



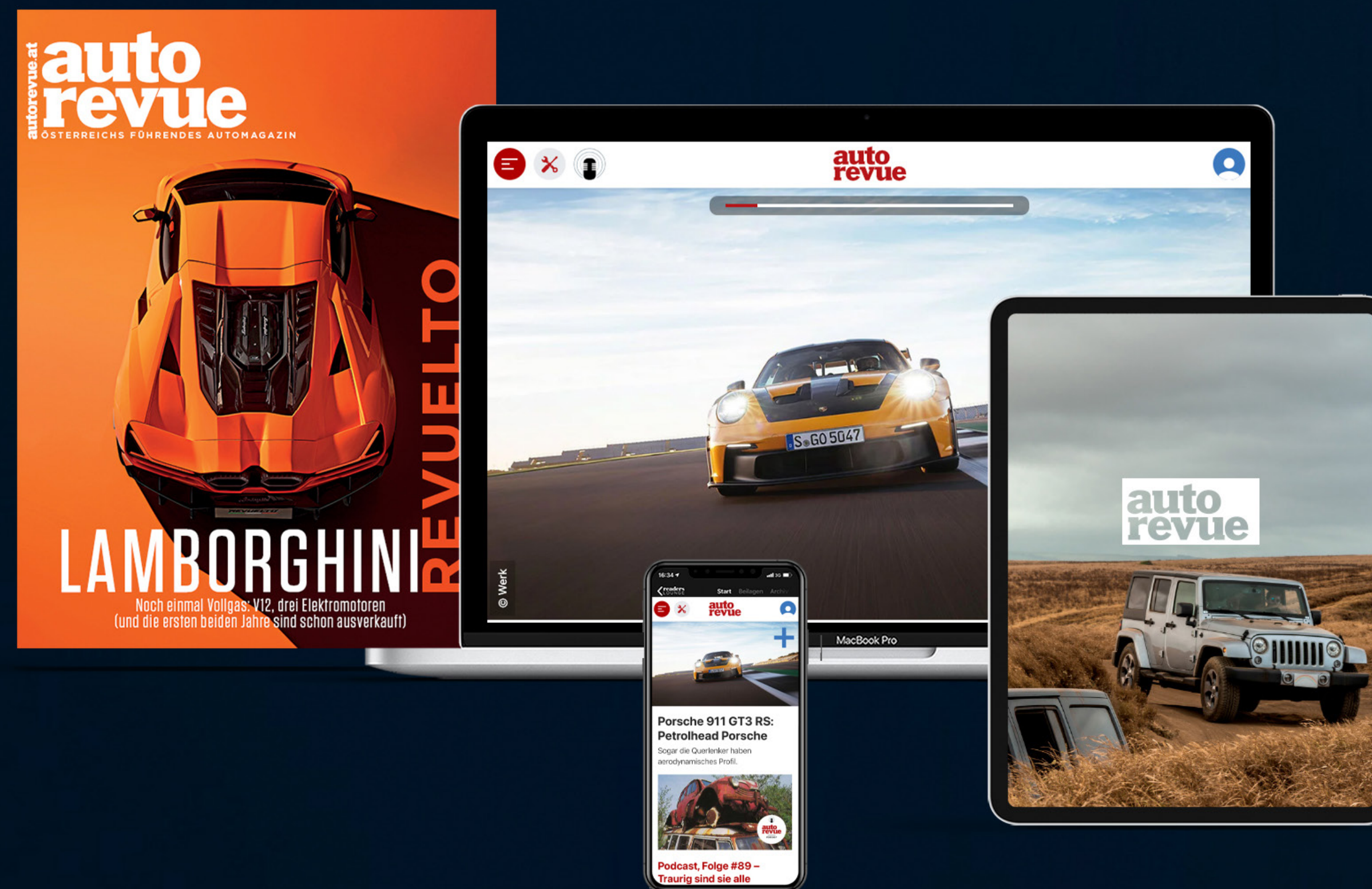
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# AUTOREVUE

For people who have a cult obsession with cars and always will have.

**autorevue** is not just about cylinders and kilowatts. It's about emotion and literary ambition too. Austria's most extraordinary car magazine uniquely combines competent information about the latest developments and models with exciting stories.



# 1 AUDIENCE

## PRINT

Distributed Circulation: **40,106** Copies (incl. 17,328 as a e-journal)  
 Subscriptions: **22,305** Copies (incl. 11,025 as a e-journal)  
 Share of Subscriptions: **55.6 %**  
 Readers: **258,000**  
 Total Reach: **3.4 %**  
 Reach Male: **5.9%**  
 Core Target Audience: \_\_\_\_\_ Male, ABC1 Status  
 Reach within Core Target Audience: **6.5 %**  
 Gender: **13.8 %** Female **86.2 %** Male  
 Ratio ABC1 Status: **58.8 %**  
 Average Household Income: **€ 4,107.–**

## DIGITAL – autorevue.at

Visits: **382,190**  
 Page Impressions: **492,343**  
 Unique Clients: **291,830**  
 Gender: **42,1 %** Female **57,9 %** Male  
 Age: **79.9 %** < 60 years  
 Average Household Income: **€ 3,043.–**

## Social Media

Facebook: **163,677**  
 Pinterest: **2,200**  
 Instagram: **1,731**

## Newsletter

Recipients: **28,000–30,000** (Sent Mon, Thu)  
 Opening Rate: **36.6 %**

## 2 ADVERTISING RATES

<b>FORMAT</b>	<b>PRICE</b>
2/1 pages: _____	€ 29,620.–
1/1 page: _____	€ 14,810.–
3/4 page: _____	€ 12,440.–
2/3 page: _____	€ 10,930.–
1/2 page: _____	€ 8,490.–
1/3 page: _____	€ 5,820.–
1/4 page: _____	€ 4,480.–
1/4 Box*: _____	€ 4,480.–

\*Composed in type area format on one page with other ads.

<b>PREMIUM PLACEMENTS</b>	<b>PRICE</b>
Cover page 2 _____	€ 17,030.–
Cover page 3 _____	€ 17,030.–
Cover page 4 _____	€ 17,770.–
Cover page 2 & page 3 _____	€ 33,310.–

### **SURCHARGES**

Special placement: upon request

Requested placement: **€ 1,110.–**

Cooperation ads: **10%** on booked format

Surcharges subject to discount.

### **VGN PERFORMANCE-DISCOUNT**

The VGN Performance-Discout can be applied:

- within one calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

<b>FREQUENCY</b>	<b>DISCOUNT</b>
from 2 ads _____	<b>8 %</b>
from 3 ads _____	<b>10 %</b>
from 4 ads _____	<b>13 %</b>

### **ADVERTS & DESIGN COSTS**

Art direction, conception, design, copywriting, proofreading and reproduction are carried out on the basis of the information and documents provided by the customer (including three correction loops). Additional corrections as well as costs for purchased photographic material will be charged separately and according to time and effort. As a flat rate, we charge **€ 1,450** for single pages and **€ 2,430** for double pages.

The VGN Performance-Discout cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

### **PRODUCTION INFORMATION**

Detailed technical guidelines on ad production can be found at

**anzeigenproduktion@autorevue.at**

and at **www.vgn.at/produktionsinfos**

# 3 FORMATS

## AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	396 x 250	420 x 280
1/1 page:	185 x 250	210 x 280
3/4 page vertical:	138 x 250	150 x 280
3/4 page horizontal:	185 x 185	210 x 200
2/3 page vertical:	121 x 250	135 x 280
2/3 page horizontal:	185 x 167	210 x 182
1/2 page vertical:	90 x 250	104 x 280
1/2 page horizontal:	185 x 125	210 x 140
1/3 page vertical:	60 x 250	74 x 280
1/3 page horizontal:	185 x 80	210 x 90
1/4 page vertical:	43 x 250	58 x 280
1/4 page horizontal:	185 x 60	210 x 70
1/4 Box*:	90 x 125	–

### 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. Subject to the Terms & Conditions of VGN Medien Holding, as published at [www.vgn.at/agb](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2024 (subject to change)

# PUBLICATION DATE

## 1. QUARTER

12/23 \_\_\_\_\_ Fri 01.12.2023  
 01/24 \_\_\_\_\_ Fri 02.02.2024  
 02/24 \_\_\_\_\_ Fri 22.03.2024

## 2. QUARTER

03/24 \_\_\_\_\_ Fri 10.05.2024

## 3. QUARTER

04/24 \_\_\_\_\_ Fri 05.07.2024  
 05/24 \_\_\_\_\_ Fri 23.08.2024

## 4. QUARTER

06/24 \_\_\_\_\_ Fri 20.09.2024  
 06/24 \_\_\_\_\_ Fri 18.10.2024  
 06/24 \_\_\_\_\_ Fri 15.11.2024  
 06/24 \_\_\_\_\_ Fri 13.12.2024

**Ad deadline:** 3 weeks prior to Publication date

**Deadline for printing materials:**

2 weeks prior to Publication date

# 4 AD-SPECIALS INSERTS

**Minimum volume:** upon request  
**Minimum format:** 105 x 148 mm  
**Maximum format:** 193 x 272 mm

<b>TOTAL CIRCULATION PER ONE THOUSAND</b>	<b>PRICE</b>
up to 20 grams: _____	€ 184.–
up to 40 grams: _____	€ 201.–
up to 50 grams: _____	€ 213.–
up to 60 grams: _____	€ 224.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION PER ONE THOUSAND</b>	<b>PRICE</b>
up to 20 grams: _____	€ 194.–
up to 40 grams: _____	€ 211.–
up to 50 grams: _____	€ 223.–
up to 60 grams: _____	€ 234.–
above 60 grams: _____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

### SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

<b>NUMBER OF COPIES</b>	<b>DISCOUNT</b>
from 1,000,000 copies _____	33 %
from 800,000 copies _____	25 %
from 600,000 copies _____	20 %
from 400,000 copies _____	15 %
from 300,000 copies _____	10 %

The supplements or inserts can be booked 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.

Bookers of classical advertisement formats qualify for a **10% discount** on loose and bound inserts:

- 4 x per magazine for weekly magazines**
- 2 x per magazine for monthly magazines**

The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.

## 5 AD-SPECIALS BOUND INSERTS

**Minimum volume:** upon request

**Minimum format:** 117 x 148 mm

**Maximum format:** 210 x 280 mm

<b>TOTAL CIRCULATION</b>	<b>PER ONE THOUSAND</b>	<b>PRICE</b>
up to 20 grams:	_____	€ 199.–
up to 40 grams:	_____	€ 228.–
up to 50 grams:	_____	€ 245.–
up to 60 grams:	_____	€ 257.–
above 60 grams:	_____	upon request

<b>PARTIAL CIRCULATION</b>	<b>PER ONE THOUSAND</b>	<b>PRICE</b>
up to 20 grams:	_____	€ 209.–
up to 40 grams:	_____	€ 238.–
up to 50 grams:	_____	€ 255.–
up to 60 grams:	_____	€ 267.–
above 60 grams:	_____	upon request

### PLEASE NOTE:

All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

All fees subject to 5% advertising tax and 20% VAT.  
Subject to the Terms & Conditions of VGN Medien Holding,  
as published at [www.vgn.at/agb](http://www.vgn.at/agb)  
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## AD-SPECIALS LABEL & SACHETS

### TIP-ON-CARDS (2-sided)

**Minimum format:** 60 x 80 mm

**Maximum format:** 160 x 190 mm

€ 111.– per one thousand

### SACHETS

**Minimum format:** 60 x 80 mm

**Maximum format:** 120 x 140 mm

**Weight:** max. 15 g

**Thickness:** max. 2 mm

€ 140.– per one thousand

**Minimum volume:** upon request

**Additional costs of split runs:** €10.00 per one thousand

**Booking** only possible in connection with at least 1/1 or 2/1!

**Placement:** Only possible on a right side!

**Sachets** must be rectangular and withstand a glue temperature of 180°C and a load of approx. 800 - 1,000 kg.

**Adhesive tolerances** of ±10 mm in all directions.

In the case of **multi-sided stickers**, the closed side must always be processed parallel and closest to the binding.

## 6 FACTS & FIGURES

### **EDITOR IN CHIEF**

Susanne Hofbauer

### **MAGAZINE SECTIONS**

Revue, New, Tests, Sports,  
Lifestyle, Classic, Opinion

### **CLOSING DATE FOR PRINTING DOCUMENTS**

2 weeks prior to Publication date

### **AD DEADLINE**

3 weeks prior to Publication date

### **EDITION PRICE**

€ 8.90

## FOR ADVICE PLEASE CONTACT

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You can find  
your personal contact person at  
**[www.vgn.at/autorevue-kontakt](http://www.vgn.at/autorevue-kontakt)**

All information about your  
media planning is always up to date at:  
**[www.vgn.at/autorevue](http://www.vgn.at/autorevue)**

### **PUBLISHER & MEDIA OWNER**

VGN Medien Holding GmbH  
FN 183971x HG Vienna,  
Taborstraße 1–3, 1020 Vienna

### **BANK DETAILS**

RLB NÖ/Wien  
IBAN-Code: AT91 3200 0000 0006 1010  
BIC/SWIFT: RLNWATWW

### **EDITORIAL OFFICE**

Taborstraße 1–3, 1020 Vienna

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