

Media Data and Ad Rates 2012 ■

Magazines that move!

NEWS LEBEN **profil** **woman** **FIRST** **tvmedia** **e-media**

xpress **trend** **FORMAT** **GUSTO** **auto
revue** **golf
revue** **yacht
revue** **BÜHNE**

verlagsgruppe.news

15 MAGAZINE FÜR ÖSTERREICH

General Information

Management:

Axel Bogocz (President)
Ekkehard Veser (CFO/COO)

Helmut Hanusch (Chief Representative)

International Ad Department:

Taborstraße 1–3, 1020 Wien
Austria

Phone: +43/1/213 12 Ext. 6231
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■ News and Health Magazines



PAGE 6

NEWS

AUSTRIA'S MOST SUCCESSFUL
NEWS MAGAZINE

Readers: **666,000**¹
Coverage: **9.3 %**¹
Copies printed: **206,996**²
Target group: **Social class ABC1,**
20–59 years
Publishing interval:
Weekly, every Thursday



PAGE 7

NEWS LEBEN

AUSTRIA'S BEST HEALTH MAGAZINE

Readers: **130,000**¹
Coverage: **1.8 %**¹
Copies printed: **61,840**²
Target group: **25–59 years,**
female, health conscious
Publishing interval:
Friday, 10 times a year

■ Entertainment Magazines



PAGE 9

TV-MEDIA

AUSTRIA'S BEST TV MAGAZINE

Readers: **883,000**¹
Coverage: **12.4 %**¹
Copies printed: **241,947**²
Target group: **Social class ABC1,**
14–49 years
Publishing interval:
Weekly, every Wednesday



PAGE 10

E-MEDIA

AUSTRIA'S MULTIMEDIA MAGAZINE

Readers: **251,000**¹
Coverage: **3.5 %**¹
Copies printed: **58,269**²
Target group: **Social class ABC1,**
14–39 years, male
Publishing interval:
Bi-weekly, Friday

¹ MA 2011

² ÖAK 2011 Jul to Dec

³ Data supplied by publisher

⁴ ÖVA 2009

⁵ CAWI-PRINT 2011

■ Women's and Lifestyle Magazines



PAGE 8

profil
AUSTRIA'S INDEPENDENT
NEWS MAGAZINE

Readers: **423,000**¹
Coverage: **5.9 %**¹
Copies printed: **92,984**²
Target group: **Social class AB,**
20–59 years
Publishing interval:
Weekly, every Monday



PAGE 12

WOMAN
AUSTRIA'S TOP WOMEN'S MAGAZINE

Readers: **490,000**¹
Coverage: **6.9 %**¹
Copies printed: **216,312**²
Target group: **Social class ABC1,**
20–49 years, female
Publishing interval:
Bi-weekly, Friday



PAGE 13

FIRST
THE PREMIUM MAGAZINE

Readers: **78,000**⁴
Coverage: **1.1 %**⁴
Copies printed: **40,000**³
Target group: **Social class AB**
Publishing interval:
10 times a year

■ Business Magazines



PAGE 11

Xpress
AUSTRIA'S BEST YOUTH MAGAZINE

Readers: **103,000**⁵
Coverage 14–19 years: **11.4 %**⁵
Copies printed: **80,000**³
Target group: **14–19 years**
Publishing interval:
11 times a year



PAGE 14

trend
THE AUSTRIAN BUSINESS MAGAZINE

Readers: **235,000**¹
Coverage: **3.3 %**¹
Copies printed: **56,917**²
Target group: **30–59 years, Social class**
AB, male
Publishing interval:
Monthly, plus specials



PAGE 15

FORMAT
THE WEEKLY MAGAZINE
FOR THE BUSINESS ELITE

Readers: **163,000**¹
Coverage: **2.3 %**¹
Copies printed: **57,378**²
Target group: **25–59 years, Social class**
AB, male
Publishing interval:
Weekly, every Friday

General Information

Owners, Publishers, Production:

Verlagsgruppe NEWS Gesellschaft m. b. H.,
FN 183971x
1020 Wien, Taborstraße 1–3
Austria

Editors and Administration:

Taborstraße 1–3, 1020 Wien
Austria

Phone: +43/1/213 12-0
Fax (Editors): Ext. 6699
Fax (Administration): Ext. 6605
Fax (Advertisements): Ext. 6006

Bank Details:

Raiffeisenlandesbank NÖ-Wien
Bank code 32.000, Account No. 61.010
IBAN: AT 913 000 000 000 61010
BIC: RLNWATWW

Ad Closing Date:

3 to 4 weeks prior to publication date
depending on the magazine

Printing Material Closing Date:

3 to 2 weeks prior to publication date,
depending on the magazine

Rates:

**All rates plus 5 % advertisement tax and
20 % VAT.**

■ Top-Interest Magazines



PAGE 16

Gusto

AUSTRIA'S GOURMET JOURNAL

Readers: **601,000¹**
Coverage: **8.4 %¹**
Copies printed: **66,917²**
Target group: **25–59 years, female**
Publishing interval: **Monthly**



PAGE 17

Autorevue

AUSTRIA'S MOTOR SPORTS MAGAZINE

Readers: **331,000¹**
Coverage: **4.6 %¹**
Copies printed: **63,083²**
Target group: **Social class ABC₁,
20–49 years, male**
Publishing interval: **Monthly,
plus specials**

■ Online

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network

AUSTRIA'S TOP
ONLINE PLATFORM

Visits: 5,013,222
Unique Clients: 1,198,424
Page Impressions: 198,480,208

Coverage: 13.1 %*

Source: ÖWA Ø Jan - Jun 2011
*ÖWA Plus 2011-II

xpress trend **FORMAT** **GUSTO** **auto revue** **golf revue** **yacht revue** **BÜHNE** **NETWORK**



PAGE 18



PAGE 19



PAGE 20

Golfrevue

AUSTRIA'S GOLF MAGAZINE

Readers: **82,000**⁵
 Coverage: **1.4 %**⁵
 Copies printed: **37,000**³
 Target group: **Social class AB, 30–59 years**
 Publishing interval: **7 times/year, plus 2 special editions**

Yachtrevue

AUSTRIA'S WATER SPORTS MAGAZINE

Readers: **72,000**⁵
 Coverage: **1.2 %**⁵
 Copies printed: **26,300**³
 Target group: **Social class AB, 30–59 years**
 Publishing interval: **Monthly**

BÜHNE

AUSTRIA'S THEATRE AND CULTURE MAGAZINE

Readers: **109,000**⁵
 Coverage: **1.9 %**⁵
 Copies printed: **61,000**³
 Target group: **Female, Social class AB, 30–59 years**
 Publishing interval: **11 times/year**



PAGE 24-27

Specials

SELECTED SPECIALS AND LINE EXTENSIONS

¹ MA 2011

² ÖAK 2011 Jul to Dec

³ Data supplied by publisher

⁵ CAWI-Print 2011



Exclusive stories about politics, business, society, lifestyle, sports and the cultural scene – every Thursday.

MAGAZINE PARTS:
POLITICS, BUSINESS, CULTURE, LIFESTYLE, PEOPLE

■ Facts & Figures

Publishing interval:
Weekly, every Thursday

Extras:
Top 1000 Companies, Top 500 Companies, Beautiful Austria, Cooking Guide & Culinary Info, Vienna NEWS, Xmas Special.
Line Extensions: NEWS Exklusiv

ÖAK 2011 Jul-Dec:
Copies printed: 206,996

MA 2011:
Readers: 666,000
Coverage: 9.3 %
Target group: Social class ABC1, 20–59 years
Coverage within target group: 11.4 %

■ Rates

1/1 page € 15,890.–
Type area 185 x 250 / bleed 210 x 280

2/1 page € 31,780.–
Type area 396 x 250 / bleed 420 x 280

1/2 page € 11,050.–
Vertical type area 90 x 250 / bleed 104 x 280
Horizontal type area 185 x 125 / bleed 210 x 140

1/3 page € 7,880.–
Vertical type area 60 x 250 / bleed 74 x 280
Horizontal type area 185 x 80 / bleed 210 x 90

All measures in mm, width x height

For more details on rates and formats, please visit our web site at www.newsmedia.at/news

■ Packages

Classic packages:
6-month packages:
Valid from 1 Jan 2012 to 31 Jul 2012 or from 1 Jul 2012 to 31 Jan 2013
5+2-package = **28.5 %** discount
8+4-package = **33.3 %** discount
5+5-double-page-package = **50 %** discount

Annual packages:
Valid from 1 Jan 2012 to 31 Jan 2013
10+4-package = **28.5 %** discount
16+8-package = **33.3 %** discount

Frequency-based discounts:
Six months: valid from 1 Jan 2012 to 31 Jul 2012 or from 1 July 2012 to 31 Jan 2013
From 3 insertions **7 %**
From 4 insertions **12 %**
From 5 insertions **15 %**
From 6 insertions **20 %**
From 7 insertions **25 %**

1 year: valid from 1 Jan 2012 to 31 Jan 2013
From 3 insertions **3 %**
From 4 insertions **5 %**
From 6 insertions **8 %**
From 8 insertions **13 %**
From 10 insertions **16 %**
From 11 insertions **18 %**
From 12 insertions **20 %**
From 13 insertions **22 %**
From 14 insertions **25 %**



Because health can be fun:
Everything to feel good
and stay healthy.

MAGAZINE PARTS:

ADVICE OF LIFE, LUST OF LIFE,
JOY OF LIFE, DESTINATIONS IN LIFE

■ Facts & Figures

Publishing interval:

10 times a year, Friday

ÖAK 2011 Jul to Dec:

Copies printed: 61,840

MA 2011:

Readers: 130,000

Coverage: 1.8 %

Target group: 25–59 years, female,
health conscious

Coverage within target group: 3.3 %

■ Rates

1/1 page € 9,690.–

Type area 185 x 250 / bleed 210 x 280

2/1 page € 19,380.–

Type area 396 x 250 / bleed 420 x 280

1/2 page € 6,275.–

Vertical type area 90 x 250 / bleed 104 x 280

Horizontal type area 185 x 125 / bleed 210 x 140

1/3 page € 4,820.–

Vertical type area 60 x 250 / bleed 74 x 280

Horizontal type area 185 x 80 / bleed 210 x 90

All measures in mm, width x height

For more details on rates and formats,
please visit our web site at

www.newsmedia.at/newsleben

■ Packages

Classic packages:

6-month package:

Valid from 1 Jan 2012 to 31 July 2012 or
from 1 July 2012 to 31 Jan 2013

3+1-package = 25 % discount

Annual packages:

Valid from 1 Jan 2012 to 31 Jan 2013

5+2-package = 28.5 % discount

7+3-package = 30 % discount

Frequency-based discounts:

Six months: valid from 1 Jan 2012 to 31 Jul
2012 or from 1 Jul 2012 to 31 Jan 2013

From 3 insertions 7 %

From 4 insertions 12 %

From 5 insertions 15 %

From 6 insertions 20 %

1 year: valid from 1 Jan 2012 to 31 Jan 2013

From 3 insertions 3 %

From 4 insertions 5 %

From 6 insertions 8 %

From 8 insertions 13 %

From 10 insertions 16 %



Austria's independent news magazine – informative, challenging, opinion-leading.

MAGAZINE PARTS:

DOMESTIC POLITICS & LOCAL NEWS, BUSINESS, INTERNATIONAL AFFAIRS, SOCIETY, SCIENCE, CULTURE

■ Facts & Figures

Publishing interval:

Weekly, every Monday

Extras:

Cars, Fashion, Money & Investment, Travel, Living & Design, Infrastructure, Small and Medium-Sized Companies, Mobile Business, Export, Research & Development, Lawyers, Energy and Environment, CSR, Sustainability

ÖAK 2011 Jul to Dec:

Copies printed: 92,984

MA 2011:

Readers: 423,000

Coverage: 5.9 %

Target group: Social class AB, 20–59 years

Coverage within target group: 10.1 %

■ Rates

1/1 page € 13,390.–

Type area 185 x 250 / bleed 210 x 280

2/1 page € 26,780.–

Type area 396 x 250 / bleed 420 x 280

1/2 page € 7,960.–

Vertical type area 90 x 250 / bleed 104 x 280

Horizontal type area 185 x 125 / bleed 210 x 140

1/3 page € 5,370.–

Vertical type area 60 x 250 / bleed 74 x 280

Horizontal type area 185 x 80 / bleed 210 x 90

All measures in mm, width x height

For more details on rates and formats, please visit our web site at www.newsmedia.at/profil

■ Packages

Classic packages:

6-month packages:

Valid from 1 Jan 2012 to 31 Jul 2012

or from 1 July 2012 to 31 Jan 2013

5+2-package = 28.5 % discount

8+4-package = 33.3 % discount

5+5-double-page-package = 50 % discount

Annual packages:

Valid from 1 Jan 2012 to 31 Jan 2013

10+4-package = 28.5 % discount

16+8-package = 33.3 % discount

Frequency-based discounts:

Six months: valid from 1 Jan 2012 to 31 Jul 2012 or from 1 July 2012 to 31 Jan 2013

From 3 insertions 7 %

From 4 insertions 12 %

From 5 insertions 15 %

From 6 insertions 20 %

From 7 insertions 25 %

1 year: valid from 1 Jan 2012 to 31 Jan 2013

From 3 insertions 3 %

From 4 insertions 5 %

From 6 insertions 8 %

From 8 insertions 13 %

From 10 insertions 16 %

From 11 insertions 18 %

From 12 insertions 20 %

From 13 insertions 22 %

From 14 insertions 25 %



Austria's best TV-Magazine
and more: cinema, techno-
logy, hollywood and media

MAGAZINE PARTS:
MEDIA, TV PROGRAMME, TECHNO,
CINEMA, HOLLYWOOD REPORT

■ Facts & Figures

Publishing interval:
Weekly, every Wednesday

Extras:
Plus (please refer to page 27)

ÖAK 2011 Jul to Dec:
Copies printed: 241,947

MA 2011:

Readers: 883,000

Coverage: 12.4 %

Target group: Social class ABC1,
14–49 years

Coverage within target group: 16.2 %

■ Rates

1/1 page € 15,700.–

Type area 185 x 250 / bleed 210 x 280

2/1 page € 31,400.–

Type area 396 x 250 / bleed 420 x 280

1/2 page € 10,950.–

Vertical type area 90 x 250 / bleed 104 x 280

Horizontal type area 185 x 125 / bleed 210 x 140

1/3 page € 7,760.–

Horizontal type area 185 x 80 / bleed 210 x 90

All measures in mm, width x height

For more details on rates and formats,
please visit our web site at
www.newsmedia.at/tvmedia

■ Packages

Classic packages:

6-month packages:

Valid from 1 Jan 2012 to 31 Jul 2012 or
from 1 Jul 2012 to 31 Jan 2013

5+2-package = **28.5 %** discount

8+4-package = **33.3 %** discount

5+5-double-page-package = **50 %** dis-
count

Annual packages:

Valid from 1 Jan 2012 to 31 Jan 2013

10+4-package = **28.5 %** discount

16+8-package = **33.3 %** discount

Frequency-based discounts:

Six months: valid from 1 Jan 2012 to 31
Jul 2012 or from 1 July 2012 to 31 Jan 2013

From 3 insertions **7 %**

From 4 insertions **12 %**

From 5 insertions **15 %**

From 6 insertions **20 %**

From 7 insertions **25 %**

1 year: valid from 1 Jan 2012 to 31 Jan 2013

From 3 insertions **3 %**

From 4 insertions **5 %**

From 6 insertions **8 %**

From 8 insertions **13 %**

From 10 insertions **16 %**

From 11 insertions **18 %**

From 12 insertions **20 %**

From 13 insertions **22 %**

From 14 insertions **25 %**



E-MEDIA –
The service magazine
featuring hardware tests,
advice and tips & tricks
for everyday technology.

MAGAZINE PARTS:
LATEST NEWS, INTERNET, COMPUTER,
MOBILE PHONES AND MORE, MUL-
TIMEDIA, SOFTWARE, GAME & FUN,
SERVICE

■ Facts & Figures

Publishing interval:

Bi-weekly, Friday

Extras:

Business (+45,000 copies printed),
App (Coverbooklet)

ÖAK 2011 Jul to Dec:

Copies printed: 58,269

MA 2011:

Readers: 251,000

Coverage: 3.5 %

Target group: Social class ABC₁,
14–39 years, male

Coverage within target group: 73 %

■ Rates

1/1 page € 11,390.–

Type area 185 x 250 / **bleed** 210 x 280

2/1 page € 22,780.–

Type area 396 x 250 / **bleed** 420 x 280

1/2 page € 7,990.–

Vertical type area 90 x 250 / **bleed** 104 x 280

Horizontal type area 185 x 125 / **bleed** 210 x 140

1/3 page € 5,735.–

Horizontal type area 185 x 80 / **bleed** 210 x 90

All measures in mm, width x height

For more details on rates and formats,
please visit our web site at
www.newsmedia.at/emedia

■ Packages

Classic packages:

6-month packages:

Valid from 1 Jan 2012 to 31 Jul 2012 or
from 1 Jul 2012 to 31 Jan 2013

3+1-package = **25 %** discount

5+2-package = **28.5 %** discount

8+4-package = **33.3 %** discount

5+5-double-page-package = **50 %** dis-
count

Annual packages:

Valid from 1 Jan 2012 to 31 Jan 2013

10+4-package = **28.5 %** discount

16+8-package = **33.3 %** discount

Frequency-based discounts:

Six months: valid from 1 Jan 2012 to 31
Jul 2012 or from 1 July 2012 to 31 Jan 2013

From 3 insertions **7 %**

From 4 insertions **12 %**

From 5 insertions **15 %**

From 6 insertions **20 %**

From 7 insertions **25 %**

1 year: valid from 1 Jan 2012 to 31 Jan 2013

From 3 insertions **3 %**

From 4 insertions **5 %**

From 6 insertions **8 %**

From 8 insertions **13 %**

From 10 insertions **16 %**

From 11 insertions **18 %**

From 12 insertions **20 %**

From 13 insertions **22 %**

From 14 insertions **25 %**



Xpress – Your music & stars magazine.

MAGAZINE PARTS:
STARS, MUSIC, LOVE, STYLE, REALITY,
ELECTRONIC, SCREEN, ACTIVE

■ Facts & Figures

Publishing interval:

11 times a year

Copies printed:

80,000¹

Target group:

14–19 years

CAWI-Print 2011:

Readers: 103,000

Coverage: in the target group
14–19 years: 11.4 %

¹Data supplied by publisher

■ Rates

1/1 page € 8,190.–

Type area 185 x 250 / bleed 210 x 280

2/1 page € 16,380.–

Type area 396 x 250 / bleed 420 x 280

1/2 page € 4,920.–

Vertical type area 90 x 250 / bleed 104 x 280

Horizontal type area 185 x 125 / bleed 210 x 140

1/3 page € 3,390.–

Vertical type area 60 x 250 / bleed 74 x 280

Horizontal type area 185 x 80 / bleed 210 x 90

All measures in mm, width x height

For more details on rates and formats,
please visit our web site at
www.newsmedia.at/xpress

■ Packages

Classic packages:

6-month package:

Valid from 1 Jan 2012 to 31 Jul 2012 or

from 1 Jul 2012 to 31 Jan 2013

3+1-package = **25 %** discount

Annual packages:

Valid from 1 Jan 2012 to 31 Jan 2013

4+1-package = **20 %** discount

7+3-package = **30 %** discount

9+5-package = **35.7 %** discount

Xpress double-page package:

Valid from 1 Jan 2012 to 31 Jan 2013

6+4-package = **40 %** discount

Frequency-based discounts:

Six months: valid from 1 Jan 2012 to 31

Jul 2012 or from 1 Jul 2012 to 31 Jan 2013

From 3 insertions **7 %**

From 4 insertions **12 %**

From 5 insertions **15 %**

From 6 insertions **20 %**

1 year: valid from 1 Jan 2012 to 31 Jan 2013

From 3 insertions **3 %**

From 4 insertions **5 %**

From 6 insertions **8 %**

From 8 insertions **13 %**

From 10 insertions **16 %**

From 11 insertions **18 %**



Exciting, multi-faceted, entertaining and highly service-oriented, Austria's largest women & lifestyle magazine is published every 2nd week.

MAGAZINE PARTS:
TRENDS, LATEST NEWS, CAREER, FASHION, BEAUTY, HEALTH, GOURMET, LOVE, HOME, TRAVEL, TECHNO, SPIRIT, CULTURE, SOCIETY

■ Facts & Figures

Publishing interval:

Bi-weekly, Friday

Extras:

Trend-WOMAN, WOMAN Shopping Guide, WOMAN Business, WOMAN Wellness, WOMAN Luxury, MANN, Green-WOMAN, WOMAN Living, WOMAN Purple Edition, WOMAN, White Edition, Cover-Booklets, Craft Project Book for Kids, Golfrevue Lady powered by WOMAN

ÖAK 2011 Jul to Dec:

Copies printed: 216,312

MA 2011:

Readers: 490,000

Coverage: 6.9 %

Target group: Social class ABC1, 20–49 years, female

Coverage within target group: 17.2 %

■ Rates

1/1 page € 15,100.–

Type area 185 x 250 / bleed 210 x 280

2/1 page € 30,200.–

Type area 396 x 250 / bleed 420 x 280

1/2 page € 10,570.–

Vertical type area 90 x 250 / bleed 104 x 280

Horizontal type area 185 x 125 / bleed 210 x 140

1/3 page € 7,550.–

Vertical type area 60 x 250 / bleed 74 x 280

Horizontal type area 185 x 80 / bleed 210 x 90

All measures in mm, width x height

For more details on rates and formats, please visit our web site at

www.newsmedia.at/woman

■ Packages

Classic packages:

6-month packages:

Valid from 1 Jan 2012 to 31 Jul 2012 or from 1 Jul 2012 to 31 Jan 2013

5+2-package = 28.5 % discount

8+4-package = 33.3 % discount

3+2-double-page-package =

40 % discount

Annual packages:

Valid from 1 Jan 2012 to 31 Jan 2013

10+4-package = 28.5 % discount

16+8-package = 33.3 % discount

6+4-double-page-package =

40 % discount

Frequency-based discounts:

Six months: valid from 1 Jan 2012 to 31 Jul 2012 or from 1 July 2012 to 31 Jan 2013

From 3 insertions 7 %

From 4 insertions 12 %

From 5 insertions 15 %

From 6 insertions 20 %

From 7 insertions 25 %

1 year: valid from 1 Jan 2012 to 31 Jan 2013

From 3 insertions 3 %

From 4 insertions 5 %

From 6 insertions 8 %

From 8 insertions 13 %

From 10 insertions 16 %

From 11 insertions 18 %

From 12 insertions 20 %

From 13 insertions 22 %

From 14 insertions 25 %



Luxury to read: Fascinating portraits & interviews, fashion must-haves and the latest beauty trends.

MAGAZINE PARTS:

FLASH, FACES, FASHION, FANCY, FABULOUS

■ Facts & Figures

Publishing interval:

10 times a year

Extras:

Cars & Motorbikes, Fashion & Trends, Watches & Jewelry, Garden, Interior & Entertainment, Wellness & Spa, Travel

Copies printed:

40,000¹

ÖVA 2009:

Readers: 78,000

Coverage: 1.1 %

Target group: Social class AB

¹Data supplied by publisher

■ Rates

1/1 page € 7,300.–

Type area 198 x 268 / bleed 230 x 300

2/1 page € 14,600.–

Type area 432 x 268 / bleed 460 x 300

1/2 page vertical € 5,110.–

Type area 95 x 268 / bleed 108 x 300

1/3 page vertical € 3,650.–

Type area 60 x 268 / bleed 74 x 300

All measures in mm, width x height

For more details on rates and formats, please visit our web site at

www.newsmedia.at/1st

■ Packages

Classic packages:

6-month package:

Valid from 1 Jan 2012 to 31 Jul 2012 or

from 1 Jul 2012 to 31 Jan 2013

3+1-package = 25 % discount

Annual packages:

Valid from 1 Jan 2012 to 31 Jan 2013

4+1-package = 20 % discount

7+3-package = 30 % discount

9+5-package = 35.7 % discount

FIRST double-page package:

Valid from 1 Jan 2012 to 31 Jan 2013

6+4-package = 40 % discount

Frequency-based discounts:

Six months: valid from 1 Jan 2012 to 31 Jul 2012 or from 1 Jul 2012 to 31 Jan 2013

From 3 insertions 7 %

1 year: valid from 1 Jan 2012 to 31 Jan 2013

From 3 insertions 3 %

From 4 insertions 5 %



High quality business journal: Facts. Analyses. Conclusions.

MAGAZINE PARTS:
COVERSTORY, BUSINESS, CAREER,
MONEY, REAL ESTATE, EITREND,
SAVOIR-VIVRE

■ Facts & Figures

Publishing interval:

Monthly, plus specials

Extras:

Cars 2012, Top 500 & Top 1000,
trendINVEST, Real Estate
Small and Medium-Sized Companies,
Carreer, Business Location Austria,
Chrono Award

ÖAK 2011 Jul to Dec:

Copies printed: 56,917

MA 2011:

Readers: 235,000

Coverage: 3.3 %

Target group: Male, 30–59 years, social
class AB

Coverage within target group: 7.6 %

■ Rates

trend & trend Invest:

1/1 page € 12,290.–
Type area 185 x 250 / bleed 210 x 280

2/1 page € 24,580.–
Type area 396 x 250 / bleed 420 x 280

1/2 page € 7,750.–
Vertical type area 90 x 250 / bleed 104 x 280
Horizontal type area 185 x 125 / bleed 210 x 140

1/3 page € 5,410.–
Vertical type area 60 x 250 / bleed 74 x 280
Horizontal type area 185 x 80 / bleed 210 x 90

All measures in mm, width x height

For more details on rates and formats,
please visit our web site at
www.newsmedia.at/trend

■ Packages

Classic packages:

6-month package:

Valid from 1 Jan 2012 to 31 Jul 2012 or
from 1 Jul 2012 to 31 Jan 2013
3+1-package = 25 % discount

Annual packages:

Valid from 1 Jan 2012 to 31 Jan 2013
4+1-package = 20 % discount
5+2-package = 28.5 % discount
8+4-package = 33.3 % discount

Frequency-based discounts:

Six months: valid from 1 Jan 2012 to 31
Jul 2012 or from 1 Jul 2012 to 31 Jan 2013
From 3 insertions 7 %
From 4 insertions 12 %
From 5 insertions 15 %
From 6 insertions 20 %
From 7 insertions 25 %
1 year: valid from 1 Jan 2012 to 31 Jan 2013
From 3 insertions 3 %
From 4 insertions 5 %
From 6 insertions 8 %
From 8 insertions 13 %
From 10 insertions 16 %
From 11 insertions 18 %
From 12 insertions 20 %

trend Invest:

1 year: valid from 1 Jan 2012
to 31 Jan 2013
From 1 insertions 10 %
From 3 insertions 25 %
From 5 insertions 35 %



"Powerful-Duo"

4x FORMAT + 2x trend = 30 % discount

Qualifying period: All ads must be published
within the period of 3 months.

2x FORMAT + 4x trend = 20 % discount

Qualifying period: All ads must be published
within the period of 6 months.



Critical and service-oriented – the only weekly business magazine for Austria's elite.

MAGAZINE PARTS:
BUSINESS, MONEY, POLITICS, INDUSTRIES, SUCCESS, PRIVATE LIFE, INFOTECH, CULTURE

■ Facts & Figures

Publishing interval:
Weekly, every Friday, plus specials

Extras:
Cars 2012, Business Trends, Chrono Award, Science, The green FORMAT, Portfolio, Career-Guide, Business Location Austria

ÖAK 2011 Jul to Dec:
Copies printed: 57,378

MA 2011:
Readers: 163,000
Coverage: 2.3 %
Target group: Male, 25-59 years, social class AB
Coverage within target group: 5.8 %



"Powerful-Duo"

4x FORMAT + 2x trend = 30 % discount
Qualifying period: All ads must be published within the period of 3 months.

2x FORMAT + 4x trend = 20 % discount
Qualifying period: All ads must be published within the period of 6 months.

■ Rates

1/1 page € 10,190.–
Type area 185 x 250 / bleed 210 x 280

2/1 page € 20,380.–
Type area 396 x 250 / bleed 420 x 280

1/2 page € 6,000.–
Vertical type area 90 x 250 / bleed 104 x 280
Horizontal type area 185 x 125 / bleed 210 x 140

1/3 page € 4,100.–
Vertical type area 60 x 250 / bleed 74 x 280
Horizontal type area 185 x 80 / bleed 210 x 90

All measures in mm, width x height

For more details on rates and formats, please visit our web site at www.newsmedia.at/format

■ Packages

Classic packages:
6-month packages:
Valid from 1 Jan 2012 to 31 Jul 2012 or from 1 Jul 2012 to 31 Jan 2013
3+1-package = 25 % discount
5+2-package = 28.5 % discount
8+4-package = 33.3 % discount
5+5-double-page-package = 50 % discount

Annual packages:
Valid from 1 Jan 2012 to 31 Jan 2013
6+2-package = 25 % discount
10+4-package = 28.5 % discount
16+8-package = 33.3 % discount

Frequency-based discounts:
Six months: valid from 1 Jan 2012 to 31 Jul 2012 or from 1 July 2012 to 31 Jan 2013
From 3 insertions 7 %
From 4 insertions 12 %
From 5 insertions 15 %
From 6 insertions 20 %
From 7 insertions 25 %

1 year: valid from 1 Jan 2012 to 31 Jan 2013
From 3 insertions 3 %
From 4 insertions 5 %
From 6 insertions 8 %
From 8 insertions 13 %
From 10 insertions 16 %
From 11 insertions 18 %
From 12 insertions 20 %
From 13 insertions 22 %
From 14 insertions 25 %



A must-read for all who love cooking and eating – with quick and easy recipes. A real treat – month for month.

MAGAZINE PARTS:

LATEST NEWS, GUSTO COOKING COURSE, EASY COOKING, GUSTO EN ROUTE, COOKING WITH PROFESSIONALS - A MENU BY ..., COOKING WITH CHILDREN

■ Facts & Figures

Publishing interval:

Monthly

Extras:

GUSTO 4 incl. GUSTO Living, GUSTO Vital, GUSTO Easy Cooking, GUSTO All about Cheese, GUSTO guests and parties

ÖAK 2011 Jul to Dec:

Copies printed: 66,917

MA 2011:

Readers: 601,000

Coverage: 8.4 %

Target group: Female, 25–59 years

Coverage within target group: 17.0 %

¹special rate card

■ Rates

1/1 page

€ 10,950.–

Type area 185 x 250 / bleed 210 x 280

2/1 page

€ 21,900.–

Type area 396 x 250 / bleed 420 x 280

1/2 page

€ 6,260.–

Vertical type area 90 x 250 / bleed 104 x 280

Horizontal type area 185 x 125 / bleed 210 x 140

1/3 page

€ 4,380.–

Vertical type area 60 x 250 / bleed 74 x 280

Horizontal type area 185 x 80 / bleed 210 x 90

All measures in mm, width x height

For more details on rates and formats, please visit our web site at

www.newsmedia.at/gusto

■ Discount

Frequency-based discounts:

Six months: valid from 1 Jan 2012 to 30 Jun 2012 or from 1 Jul 2012 to 31 Dec 2012
From 3 insertions **7 %**

1 year: valid from 1 Jan 2012 to 31 Dec 2012

From 3 insertions **3 %**

From 6 insertions **5 %**

From 9 insertions **8 %**

From 12 insertions **10 %**

Best combination:

20 % discount on the rate/page when booking Autorevue + GUSTO

Six months: valid from 1 Jan 2012 to 30 Jun 2012 or from 1 Jul 2012 to 31 Dec 2012

From 3 insertions **7 %**

1 year: valid from 1 Jan 2012 to 31 Dec 2012

From 3 insertions **5 %**

From 4 insertions **10 %**

From 6 insertions **15 %**



'Fast-moving' information on lifestyle, cars and motor sports presented in top-class journalistic style.

MAGAZINE PARTS:

CARS, FEATURES, LIFESTYLE, SPORTS, BUSINESS & SCIENCE, MOTORBIKES

■ Facts & Figures

Publishing interval:

Monthly

Extras:

Cars 2012, Special Edition with extended circulation, Autorevue Premium

ÖAK 2011 Jul to Dec:

Copies printed: 63,083

MA 2011:

Readers: 331,000

Coverage: 4.6 %

Target group: Male, 20-49 years, social class ABC1

Coverage within target group: 10.2 %

■ Rates

1/1 page € 10,800.–

Type area 185 x 250 / bleed 210 x 280

2/1 page € 21,600.–

Type area 396 x 250 / bleed 420 x 280

1/2 page € 6,140.–

Vertical type area 90 x 250 / bleed 104 x 280

Horizontal type area 185 x 125 / bleed 210 x 140

1/3 page € 4,210.–

Vertical type area 60 x 250 / bleed 74 x 280

Horizontal type area 185 x 80 / bleed 210 x 90

All measures in mm, width x height

For more details on rates and formats, please visit our web site at

www.newsmedia.at/autorevue

■ Discount

Frequency-based discounts:

Six months: valid from 1 Jan 2012 to 30 Jun 2012 or from 1 Jul 2012 to 31 Dec 2012
From 3 insertions **7 %**

1 year: valid from 1 Jan 2012 to 31 Dec 2012

From 3 insertions **3 %**

From 6 insertions **5 %**

From 9 insertions **8 %**

From 12 insertions **10 %**

Revue Combination:

20 % discount on the rate/page when booking in Autorevue + Golfrevue + Yachtrevue

Six months: valid from 1 Jan 2012 to 30 Jun 2012 or from 1 Jul 2012 to 31 Dec 2012

From 3 insertions **7 %**

1 year: valid from 1 Jan 2012 to 31 Dec 2012

From 3 insertions **5 %**

From 4 insertions **10 %**

From 6 insertions **15 %**

Best Combination:

20 % discount on the rate/page when booking in Autorevue + GUSTO

Six months: valid from 1 Jan 2012 to 30 Jun 2012 or from 1 Jul 2012 to 31 Dec 2012

From 3 insertions **7 %**

1 year: valid from 1 Jan 2012 to 31 Dec 2012

From 3 insertions **5 %**

From 4 insertions **10 %**

From 6 insertions **15 %**



Details about golfing, the most attractive golf courses and travel destinations, as well as tips on equipment and training.

MAGAZINE PARTS:
FRONT NINE, GOLF IN AUSTRIA, BIZ & PEOPLE, TRAVEL, BACK NINE

■ Facts & Figures

Publishing interval:

7 times/year
+ 2 Specials

Extra:

Golf in Austria – Golfrevue Premium, Golf-Trip Special, Golfrevue Lady¹ powered by WOMAN

Copies printed: 37,000²

Subscribers: 31,980²

CAWI-Print 2011:

Readers: 82,000

Coverage: 1.4 %

Target group: Social class AB, 30–59 years

¹ special rate card

² Data supplied by publisher

■ Rates

1/1 page € 4,950.–

Type area 185 x 250 / bleed 210 x 280

2/1 page € 9,900.–

Type area 396 x 250 / bleed 420 x 280

1/2 page € 2,830.–

Vertical type area 90 x 250 / bleed 104 x 280

Horizontal type area 185 x 125 / bleed 210 x 140

1/3 page € 1,870.–

Vertical type area 60 x 250 / bleed 74 x 280

Horizontal type area 185 x 80 / bleed 210 x 90

All measures in mm, width x height

For more details on rates and formats, please visit our web site at

www.newsmedia.at/golfrevue

■ Discount

Frequency-based discounts:

Six months: valid from 1 Jan 2012 to 30 Jun 2012 or from 1 Jul 2012 to 31 Dec 2012
From 3 insertions **7 %**

1 year: valid from 1 Jan 2012 to 31 Dec 2012
From 3 insertions **5 %**
From 5 insertions **7 %**
From 7 insertions **10 %**

Revue Combination:

20 % discount on the rate/page when booking in Golfrevue + Autorevue + Yachtrevue

Six months: valid from 1 Jan 2012 to 30 Jun 2012 or from 1 Jul 2012 to 31 Dec 2012
From 3 insertions **7 %**

1 year: valid from 1 Jan 2012 to 31 Dec 2012
From 3 insertions **5 %**
From 4 insertions **10 %**
From 6 insertions **15 %**



Sailing, motor boats, and the best places to go for water sport enthusiasts.

MAGAZINE PARTS:
REGATTAS, CRUISES, BOATS & YACHTS,
EQUIPMENT

■ Facts & Figures

Publishing interval:

Monthly

Extras:

Yachtrevue de luxe, Motorboat Special, Trade Show Journal (Boot Tulln), Charter Special

Copies printed: 26,300¹

Subscribers: 16,840¹

CAWI-Print 2011:

Readers: 72,000

Coverage: 1.2 %

Target group: Social class AB, 30–59 years

¹Data supplied by publisher

■ Rates

1/1 page € 4,500.–

Type area 185 x 250 / bleed 210 x 280

2/1 page € 9,000.–

Type area 396 x 250 / bleed 420 x 280

1/2 page € 2,390.–

Vertical type area 90 x 250 / bleed 104 x 280

Horizontal type area 185 x 125 / bleed 210 x 140

1/3 page € 1,610.–

Vertical type area 60 x 250 / bleed 74 x 280

Horizontal type area 185 x 80 / bleed 210 x 90

All measures in mm, width x height

For more details on rates and formats, please visit our web site at www.newsmedia.at/yachtrevue

■ Discount

Frequency-based discounts:

Six months: valid from 1 Jan 2012 to 30 Jun 2012 or from 1 Jul 2012 to 31 Dec 2012
From 3 insertions **7 %**

1 year: valid from 1 Jan 2012 to 31 Dec 2012
From 3 insertions **5 %**
From 6 insertions **10 %**
From 9 insertions **15 %**
From 12 insertions **20 %**

Revue Combination:

20 % discount on the rate/page when booking in Golfrevue + Autorevue + Yachtrevue

Six months: valid from 1 Jan 2012 to 30 Jun 2012 or from 1 Jul 2012 to 31 Dec 2012
From 3 insertions **7 %**

1 year: valid from 1 Jan 2012 to 31 Dec 2012
From 3 insertions **5 %**
From 4 insertions **10 %**
From 6 insertions **15 %**



The monthly guide for cultural highlights in Austria and abroad – theatre, opera and concerts.

MAGAZINE PARTS:

VIENNA THEATRES; CONCERTS, FESTIVALS, CDS/BOOKS/DVDS; AUSTRIA/PROVINCES/INTERNATIONAL; FINE ARTS/MUSEUMS/CINEMA; HIGHLIGHTS OF THE MONTH; ALL DATES AT A GLANCE; PROGRAMMES; SYMPHONY/JAZZ

■ **Facts & Figures**

Publishing interval:

11 times/year

Extras:

Highlights 2013, Kursbuch Kultur (Timetable of Cultural Events), Kultursommer (Cultural Events in Summer), Wiener Festwochen, Sommer-Bühne

Copies printed: 61,000¹

Subscribers: 55,000¹

CAWI-Print 2011:

Readers: 109,000

Coverage: 1.2%

Target group: Female, social class AB, 30–59 years

¹Data supplied by publisher

■ **Rates**

1/1 page € 5,490.–

Type area 185 x 250 / bleed 210 x 280

2/1 page € 10,980.–

Type area 396 x 250 / bleed 420 x 280

1/2 page € 2,950.–

Vertical type area 90 x 250 / bleed 104 x 280

Horizontal type area 185 x 125 / bleed 210 x 140

1/3 page € 2,000.–

Vertical type area 60 x 250 / bleed 74 x 280

Horizontal type area 185 x 80 / bleed 210 x 90

All measures in mm, width x height

For more details on rates and formats, please visit our web site at

www.newsmedia.at/buehne

■ **Discount**

Frequency-based discounts:

Six months: valid from 1 Jan 2012 to 30 Jun 2012 or from 1 Jul 2012 to 31 Dec 2012
From 3 insertions **7 %**

1 year: valid from 1 Jan 2012 to 31 Dec 2012
From 3 insertions **3 %**
From 6 insertions **5 %**
From 9 insertions **8 %**
From 11 insertions **10 %**



OUR WELL KNOWN AND ESTABLISHED BRANDS ENSURE THAT YOU REACH YOUR PREFERRED TARGET-GROUPS AND GUARANTEE SUSTAINABLE SUCCESS OF YOUR ONLINE-ADVERTISING ACTIVITIES!

■ **Online-advertising:**
Exact targeting and reporting possibilities

news network is the network of all online-portals of Verlagsgruppe NEWS. Besides NEWS.AT, one of the most important and best-known news- and

entertainment- portals in Austria, the network includes popular websites such as tv-media.at, profil.at, woman.at, format.at and many more. The portfolio and various sections of news network provide the perfect advertising environment for almost every target-group.

For more details on rates and formats, please visit our web site at www.news-network.at



Beilagen- RABATT %

The **supplement discount** applies to supplements and bound-in or stick-in inserts enclosed in the magazines published by Verlagsgruppe NEWS:

From 1,000,000 copies	33 % discount
From 750,000 copies	20 % discount
From 500,000 copies	15 % discount
From 300,000 copies	10 % discount

The supplements or inserts can be enclosed 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.

Customers who qualify for a supplement discount may also benefit from a **10 % follow-up discount** for their traditional advertisements:

- if they do not claim any other discount
- in the magazines where supplements and bound-in or stick-in inserts are enclosed

Customers booking a "package" qualify for a **10 % follow-up discount** on supplements, bound-in or stapled inserts:

- up to a quantity of 300,000 copies
- within the qualifying period of the package
- exclusively in the magazines where packages are applicable
- the respective minimum quantities have to be met

NEWS LEBEN **profil** **woman** **FIRST** **tv media** **e media**

xpress trend **FORMAT** **GUSTO** **auto revue** **golf revue** **yacht revue** **BÜHNE**



Combine and save!

From 2 packages and more	4% on everything
From 3 packages and more	6% on everything
4 packages and more	8% on everything

- **The friends discount** is available for the following magazines: NEWS, NEWS LEBEN, profil, TV-MEDIA, E-MEDIA, trend, FORMAT, WOMAN, FIRST and Xpress.
- **The friends discount** applies retro-actively to all packages and pages booked in 2012!
It is valid for bookings made within the packages' respective qualifying periods and for classic formats only.

Find our new rate calculator at www.newsmedia.at.
It will help you find out quickly and easily what price advantages our friends discount has to offer.

NEWS LEBEN **profil** **woman** **FIRST** **tvmedia** **e-media** **xpress** **trend** **FORMAT**



NEWS Exklusiv

AUSTRIA'S PREMIUM LIFESTYLE MAGAZINE

Publication dates:

Published 4 times a year and sold together with the respective NEWS issue.
1st issue: 15 March 2012
2nd issue: 3 May 2012
3rd issue: 18 October 2012
4th issue: 29 November 2012

1/1 page € 15,890.-
 25% off NEWS ratecard = € 11,917.50
 2/1 pages € 31,780.-
 40% off NEWS ratecard = € 19,068.-



Business Trends 2012

HOW WILL THE ECONOMY DEVELOP

Publication date: 20 December 2012

Magazine size: 210 x 280 mm

1/1 page € 10,190.-
 2/1 pages € 20,380.-



Career-Guide

HOW TO BE SUCCESSFUL

Publication dates: 13 April 2012,
 16 November 2012

Magazine size: 148 x 210 mm (A5)

1/1 page € 6,000.-
 1/2 page € 3,100.-

Top 500 & Top 1000

THE RANKING OF AUSTRIA'S COMPANIES

Publication dates:

Top 500 trend 11 June 2012
 Top 500 NEWS 14 June 2012
 Top 1000 trend 29 October 2012
 Top 1000 NEWS 25 October 2012

Magazine size: 210 x 280 mm

1/1 page € 24,950.-
 1/2 page € 16,640.-



Business Location Austria

SUCCESS-ORIENTATED FORMAT-EXTRA

Publication dates:

23 March 2012

Magazine size: 210 x 280 mm

1/1 page € 12,290.-
 2/1 page € 24,580.-



Portfolio

FUNDS, INVESTMENTS, BANKING

Publication dates:

1 June 2012, 19 October 2012

Magazine size: 210 x 280 mm

1/1 page

25% off FORMAT ratecard

2/1 pages

25% off FORMAT ratecard

€ 10,190.-

= € 7,642.50

€ 20,380.-

= € 15,285.-



profil Graduates

PROFIL FOR UNIVERSITY GRADUATES

Publication date: 18 June 2012

Magazine size: 210 x 280 mm

1/1 page

2/1 pages

€ 13,390.-

€ 26,780.-



XXL Annual

365 DAYS OF CONTEMPORARY HISTORY
PRESENTED IN AN OVERSIZED FORMAT

Publication date: 21 December 2012

Magazine size: 263 x 350 mm

1/1 page

2/1 pages

€ 13,390.-

€ 26,780.-



Green FORMAT, Science

TWO SUCCESS-ORIENTATED FORMAT-EXTRAS

Publication dates: 17 February 2012, 21 September 2012, 30 November 2012 (Green Format), 17 August (Science),

Magazine size: 210 x 280 mm

1/1 page

1/2 page

€ 10,190.-

€ 20,380.-

profil Specials

THE BIG PROFIL SPECIALS

Magazine size: 210 x 280 mm

Wine Special

Publication date: 23 April 2012

1/1 page

2/1 pages

€ 13,390.-

€ 26,780.-

Outdoor Special

Publication date: 7 May 2012

1/1 page

2/1 pages

€ 8,750.-

€ 17,500.-

Money Special

Publication date: 15 October 2012

1/1 page

2/1 pages

€ 13,390.-

€ 26,780.-

Knowledge Special

Publishing interval: 4 times/year

1/1 page

1/2 pages

€ 7,900.-

€ 4,660.-





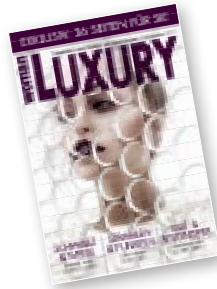
WOMAN TREND ISSUE

2 TIMES A YEAR THE TRENDS OF THE SEASON

Publication dates: 16 March 2012,
14 September 2012

Magazine size: 210 x 280 mm

1/1 page € 15,100.– less 25%
2/1 pages € 30,200.– less 40%



WOMAN Luxury

PURE LUXURY

Publication date: 23 November 2012

Magazine size: 200 x 300 mm

1/1 page € 15,100.– less 25%
2/1 pages € 30,200.– less 40%



Green WOMAN

THE SPECIAL ISSUE FOR WOMEN AND ENVIRONMENT

Publication dates: 13 April 2012,

Magazine size: 210 x 280 mm

1/1 page € 15,100.– less 25%
2/1 pages € 30,200.– less 40%



WOMAN Purple Edition

CELEBRATING WORLD WOMEN'S DAY

Publication date: 2 March 2012

Magazine size: 210 x 280 mm

WOMAN White Edition

SUMMER-LIFESTYLE

Publication date: 8 June 2012

Magazine size: 210 x 280 mm

1/1 page € 15,100.– less 25%
2/1 pages € 30,200.– less 40%



Cover Booklets

YOUR LOGO ON THE MAGAZINE COVER

Publication dates: 5 January 2012 (Fitness planner), 3 February 2012 (Career-Guide), 27 April 2012 (Do it yourself), 25 May 2012 (Barbecue & more), 22 June 2012 (First-aid kit), 3 August 2012 (Cats & Dogs), 28 September 2012 (Medicine for holidays), 21 December (Fitness planner)

Magazine size: 120 x 140 mm

Number of pages: 16 + 4

Exclusive Sponsorship:

Logo on the Cover, inside front cover, page 3, back cover, banner ads on editorial pages

Budget € 49,190.–



WOMAN Living

LIVING, CUISINE & LIFESTYLE

Publication dates: 17 February 2012,
25 Oktober 2012

Magazine size: 210 x 280 mm

1/1 page € 15,100.– less 25%

2/1 pages € 30,200.– less 40%



TV-MEDIA Plus

TRAVEL, COOKING, WELLNESS, LIVING,
MONEY, CARS, BABY, FASHION, SPORTS,
ENVIRONMENT, EDUCATION

Publication date:

12 times a year

Magazine size: 210 x 280 mm

1/1 page € 15,700.– less 25%

2/1 pages € 31,400.– less 40%



Autorevue PREMIUM

THE LARGEST AUTOREVUE OF THE YEAR

Publication date: 5 October 2012

Magazine size: 230 x 300 mm

1/1 page

€ 10,800.–

2/1 pages

€ 21,600.–



Golfrevue Lady powered by WOMAN

FOR WOMEN WITH DRIVE

Publication date:

Golfrevue 21 May 2012

WOMAN 8 June 2012

Magazine size: 210 x 280 mm

1/1 page € 11,980.–



Yachtrevue de luxe

LUXURY AND LEISURE

Publication date: 5 October 2012

Magazine size: 210 x 280 mm

1/1 page € 4,500.–

2/1 pages € 9,000.–



Wiener Festwochen

FESTIVAL INFORMATION

Publication date: 27 April 2012

Magazine size: 210 x 280 mm

1/1 page € 5,490.–

1/2 page € 2,950.–

Bookings

- 1. All orders shall be subject to our General Terms and Conditions, the currently valid rate card for advertisements, and our confirmation of the order. Digital data submission shall be subject to the publisher's terms of digital data submission. The present General Terms and Conditions shall also be effective for future orders, even if they are not explicitly agreed upon again.
- 2. Advertisements shall be placed within twelve months of receiving the order, commencing, if not otherwise stipulated, with the next issue.
- 3. The discounts quoted in the rate card shall be applicable only for advertisements appearing within one calendar year, provided there are no time limits due to special promotional offers.
- 4. Liability for the content, form and legal admissibility of advertisements in particular including the clarification of copyright, trademark and personal rights, shall rest with the client. The publisher shall not be obliged to check the content and form of advertisements. Competitions, vouchers, and tip-on-cards or add-ons shall be adapted, if necessary, to comply with legal rules and regulations; the client shall indemnify and hold the publisher free from and against any claims or suits.
- 5. No guarantee can be given for the placement of advertisements in specific issues.
- 6. The client shall be responsible for acquainting him/herself with the currently valid advertising rates before placing an order.
- 7. Unless explicitly stipulated otherwise, any changes in advertising rates shall enter into effect immediately, and shall also apply to existing orders.
- 8. If an advertisement proves to be illegible, incorrect or incomplete, the client shall be entitled to be given a price reduction or an additional insertion of the

advertisement on condition that the message of the advertisement has, through the publisher's error, been significantly impaired or the advertising impact considerably disturbed. The publisher's liability shall not extend beyond the scope indicated above. In cases of doubt, the publisher shall comply with the recommendations made by the Gutachterausschuss für Druckreklamationen (Complaints Commissioners for the Printing Trade, FOGRA Forschungs-gesellschaft Druck e.V., Munich).

- 9. In cases of equipment failure or Acts of God, the publisher shall be entitled to full payment for the advertisement published if the advertisement has been run on at least 80 % of the guaranteed printed circulation. For lower percentages, payment shall be due on the basis of the price for units of one thousand copies actually circulated.
- 10. The publisher shall mark advertisements not recognizable as such on account of their editorial design as promotional material.
- 11. Verlagsgruppe NEWS Ges.m.b.H reserves the right to reject the publication of advertisements without stating reasons. A rejection shall not constitute a basis for any claim for damages. In this case any claims for damages against Verlagsgruppe NEWS Gesellschaft m.b.H. are excluded.
- 11a. In particular, Verlagsgruppe NEWS reserves the right to not carry out advertising efforts which the Austrian Advertising Council (Österreichischer Werberat) has found fault with. This also includes the immediate cancellation of an ongoing advertising campaign. For this reason Verlagsgruppe NEWS can reject advertising contracts or withdraw from contracts that are understood as legally binding.
- 12. Any additional arrangements over and above our General Terms and Conditions shall be contingent on written confirmation by the management of Verlagsgruppe

NEWS Ges.m.b.H. Counter- confirmations by the client and references to the client's terms and conditions shall not be legally valid, even if not specifically contradicted by the publisher. Acceptance of client's terms and conditions on the part of the publisher by means of providing performance shall be precluded.

Technical Data

- 1. The client shall provide the material required for printing within the requisite period. A colour proof must accompany each page. In case of delay on the part of the client, the publisher may use advertising material of the client that is already available at the publisher's. However, the publisher reserves the right to publish the advertisement in question in the next issue.
- 2. Proofs shall only be made available at the client's explicit request and against payment of costs. These costs shall be borne by the client. The client shall be deemed to have given his/her approval if s/he fails to return said proof within the specified time.
- 3. Unless explicitly agreed otherwise with the client in writing, the publisher shall keep printing materials until three months after insertion.
- 4. Costs for significant changes from the originally agreed contract shall accrue to the client.
- 5. At the client's request, we will, against separate payment of costs, produce the design, text, artwork and photographic material for advertisements. Should the client wish to use said material in other media, the rights for such other publication shall be acquired from the publisher.
- 6. Advertising rates do not include the costs of typesetting, reproduction, and lithography, which shall be billed separately.
- 7. The client shall be obliged to provide flawless printing material or production data in compliance with the stated guidelines. If the

material contains defects that are not immediately noticeable, but become apparent only during printing, the client shall not be entitled to an additional insertion. The publisher shall not be obliged to test or check whether the printing material is complete and correct.

- 8. Complaints shall be made in writing within eight days of receipt of the invoice.
- 9. The publisher cannot be held responsible for transmission errors.
- 10. The publisher shall not be bound to examine whether the client has the right to reproduce the printing material or production data in any way whatever, or to edit or change it as envisaged in the contract, or otherwise to use it in the designated way. The publisher shall be entitled to presume that the client has all the relevant rights in relation to third parties necessary for the performance of the contract. Further-more, the client shall explicitly guarantee that s/he has these rights. The client shall hold harmless and fully indemnify the publisher in all cases where such rights are claimed by third parties.
- 11. The production terms and conditions applicable at the given time shall apply for the order placed.
- 12. Please consider a tolerance range in the manufacture of ad specials due to industrial production. Divergent specimen of up to 3% of the total circulation do not constitute a valid complaint and do not supersede the obligation to pay the manufacturing costs.

Positioning

- 1. Special requirements as to the positioning of advertisements shall only be binding upon payment of a position surcharge; otherwise the publisher shall endeavour to meet the client's wishes, but shall not be obliged to do so.
- 2. Agreements not to publish an advertisement together with a competitor's advertisement can only be concluded for advertisements of a size of at least 1 page

and shall apply only for two facing pages.

Loose/Bound/Glued-in Inserts

- 1. The contents of loose, glued-in or bound inserts shall be confined to the client's own line of business and must not include advertisements of a third party.
- 2. A sample and text content shall be submitted 4 weeks prior to the date of publication.
- 3. The client shall strictly comply with the technical specifications set forth by the publishing house. Variances from these specifications may entail extra cost which will be charged to the client.

Cancellation

- 1. Withdrawal of an order shall entail payment of a cancellation charge to the amount of 15% of the value of the advertisement.
- 2. The cancellation of an order can only be accepted before the closing date for advertisements.
- 3. Ad specials have to be cancelled not later than 6 weeks prior to the publication date or in the case of special paper requirements not later than the day the paper is ordered. If cancelled later, the actual cost having accrued up to cancellation time shall be charged to the client.
- 4. Costs resulting from modifications of the originally agreed contract and from changes of ordered printing material shall be payable separately by the client.

Settlement

- 1. Complaints shall only be accepted within two weeks of the date of invoice.
- 2. At the client's request, discounts may be taken into account in respect of each invoice, or credited at the end of each calendar year. Changing from one method to the other is not possible within one and the same calendar year.
- 3. Discounts granted on unfulfilled contracts will be surcharged to

the client at the end of each calendar year, with 12% interest p.a. being charged on the outstanding balance.

- 4. Discount settlements shall be requested in writing not later than by the 31st of March of the following year.
- 5. Clients shall receive one free sample after publication of the advertisement.

Mode of Payment

- 1. Terms of payment: Payment within 10 days of date of invoice: 2% discount; payment up to 30 days: net.
- 2. For delayed payments or deferrals, 12% interest on arrears as well as collection costs shall be charged.
- 3. The publisher shall be entitled, before carrying out the order and also during the term of the order, to make publication of further advertisements conditional on the advance payment of a specified amount and on the settlement of open accounts.
- 4. Letters of credit cannot be accepted.
- 5. Invoices shall be payable in Vienna (place of payment and performance Vienna).

Final Provisions

- 1. Vienna shall be the exclusive place of jurisdiction for any dispute resulting from the contractual relationship between Verlagsgruppe NEWS and the client.
- 2. The only law that is applicable is Austrian Law. The application of the United Nations Convention on Contracts for the International Sale of Goods is excluded.
- 3. Should there be Terms and Conditions of the client, they are rejected in their entirety. They are only applicable if Verlagsgruppe NEWS has explicitly stated in writing to accept them.
- 4. Should one of the clauses in these Terms and Conditions be invalid, this should not affect the validity of the remaining clauses.

Verlagsgruppe NEWS - Sales Contacts in Austria



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www.newsmedia.at

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NEWS

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