

> Price list 2018

valid from January 2018

vgn.at

News

woman

GUSTO

Lust aufs LEBEN

trend.

profil

tv media

e media

auto revue

golf revue

yacht revue

VGN REISEN

SPIEGEL ONLINE

GT e|MS  
RELEVANCE MAKES THE DIFFERENCE

## VGN Digital proves strength on the market

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**20.7 M**

visits per month\*

**98.3 M**

page impressions per month\*

**3.7 M**

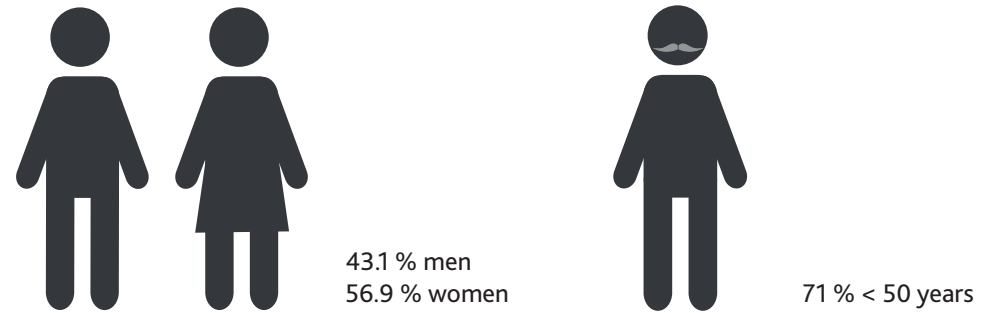
unique clients per month\*

**22.3 %**

reach of all Austrian internet users\*\*

## VGN Digital network users

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

\*\* Source: ÖWA Plus 2017-III

Source: ÖWA Plus 2017-III

## Mediadata of the top websites

	<b>auto revue</b>	<b>News</b>	<b>profil</b>	<b>trend.</b>	<b>tvmedia*</b>	<b>woman</b>	<b>GUSTO</b>
<b>visits</b>	948,080	2,131,863	1,017,361	425,239	2,724,290	2,203,663	481,202
<b>page impressions</b>	1,549,791	35,259,950	2,161,651	596,779	19,370,854	5,141,042	927,579
<b>unique clients</b>	570,724	875,114	636,088	308,358	553,170	1,242,811	285,242
<b>men</b>	70.4 %	44.6 %	52.5 %	55.1 %	43.5 %	22.5 %	19.6 %
<b>woman</b>	29.6 %	55.4 %	47.5 %	44.9 %	56.5 %	77.5 %	80.4 %
<b>&lt; 50 years</b>	73.3 %	68.6 %	71.5 %	67.9 %	78,4 %	77.7 %	63.4 %
<b>ABC1 class</b>	58.7 %	58.8 %	59.6 %	59.8 %	56.8 %	56 %	54.5 %

\* incl. TV MEDIA App

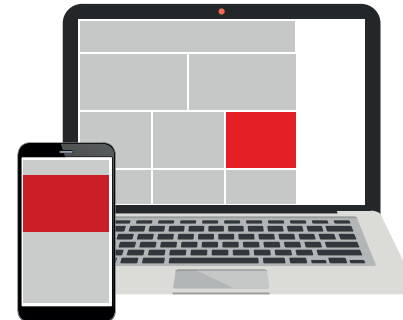
Source: ÖWA Basic QS 10-12 2017 & ÖWA Plus 2017-III

# Display advertising



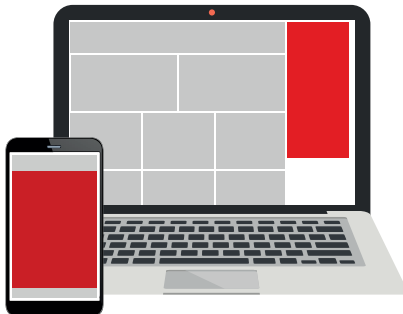
**UAP (Universal Ad Package)**  
(Medium Rectangle, Super Banner and Skyscraper) and **Mobile Content Ad\*\***

RON	CPM 18.-
Controlled	CPM 24.-



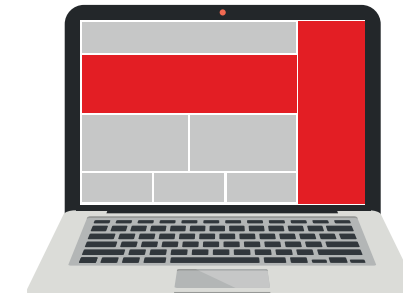
**Medium Rectangle/ Advertorial Teaser and Mobile Content Ad\*\***  
(image + symbols: 300 x 140 px; jpg + ca. 200 symbols incl. spaces OR 300 x 250 px)

RON	CPM 25.-
Controlled	CPM 33.-



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

RON	CPM 39.-
Controlled	CPM 51.-



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

Controlled	CPM 69.-
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**Billboard\***  
(960 x 250 px)

RON	CPM 39.-
Controlled	CPM 51.-

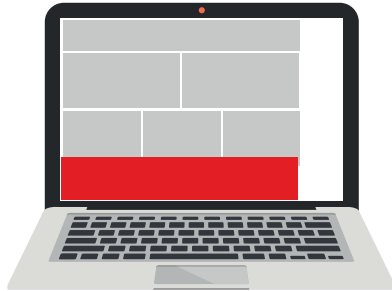
affects mobile, display + special advertising

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.–



**Fireplace\***  
(960 x 100 px, 160 x 600 px, plus hex-color)

Controlled CPM 69.–

**In combination with:**



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

Controlled CPM 99.–

**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.–

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

**+ Ad specials**

- Content related advertising
- Userinteraction
- Producttests
- and much more

# VGN Digital additional Products

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## Video production

Reportage, Portrait, Making of, Tutorial (Length: max. 3 min./ 3x 1min. briefing and editorial concept incl. Interview Guide)

Video hence 2.500,-



## Social Media Posting

(incl. text creation and correction loop)

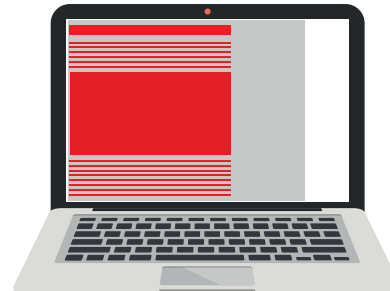
Price on request



## 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

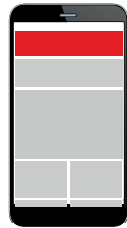
(Landingpage, Teaser, Newsletter, Social Media Post)

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.–



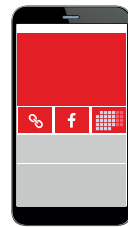
**Interstitial bzw.  
Splash Ad**  
(320 x 416 px, 40 kB)

CPM 51.–



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

CPM 60.–



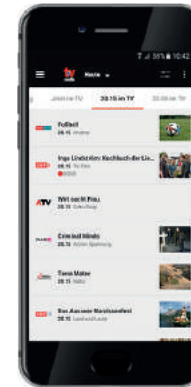
**Calendar Ad**  
(320 x 350 px or 320 x 480 px  
or 728 x 90 px)

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



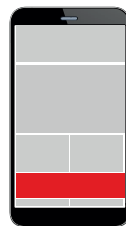
**Resize Ad**  
(320 x 250 px, 40 kB/ Close  
Button 50 x 50 px right corner)

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.–

Quelle: ÖWA Mobile statistics QS 10-12 2017

\*bookable on selected portals.



**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
	Lust aufs <b>LEBEN</b>				<b>GUSTO</b>	<b>GUSTO</b>		
	<b>News</b>			<b>News</b>	Lust aufs <b>LEBEN</b>	Lust aufs <b>LEBEN</b>	<b>GUSTO</b>	
	<b>tv media</b>	<b>News</b>	Lust aufs <b>LEBEN</b>		<b>News</b>	<b>News</b>	Lust aufs <b>LEBEN</b>	Lust aufs <b>LEBEN</b>
<b>News</b>	<b>woman</b>	<b>tv media</b>	<b>News</b>		<b>woman</b>		<b>News</b>	<b>News</b>
	<b>Brigitte</b>	<b>art</b>	<b>tv media</b>			<b>art</b>	<b>woman</b>	
	Brigitte woman		<b>woman</b>	<b>art</b>	SPIEGEL ONLINE			
	<b>DOGS</b>							comunio
comunio	<b>Gala</b>		<b>art</b>	<b>Capital</b>			<b>GEO</b>	
	<b>GRAZIA</b>	<b>PRINZ</b>	<b>Brigitte</b>			<b>LIVING AT HOME</b>		SPIEGEL ONLINE
SPIEGEL ONLINE	<b>momiwob</b>	SPIEGEL ONLINE	comunio	SPIEGEL ONLINE				
	SPIEGEL ONLINE		<b>DOGS</b>				SPIEGEL ONLINE	
wise.life	wise.life							
			<b>Gala</b>				wise.life	
			<b>GRAZIA</b>					
			<b>LIVING AT HOME</b>					
			<b>SCHÖNER WOHNEN</b>					
			wise.life					

\*on certain websites



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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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