



# News

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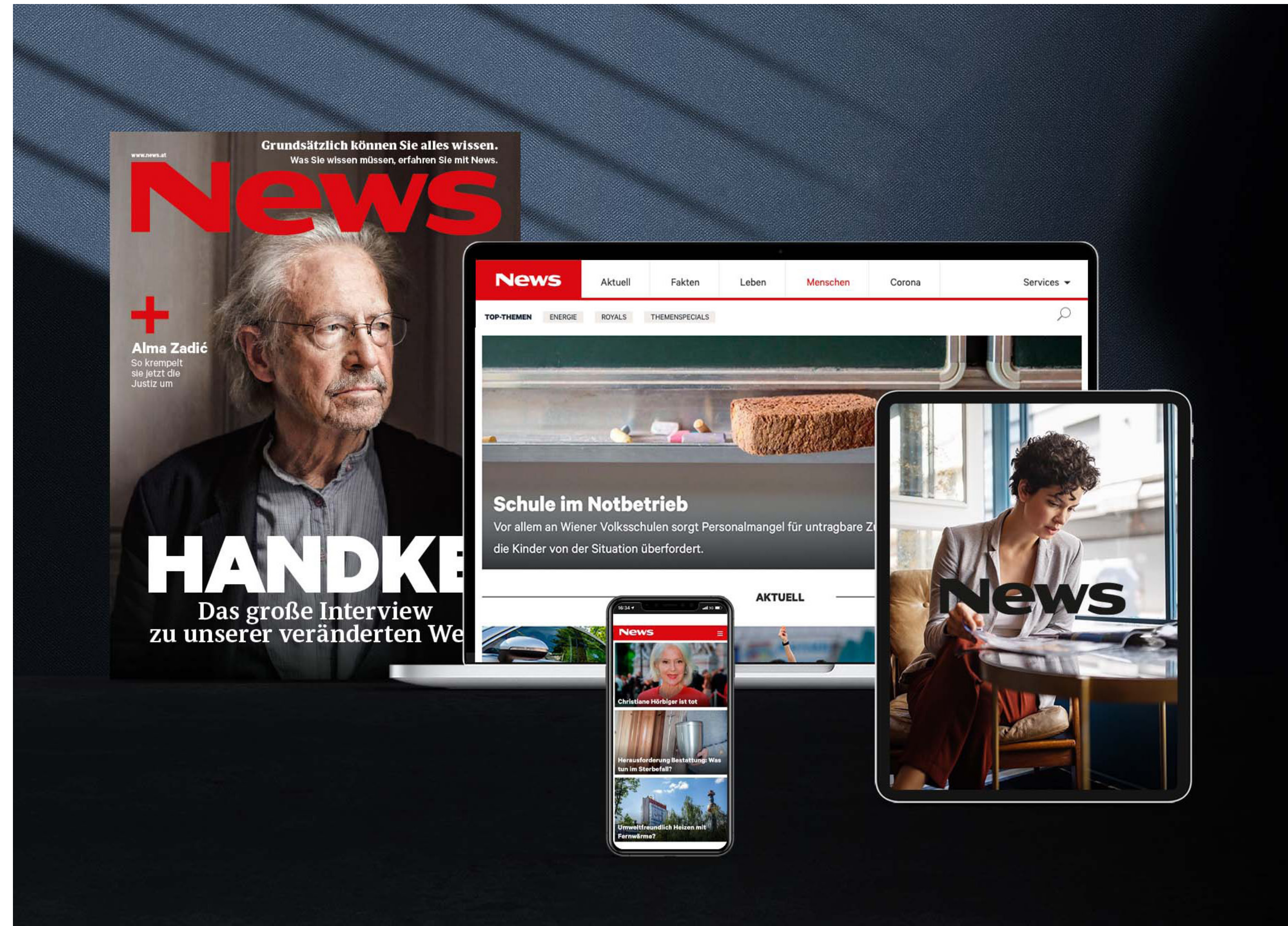
# NEWS

**For people who shape Austria  
and those that want to join them.**

**News** offers extensive journalism from substantiated background reports, exciting features, relevant topics from politics, business, media and society.

The most important topics that Austria is talking about, presented in a contemporary and clear way:

**News provides the stories behind the story.**



# 1 AUDIENCE

## PRINT

Distributed Circulation: **45,745** Copies (incl. 14,562 as a e-journal)  
 Subscriptions: **22,895** Copies (incl. 11,381 as a e-journal)  
 Share of Subscriptions: **50.0 %**  
 Readers: **190,000**  
 Total Reach: **2.5 %**  
 Core Target Audience: **25+** years, ABC1 Status  
 Reach within Core Target Audience: **2.8 %**  
 Gender: **50.3 %** Female **49.7 %** Male  
 Ratio ABC1 Status: **53.4 %**  
 Average Household Income: **€ 3,829.–**

## DIGITAL – news.at

Visits: **960,703**  
 Page Impressions: **19,761,049**  
 Unique Clients: **530,973**  
 Gender: **47.2 % Female 52.8 % Male**  
 Age: **65.5 %** < 60 years  
 Average Household Income: **€2,919.–**

## SOCIAL MEDIA

Facebook: **117,766**  
 Twitter/ X: **86,549**  
 Instagram: **3,057**

## NEWSLETTER

Recipients: **45,000–47,000** (Sent Mon, Thr)  
 Opening Rate: **27.4%**

## 2 ADVERTISING RATES

<b>FORMAT</b>	<b>PRICE</b>
2/1 pages: _____	€ 29,860.–
1/1 page: _____	€ 14,930.–
3/4 page: _____	€ 12,960.–
2/3 page: _____	€ 11,960.–
1/2 page: _____	€ 10,400.–
1/3 page: _____	€ 7,410.–
1/4 page: _____	€ 5,970.–
1/4 Box*: _____	€ 5,970.–

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

<b>PREMIUM PLACEMENTS</b>	<b>PRICE</b>
Next to the editorial: _____	15%
Cover page 2 _____	€ 17,700.–
Cover page 3 _____	15%
Cover page 4 _____	€ 18,780.–
Cover page 2 & page 3 _____	€ 34,180.–

### **SURCHARGES**

Special placement: 15 %  
per placement on 1/1 page  
Requested placement: 15 %  
per placement on 1/1 page  
Cooperation ads: 10% on booked format  
Surcharges subject to discount.

### **VGN PERFORMANCE-DISCOUNT**

The VGN Performance-Discount 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-Discount 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@news.at** and at **www.vgn.at/produktionsinfos**

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)  
Rate Card: Valid until 31.12.2024 (subject to change)

### 3 FORMATS

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

	<b>TYPE AREA</b>	<b>BLEED</b>
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**.

### PUBLICATION DATE

**January**

01+02/24 \_Thr 11.01.24  
 03/24 \_\_\_Thr 18.01.24  
 04/24 \_\_\_Thr 25.01.24

**February**

05/24 \_\_\_Thr 01.02.24  
 06/24 \_\_\_Thr 08.02.24  
 07/24 \_\_\_Thr 15.02.24  
 08/24 \_\_\_Thr 22.02.24  
 09/24 \_\_\_Thr 29.02.24

**March**

10/24 \_\_\_Thr 07.03.24  
 11/24 \_\_\_Thr 14.03.24  
 12/24 \_\_\_Thr 21.03.24  
 13/24 \_\_\_Thr 28.03.24

**April**

14/24 \_\_\_Thr 04.04.24  
 15/24 \_\_\_Thr 11.04.24  
 16/24 \_\_\_Thr 18.04.24  
 17/24 \_\_\_Thr 25.04.24

**May**

18/24 \_\_\_Thr 02.05.24  
 19/24 \_\_\_Thr 08.05.24  
 20/24 \_\_\_Thr 16.05.24  
 21/24 \_\_\_Thr 23.05.24  
 22/24 \_\_\_Thr 29.05.24

**June**

23/24 \_\_\_Thr 06.06.24  
 24/24 \_\_\_Thr 13.06.24  
 25+26/24 \_Thr 20.06.24

**July**

27+28/24 \_Thr 04.07.24  
 29/24 \_\_\_Thr 18.07.24  
 30+31/24 \_Thr 25.07.24

**August**

32/24 \_\_\_Thr 08.08.24  
 33/24 \_\_\_Wed 14.08.24  
 34/24 \_\_\_Thr 22.08.24  
 35/24 \_\_\_Thr 29.08.24

**September**

36/24 \_\_\_Thr 05.09.24  
 37/24 \_\_\_Thr 12.09.24  
 38/24 \_\_\_Thr 19.09.24  
 39/24 \_\_\_Thr 26.09.24

**October**

40/24 \_\_\_Thr 03.10.24  
 41/24 \_\_\_Thr 10.10.24  
 42/24 \_\_\_Thr 17.10.24  
 43/24 \_\_\_Thr 24.10.24  
 44/24 \_\_\_Thr 31.10.24

**November**

45/24 \_\_\_Thr 07.11.24  
 46/24 \_\_\_Thr 14.11.24  
 47/24 \_\_\_Thr 21.11.24  
 48/24 \_\_\_Fri 28.11.24

**December**

49/24 \_\_\_Thu 05.12.24  
 50/24 \_\_\_Fri 12.12.24  
 51+52/24 \_Fri 19.12.24

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

**Deadline for printing materials:** 2 weeks prior to Publication date

\*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)

# 4 AD-SPECIALS INSERTS

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

<b>TOTAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 144.–
up to 40 grams: _____	€ 161.–
up to 50 grams: _____	€ 173.–
up to 60 grams: _____	€ 185.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 154.–
up to 40 grams: _____	€ 171.–
up to 50 grams: _____	€ 183.–
up to 60 grams: _____	€ 195.–
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.

All fees subject to 5% advertising tax and 20% VAT.  
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## 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>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 146.–
up to 40 grams: _____	€ 163.–
up to 50 grams: _____	€ 175.–
up to 60 grams: _____	€ 187.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 156.–
up to 40 grams: _____	€ 173.–
up to 50 grams: _____	€ 185.–
up to 60 grams: _____	€ 197.–
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.

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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**

Kathrin Gulnerits

**MAGAZINE SECTIONS**

Facts, life, people

**CLOSING DATE FOR PRINTING DOCUMENTS**

2 weeks prior to Publication date

**AD DEADLINE**

3 weeks prior to Publication date

**EDITION PRICE**

€ 5.–

### FOR ADVICE PLEASE CONTACT

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CEO

News

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You can find  
our contact partners at  
**[www.vgn.at/news-kontakt](http://www.vgn.at/news-kontakt)**

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

**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

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[anzeigenproduktion@news.at](mailto:anzeigenproduktion@news.at)

**ADVERTISING DEPARTMENT**

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