

## 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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