VGN DIGITAL

Price list 2018

valid from January 2018

vgn.at

News woman GUSTO Lust aufs LEBEN trend. profil tvmedia

emedia auto revue golfrevue yacht revue VGN REISEN SPIEGEL ONLINE G+J e|MS
RELEVANCE MAKES THE DIFFERENCE

VGN Digital proves strength on the market

20.7 M visits per month*

98.3 M page impressions per month*

3.7 M unique clients per month*

22.3 % reach of all Austrian internet users**

* Source: ÖWA Basic QS 10-12 2017 plus sitestatistics
** Source: ÖWA Plus 2017-III

VGN Digital network users

43.1 % men
56.9 % women

71 % < 50 years

57.6 % ABC 1 class

Source: ÖWA Plus 2017-III

Mediadata of the top websites

	auto revue	News	profil	trend.	tvmedia*	woman	GUSTO
visits	760,404	1,897,770	600,224	284,313	2,137,404	1,815,385	291,038
page impressions	1,382,610	32,736,501	1,281,831	403,575	15,484,701	4,548,964	552,080
unique clients	515,536	746,588	388,136	215,734	387,042	1,009,900	201,987
men	81.2 %	45.9 %	53.2 %	55.8 %	47 %	27.3 %	22.6 %
woman	18.8 %	54.1 %	46.8 %	44.2 %	53 %	72.7 %	77.4 %
< 50 years	72.7 %	71.6 %	71.4 %	72.0 %	82,7 %	77.3 %	77.3 %
ABC1 class	59.5 %	59.6 %	59.9 %	60.4 %	57.6 %	58.8 %	58.8 %

* incl. TV MEDIA App

Source: ÖWA Basic QS 10-12 2017 & ÖWA Plus 2017-III

Display advertising

UAP (Universal Ad Package)
(Medium Rectangle, Super Banner and Skyscraper)
and **Mobile Content Ad****

RON	CPM 18.-
Controlled	CPM 24.-

Sitebar / Halfpage AD and Understitial**
(scalable 1 : 2 / 300 x 600 px)

RON	CPM 39.-
Controlled	CPM 51.-

Billboard*
(960 x 250 px)

RON	CPM 39.-
Controlled	CPM 51.-

Medium Rectangle/ Advertorial Teaser and Mobile Content Ad**
(image + symbols: 300 x 140 px; jpg + ca. 200 symbols incl. spaces OR 300 x 250 px)

RON	CPM 25.-
Controlled	CPM 33.-

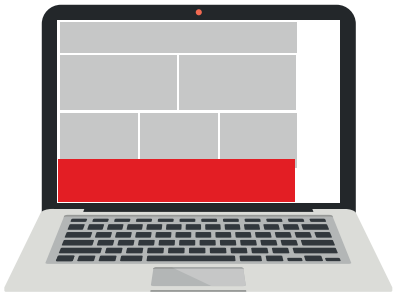
T-Ad (Billboard + Sitebar)*
(Billboard 960 x 250 px)
(Sitebar scalable 1:2)

Controlled	CPM 69.-

affects mobile, display + special advertising

RON = Run Over Network (Frequency Cap: 3 per day or more)
*on selected portals; excl. creation costs
**VGN Digital reserves the right to play advertisements of the same type of device independently in order to achieve the booked AI's.

Special advertising formats



Fishtank*
(960 x 900 px, plus hex-color)

Controlled CPM 69.–

Videowall*
(Video behind content, max. 3 MB fullscreen)

Controlled CPM 99.–

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.–

Advertorial
620 x 382 px, jpg oder gif +
ca. 2.600 symbols incl. spaces)
Optional features +
text creation at request

construction costs 690.–

+ 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

VGN Digital additional Products

Basic Package
Reportage, Portrait, Making of, Tutorial (Length: max. 3 minutes briefing and editorial concept Incl. Interview Guide)

Basic price hence 2.500,–

Social Media Posting
(incl. text creation and correction loop)

Price on request

Content Hub
Overview page on selected Portal, links to the customer website, illustration of editorial articles, pool content stories, social media

Price on request

Contest
(Landingpage, Teaser, Newsletter, Social Media Post)

Price on request

* Cost estimate according to approx. level of input required

More Power with mobile Advertising

MMA Banner
(300 x 50 px, 40 kB)

CPM 30.–

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

CPM 33.–

Understitial Ad
(mp4 Video 320 x 180 px
visible image 320 x 50 px)

CPM 51.–

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

CPM 51.–

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

CPM 60.–

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

CPM 60.–

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

CPM 60.–

tv-media Smartphone App*:
- 1.447.750 Visits
- 5.940.003 Page Impressions
- 114.291 Unique Clients

tv-media Tablet App*:
- 229.212 Visits
- 1.165.315 Page Impressions
- 23.934 Unique Clients

Quelle: ÖWA Mobile statistics QS 10-12 2017

*bookable on selected portals.

Resize Ad
(320 x 250 px, 40 kB/ Close
Button 50 x 50 px right corner)

CPM 60.–

Inline Video Ad
(mp4 Video 320 x 180 px)

CPM 60.–

Download Push Ad
(320 x 50 px/ 320 x 150 px/
320 x 250 px; max. 40 kB)

CPMP 60.–

Fullscreen Video Ad
(mp4 Video 320 x 180 px)

CPM 60.–

Trailer Ad
(320 x 50 px mp4 Video
320 x 180 px)

CPM 60.–

Content Video Ad
(mp4 Video 320 x 180 px Bild
above the Video 320 x 70 px)

CPM 60.–

We invite you to explore our clusters!

Men	Women	Entertainment	Lifestyle	Business	Health	Indulgence	Travel	Sport
auto revue	Lust aufs LEBEN	auto revue	auto revue	golf revue	GUSTO	GUSTO	golf revue	auto revue
e media	News	e media	golf revue	News	Lust aufs LEBEN	Lust aufs LEBEN	GUSTO	golf revue
golf revue	tv media	News	Lust aufs LEBEN	profil	News	News	Lust aufs LEBEN	Lust aufs LEBEN
News	woman	tv media	News	trend.	woman	profil	News	News
profil	Brigitte	art	tv media	yacht revue	CHEFKOCH.DE	art	woman	yacht revue
yacht revue	Brigitte woman	fotocommunity	woman	art	SPIEGEL ONLINE	CHEFKOCH.DE	yacht revue	11FREUNDE
11FREUNDE	DOGS	NEON	yacht revue	boerse.de	stern.de	essen & trinken	fotocommunity	comunio
comunio	Gala	PONS	art	Capital		fotocommunity	GEO	fotocommunity
fotocommunity	GRAZIA	PRINZ	Brigitte	PONS		LIVING AT HOME	NATIONAL GEOGRAPHIC DEUTSCHLAND	SPIEGEL ONLINE
SPIEGEL ONLINE	mamiwpb	SPIEGEL ONLINE	comunio	SPIEGEL ONLINE			PONS	stern.de
stern.de	SPIEGEL ONLINE	stern.de	DOGS	stern.de			SPIEGEL ONLINE	
wise.life	wise.life	VIEW FOTOCOMMUNITY	fotocommunity				stern.de	
			Gala				wise.life	
			GRAZIA					
			LIVING AT HOME					
			SCHÖNER WOHNEN					
			stern.de					
			VIEW FOTOCOMMUNITY					
			wise.life					

*on certain websites

Contact

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Finance	construction industry	audio / video / photo / optics	cleaning
invest goods / industrial supplies	Drinks	communication / office / edv	cosmetics / personal care
Media	Energy	culture	leisure / sport
Other Economysectors	Food	pharmacy and home remedies	textiles / clothing
personal needs	food trade	traffic / transport	tourism / gastronomy
Service	House & Garden		Trade & Shipping
	institutions		
	motor vehicles & accessories		

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