

> Price list 2017

valid from January 2017

vgn.at

News

woman

GUSTO

Lust aufs LEBEN

trend.

profil

tv media

e media

auto revue

golfrevue

yacht revue

VGN REISEN

SPIEGEL ONLINE

GT e|MS
RELEVANCE MAKES THE DIFFERENCE

VGN Digital proves strength on the market

18,9 M

visits per month*

90.1 M

page impressions per month*

3.0 M

unique clients per month*

21.9 %

reach of all Austrian internet users**

VGN Digital network users



48.8 % men
51.2 % women



73.5 % < 50 years



59 % ABC 1 class

* Source: ÖWA Basic QS 4-6 2017 plus sitestatistics

** Source: ÖWA Plus 2017-I

Source: ÖWA Plus 2017-I

Mediadata of the top websites

	auto revue	News	profil	trend.*	tvmedia**	woman	GUSTO
visits	846,875	1,938,421	490,359	306,778	2,181,754	2,004,463	260,796
page impressions	1,469,134	33,216,660	1,193,262	456,157	15,334,857	4,664,401	518,291
unique clients	542,473	759,195	312,195	223,196	392,340	1,092,502	177,488
men	83.6 %	47.1 %	54.2 %	56.6 %	49 %	31 %	23 %
woman	16.4 %	52.9 %	45.8 %	43.4 %	51 %	69 %	77 %
< 50 years	75.6 %	73.3 %	72 %	72.6 %	81 %	79.1 %	63.4 %
ABC1 class	61 %	59.9 %	61.5 %	63.6 %	57.9 %	57.5 %	54.5 %

Display advertising



UAP (Universal Ad Package)
(Medium Rectangle, Super Banner and 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

Hosting with Adserving

	KB	TKP - EUR
until	150	no tax
hence	150	€ 0.10
	501	€ 0.25
	1,001	€ 0.35
	5,001	€ 0.75
	10,001	€ 1.05

affects mobile, display
+ special advertising

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,-



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

Controlled CPM 99,-



Advertorial Teaser
(300 x 140 px, jpg or gif + 200 symbols incl. spaces)

RON CPM 25,-
Controlled CPM 33,-



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,-



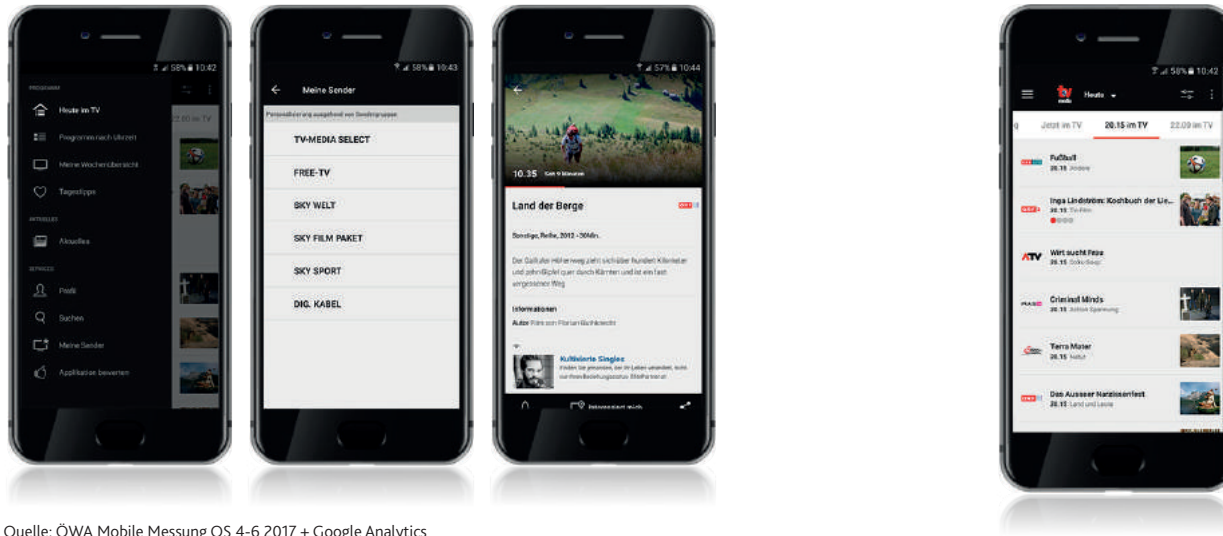
Advertorial
620 x 382 px, jpg oder gif + ca. 2.600 symbols incl. spaces)
Optional features + text creation at request

construction costs 540,-

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



More Power with mobile Advertising



tv-media Smartphone App*:

- 1,447,750 Visits
- 5,940,003 Page Impressions
- 114,291 Unique Clients

tv-media Tablet App*:

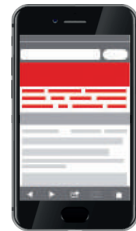
- 229,212 Visits
- 1,165,315 Page Impressions
- 23,934 Unique Clients

Quelle: ÖWA Mobile Messung QS 4-6 2017 + Google Analytics



MMA Banner
(300 x 50 px, 40 kB)

CPM 30,-



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

CPM 50,-



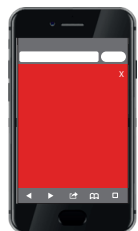
Mobile Content Ad
(300 x 250 px,
max. 40 kB, HTML5)

CPM 50,-



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

CPM 60,-



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

CPM 60,-



Cube Ad
(4 images 250 x 250 px,
max. 200 kB – for all 4 slides)

CPM 60,-



Calendar Ad
(320 x 350 px or 320 x 480 px or
728 x 90 px)

CPM 60,-



Understitial Ad
(mp4 Video 320 x 180 px
image above 320 x 50 px)

CPM 60,-

VGN Digital Video production

Editorial article

Basic Package*:

- Reportage, Portrait, Making of, Tutorial (Length: max. 3 minutes briefing and editorial concept Incl. Interview Guide)
- Half day of shooting (1 cameraman / woman, 1 Editor in Vienna)
- 1 editing day (rough cut incl. 1 correction cycle)
- Sound mix
- Rendering for online
- Simple inserts (inserts, logos)

Basic price:

2,500 Euro

Possible additional costs:

- Royalties (for music beyond the included music library)
- Travel expenses for appointments outside of Vienna
- Props, materials (eg. ingredients for cooking videos, etc.)
- Rental costs for locations
- Stylists
- Protagonists (actors, blogger, ...)
- etc.

* Cost estimate according to approx. level of input required

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 &
 wise.life
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invest goods / industrial supplies	Drinks	communication / office / edv	cosmetics / personal care
Media	Energy	culture	leisure / sport
Other Economysectors	Food	pharmacy and home remedies	textiles / clothing
personal needs	food trade	traffic / transport	tourism / gastronomy
Service	House & Garden		Trade & Shipping
	institutions		
	motor vehicles & accessories		
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