

› **Price list 2017**

valid from January 2017

vgn.at

**News**

**woman**

**GUSTO**

*Lust aufs* **LEBEN**

**trend.**

**profil**

**tv** & **media**

**e**media

**auto**  
revue

**golf**revue

**yacht**  
revue

**VGN** REISEN

**SPIEGEL** ONLINE

**GJ** e|MS  
RELEVANCE MAKES THE DIFFERENCE

## VGN Digital proves strength on the market

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**20 M**

visits per month\*

**94.5 M**

page impressions per month\*

**3.2 M**

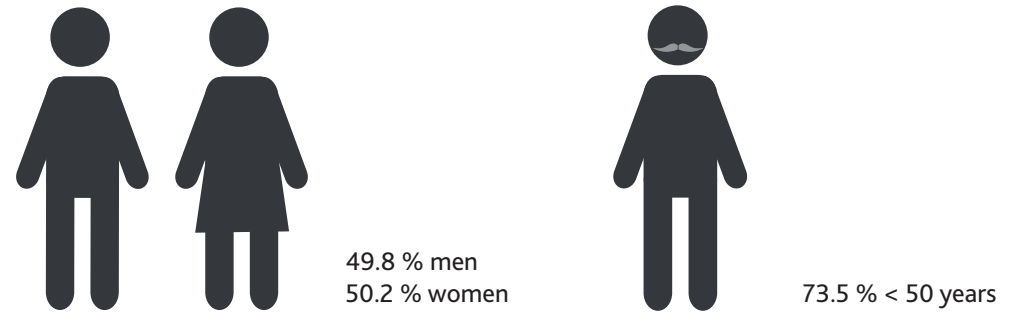
unique clients per month\*

**21.7 %**

reach of all Austrian internet users\*\*

## VGN Digital network users

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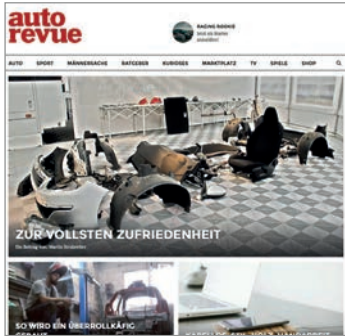


\* Source: ÖWA Basic QS 10-12 2016 + sitestatistics

\*\* Source: ÖWA Plus 2016-III

Source: ÖWA Plus 2016-III

# Mediadata of the top websites



## autorevue.at

1,105,187 visits  
1,845,484 page impressions  
680,862 unique clients

81.2 % men  
18.8 % woman  
75.1 % < 50 years  
59.9 % ABC1 class



## news.at

2,429,598 visits  
35,816,194 page impressions  
870,672 unique clients

47.7 % men  
52.3 % woman  
72.2 % < 50 years  
58.2 % ABC1 class



## profil.at

550,483 visits  
1,419,355 page impressions  
337,720 unique clients

56.6 % men  
43.4 % woman  
72.4 % < 50 years  
60.2 % ABC1 class



## trend.at\*

272,714 visits  
423,427 page impressions  
184,584 unique clients

58.2 % men  
41.8 % woman  
73.4 % < 50 years  
60.6 % ABC1 class



## tv-media.at\*\*

1,141,896 visits  
10,166,952 page impressions  
298,228 unique clients

47.9 % men  
52.1 % woman  
78.8 % < 50 years  
58.4 % ABC1 class



## WOMAN.at

2,203,825 visits  
5,231,212 page impressions  
1,035,818 unique clients

31.6 % men  
68.4 % woman  
79.9 % < 50 years  
56.2 % ABC1 class

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

# 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

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

# Mehr Power mit mobiler Werbung – Mobile Werbeformen



## tv-media Smartphone App\*:

- 1,505,972 Visits
- 6,866,746 Pls
- 114,581 UCs

## tv-media Tablet App\*:

- 229,212 Visits
- 1,165,315 Pls
- 23,934 UCs

Quelle: ÖWA Mobile Messung QS 10-12 2016 + Google Analytics



**MMA Banner**  
(300 x 50 px, 40 kB)

CPM 30,-



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

CPM 50,-



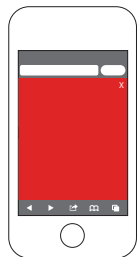
**Slideshow Ad**  
(300 x 250 px,  
max. 40 kB pro Slide)

CPM 60,-



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

CPM 50,-



**Interstitial or  
Splash Ad**  
(320 x 416 px, 40 kB)

CPM 60,-



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

CPM 60,-



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

CPM 60,-

\*Source: ÖWA Mobile statistics QS 10-12 2016 + Google Analytics

# VGN Digital Video production

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## 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)

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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

# We invite you to explore our clusters!

Men	Women	Entertainment	Lifestyle	Business	Health	Indulgence	Travel	Sport

New:  
 fotocommunity.de  
 &  
 wise.life  
 Visit us on vgn.at



# Contact

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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

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