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# TV-MEDIA

**Live. Love. Watch.**

TV-Media is Austria's best TV programme and also top in international comparison. It is THE innovative leading medium for the digital TV and entertainment world and is perfectly tailored to this rapidly growing television market. TV-Media and tvmedia.at is the competent navigator for educated and high-income people who not only select the most attractive things in life when watching television. In Austria's largest streaming guide, you will find the most important films and series from Netflix, Sky, Prime Video, Disney+ & Co.



# 1 AUDIENCE

## PRINT

Distributed Circulation: **152,581 Copies** (incl. 61,839 as a e-journal)  
 Subscriptions: **115,253 Copies** (incl. 53,953 as a e-journal)  
 Share of Subscriptions: **75.5 %**  
 Readers: **484,000**  
 Total Reach: **6.3 %**  
 Core Target Audience: **25+ years, ABC1 Status**  
 Reach within Core Target Audience: **6.9 %**  
 Gender: **55.0 % Female 45.0 % Male**  
 Ratio ABC1 Status: **53.9 %**  
 Average Household Income: **€ 3,861.–**

## DIGITAL – tv-media.at

Visits: **1,244,474**  
 Page Impressions: **5,356,930**  
 Unique Clients: **198,611**  
 Gender: **42.3 % Female 57.7 % Male**  
 Age: **76.2 % < 60 years**  
 Average Household Income: **€ 2,908.–**

## SOCIAL MEDIA

Facebook: **57,677**

## NEWSLETTER

Recipients: **26,000-28,000** (Sent Mon, Thr)  
 Opening Rate: **32.0 %**

## 2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages: _____	€ 36,980.–
1/1 page: _____	€ 18,490.–
3/4 page: _____	€ 14,670.–
2/3 page: _____	€ 12,680.–
1/2 page: _____	€ 11,990.–
1/3 page: _____	€ 8,730.–
1/4 page: _____	€ 7,380.–
1/4 Box*: _____	€ 5,650.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 22,190.–
Cover page 4 _____	€ 22,190.–
Cover page 2 & page 3 _____	€ 44,370.–

### SURCHARGES

Special placement: upon request  
 Requested placement: 15 %  
 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

FREQUENCY	DISCOUNT
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@tv-media.at** and at **www.vgn.at/produktionsinfos**

# 3 FORMATS

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

	TYPE AREA	BLEED
2/1 pages:	376 x 250	400 x 280
1/1 page:	175 x 250	200 x 280
2/3 page vertical:	118 x 250	132 x 280
2/3 page horizontal:	175 x 167	200 x 182
1/2 page vertical:	85 x 250	99 x 280
1/2 page horizontal:	175 x 125	200 x 140
1/3 page vertical:	52 x 250	66 x 280
1/3 page horizontal:	175 x 80	200 x 90
1/4 page vertical:	35 x 250	50 x 280
1/4 page horizontal:	175 x 60	200 x 70
1/4 Box*:	85 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

## January

02/24\_\_Wed 03.01.24  
03/24\_\_Wed 10.01.24  
04/24\_\_Wed 17.01.24  
05/24\_\_Wed 24.01.24  
06/24\_\_Wed 31.01.24

## February

07/24\_\_Wed 07.02.24  
08/24\_\_Wed 14.02.24  
09/24\_\_Wed 21.02.24  
10/24\_\_Wed 28.02.24

## March

11/24\_\_Wed 06.03.24  
12/24\_\_Wed 13.03.24  
13/24\_\_Wed 20.03.24  
14/24\_\_Wed 27.03.24

## April

15/24\_\_Wed 03.04.24  
16/24\_\_Wed 10.04.24  
17/24\_\_Wed 17.04.24  
18/24\_\_Wed 24.04.24  
19/24\_\_Wed 30.04.24

## May

20/24\_\_Wed 08.05.24  
21/24\_\_Wed 15.05.24  
22/24\_\_Wed 22.05.24  
23/24\_\_Wed 29.05.24

## June

24/24\_\_Wed 05.06.24  
25/24\_\_Wed 12.06.24  
26/24\_\_Wed 19.06.24  
27/24\_\_Wed 26.06.24

## July

28/24\_\_Wed 03.07.24  
29/24\_\_Wed 10.07.24  
30/24\_\_Wed 17.07.24  
31/24\_\_Wed 24.07.24  
32/24\_\_Wed 31.07.24

## August

33/24\_\_Wed 07.08.24  
34/24\_\_Wed 14.08.24  
35/24\_\_Wed 21.08.24  
36/24\_\_Wed 28.08.24

## September

37/24\_\_Wed 04.09.24  
38/24\_\_Wed 11.09.24  
39/24\_\_Wed 18.09.24  
40/24\_\_Wed 25.09.24

## October

41/24\_\_Wed 02.10.24  
42/24\_\_Wed 09.10.24  
43/24\_\_Wed 16.10.24  
44/24\_\_Wed 23.10.24  
45/24\_\_Tue 30.10.24

## November

46/24\_\_Wed 06.11.24  
47/24\_\_Wed 13.11.24  
48/24\_\_Wed 20.11.24  
49/24\_\_Wed 27.11.24

## December

50/23\_\_Wed 04.12.24  
51/23\_\_Wed 11.12.24  
52/23\_\_Wed 18.12.24  
01/24\_\_Wed 24.12.24

**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</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 133.–
up to 40 grams: _____	€ 149.–
up to 50 grams: _____	€ 160.–
up to 60 grams: _____	€ 171.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 143.–
up to 40 grams: _____	€ 159.–
up to 50 grams: _____	€ 170.–
up to 60 grams: _____	€ 181.–
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 _____	<b>33 %</b>
from 800,000 copies _____	<b>25 %</b>
from 600,000 copies _____	<b>20 %</b>
from 400,000 copies _____	<b>15 %</b>
from 300,000 copies _____	<b>10 %</b>

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:** 110 x 110 mm

**Maximum format:** 210 x 280 mm

TOTAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams: _____	€ 135.–
up to 40 grams: _____	€ 151.–
up to 50 grams: _____	€ 162.–
up to 60 grams: _____	€ 173.–
above 60 grams: _____	upon request

PARTIAL CIRCULATION	PRICE PER ONE THOUSAND
up to 20 grams: _____	€ 145.–
up to 40 grams: _____	€ 161.–
up to 50 grams: _____	€ 172.–
up to 60 grams: _____	€ 183.–
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)  
Rate Card: Valid until 31.12.2024 (subject to change)

## AD-SPECIALS LABEL & SACHETS

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

**Minimum format:** 60 x 80 mm

**Maximum format:** 160 x 190 mm

€ 103.– per one thousand

### SACHETS

**Minimum format:** 60 x 80 mm

**Maximum format:** 120 x 140 mm

**Weight:** max. 15 g

**Thickness:** max. 2 mm

€ 130.– 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!

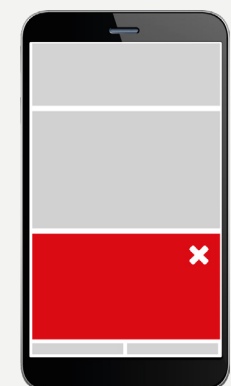
**Placement:** Only possible on a right side!

**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.

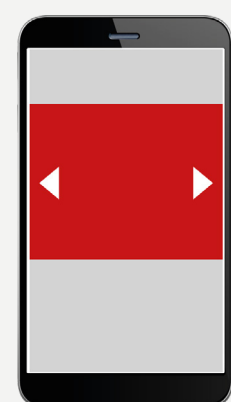
## 6 TV-MEDIA APP



### Resize Ad

(320 x 250 px, max. 40 kB / Close Button 50 x 50 px rechts oben)

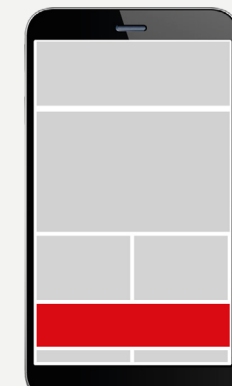
TKP € 60,-



### Gallery Ad

(320 x 250 px, max. 40 kB)

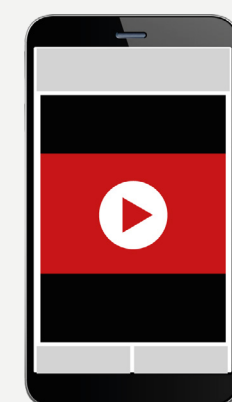
TKP € 60,-



### Download Push Ad

(320 x 50 oder 320 x 150 oder 320 x 250 px, max. 40 kB)

TKP € 60,-



### Fullscreen Video Ad

(mp4-Video 320 x 180 px)

TKP € 60,-



### Content Video Ad

(mp4-Video 320 x 180 px, Bild über Video 320 x 70 px)

TKP € 60,-



### Trailer Ad

(320 x 50 px, mp4-Video 320 x 180 px)

TKP € 60,-



# 7 FACTS & FIGURES

## **EDITOR-IN-CHIEF**

Hadubrand Schreibershofen

## **MAGAZINE SECTIONS**

Media, TV programme,  
Streaming & Video on Demand,  
cinema, Hollywood

## **CLOSING DATE FOR PRINTING DOCUMENTS**

2 weeks prior to Publication date

## **AD DEADLINE**

3 weeks prior to Publication date

## **EDITION PRICE**

€ 3.50

## **FREQUENCY OF PUBLICATION**

weekly

## FOR ADVICE PLEASE CONTACT

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

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

## **PUBLISHER & MEDIA OWNER**

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FN 183971x HG Vienna,  
Taborstraße 1-3, 1020 Vienna

## **BANK DETAILS**

RLB NÖ/Wien  
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