

> Price list 2016

valid from December 2015

vgn.at

News

woman

GUSTO

Lust aufs **LEBEN**

trend.

profil

tvmedia

emedia

**auto
revue**

golfrevue

**yacht
revue**

VGN REISEN

SPIEGEL ONLINE

GT e|MS
RELEVANCE MAKES THE DIFFERENCE

VGN Digital proves strength on the market

20 M

visits per month*

115 M

page impressions per month*

3 M

unique clients per month*

21.5 %

reach of all Austrian internet users**

* Source: ÖWA Basic QS 1-3 2016 + sitestatistics

** Source: ÖWA Plus 2015-IV

VGN Digital network users



48.1 % men
51.9 % women



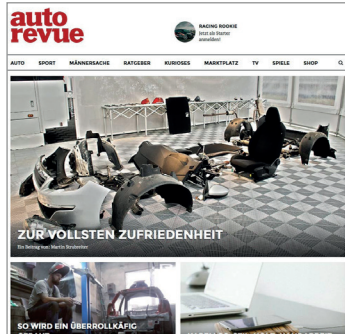
77.2 % < 50 years



49.9% ABC 1 class

Source: ÖWA Plus 2015-IV

Mediadata of the top websites



autorevue.at

976,474 visits
2.780,470 page impressions
653,571 unique clients

90.1 % men
9.9 % woman
79.3 % < 50 years
56.2 % ABC1 class



News.at

3,225,017 visits
53,912,919 page impressions
1,091,440 unique clients

48.9 % men
51.1 % woman
73 % < 50 years
56.1 % ABC1 class



profil.at

553,719 visits
2,415,635 page impressions
355,206 unique clients

51.2 % men
4.8 % woman
75.5 % < 50 years
58 % ABC1 class



trend.at*

434,424 visits
697,573 page impressions
299,747 unique clients

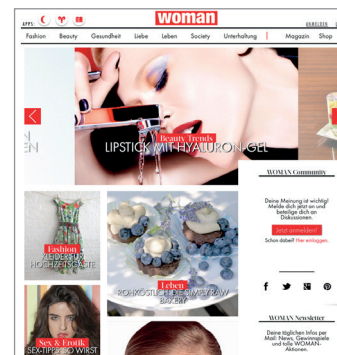
58.0 % men
42.0 % woman
69.9 % < 50 years
58.4 % ABC1 class



tv-media.at**

1,736,570 visits
14,385,465 page impressions
398,478 unique clients

42.7 % men
57.3 % woman
77.6 % < 50 years
54.7 % ABC1 class



WOMAN.at

1,732,981 visits
6,148,565 page impressions
858,220 unique clients

18.8 % men
81.2 % woman
80.4 % < 50 years
54 % ABC1 class

* formerly format.at ** incl. TV MEDIA App

Display advertising



UAP (Universal Ad Package)
(Medium Rectangle, Super Banner or Skyscraper)

RON	CPM 18
Controlled	CPM 24



Medium Rectangle
(300 x 250 px)

RON	CPM 25
Controlled	CPM 33



Sitebar / Halfpage AD
(scalable 1 : 2 / 300 x 600 px)

RON	CPM 39
Controlled	CPM 51



T-Ad (Billboard + Sitebar)*
(Billboard 960 x 250 px)
(Sitebar scalable 1:2)

Controlled	CPM 69
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Billboard*
(960 x 250 px)

RON	CPM 39
Controlled	CPM 51

RON = Run Over Network (Frequency Cap: 3 per day or more)
*on selected portals; excl. creation costs

Special advertising formats



Fishtank*
(960 x 900 px, plus hex-color)

Controlled CPM 69



Fireplace*
(960 x 100 px, 160 x 600 px, plus hex-color)

Controlled CPM 69

In combination with:

Billboard
(960 x 250 px)

Controlled CPM 79

Fishtank
(960 x 900 px, plus hex-color)

Controlled CPM 99



Videowall*
(Video behind content, max. 3 MB fullscreen)

Controlled CPM 99



Advertorial Teaser / Sitelink**
(300 x max. 140 px)

RON CPM 25
Controlled CPM 33





















































































+ Ad specials

- Content related advertising
- Userinteraction
- Producttests

and much more

Prices above are quoted as a rotation within 24 hours. It ends as soon as the number of page impressions is reached.
RON = Run Over Network (Frequency Cap: 3 per day or more) *on selected portals

We invite you to explore our clusters!

Männer	Frauen	Entertainment	Lifestyle	Business	Gesundheit	Genuss	Reise	Sport
         	 <i>Lust aufs</i> LEBEN             	             	   <i>Lust aufs</i> LEBEN                   	          	<i>Lust aufs</i> LEBEN      	       	         	   <i>Lust aufs</i> LEBEN      

Additional mobile availability!
 Visit us on vgn.at

*on selected portals

Mehr Power mit mobiler Werbung – Mobile Werbeformen



tv-media Smartphone App*:

- 729.238 visits
- 3.319.539 Pls
- 64.387 UCs

tv-media Tablet App*:

- 181.235 visits
- 1.044.880 Pls
- 21.380 UCs

*Source: Basic Mobile QS 10-12 2015



MMA Banner
(300 x 50 px, 40 kB)

Controlled CPM 30



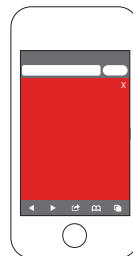
Mobile Content Ad
(300 x 250 px, max. 40 kB, HTML5)

Controlled CPM 50



Slideshow Ad
(300 x 250 px, max. 40 kB each slide)

Controlled CPM 60



Interstitial bzw. Splash Ad
(320 x 416 px, 40 kB)

Controlled CPM 60



Cube Ad
(320 x 320 px, max. 200 kB – for all 4 sides)

Controlled CPM 60

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Finanzen	Dienstleistungen	Freizeit/Sport
Medien	Ernährung	Interessensgemeinschaften
Sonstige Wirtschaftsbereiche	Getränke	Investgüter/Industriebedarf
	Handel und Versand	Kommunikation/Büro/EDV
	Haus und Garten	Kosmetik, Körperpflege
	Institutionen	Kultur
	Kraftfahrzeuge + Zubehör	Persönlicher Bedarf
		Pharmazie- u. Hausmittel
		Reinigung
		Textilien/Bekleidung
		Touristik/Gastronomie
		Verkehr und Transport

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