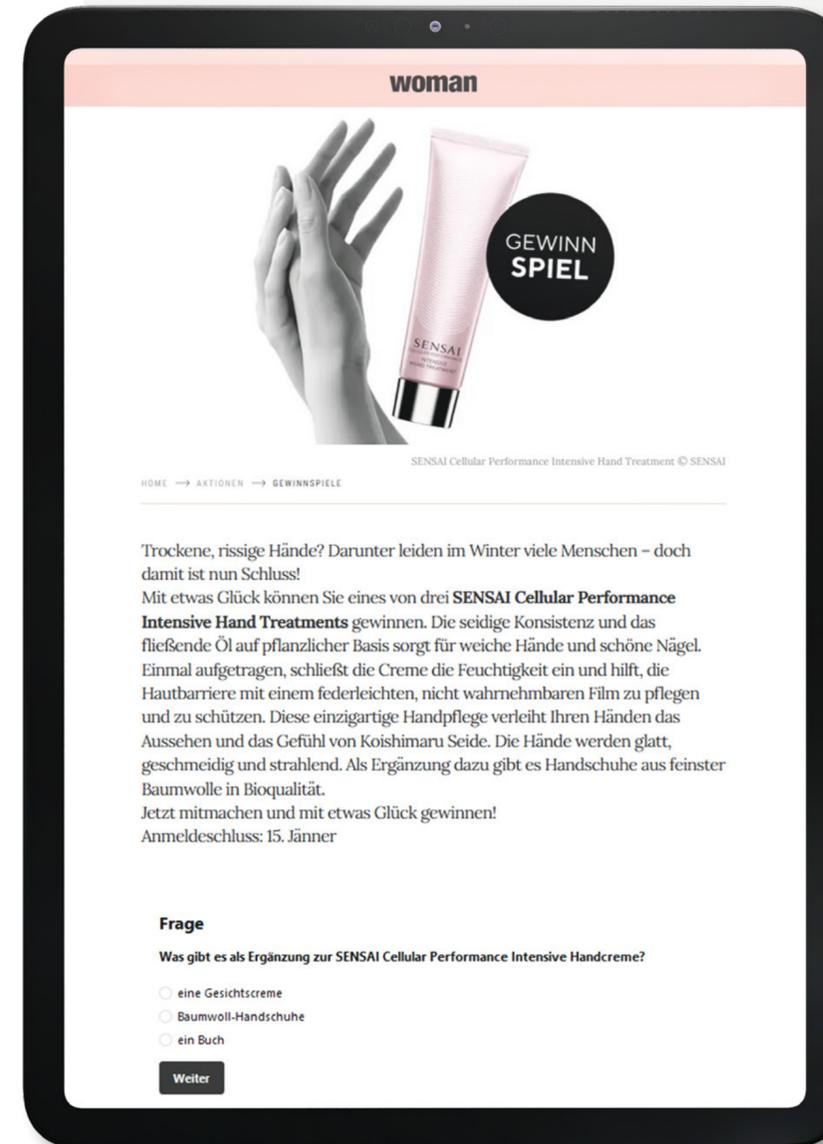
- a. Description of the product incl. quiz
- b. Integration of photos and videos

- 300,000 AIs in the VGN network
- 1x Facebook post incl. € 150,- ad budget
- 1x Instagram posting incl. € 150,- ad budget
- 1x newsletter advertorial
- 1x additional newsletter free of charge

Budget: \_\_\_\_\_ € 9.000,-\*

### ADDITIONAL PAC KAGES

- E-Commerce Module \_\_\_\_\_ € 990,-\*
- Interaktives Module \_\_\_\_\_ € 1.800,-\*



MINIMUM  
**1.000**  
participants  
GUARANTEED

## 2.3 WOMAN BRAND JURY

### BASIC PACKAGE\*

- 3 landing pages incl. text creation
- Teaser, 240.000 AI's
- 2x announcement in the WOMAN newsletter
- 1 Facebook post on the WOMAN Facebook Channel
- Advertising design

Basic package: \_\_\_\_\_ € 8.200,-\*\*

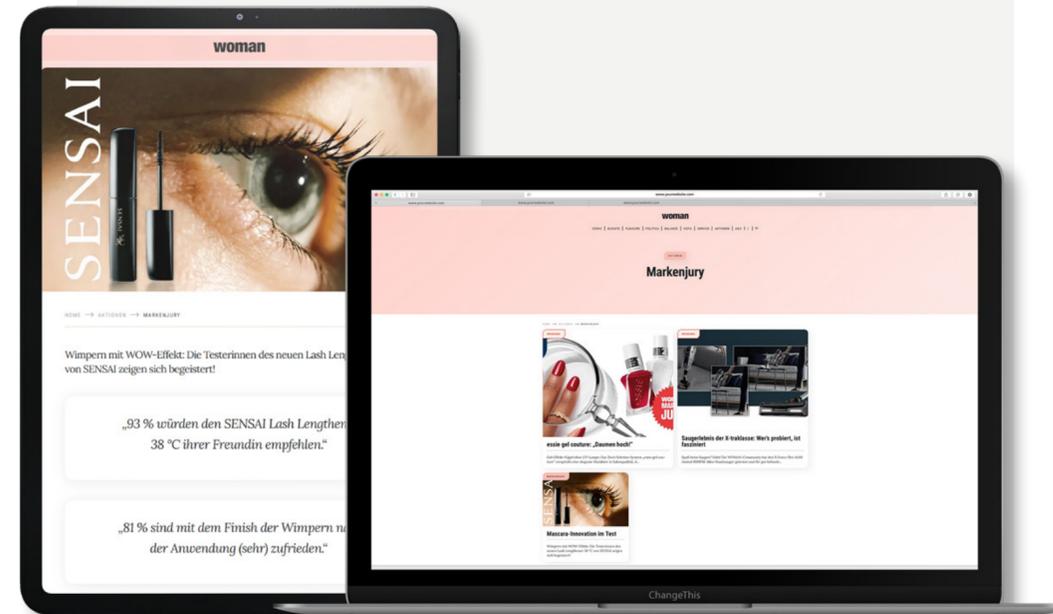
Video package optional: \_\_\_\_\_ € 6.000,-\*\*\*

- Video Shoot (max. 1 Tag)\*\*\*
- Video editing and integration

### Folding adverts:

3 mm bleed on all sides. Please place logos or text that are at risk of bleed 5 mm away from the bleed for sloping adverts. Please only supply PDF files.

\*Only possible in connection with print bookings \*\* net/net, plus 20% VAT, price not discountable; prices excl. 20% VAT \*\*\*Share of video production costs: EUR 4,500 (not discountable) VGN Digital Video Production - Editorial contribution: Length: max. 3 minutes, briefing and editorial concept incl. interview guidelines, half day of shooting (1 cameraman/woman, 1 editor in Vienna), 1 day of editing (rough cut incl. 1 correction loop), sound mixing, rendering for online, simple inserts, belly bands, logos. Possible additional costs: licence fees (e.g. for music other than the included music library), travel costs for filming outside Vienna, props, materials, rental costs for filming locations, stylists, etc.



- 3-stage product test: Call, questionnaire, follow-up report
- Own channel on WOMAN.at
- Perfect combination of advertising and market research
- Cross-media application
- The community's favourite interaction tool

## 2.4 WOMAN ATELIER

### WOMAN ATELIER DE LUXE

#### WOMAN PRINT:

- ½ page call and 1 page follow-up report

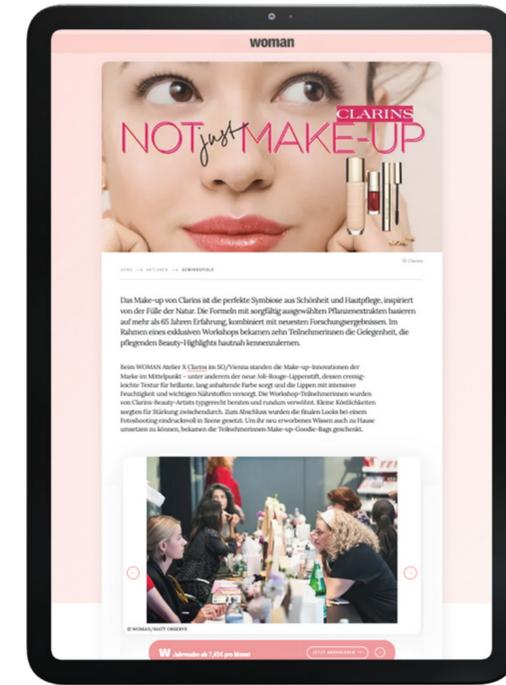
#### WOMAN DIGITAL:

- Call and follow-up report on WOMAN.at, incl. participation form
- Application via teaser in the entire VGN women's cluster result in total (at least 500,000 visual contacts)
- WOMAN social media posts on Facebook & Instagram
- WOMAN-Newsletter
- ATELIER-LOCATION: ATELIER LOCATION: A 5-star luxury hotel in the heart of Vienna
- ADDITIONAL SERVICES INCLUDED:
- Catering: water, coffee, tea, Schlumberger sparkling wine and finger food WOMAN-Fotograf (inkl. Bilder in 72 dpi Auflösung) Alternatively, a 3-course menu is also possible
- WOMAN photographer (incl. pictures in 72 dpi resolution)
- WOMAN-Trendbag
- Optional: Lead generation can be booked for a one-off fee of
- + € 1.490,-. All generated leads will be sent to you.

Basic Package: \_\_\_\_\_ **€ 22.000,-\***

\*The setup costs for advertising material and landing page as well as a maximum of two change cycles are included in the price - subject to the provision of text and image material. Additional expenses such as text or photo costs will be charged to the client. Duration of application: at least 14 days duration or playout of all booked AIs. The dispatch of any prizes or samples and the payment of the competition fee shall be carried out by the client.

# woman ATELIER



At a WOMAN ATELIER, the community gets to know your brand and your product portfolio up close. The exclusive location and the selected number of participants create a relaxed and constructive setting to deepen the relationship with your brand. In this way, more complex products and services can be presented, expertise conveyed and lasting interest aroused. Independent experts can also be integrated.

## 2.5 ADVENT CALENDER<sub>24</sub>



**292.278**  
**TOTAL**  
**PARTICIPANTS**  
**AND APPROX. 12,178**  
**PER DAY**  
 (PUBLISHER'S ESTIMATE 2023)

### SCOPE OF SERVICES PER BOX

- 1 day presence in the WOMAN Advent calendar - graphic integration of image, text and web link in the WOMAN layout
- 50,000 AIs via billboard and mobile content ad on
- woman.at, tv-media.at, gusto.at and news.at
- Fixed placement on woman.at
- 1x newsletter to WOMAN newsletter subscribers
- 1x social media posting on Facebook in the WOMAN community
- incl. competition application, design and realisation

Cooperation fee: \_\_\_\_\_ **€3.330,-\***  
 + Optional: e-Commerce Push \_\_\_\_\_ **€ 750,-\*\***

Contact all participants in your box with further offers from your company in a stand-alone email, e.g. with a discount code for your online shop.



# 3 VIDEO PRODUCTION

## BASIC PACKAGE

- Reportage, portrait, making of, tutorial (length: max. 3 min. / 3 x 1 min., briefing and editorial concept incl. interview guidelines)
- Half-day shoot, on the same location incl. 1 cameraman/woman, 1 editor in Vienna)
- 1 editing day (rough cut incl. 1 correction loop)
- Sound mixing
- Rendering for Online
- Simple inserts (belly bands, logos)

Basic Package: \_\_\_\_\_ **€6.970,-\***

## POSSIBLE ADDITIONAL COSTS

- Licence fees (e.g. for music outside the included music library)
- Travelling expenses for shootings outside Vienna
- Props, materials (e.g. ingredients for cookery videos etc.)
- Rental costs for film locations
- Stylists
- Protagonists (actors, bloggers, ...)



# 3.1 PODCAST

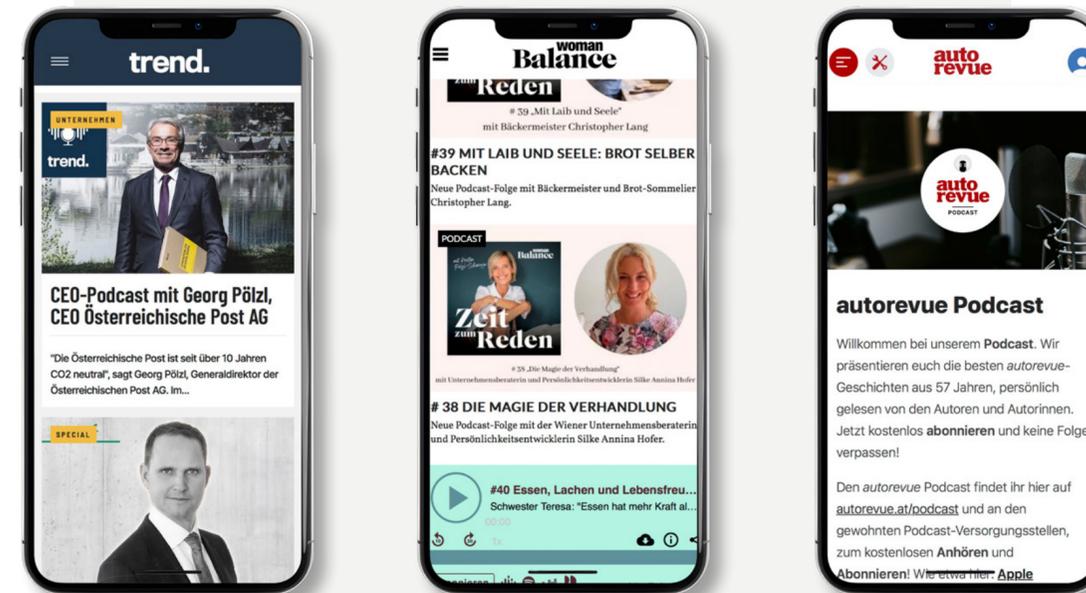
## AUDIO IS ON TREND!

- Podcasts are becoming increasingly popular
- They convey emotions and are remembered longer
- You meet attentive listeners
- And the perfect environment for advertising messages!
- Cooperation opportunities from **€ 1500,-\***

## PLACEMENT IN PODCAST

- 10x exclusive integrations in the podcast
- Spot integration or recording of a text (approx. 20 seconds)
- 2x correction loop when speaking in
- 5x integration in the editorial newsletter
- 5x integration on the Facebook page incl. € 100,- ad budget per post
- 50,000 Als teaser playout in the VGN-Cluster
- per episode = 500,000 Als in total

Basic package: \_\_\_\_\_ **€6.970,-\***



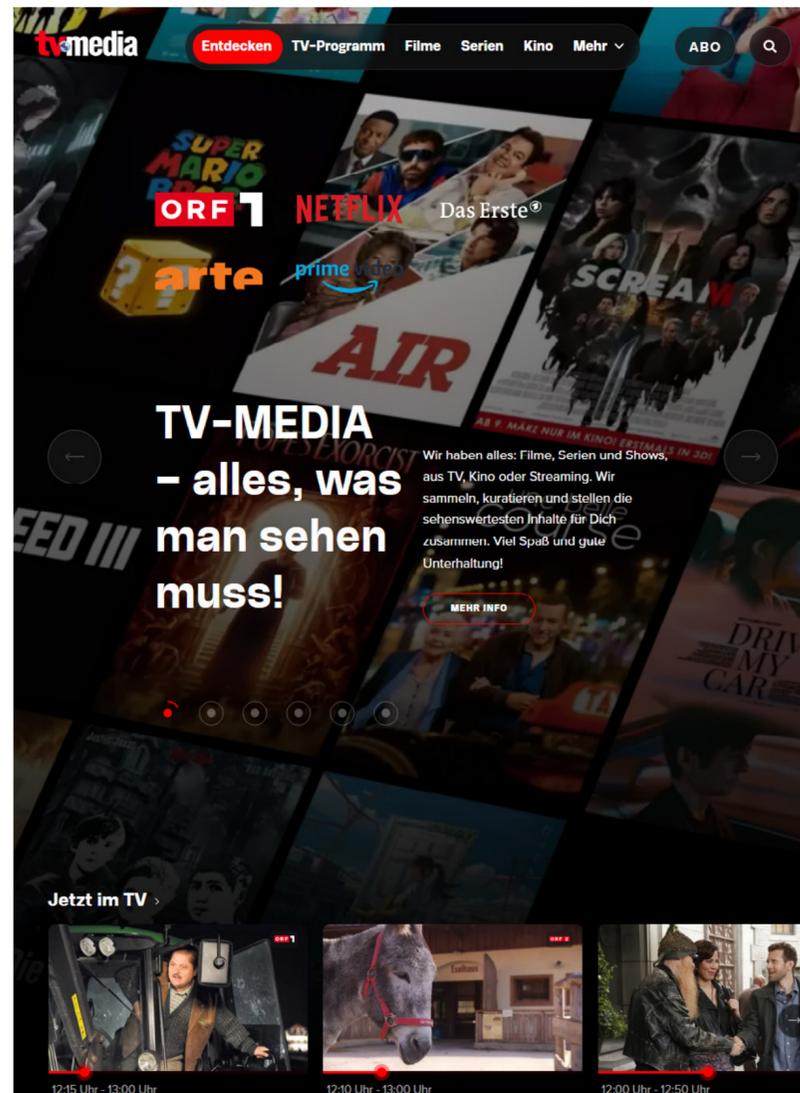
## PLACEMENT-PRICES

**autorevue Podcast**  
**€ 12.900,- \***

**WOMAN Balance Podcast**  
**€ 10.000,- \***

**trend. Podcast**  
**€ 12.000,- \***

### 3.2 POWER BRANDING<sup>©</sup>



High-quality brand presence on a highly frequented site: Power Branding<sup>©</sup> by TV-MEDIA creates greatness through uniqueness. Only one brand on ALL pages. A calm environment, captivating content and maximum attention to your presence.

#### SCOPE OF SERVICES

- **3 full days exclusive occupancy** of all advertising space on tvmedia.at
- via sitebar, medium rectangle, understitial and billboard  
budget: \_\_\_\_\_ **€6.000,-\***
- **7 full days excluding occupancy** of all advertising space on tvmedia.at
- via sitebar, medium rectangle, understitial and billboard  
budget: \_\_\_\_\_ **€9.000,-\***



#### FACTS

1.099.961  
Visits

4.925.541  
Page Impressions

172.352  
Unique Clients

Source: ÖWA October 2023 (basis Austrian Internet users aged 14 and over)  
The terms and conditions of VGN Medien Holding apply according to vgn.at/agb

### 3.3 COLLECTION

Occupy a genre of the moving image world. visual world. With the TV-MEDIA Collection, we offer an environment created especially for you to anchor your message in the minds of users - customised and tailor-made! With your editorially curated film lists and extensive branding, you underpin your expertise in your industry. Content marketing at the highest level.

#### SCOPE OF SERVICES

- Full branding of the brand collection page on www.tv-media.at
- Curated list of film and series recommendations
- Promotion via advertorial teaser (250,000 Als) in the target group environment
- Promotion in the TV-MEDIA newsletter
- Social media advertising

budget: \_\_\_\_\_ € 4.990,-\*



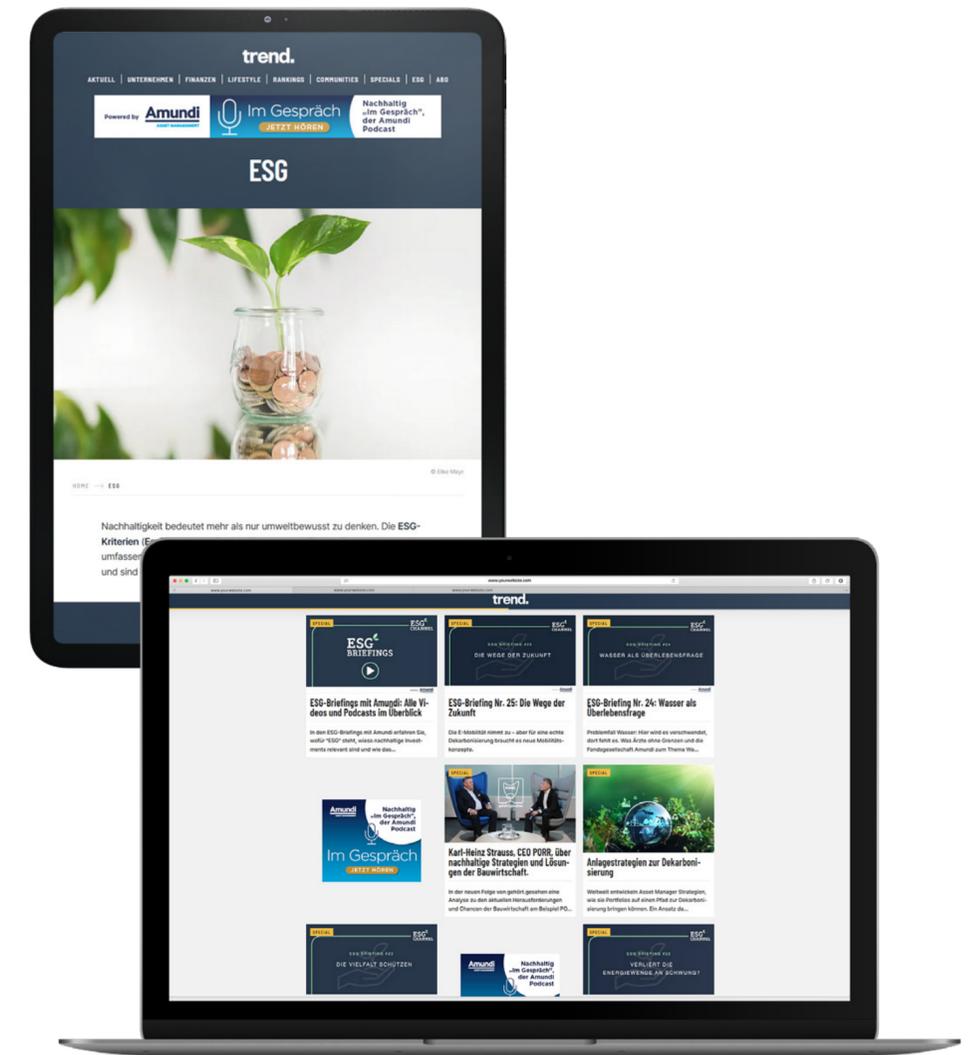
## 3.4 CHANNELSPONSORING

### SCOPE OF SERVICES

- Exclusive cooperation partnership in the channel of your favourite brand
- Three fixed banner placements: Premium AD (728 x 90 px), and medium rectangle (300 x 250 px)
- Promotion of the channel in the target group-affine environment of the VGN Digital Portfolios with SuperBanner and Medium Rectangle incl. customer logo
- Duration: 3 / 6 or 12 months

### PACKAGE DISPLAY:

Application with 400,000 AIs + sponsor bar in the channel **€ 4.700,-/Monat\***



# 3.5 INTERACTIVE TOOLS UND INFOGRAFICS

## GAMIFICATION-TOOLS

Activate target groups and interactively boost cross-media campaigns.

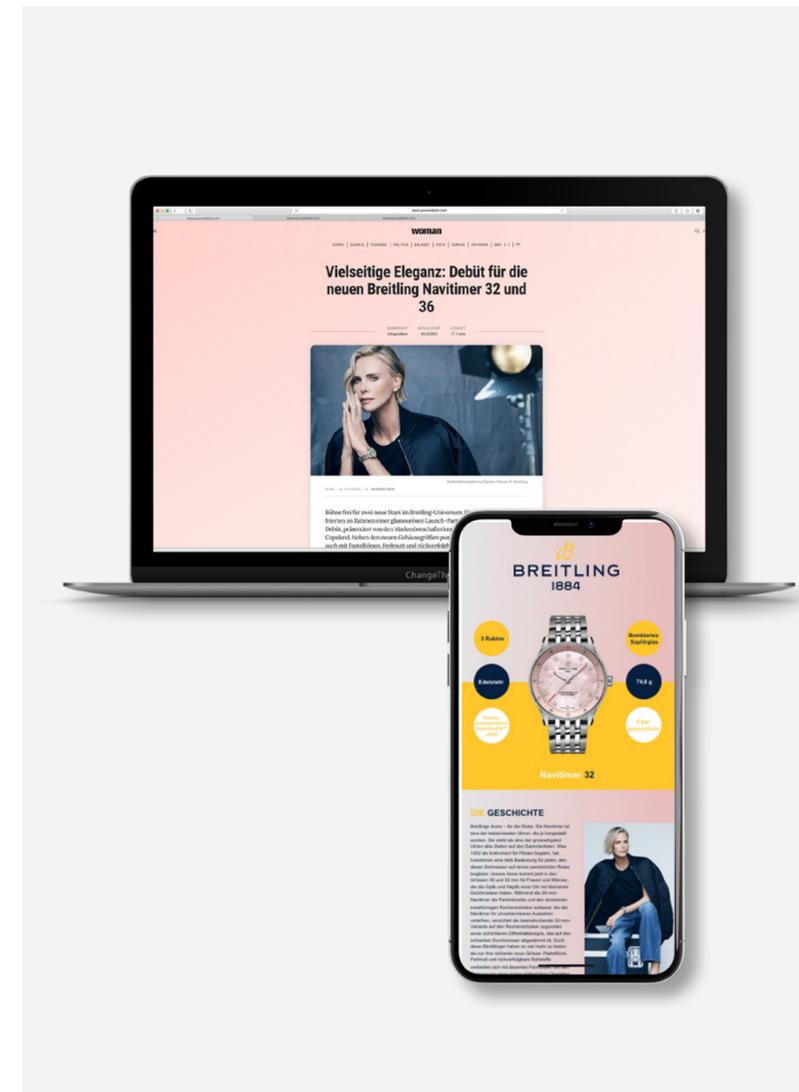
### THE ADVANTAGES OF THE TOOLS

- Mobile Mobile optimised Opportunity for dialogue with the community
- Collection of consumer insights
- Campaign optimisation
- Lead generation
- remain archived
- Branding possible

Design, realisation + integration  
 budget: \_\_\_\_\_ from **€ 1.500,-\***

### INTERACTIVE FORMATS

- Animated games
- Voting
- Photo contests
- Personality test
- Memory
- and much more

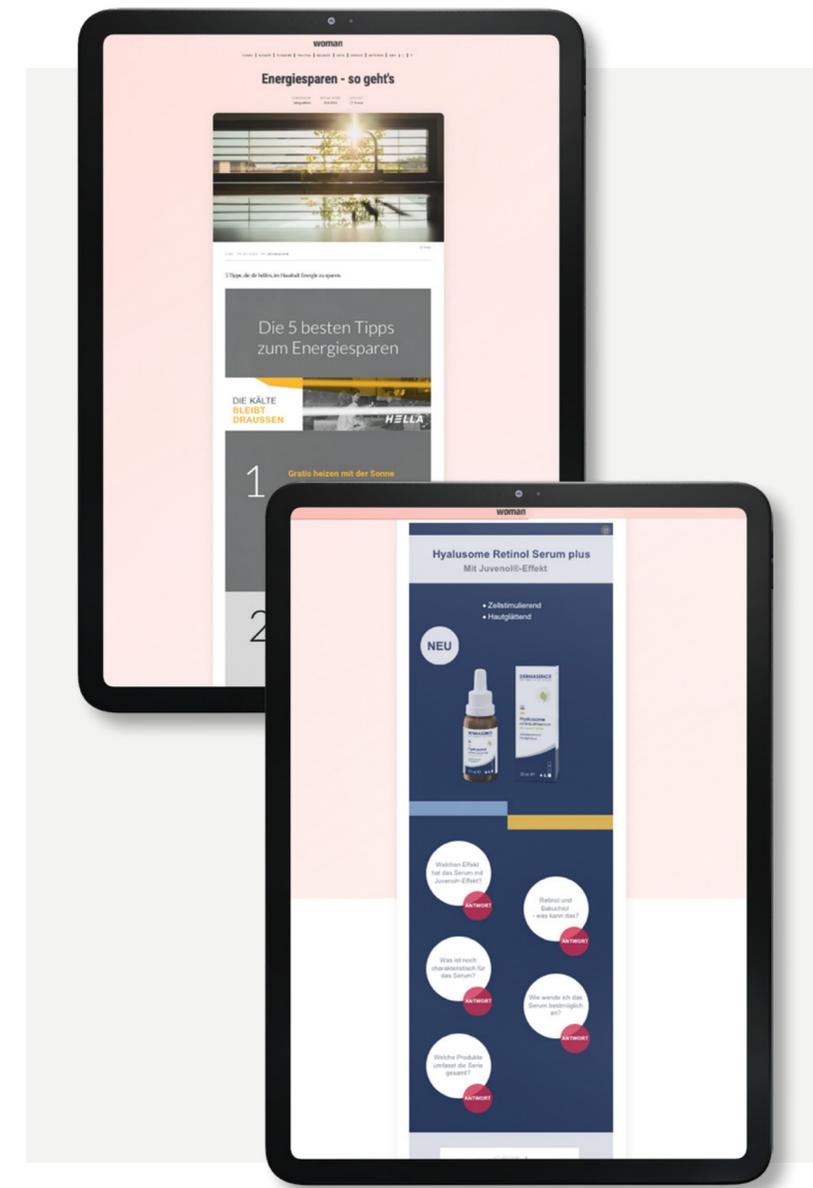


## 3.6 PACKAGE „INFOGRAPHIC - DID YOU KNOW?“

### SCOPE OF SERVICES

- Creation of your own landing page
- incl. participation form
- incl. handling
- incl. text creation
- Illustration of an infographic (conception, text creation and design by VGN Digital)
- Advertorial teaser 300,000 AIs (visual contacts) in the VGN network
- 1x social media posting incl. € 250,- ad budget
- 1x newsletter integration
- incl. creation of the infographic
- incl. e-commerce push mailing
- incl. interactive question tool
- approx. 3 weeks duration

budget: \_\_\_\_\_ **€8.900,-\***



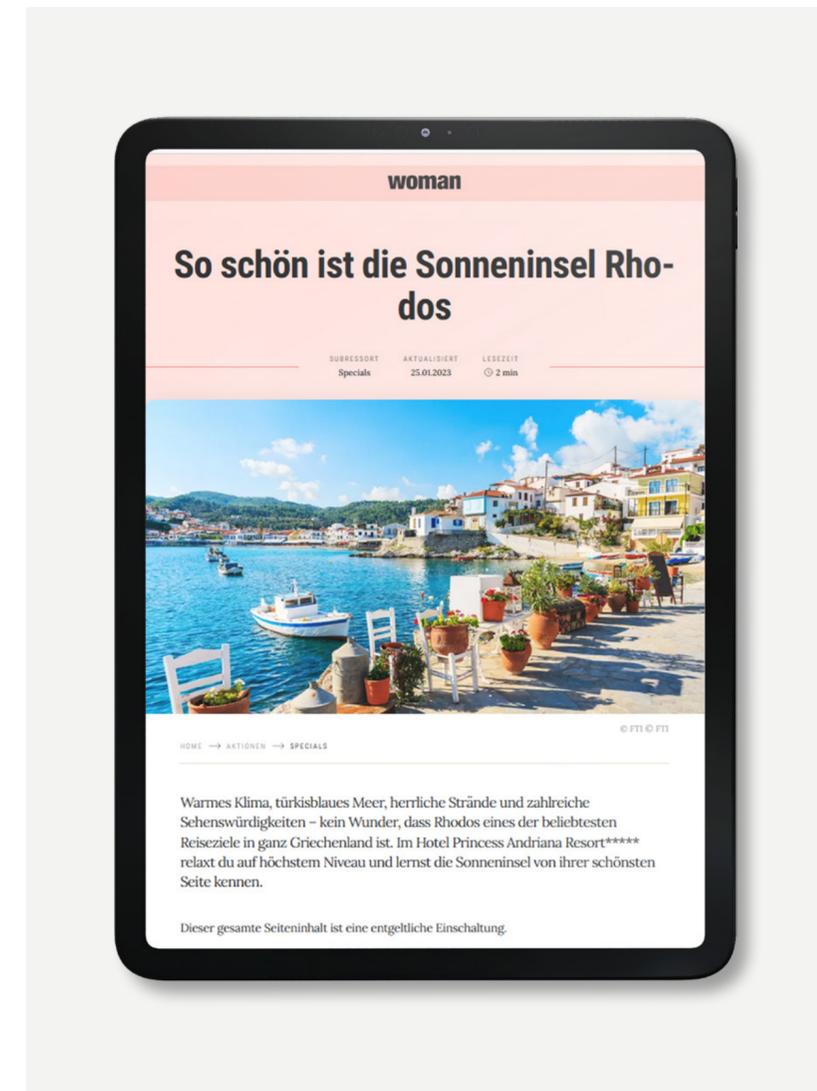
## 3.7 ADVERTORIAL LONG ARTICLE WITH TEASER

Plenty of space for your message! With an advertorial, you are the sender of the article. Whether as an interview or text, the content options are diverse.

### SCOPE OF SERVICES

- Advertorial in the medium of your choice
- 100,000 Ai application in the desired community
- Social media posting
- Newsletter advertorial
- Adaptation of the advertising message to the editorial environment
- Plenty of space for your content
- Integration of photos and videos

budget: \_\_\_\_\_ **€4.500,-\***



\*net/net, plus 20% VAT, price not discountable. The setup costs for advertising material and landing page as well as a maximum of two change runs are included in the price - subject to the provision of text and image material. Additional expenses such as text or photo costs will be charged to the client. Duration of application: at least 14 days duration or playout of all booked AIs. The dispatch of any prizes or samples and the payment of the competition fee shall be carried out by the client.

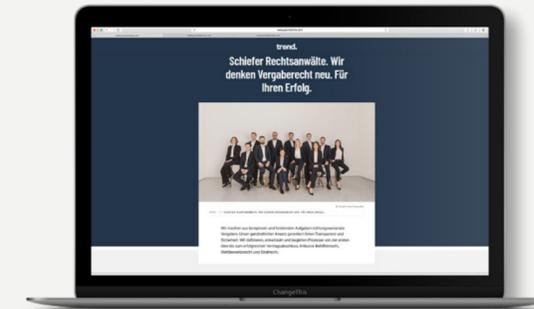
# 3.8 CONTENT HUB

ADVERTISEMENT  
MORE THAN  
€ 85.000,-

## SCOPE OF SERVICES

- Creation of the content hub on the selected portal, including links to the customer website (link box).
- Illustration of 6 advertorial long articles
- 6 x social media integration to promote the content hub
- Additional advertorial/PR text illustration possible
- Promotion of the content hub in the affine cluster using a customised media plan created especially for you
- In total € 70,000 gross media performance
- Promotion of the Content Hub via portal newsletter - exclusive advertising
- in total 4 pieces
- Article and section remain online for 4 weeks after the end of the campaign
- Duration of the application: at least 2 months
- With a guaranteed audience reach of at least 8,000 contacts

budget: \_\_\_\_\_ € 15.000,- \*



**Attention:**  
Startseite des passenden Portals holen User:innen mit unterschiedlichen Formaten wie Header, Billboard und optionalem Native Ad ab



**Relevant contents:**  
Topic-specific overview page in an editorial environment, SEO & mobile optimised, informs and generates relevance



**Detailed information:**  
Article page with detailed information, interviews and multimedia content makes user:in a qualified contact

## 3.9 CONTENT COLLAGE

+ OPTIONAL  
**NEWSLETTER**  
 UM ZZGL. NUR  
**€ 1.000,-\***  
 GÜLTIG FÜR ALLE  
 PORTALE

### SCOPE OF SERVICES (EXAMPLE)

- Textual presentation of your products
- Up to 8 images with a link to your website
- Promotion via advertorial teaser and
- Newsletter & Social Media Term: min. 4-8 weeks
- 

budget: \_\_\_\_\_ **from € 11.500,-\***



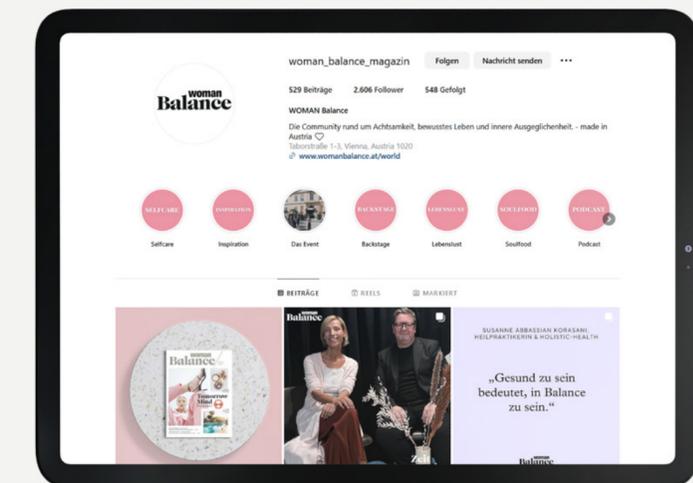
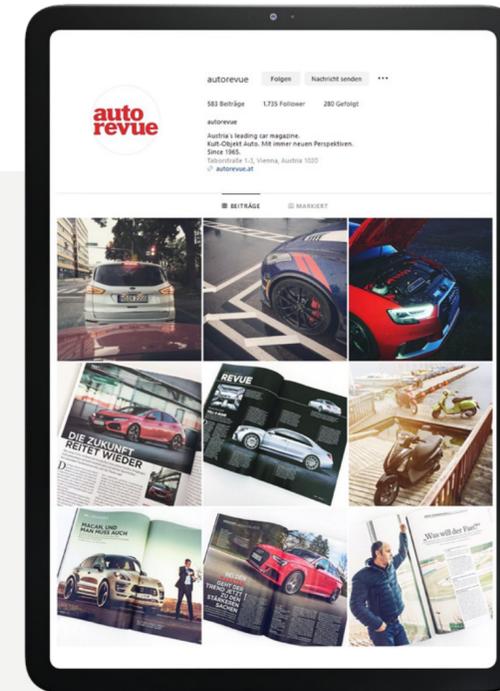
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## 4 NEWSLETTER

	<b>auto revue</b>	<b>GUSTO</b>	<b>News</b>	<b>trend.</b>	<b>tvmedia</b>	<b>woman</b>	<b>woman Balance</b>	<b>yacht revue</b>
RECEIVER	34.000 – 36.000	52.000 – 54.000	47.000 – 49.000	21.000 – 23.000	27.000 – 29.000	59.000 – 61.000	14.000 – 16.000	3.000 – 5.000
OPENING RATE	34,9%	33,4%	26,7%	42,0%	31,5%	36,8%	28,5%	43,7%
FREQUENCY	Thu	Tue, Thu & Fr	Tue - Thu	Mo - Fr	Mo & Fr	Mi & Fr	Every second Sunday	First Friday of the month
RATE NATIVE AD	€ 1.000,-	€ 1.500,-	€ 1.500,-	€ 1.500,-	€ 1.500,-	€ 1.500,-	€ 1.000,-	€ 500,-
WEEKLY RATE, NATIVE AD		€ 3.000,-	€ 3.000,-	€ 3.000,-	€ 2.000,-	€ 2.000,-		
MONTHLY RATE, NATIVE AD	€ 3.000,-	€ 9.000,-	€ 9.000,-	€ 9.000,-	€ 6.000,-	€ 6.000,-	€ 3.000,-	
RATE TOP BANNER	€ 2.000,-	€ 3.000,-	€ 3.000,-	€ 3.000,-	€ 3.000,-	€ 3.000,-	€ 2.000,-	€ 1.000,-
RATE FULLBRANDING	€ 3.000,-	€ 4.500,-	€ 4.500,-	€ 4.500,-	€ 4.500,-	€ 4.500,-	€ 3.000,-	€ 1.500,-

# 5 SOCIAL MEDIA

	FACEBOOK LIKES	RATES POSTING (net/net)*
Autorevue	164.570	€ 1.400,-
GUSTO	110.466	€ 1.400,-
NEWS	117.993	€ 1.400,-
trend.	52.259	€ 1.000,-
TV-Media	57.902	€ 1.000,-
WOMAN	175.429	€ 1.400,-
WOMAN Balance	49.285	€ 600,-
Yachtrevue	10.083	€ 600,-



## 6 FACTS & FIGURES

### 10 VGN PORTALS

autorevue, GUSTO, News, trend,  
TV-MEDIA, WOMAN, WOMAN Balance,  
WOMAN Elevate, Yacht Revue  
+ AT Traffic & golf.at

**15.5 %\***  
Scope

**3.7 mil.\***  
Visits

**22.3 mil.\***  
Page Impressions

**1.8 mil.\***  
Unique Clients

### FOR ADVICE PLEASE CONTACT

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You can find  
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**[www.vgn.at/a/werbung-digital-kontakt](http://www.vgn.at/a/werbung-digital-kontakt)**

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

#### **PUBLISHER & MEDIA OWNER**

VGN Digital GmbH  
FN 205118w HG Vienna,  
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\*ÖWA Q3 2023 (VGN digital umbrella offer)



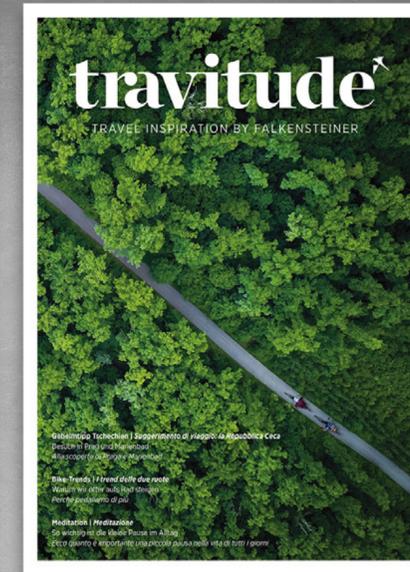
## CONTENT

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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**[www.vgn.at/contentmarketing-kontakt](http://www.vgn.at/contentmarketing-kontakt)**

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

**PUBLISHER & MEDIA OWNER**

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BIC/SWIFT: RLNWATWW

**EDITORIAL OFFICE**

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Helmut Schoba (CSO/COO)  
Susanne Herczeg (CFO)  
Michael Pirsch

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## **TARIFFS**

Prices valid from 01. Januar 2024  
until 31. Dezember 2024  
(subject to changes)