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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: **142,750 Copies** (incl. 58,115 as a e-journal)
 Subscriptions: **113,944 Copies** (incl. 56,183 as a e-journal)
 Share of Subscriptions: **79,8 %** (e-journal)
 Readers: **489,000**
 Total Reach: **6.3 %**
 Core Target Audience: **25+ years, ABC1 Status**
 Reach within Core Target Audience: **6.7 %**
 Gender: **55 % Female 45 % Male**
 Ratio ABC1 Status: **51.6 %**
 Average Household Income: **€ 3,907.-**

DIGITAL – tv-media.at

Visits: **967,835**
 Page Impressions: **3,772,312**
 Unique Clients: **198,283**
 Gender: **44.7 % Female 55.3% Male**
 Age: **52.7 % < 50 years**
 Average Household Income: **€ 2,906.-**

SOCIAL MEDIA

Facebook: **57,720**

NEWSLETTER

Recipients: **24,500-27,100** (Sent Mon, Thr)
 Opening Rate: **26.3 %**

2 ADVERTISING RATES

FORMAT	PRICE
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.

PREMIUM PLACEMENTS	PRICE
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

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@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**.

PUBLICATION DATE

Jänner

03/25 Wed 08.01.25
 04/25 Wed 15.01.25
 05/25 Wed 22.01.25
 06/25 Wed 29.01.25

Februar

07/25 Wed 05.02.25
 08/25 Wed 12.02.25
 09/25 Wed 19.02.25
 10/25 Wed 26.02.25

März

11/25 Wed 05.03.25
 12/25 Wed 12.03.25
 13/25 Wed 19.03.25
 14/25 Wed 26.03.25

April

15/25 Wed 02.04.25
 16/25 Wed 09.04.25
 17/25 Wed 16.04.25
 18/25 Wed 23.04.25
 19/25 Wed 30.04.25

Mai

20/25 Wed 07.05.25
 21/25 Wed 14.05.25
 22/25 Wed 21.05.25
 23/25 Wed 28.05.25

Juni

24/25 Wed 04.06.25
 25/25 Wed 11.06.25
 26/25 Wed 18.06.25
 27/25 Wed 25.06.25

Juli

28/25 Wed 02.07.25
 29/25 Wed 09.07.25
 30/25 Wed 16.07.25
 31/25 Wed 23.07.25
 32/25 Wed 30.07.25

August

33/25 Wed 06.08.25
 34/25 Wed 13.08.25
 35/25 Wed 20.08.25
 36/25 Wed 27.08.25

September

37/25 Wed 03.09.25
 38/25 Wed 10.09.25
 39/25 Wed 17.09.25
 40/25 Wed 24.09.25

Oktober

41/25 Wed 01.10.25
 42/25 Wed 08.10.25
 43/25 Wed 15.10.25
 44/25 Wed 22.10.25
 45/25 Wed 29.10.25

November

46/25 Wed 05.11.25
 47/25 Wed 12.11.25
 48/25 Wed 19.11.25
 49/25 Wed 26.11.25

Dezember

50/25 Wed 03.12.25
 51/25 Wed 10.12.25
 52/25 Wed 17.12.25
 01/26 Wed 24.12.25
 02/26 Wed 31.12.25

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
 Rate Card: Valid until 31.12.2025 (subject to change)

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: _____	€ 133.–
up to 40 grams: _____	€ 149.–
up to 50 grams: _____	€ 160.–
up to 60 grams: _____	€ 171.–
above 60 grams: _____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
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.

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.

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
Rate Card: Valid until 31.12.2025 (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.

7 FACTS & FIGURES

EDITOR-IN-CHIEF

David Schoof

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

€ 3.80

FREQUENCY OF PUBLICATION

weekly

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

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

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FN 643295y HG Wien,
Taborstraße 1–3, 1020 Vienna

BANK DETAILS

RLB NÖ/Wien

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