

VGN RATE CARD 2017

Valid from 01. 01. 2017



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Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Weekly, Saturday

ÖAK 1st half of 2016

Print run: 145,860

Distributed circulation:
128,647

Paid circulation: 114,554

Subscribers: 63,917

MA 2015/16:

Readers: 421,000

Total reach: 5.7 %

Core target group: 25 years plus, ABC1 demographic

Reach within target group:
8.0 %

Contact:

International Sales Team,
Vienna / Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 24,420.-
1/1 page:	185 x 250	210 x 280	€ 12,210.-
3/4 page vertical:	138 x 250	150 x 280	€ 10,600.-
3/4 page horizontal:	185 x 185	210 x 200	€ 10,600.-
2/3 page vertical:	121 x 250	135 x 280	€ 9,770.-
2/3 page horizontal:	185 x 167	210 x 182	€ 9,770.-
1/2 page vertical:	90 x 250	104 x 280	€ 8,520.-
1/2 page horizontal:	185 x 125	210 x 140	€ 8,520.-
1/3 page vertical:	60 x 250	74 x 280	€ 5,990.-
1/3 page horizontal:	185 x 80	210 x 90	€ 5,990.-
1/4 page vertical:	43 x 250	58 x 280	€ 4,890.-
1/4 page horizontal:	185 x 60	210 x 70	€ 4,890.-
1/4 box*:	90 x 125	-	€ 4,890.-

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.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Next to the editorial	+ 15 %
Next to the cartoon	+ 15 %
Next to the magazine intro pages	+ 15 %
Cover page 2	€ 14,380.-
Cover page 3	+ 15 %
Cover page 4	€ 15,250.-
Cover page 2 and page 3	€ 27,880.-

> Surcharges

Special/requested placement: 15 % per placement on 1/1 page

Cooperation ads: 10 % per booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@news.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at: www.vgn.at/news

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of Verlagsgruppe News, as published at www.vgn.at/agb

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Weekly, Monday

ÖAK 1st half of 2016
Print run: 83,577
Distributed circulation:
73,669
Paid circulation: 67,072
Subscribers: 39,869

MA 2015/16:
Readers: 353,000
Total reach: 4.8%
Core target group: AB
demographic
Reach within target group:
7.7%

Contact:

International Sales Team,
Vienna / Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 28,720.–
1/1 page:	185 x 250	210 x 280	€ 14,360.–
3/4 page vertical:	138 x 250	150 x 280	€ 12,280.–
3/4 page horizontal:	185 x 185	210 x 200	€ 12,280.–
2/3 page vertical:	121 x 250	135 x 280	€ 10,850.–
2/3 page horizontal:	185 x 167	210 x 182	€ 10,850.–
1/2 page vertical:	90 x 250	104 x 280	€ 8,780.–
1/2 page horizontal:	185 x 125	210 x 140	€ 8,780.–
1/3 page vertical:	60 x 250	74 x 280	€ 5,860.–
1/3 page horizontal:	185 x 80	210 x 90	€ 5,860.–
1/4 page vertical:	43 x 250	58 x 280	€ 4,440.–
1/4 page horizontal:	185 x 60	210 x 70	€ 4,440.–
1/4 box*:	90 x 125	–	€ 4,190.–

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.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2 and page 3	€ 34.460.–
Page 4/5	€ 33.040.–
Next to the magazine intro pages	€ 16,530.–
Right-hand side next to readers' letters / "profile"	€ 16,530.–
Left-hand side next to leading article	€ 16,530.–
Cover page 2	€ 16,530.–
Cover page 3	€ 16,530.–
Cover page 4	€ 17,250.–

> Surcharges

Special/requested placement: 15 % per placement on 1/1 page

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

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

For further information for your media planning please visit our website at: www.vgn.at/profil

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of Verlagsgruppe News, as published at www.vgn.at/agb

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Fortnightly, Thursday

ÖAK 1st half of 2016

Print run: 177,338

Distributed circulation:
159,243

Paid circulation: 131,372

Subscribers: 68,573

MA 2015/16:

Readers: 419,000

Total reach: 5.7%

Core target group: Women
20-49, ABC1 demographic

Reach within target group:
13.5%

Contact:

International Sales Team,
Vienna / Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 32,700.-
1/1 page:	185 x 250	210 x 280	€ 16,350.-
3/4 page vertical:	138 x 250	150 x 280	€ 14,100.-
3/4 page horizontal:	185 x 185	210 x 200	€ 14,100.-
2/3 page vertical:	121 x 250	135 x 280	€ 13,080.-
2/3 page horizontal:	185 x 167	210 x 182	€ 13,080.-
1/2 page vertical:	90 x 250	104 x 280	€ 11,450.-
1/2 page horizontal:	185 x 125	210 x 140	€ 11,450.-
1/3 page vertical:	60 x 250	74 x 280	€ 8,180.-
1/3 page horizontal:	185 x 80	210 x 90	€ 8,180.-
1/4 page vertical:	43 x 250	58 x 280	€ 6,550.-
1/4 page horizontal:	185 x 60	210 x 70	€ 6,550.-
1/4 box*:	90 x 125	-	€ 5,250.-

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.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Price
Editorial	€ 18,810.-
Leserecho	€ 18,810.-
Covergirl	€ 18,810.-
Editor's Choice	€ 18,810.-
Best Bag	€ 18,810.-
Cover page 3	€ 18,810.-
Cover page 4	€ 19,620.-
Page 4 and page 5	€ 37,600.-
Cover page 2 and page 3	€ 39,240.-

> Surcharges

Special/requested placement: 15 % per placement on 1/1 page

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@woman.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at: www.vgn.at/woman

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of Verlagsgruppe News, as published at www.vgn.at/agb

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Weekly, Wednesday

ÖAK 1st half of 2016
Print run: 209,067

Distributed circulation:
181,898

Paid circulation: 176,091
Subscribers: 112,120

MA 2015/16:

Readers: 780,000

Total reach: 10.6%

Core target group: 14-59
years, ABC1 demographic

Reach within target group:
11.1%

Contact:

International Sales Team,
Vienna / Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 33,960.-
1/1 page:	185 x 250	210 x 280	€ 16,980.-
3/4 page vertical:	138 x 250	150 x 280	€ 14,030.-
3/4 page horizontal:	185 x 185	210 x 200	€ 14,030.-
2/3 page horizontal:	185 x 167	210 x 182	€ 12,180.-
1/2 page vertical:	90 x 250	104 x 280	€ 11,850.-
1/2 page horizontal:	185 x 125	210 x 140	€ 11,850.-
1/3 page horizontal:	185 x 80	210 x 90	€ 8,400.-
1/4 page vertical:	43 x 250	58 x 280	€ 7,100.-
1/4 page horizontal:	185 x 60	210 x 70	€ 7,100.-
1/4 box*:	90 x 125	-	€ 5,470.-

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.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 20,380.-
Cover page 4	€ 20,380.-
Cover page 2 and page 3	€ 40,760.-

> Surcharges

Special/requested placement: 15 % on booked format

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@tv-media.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at:

www.vgn.at/tv-media

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Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Monthly, Friday

ÖAK 1st half of 2016
Print run: 50,950
Distributed circulation:
47,928
Paid circulation: 37,206
Subscribers: 28,470

MA 2015/16:
Readers: 218,000
Total reach: 3.0%
Core target group: Men,
AB demographic
Reach within target group:
4.5%

Contact:

International Sales Team,
Vienna / Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 16,600.-
1/1 page:	185 x 250	210 x 280	€ 8,300.-
3/4 page vertical:	138 x 250	150 x 280	€ 7,240.-
3/4 page horizontal:	185 x 185	210 x 200	€ 7,240.-
2/3 page vertical:	121 x 250	135 x 280	€ 6,670.-
2/3 horizontal:	185 x 167	210 x 182	€ 6,670.-
1/2 page vertical:	90 x 250	104 x 280	€ 5,830.-
1/2 horizontal:	185 x 125	210 x 140	€ 5,830.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,280.-
1/3 horizontal:	185 x 80	210 x 90	€ 4,280.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,540.-
1/4 horizontal:	185 x 60	210 x 70	€ 3,540.-
1/4 box*:	90 x 125	-	€ 2,670.-

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.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	5 %
min. number of 3 ads	10 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 9,560.-
Cover page 3	€ 9,560.-
Cover page 4	€ 9,980.-
Cover page 2 and page 3 / Centre position	€ 19,920.-

> Surcharges

Special/requested placement: 15 % on booked format

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@e-media.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at:

www.vgn.at/e-media

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Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Weekly, Friday

ÖAK 1st half of 2016

Print run: 60,065

Distributed circulation:
54,304

Paid circulation: 45,920

Subscribers: 27,569

MA 2015/16:

Readers: 190,000

Total reach: 2.6%

Core target group: AB
demographic

Reach within target group:
4.2%

Contact:

International Sales Team,
Vienna / Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price trend	special price ¹ premium trend
2/1 page:	396 x 250	420 x 280	€ 18,100.-	€ 26,240.-
1/1 page:	185 x 250	210 x 280	€ 9,050.-	€ 13,120.-
3/4 page vertical:	138 x 250	150 x 280	€ 8,080.-	€ 10,820.-
3/4 page horizontal:	185 x 185	210 x 200	€ 8,080.-	€ 10,820.-
2/3 page vertical:	121 x 250	135 x 280	€ 6,990.-	€ 9,860.-
2/3 page horizontal:	185 x 167	210 x 182	€ 6,990.-	€ 9,860.-
1/2 page vertical:	90 x 250	104 x 280	€ 5,420.-	€ 8,290.-
1/2 page horizontal:	185 x 125	210 x 140	€ 5,420.-	€ 8,290.-
1/3 page vertical:	60 x 250	74 x 280	€ 3,690.-	€ 5,770.-
1/3 page horizontal:	185 x 80	210 x 90	€ 3,690.-	€ 5,770.-
1/4 page vertical:	43 x 250	58 x 280	€ 2,820.-	€ 4,680.-
1/4 page horizontal:	185 x 60	210 x 70	€ 2,820.-	€ 4,680.-
1/4 box*:	90 x 125	-	€ 2,630.-	€ 4,100.-

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.

* Composed in type area format on one page with other ads.

¹ special prices at selected dates

> 27.01., 24.02., 31.03., 28.04., 26.05., 30.06., 28.07., 25.08., 29.09., 27.10., 24.11., 15.12.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	price	special price ¹
Cover page 2	€ 10,400.-	€ 15,000.-
Cover page 4	€ 10,860.-	€ 15,700.-
Cover page 2 and page 3	€ 18,100.-	€ 26,240.-
page 4 and 5	€ 18,100.-	€ 26,240.-

> Surcharges

Special/requested placement: 15 % on booked format

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@trend.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at: www.vgn.at/trend

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of Verlagsgruppe News, as published at www.vgn.at/agb

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
11x/year, Thursday

ÖAK 1st half of 2016

Print run: 44,540

Distributed circulation:
39,872

Paid circulation: 28,378

Subscribers: 16,275

MA 2015/16:

Readers: 148,000

Total reach: 2.0%

Core target group: Women
30 years plus, ABC1 demographic

Reach within target group:
3.6%

Contact:

International Sales Team,
Vienna / Representing partners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 16,260.-
1/1 page:	185 x 250	210 x 280	€ 8,130.-
3/4 page vertical:	138 x 250	150 x 280	€ 6,970.-
3/4 page horizontal:	185 x 185	210 x 200	€ 6,970.-
2/3 page vertical:	121 x 250	135 x 280	€ 6,360.-
2/3 page horizontal:	185 x 167	210 x 182	€ 6,360.-
1/2 page vertical:	90 x 250	104 x 280	€ 5,850.-
1/2 page horizontal:	185 x 125	210 x 140	€ 5,850.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,460.-
1/3 page horizontal:	185 x 80	210 x 90	€ 4,460.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,730.-
1/4 page horizontal:	185 x 60	210 x 70	€ 3,730.-
1/4 box*:	90 x 125	-	€ 3,330.-

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.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 9,510.-
Cover page 4	€ 9,900.-
Cover page 2 and page 3	€ 19,000.-

> Surcharges

Special/requested placement: 15 % on booked format

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

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

For further information for your media planning please visit our website at:
www.vgn.at/lustaufleben

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of Verlagsgruppe News, as published at www.vgn.at/agb

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Monthly, Thursday

ÖAK 1st half of 2016
Print run: 66,700
Distributed circulation:
60,592
Paid circulation: 41,949
Subscribers: 22,185

MA 2015/16:
Readers: 594,000
Total reach: 8.1%
Core target group: Women,
30 years plus
Reach within target group:
13.6%

Contact:

International Sales Team,
Vienna / Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 23,660.-
1/1 page:	185 x 250	210 x 280	€ 11,980.-
3/4 page vertical:	138 x 250	150 x 280	€ 10,180.-
3/4 page horizontal:	185 x 185	210 x 200	€ 10,180.-
2/3 page vertical:	121 x 250	135 x 280	€ 9,050.-
2/3 page horizontal:	185 x 167	210 x 182	€ 9,050.-
1/2 page vertical:	90 x 250	104 x 280	€ 6,790.-
1/2 page horizontal:	185 x 125	210 x 140	€ 6,790.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,730.-
1/3 page horizontal:	185 x 80	210 x 90	€ 4,730.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,600.-
1/4 page horizontal:	185 x 60	210 x 70	€ 3,600.-
1/4 box*:	90 x 125	-	€ 3,600.-

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.

* type area format

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 14,370.-
Cover page 4	€ 14,370.-
Cover page 2 and page 3	€ 28,752.-

> Surcharges

Special/requested placement: 15 % on booked format

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@gusto.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at: www.vgn.at/gusto

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Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Monthly, Friday

ÖAK 1st half of 2016
Print run: 66,117
Distributed circulation:
60,752
Paid circulation: 50,292
Subscribers: 24,371

MA 2015/16:
Readers: 324,000
Total reach: 4.4%
Core target group: Men, 20-49 years, ABC1 demographic
Reach within target group:
9.0%

Contact:

International Sales Team,
Vienna / Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 23,540.-
1/1 page:	185 x 250	210 x 280	€ 11,770.-
3/4 page vertical:	138 x 250	150 x 280	€ 9,880.-
3/4 page horizontal:	185 x 185	210 x 200	€ 9,880.-
2/3 page vertical:	121 x 250	135 x 280	€ 8,700.-
2/3 page horizontal:	185 x 167	210 x 182	€ 8,700.-
1/2 page vertical:	90 x 250	104 x 280	€ 6,750.-
1/2 page horizontal:	185 x 125	210 x 140	€ 6,750.-
1/3 page vertical:	60 x 250	74 x 280	€ 4,630.-
1/3 page horizontal:	185 x 80	210 x 90	€ 4,630.-
1/4 page vertical:	43 x 250	58 x 280	€ 3,570.-
1/4 page horizontal:	185 x 60	210 x 70	€ 3,570.-
1/4 box*:	90 x 125	-	€ 3,570.-

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.

* Composed in type area format on one page with other ads.

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 13,550.-
Cover page 3	€ 13,550.-
Cover page 4	€ 14,120.-
Cover page 2 and page 3	€ 26,480.-

> Surcharges

Special formats: upon request
Requested placement: € 1,075.-
Cooperation ads: 10 % on booked format
Surcharges subject to discount.

> Production Information

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

For further information for your media planning please visit our website at:
www.vgn.at/autorevue

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Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
8x/year, Monday

Publisher's statement:
Print run: 34,000
Paid circulation: 29,820
Subscribers: 23,000

CAWI-Print 2014:
Readers: 65,000
Total reach: 1.1%
Core target group: 30-59
years, AB demographic

Contact:

International Sales Team,
Vienna / Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 10,760.-
1/1 page:	185 x 250	210 x 280	€ 5,380.-
2/3 page vertical:	121 x 250	135 x 280	€ 3,735.-
2/3 page horizontal:	185 x 167	210 x 182	€ 3,735.-
1/2 page vertical:	90 x 250	104 x 280	€ 2,995.-
1/2 page horizontal:	185 x 125	210 x 140	€ 2,995.-
1/3 page vertical:	60 x 250	74 x 280	€ 1,975.-
1/3 page horizontal:	185 x 80	210 x 90	€ 1,975.-
1/4 page vertical:	43 x 250	58 x 280	€ 1,660.-
1/4 page horizontal:	185 x 60	210 x 70	€ 1,660.-
1/4 box*:	90 x 125	-	€ 1,660.-

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.

* type area format

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 3 ads	10 %
min. number of 4 ads	12 %
min. number of 5 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 6,180.-
Cover page 3	€ 6,180.-
Cover page 4	€ 6,460.-
Cover page 2 and page 3	€ 11,575.-

> Surcharges

Special formats: upon request

Requested placement: € 490.-

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@golfrevue.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at:

www.vgn.at/golfrevue

All fees subject to 5 % advertising tax and 20 % VAT. Subject to the Terms & Conditions of Verlagsgruppe News, as published at www.vgn.at/agb

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Monthly, Friday

Publisher's statement:
Print run: 24,200
Paid circulation: 17,200
Subscribers: 16,000

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 9,700.-
1/1 page:	185 x 250	210 x 280	€ 4,850.-
3/4 page vertical:	138 x 250	150 x 280	€ 3,890.-
3/4 page horizontal:	185 x 185	210 x 200	€ 3,890.-
2/3 page vertical:	121 x 250	135 x 280	€ 3,455.-
2/3 page horizontal:	185 x 167	210 x 182	€ 3,455.-
1/2 page vertical:	90 x 250	104 x 280	€ 2,570.-
1/2 page horizontal:	185 x 125	210 x 140	€ 2,570.-
1/3 page vertical:	60 x 250	74 x 280	€ 1,730.-
1/3 page horizontal:	185 x 80	210 x 90	€ 1,730.-
1/4 page vertical:	43 x 250	58 x 280	€ 1,405.-
1/4 page horizontal:	185 x 60	210 x 70	€ 1,405.-
1/4 box*:	90 x 125	-	€ 1,405.-

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.

* type area format

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 3 ads	5 %
min. number of 6 ads	10 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 5,570.-
Cover page 3	€ 5,570.-
Cover page 4	€ 5,815.-
Cover page 2 and page 3	€ 10,435.-

> Surcharges

Special/requested placement: € 470.-

Cooperation ads: 10 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@yachtrevue.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at:

www.vgn.at/yachtrevue

Contact:

International Sales Team,
Vienna / Representing part-
ners see page 16

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Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
11x/year, Thursday

Publisher's statement:
Print run: 54,500
Paid circulation: 51,400
Subscribers: 48,400

CAWI-Print 2015
Readers: 101,000
Total reach: 1.7%
Core target group: 30 years
plus, AB demographic
Reach within target group:
3.2%

Contact:

International Sales Team,
Vienna / Representing part-
ners see page 16

> Ad Rates

Formats: All measures in mm, width x height

	type area	bleed	price
2/1 page:	396 x 250	420 x 280	€ 11,700.-
1/1 page:	185 x 250	210 x 280	€ 5,870.-
3/4 page vertical:	138 x 250	150 x 280	€ 4,470.-
3/4 page horizontal:	185 x 185	210 x 200	€ 4,470.-
2/3 page vertical:	121 x 250	135 x 280	€ 4,050.-
2/3 page horizontal:	185 x 167	210 x 182	€ 4,050.-
1/2 page vertical:	90 x 250	104 x 280	€ 3,100.-
1/2 page horizontal:	185 x 125	210 x 140	€ 3,100.-
1/3 page vertical:	60 x 250	74 x 280	€ 2,100.-
1/3 page horizontal:	185 x 80	210 x 90	€ 2,100.-
1/4 page vertical:	43 x 250	58 x 280	€ 1,650.-
1/4 page horizontal:	185 x 60	210 x 70	€ 1,650.-
1/4 box*:	90 x 125	-	€ 1,650.-

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.

* type area format

> Frequency Discounts

Frequency discounts apply within one calendar year per magazine regardless of size.

Frequency	Discount
min. number of 2 ads	10 %
min. number of 3 ads	12 %
min. number of 4 ads	15 %

> Premium Placements

Placement	Surcharge/Price
Cover page 2	€ 6,900.-
Cover page 3	€ 6,900.-
Cover page 4	€ 7,050.-
Cover page 2 and page 3	€ 14,100.-

> Surcharges

Special formats: upon request

Requested placement: 15 % on booked format

Surcharges subject to discount.

> Production Information

Detailed technical guidelines on ad production can be found at

anzeigenproduktion@buehne.at and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at: www.vgn.at/buehne

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Ad-Specials: Ad Rates & Discounts

› Inserts

Minimum format:	105 x 148 mm	Minimum volume:	
Maximum format:	198 x 272 mm	profil, News, WOMAN:	40.000
		Autorevue, BÜHNE, Golfrevue, Yachtrevue, Lust aufs LEBEN, TV-MEDIA, trend, E-MEDIA, GUSTO:	upon request

per one thousand	trend • WOMAN • News profil • TV-MEDIA • E-MEDIA		Lust aufs LEBEN Premium trend ¹		Autorevue • GUSTO BÜHNE • Golfrevue • Yachtrevue	
	total	regional	total	regional	total	regional
up to 20 g	110.–	120.–	125.–	135.–	150.–	160.–
up to 40 g	125.–	135.–	140.–	150.–	165.–	175.–
up to 50 g	135.–	145.–	150.–	160.–	175.–	185.–
up to 60 g	145.–	155.–	160.–	170.–	185.–	195.–
above 60 g	upon request	upon request	upon request	upon request	upon request	upon request

¹ special price at selected dates

› Bound inserts

Bound insert (stapled) minimum format:	110 x 110 mm	Minimum volume:	
Bound insert (perfect bound) minimum format:	117 x 148 mm	profil:	40.000
Bound insert maximum format:	210 x 280 mm	NEWS, WOMAN:	100.000
Maximum format Autorevue*:	220 x 290 mm	Autorevue, BÜHNE, Golfrevue, Yachtrevue, Lust aufs LEBEN, TV-MEDIA, trend, E-MEDIA, GUSTO:	upon request

per one thousand	trend • News • profil TV-MEDIA • E-MEDIA*		Lust aufs LEBEN* Premium trend ¹ *		Autorevue* • Golfrevue* GUSTO* • BÜHNE • Yachtrevue*		WOMAN*	
	total	regional	total	regional	total	regional	total	regional
bis 20 g	115.–	125.–	140.–	150.–	165.–	175.–	125.–	135.–
bis 40 g	130.–	140.–	165.–	175.–	190.–	200.–	150.–	160.–
bis 50 g	140.–	150.–	180.–	190.–	205.–	210.–	165.–	175.–
bis 60 g	150.–	160.–	190.–	200.–	215.–	220.–	175.–	185.–
above 60 g	upon request	upon request	upon request	upon request	upon request	upon request	upon request	upon request

*Bound inserts

› Supplement-Discount

The discount applies to loose and bound inserts booked in the magazines published by VGN.

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:

- › for 4 ads or more per magazine in weekly magazines
- › for 3 ads or more per magazine in bi-weekly magazines
- › for 2 ads or more per magazine in 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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News profil WOMAN tvmedia emedia trend. GUSTO Lust aufs LEBEN autorevue golfrevue yachtrevue BÜHNE VGN DIGITAL

Digital: Advertising Formats & Rates



> Display Advertising



UAP
(Universal Ad Package)
(Medium Rectangle, Super Banner or Skyscraper)
RON TKP € 18,-
Controlled TKP € 24,-



Medium Rectangle
(300 x 250 px)
RON TKP € 25,-
Controlled TKP € 33,-



Sitebar / Halfpage AD
(scalable 1:2 300 x 600 px)
RON TKP € 39,-
Controlled TKP € 51,-

> Facts & Figures

12 VGN Portals
26 G+J EMS/SPIEGEL
ONLINE Portals

Total reach: 23,2%*
Visits: 18,9 Mio.**
Page Impressions: 95 Mio.**
Unique Clients: 2,9 Mio.**
Target group: 57% ABC1*
* ÖWA plus 2016-II
** Sources: ÖWA Basic QS 7-9 2016 + site statistic



Billboard*
(960 x 250 px)
RON TKP € 39,-
Controlled TKP € 51,-



T-Ad
(Billboard + Sitebar)*
(Billboard 960 x 250 px)
(Sitebar scalable 1:2)
Controlled TKP € 69,-



Super Banner
(728 x max. 90 px)
RON TKP € 15,-
Controlled TKP € 20,-

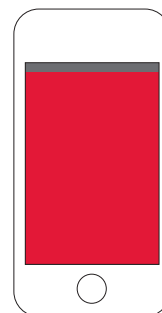
RON = Run Over Network (Frequency Cap: 3 per day or more)
*on selected portals; **excl. creation costs

> Mobile advertising



MMA Banner
(300 x 50 px, 30 kB)
RON € 30,-
Controlled € 60,-

Loading Screen
tv-media App bzw.
Splash Screen
(scalable 320 x 460 px, 30 kB)
Controlled € 60,-



All fees subject to 20% VAT. Subject to the Terms & Conditions of Verlagsgruppe News, as published at www.vgn.at/agb

Contact:

International Sales Team,
Vienna / Representing partners see page 16

*Source: Basic Mobile QS 7-9 2015

Digital: Advertising Formats & Rates



> Facts & Figures

12 VGN Portals
26 G+J EMS/SPIEGEL
ONLINE Portals

Total reach: 23,2%*
Visits: 18,9 Mio.**
Page Impressions: 95 Mio.**
Unique Clients: 2,9 Mio.**
Target group: 57% ABC1*
* ÖWA plus 2016-II
** Sources: ÖWA Basic QS 7-9 2016 + site statistic

Contact:

International Sales Team,
Vienna / Representing part-
ners see page 16

> Special Advertising Formats



Fishtank*
(960 x 900 px, plus hex-color)
Controlled TKP € 69,-



Videowall*
(Video behind content, max. 3
MB fullscreen)
Controlled TKP € 99,-



Fireplace*
(960 x 100 px, 160 x 600 px,
plus hexadecimal code)
Controlled TKP € 69,-

in combination with



Billboard
(960 x 250 px)
Controlled TKP € 79,-

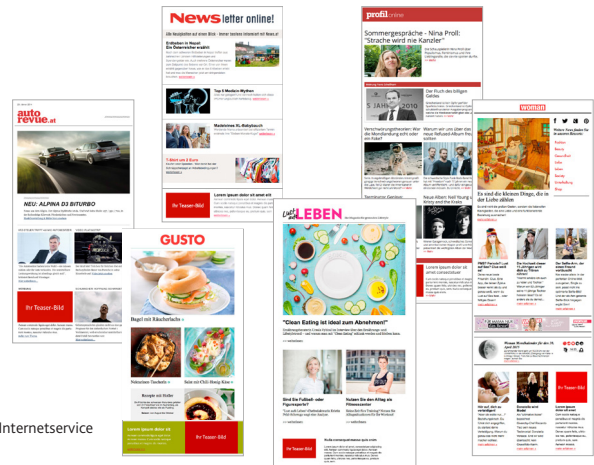


Fishtank
(960 x 900 px, plus hexadecimal code)
Controlled TKP € 99,-

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

> Newsletter

Advertorial teaser
CPM € 50,-



All fees subject to 20 % VAT.
Subject to the Terms & Conditions of news network Internetservice GmbH, as published at www.vgn.at/agb-vgn-digital

VGN Facts

› Management:

Horst Pirker (CEO and chairman)
Dietmar Zikulnig (CSO)
Markus Fallenböck (CSO)
Helmut Schoba (CSO)

› Chief Representative:

Helmut Hanusch

› Owner, publisher, production and editor:

Verlagsgruppe News
 Gesellschaft m.b.H.
 FN 183971x,
 Taborstraße 1–3, 1020 Vienna

› Administration:

Taborstraße 1–3, 1020 Vienna
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Fax (Advertisements): ext. 6006

› International Sales:

Taborstraße 1–3, 1020 Vienna
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Fax: +43/1/213 12 ext. 6625

› Bank details:

Raiffeisenlandesbank NÖ-Wien
IBAN: AT91 3200 0000 0006 1010
BIC/SWIFT: RLNWATWW

› Submission deadline for advertising:

3–4 weeks before publication date,
 depending on the magazine

› Printing deadline:

2–3 weeks before publication date,
 depending on the magazine

› Rates:

Rate card valid from Jan 1, 2017 (subject to change)

International Sales

› Evelyn Strohriegel

Head of International Sales
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