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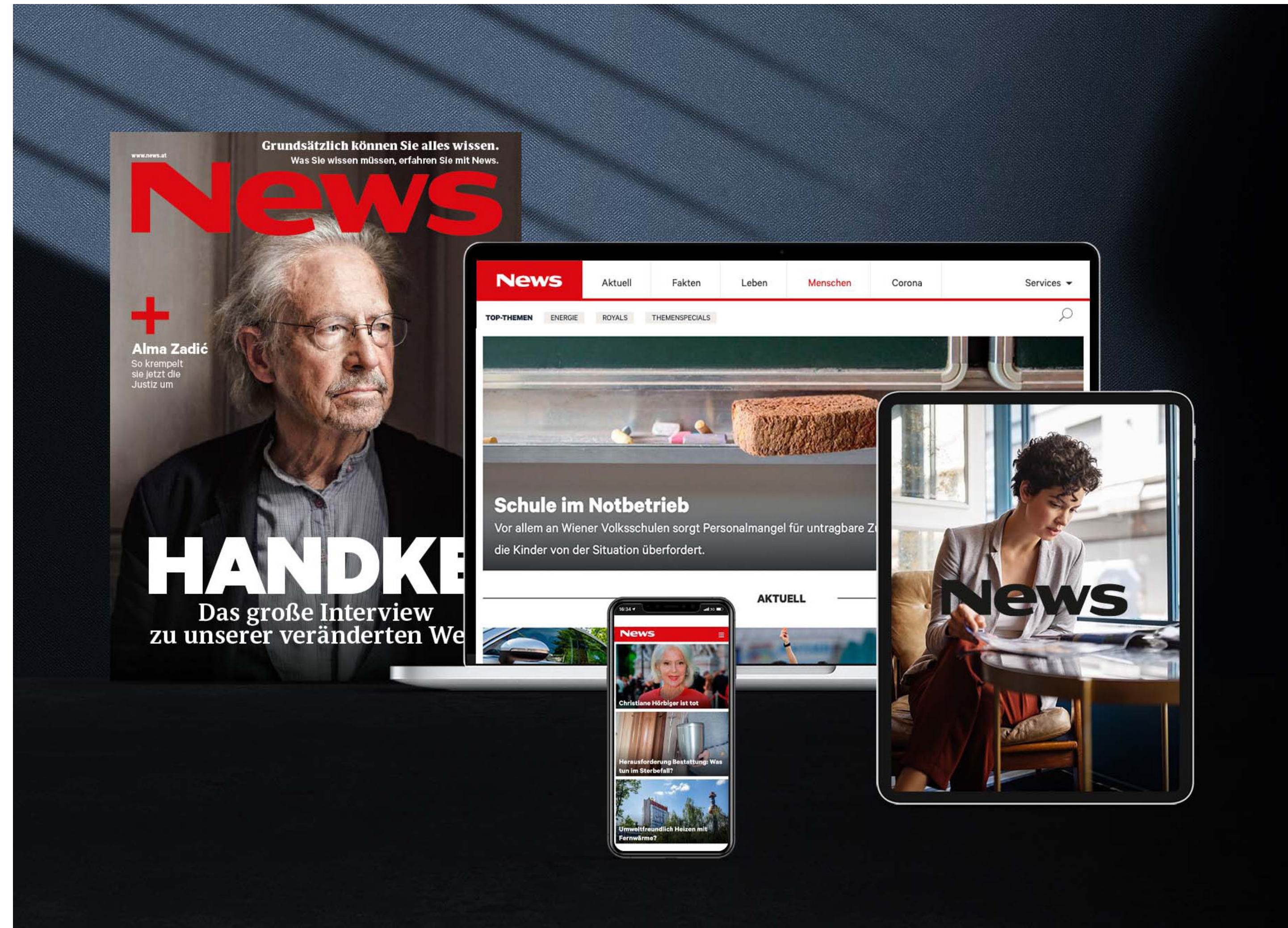
NEWS

**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: 45,745 Copies (incl. 14,562 as a e-journal)
Subscriptions: 22,895 Copies (incl. 11,381 as a e-journal)
Share of Subscriptions: 50.0 %
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: 960,703
Page Impressions: 19,761,049
Unique Clients: 530,973
Gender: 47.2 % Female 52.8 % Male
Age: 65.5 % < 60 years
Average Household Income: €2,919.–

SOCIAL MEDIA

Facebook: 117,766
Twitter/ X: 86,549
Instagram: 3,057

NEWSLETTER

Recipients: 45,000–47,000 (Sent Mon, Thr)
Opening Rate: 27.4%

2 ADVERTISING RATES

FORMAT	PRICE
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.

PREMIUM PLACEMENTS	PRICE
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-Discout can be applied:

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

FREQUENCY	DISCOUNT
from 2 ads_____	8 %
from 3 ads_____	10 %
from 4 ads_____	13 %

ADVERTS & DESIGN COSTS
Art direction, conception, design, copywriting, proofreading and reproduction are carried out on the basis of the information and documents provided by the customer (including three correction loops). Additional corrections as well as costs for purchased photographic material will be charged separately and according to time and effort. As a flat rate, we charge **€ 1,450** for single pages and **€ 2,430** for double pages.

The VGN Performance-Discout cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

PRODUCTION INFORMATION
Detailed technical guidelines on ad production can be found at **anzeigenproduktion@news.at** and at **www.vgn.at/produktionsinfos**

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



3 FORMATS

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

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

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

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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

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

4 AD-SPECIALS INSERTS

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

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

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
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.

NUMBER OF COPIES	DISCOUNT
from 1,000,000 copies_____	33 %
from 800,000 copies_____	25 %
from 600,000 copies_____	20 %
from 400,000 copies_____	15 %
from 300,000 copies_____	10 %

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

Bookers of classical advertisement formats qualify for a **10% discount** on loose and bound inserts:
4 x per magazine for weekly magazines
2 x per magazine for monthly magazines

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

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5 AD-SPECIALS BOUND INSERTS

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

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

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
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.

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AD-SPECIALS LABEL & SACHETS

TIP-ON CARDS (2-sided)

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

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You can find
our contact partners at
www.vgn.at/news-kontakt

All information about your
media planning is always up to date at:
www.vgn.at/news

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Taborstraße 1–3, 1020 Vienna

BANK DETAILS

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BIC/SWIFT: RLNWATWW

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