

# VGN RATE CARD 2017

Valid from 01. 01. 2017



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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Weekly, Friday

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

**MA 2016:**  
**Readers:** 375,000  
**Total reach:** 5.1 %  
**Core target group:** 25 years  
plus, ABC1 demographic  
**Reach within target group:**  
71 %

### 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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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Weekly, Monday

**ÖAK 2nd half of 2016**

**Print run:** 71,100

**Distributed circulation:**  
75,114

**Paid circulation:** 68,383

**Subscribers:** 46,214

**MA 2016:**

**Readers:** 329,000

**Total reach:** 4.5%

**Core target group:** AB  
demographic

**Reach within target group:**  
6.7%

### 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 / "profil"	€ 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](mailto:anzeigenproduktion@profil.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/profil](http://www.vgn.at/profil)

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Fortnightly, Thursday

**ÖAK 2nd half of 2016**

**Print run:** 164,705

**Distributed circulation:**  
159,989

**Paid circulation:** 131,919

**Subscribers:** 66,650

**MA 2016:**

**Readers:** 393,000

**Total reach:** 5.3%

**Core target group:** Women

20-49, ABC1 demographic

**Reach within target group:**  
13.7%

### 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	€ 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](mailto:anzeigenproduktion@woman.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/woman](http://www.vgn.at/woman)

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Weekly, Wednesday

**ÖAK 2nd half of 2016**

**Print run:** 199,308

**Distributed circulation:**  
196,407

**Paid circulation:** 181,852

**Subscribers:** 113,980

**MA 2016:**

**Readers:** 777,000

**Total reach:** 10.6%

**Core target group:** 25 plus years, ABC1 demographic

**Reach within target group:**  
11.8%

### 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](mailto:anzeigenproduktion@tv-media.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/tv-media](http://www.vgn.at/tv-media)

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Monthly, Friday

**ÖAK 2nd half of 2016**

**Print run:** 42,883

**Distributed circulation:**  
51,664

**Paid circulation:** 40,087

**Subscribers:** 27,102

**MA 20616:**

**Readers:** 194,000

**Total reach:** 2.6%

**Core target group:** Men,  
25 plus years, AB demo-  
graphic

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

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[www.vgn.at/e-media](http://www.vgn.at/e-media)

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Weekly, Friday

**ÖAK 2nd half of 2016**

**Print run:** 54,082

**Distributed circulation:**  
55,570

**Paid circulation:** 46,619

**Subscribers:** 31,484

**MA 2015/16:**

**Readers:** 109,000

**Total reach:** 1.5%

**Core target group:** AB  
demographic

**Reach within target group:**  
2.4%

### 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 <sup>1</sup> 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.

<sup>1</sup> 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 <sup>1</sup>
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](mailto:anzeigenproduktion@trend.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/trend](http://www.vgn.at/trend)

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
11x/year, Thursday

**ÖAK 2nd half of 2016**

**Print run:** 37,517

**Distributed circulation:**  
38,387

**Paid circulation:** 26,854

**Subscribers:** 16,292

**MA 2016:**

**Readers:** 109,000

**Total reach:** 1.5%

**Core target group:** Women  
30 years plus, ABC1 demo-  
graphic

**Reach within target group:**  
2.3%

### 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	€ 16,260.-
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](mailto:anzeigenproduktion@vgn.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/lustaufleben](http://www.vgn.at/lustaufleben)

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Monthly, Thursday

**ÖAK 1st half of 2016**  
**Print run:** 60,267  
**Distributed circulation:**  
65,815  
**Paid circulation:** 42,359  
**Subscribers:** 21,070

**MA 2016:**  
**Readers:** 561,000  
**Total reach:** 7.6%  
**Core target group:** Women,  
30 years plus  
**Reach within target group:**  
12.9%

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

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Monthly, Friday

**ÖAK 2nd half of 2016**

**Print run:** 58,533

**Distributed circulation:**  
61,354

**Paid circulation:** 50,334

**Subscribers:** 26,823

**MA 2016:**

**Readers:** 333,000

**Total reach:** 4.5%

**Core target group:** Men, 20-49 years, ABC1 demographic

**Reach within target group:**  
8.6%

### 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	€ 23,540.-
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](mailto:anzeigenproduktion@autorevue.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/autorevue](http://www.vgn.at/autorevue)

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](http://www.vgn.at/agb)

## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
8x/year, Monday

**Publisher's statement:**  
**Print run:** 37,000  
**Paid circulation:** 32,000  
**Subscribers:** 17,000

**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](mailto:anzeigenproduktion@golfrevue.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/golfrevue](http://www.vgn.at/golfrevue)

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## Ad Rates & Discounts



### > Facts & Figures

**Frequency of publication:**  
Monthly, Friday

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

### 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	€ 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](mailto:anzeigenproduktion@yachtrevue.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/yachtrevue](http://www.vgn.at/yachtrevue)

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](http://www.vgn.at/agb)

## 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](mailto:anzeigenproduktion@buehne.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/buehne](http://www.vgn.at/buehne)

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# Ad-Specials: Ad Rates & Discounts

## › Inserts

**Minimum format:** 105 x 148 mm  
**Maximum format:** 198 x 272 mm

**Minimum volume:**  
 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 <sup>1</sup>		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

<sup>1</sup> special price at selected dates

## › Bound inserts

**Bound insert (stapled) minimum format:** 110 x 110 mm  
**Bound insert (perfect bound) minimum format:** 117 x 148 mm  
**Bound insert maximum format:** 210 x 280 mm  
**Maximum format Autorevue\*:** 220 x 290 mm

**Minimum volume:**  
 profil: 40.000  
 NEWS, WOMAN: 100.000  
 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 <sup>1</sup> *		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.

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](http://www.vgn.at/agb)

## 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,-

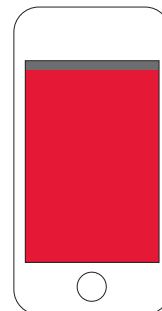
RON = Run Over Network (Frequency Cap: 3 per day or more)  
\*on selected portals; \*\*excl. creation costs

### > 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,-



### Contact:

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

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

\*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

### > 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 hexadecim code)  
Controlled TKP € 69,-

in combination with



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



**Fishtank**  
(960 x 900 px, plus hexadecim 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,-



### Contact:

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

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](http://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  
**Phone:** +43/1/213 12-0  
**Fax** (Administration): ext. 6605  
**Fax** (Advertisements): ext. 6006

### › International Sales:

Taborstraße 1–3, 1020 Vienna  
**Phone:** +43/1/213 12 ext. 6231  
**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  
**Tel.:** +43 1 213 12 ext. 6304  
 strohriegel.evelyn@vgn.at

### › Representing Partners

#### Germany

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 Am Baumwall 11, 20459 Hamburg  
 Claudia Scheil  
 0049 40 37 03 29 44  
 scheil.claudia@guj.de

#### France

Adnative France  
 26, Avenue Victor Hugo  
 F-75116 Paris  
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 0033 1 45 00 33 60  
 florence.demoussac@adnative.net

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 Woluwe)  
 Sylvie Hertveldt  
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 sylvie.hertveldt@publicitas.com

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