

> Price list 2017

valid from January 2017

vgn.at

News

woman

GUSTO

Lust aufs LEBEN

trend.

profil

tvmedia

e|media

auto
revue

golf
revue

yacht
revue

VGN REISEN

SPIEGEL ONLINE

GfJ e|MS
RELEVANCE MAKES THE DIFFERENCE

VGN Digital proves strength on the market

19 M

visits per month*

95 M

page impressions per month*

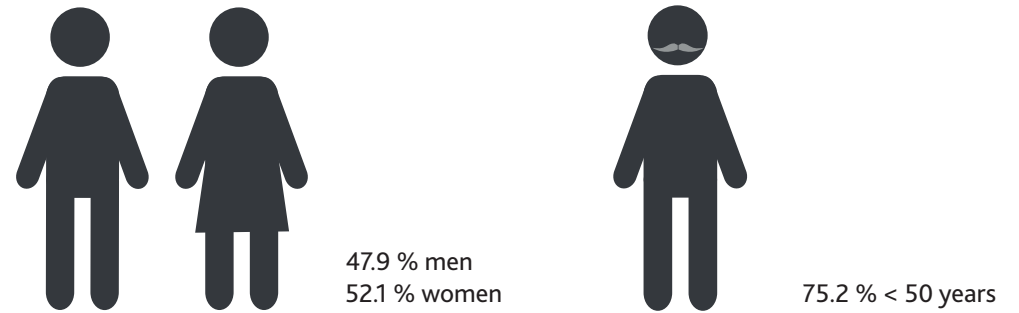
3 M

unique clients per month*

23.2 %

reach of all Austrian internet users**

VGN Digital network users



* Source: ÖWA Basic QS 7-9 2016 + sitestatistics
** Source: ÖWA Plus 2016-II

Source: ÖWA Plus 2016-II

Mediadata of the top websites



autorevue.at

912,433 visits
1,601,477 page impressions
578,694 unique clients

82.4 % men
17.6 % woman
77.3 % < 50 years
61.4 % ABC1 class



News.at

2,642,797 visits
41,789,117 page impressions
907,808 unique clients

48.1 % men
51.9 % woman
74.7 % < 50 years
58.3 % ABC1 class



profil.at

585,150 visits
1,652,706 page impressions
348,306 unique clients

54.1 % men
45.9 % woman
77.6 % < 50 years
58.1 % ABC1 class



trend.at*

286,499 visits
446,219 page impressions
198,201 unique clients

57.7 % men
42.3 % woman
73.7 % < 50 years
59.1 % ABC1 class



tv-media.at**

1,481,687 visits
11,038,464 page impressions
315,092 unique clients

45.6 % men
54.4 % woman
79.8 % < 50 years
57.4 % ABC1 class



WOMAN.at

1,940,790 visits
4,810,415 page impressions
894,246 unique clients

21.8 % men
78.2 % woman
80.7 % < 50 years
54.9 % 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
	<p>Lust aufs LEBEN</p> <p>Brigitte.de</p> <p>Brigitte woman.de</p> <p>dogs</p> <p>GRAZIA</p> <p>mamiwob</p> <p>SPIEGEL ONLINE</p>	<p>roomido</p> <p>SPIEGEL ONLINE</p>	<p>Lust aufs LEBEN</p> <p>Brigitte.de</p> <p>dogs</p> <p>GRAZIA</p> <p>LIVING AT HOME.DE</p> <p>roomido</p> <p>SCHÖNER WOHNEN</p>	<p>Europas erstes Finanzportal</p> <p>SPIEGEL ONLINE</p>	<p>Lust aufs LEBEN</p> <p>SPIEGEL ONLINE</p>	<p>essen & trinken.de</p> <p>LIVING AT HOME.DE</p>	<p>GEO.de</p> <p>NATIONAL GEOGRAPHIC DEUTSCHLAND</p> <p>SPIEGEL ONLINE</p>	<p>Lust aufs LEBEN</p> <p>SPIEGEL ONLINE</p>

Additional mobile availability!^{*}
 Visit us on vgn.at

^{*}on selected portals

Mehr Power mit mobiler Werbung – Mobile Werbeformen



tv-media Smartphone App*:

- 1,119,934 Visits
- 5,144,369 PIs
- 101,357 UCs

tv-media Tablet App*:

- 167,571 Visits
- 846,069 PIs
- 21,000 UCs



MMA Banner
(300 x 50 px, 40 kB)

Controlled CPM 30



Advertorial Teaser
(300 x 250 px, max. 40 kB)

Controlled CPM 50



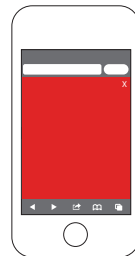
Slideshow Ad
(300 x 250 px, max. 40 kB pro Slide)

Controlled CPM 60



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

Controlled CPM 50



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

*Source: Basic Mobile QS 7-9 2016

Contact

Michael Drexler	Maximilian Schwinghammer	Fritz Strobl
Energy	construction industry	audio / video / photo / optics
Finance	Service	leisure / sport
Media	Food	interest-communities
Other Economysectors	Drinks	invest goods / industrial supplies
	Trade & Shipping	communication / office / edv
	House & Garden	cosmetics / personal care
	institutions	culture
	motor vehicles & accessories	personal needs
		pharmacy and home remedies
		cleaning
		textiles / clothing
		tourism / gastronomy
		traffic / transport

Michael Drexler, BA
 Chief Sales Officer Digital
 Phone +43 (0)1 24520-5477
drexler.michael@vgn.at

Maximilian Schwinghammer
 Senior Media Consultant Digital
 Phone +43 (0)1 24520-6325
schwinghammer.maximilian@vgn.at

Fritz Strobl
 Senior Media Consultant Digital
 Phone +43 (0)1 24520-6121
strobl.fritz@vgn.at



news networkworld internetservice GmbH · A-1020 Wien · Taborstraße 1–3; Phone +43 (0)1 245 20-0 · Fax +43 (0)1 245 20-5440; networkworld@vgn.at · www.vgn.at

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