

Ad Rates & Discounts



> Facts & Figures

Frequency of publication:
Weekly, Friday

ÖAK 1st half of 2017:
Print run: 118,812
Distributed circulation: 122,385
Paid circulation: 113,779
thereof 21,116 E-paper
Subscribers: 65,484
thereof 12,193 E-paper

MA 2016/17:
Readers: 325,000
Total reach: 4.4 %
Core target group: 25 years plus, ABC1 demographic
Reach within target group: 5.7 %

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	€ 24,580.-
1/1 page:	185 x 250	210 x 280	€ 12,290.-
3/4 page vertical:	138 x 250	150 x 280	€ 10,690.-
3/4 page horizontal:	185 x 185	210 x 200	€ 10,690.-
2/3 page vertical:	121 x 250	135 x 280	€ 9,890.-
2/3 page horizontal:	185 x 167	210 x 182	€ 9,890.-
1/2 page vertical:	90 x 250	104 x 280	€ 8,590.-
1/2 page horizontal:	185 x 125	210 x 140	€ 8,590.-
1/3 page vertical:	60 x 250	74 x 280	€ 6,090.-
1/3 page horizontal:	185 x 80	210 x 90	€ 6,090.-
1/4 page vertical:	43 x 250	58 x 280	€ 4,990.-
1/4 page horizontal:	185 x 60	210 x 70	€ 4,990.-
1/4 box*:	90 x 125	-	€ 4,990.-

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	€ 14,590.-
Cover page 3	+ 15 %
Cover page 4	€ 15,490.-
Cover page 2 and page 3	€ 27,990.-

> 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 and at www.vgn.at/produktionsinfos

For further information for your media planning please visit our website at: www.vgn.at/news

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