

## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Weekly, Saturday  
from 7. April: Weekly, Friday

**ÖAK 2nd half of 2016**  
**Print run:** 128,358  
**Distributed circulation:**  
142,443  
**Paid circulation:** 116,105  
**Subscribers:** 65,821

**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](mailto:anzeigenproduktion@news.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

For further information for your media planning please visit our website at: [www.vgn.at/news](http://www.vgn.at/news)

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