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woman

WOMAN

**For women who lead the way
and those that want to join them.**

WOMAN addresses women who recognise and live out their potential. Women who want to shape and form the society of this country. Women who assume responsibility in state matters and politics, culture, research and education, business, health and social affairs, religion, sport, tourism and entertainment.



1 AUDIENCE

PRINT

Distributed Circulation: 114,717 Copies (incl. e-journal)
Readers: 301,000
Total Reach: 3.9 %
Reach Female: 6.6 %
Core Target Audience: Female, 20 bis 49 years, ABC1 Status
Reach within Core Target Audience: 8.3 %
Gender: 85.8 % Female 14.2 % Male
Average Household Income: € 3,812.–

DIGITAL – woman.at

Visits: 612,151
Page Impressions: 1,849.615
Unique Clients: 391,366
Gender: 61.6 % Female 38.4 % Male
Age: 77.0% < 60 years
Average Household Income: € 2,831.–

SOCIAL MEDIA

Facebook: 174,393
Instagram: 67,500
Pinterest: 112,000

NEWSLETTER

Recipients: 61,000-63,000 (Sent Tue, Thr)
Opening Rate: 35.3 %

2 ADVERTISING RATES

FORMAT	PRICE
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.

PREMIUM PLACEMENTS	PRICE
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-Discout can be applied:

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

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

ADVERTS & DESIGN COSTS

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

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

PRODUCTION INFORMATION

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

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

3 FORMATS

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

	TYPE AREA	BLEED
2/1 pages:	372 x 246	420 x 275
1/1 page:	169 x 246	210 x 275
1/2 page vertical:	89 x 246	104 x 275
1/2 page horizontal:	169 x 122	210 x 135
1/3 page vertical:	59 x 246	74 x 275
1/3 page horizontal:	169 x 75	210 x 88
1/4 page vertical:	43 x 246	58 x 275
1/4 page horizontal:	169 x 52	210 x 65
1/4 Box*:	89 x 120	–

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

Ad deadline: 4 weeks prior to Publication date
Deadline for printing materials: 17 days prior to Publication date

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PUBLICATION DATE

February Ed 01/24_____Thr 15.02.2024	August Ed 03/24_____Thr 22.08.2024
March 01/24_____Thr 07.03.2024 02/24_____Thr 28.03.2024	September 07/24_____Thr 05.09.2024 08/24_____Thr 26.09.2024
April 03/24_____Thr 11.04.2024 04/24_____Thr 25.04.2024	October 09/24_____Thr 10.10.2024 10/24_____Thr 24.10.2024
May 05/24_____Thr 08.05.2024 06/24_____Thr 23.05.2024	November 11/24_____Thr 07.11.2024 12/24_____Thr 21.11.2024
June Ed 02/24_____Thr 20.06.2024	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

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 275 mm

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
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

PLEASE NOTE:

All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams:_____	€ 168.–
up to 40 grams:_____	€ 197.–
up to 50 grams:_____	€ 214.–
up to 60 grams:_____	€ 226.–
above 60 grams:_____	upon request

AD-SPECIALS
LABEL & SACHETS

TIP-ON CARDS (2-sided)

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

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6 FACTS & FIGURES

EDITOR-IN-CHIEF

Melanie Zingl

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

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You can find

our contact partners at

www.vgn.at/woman-kontakt

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

www.vgn.at/woman

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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

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