

besser WOHNEN

THE AUSTRIAN
LIVING MAGAZIN
www.besser-wohnen.co.at

MEDIA DATA
2009



MEDIA DATA AND FACTS
EDITORIAL FOCUS - PREVIEW FOR THE YEAR 2009
ADVERTISING RATES, AD FORMATS AND SUPPLEMENTS
CONTACT

4 4 Y E A R S O F S U B S I S T E N C E

Media data/facts

Based on: Media analysis 2007/08 and ÖAK 1/08

Readers per issue: 177.000 Reach (readers per issue): 2,5%

Broadest user group: 842.000 Reach: 12,0%

Production run: 74.440, ÖAK 1. Hj 2008

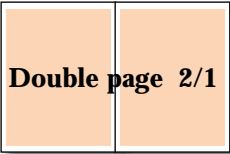

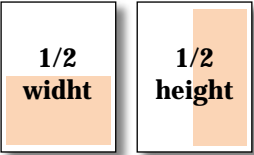
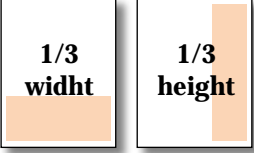

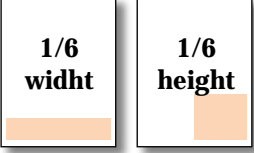
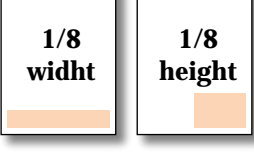
Readers per issue	Rpi
Men	59.000
Women	118.000
Total	177.000
Age	
age 14 – 19	7.000
age 20 – 29	23.000
age 30 – 39	33.000
age 40 – 49	49.000
age 50 – 59	29.000
age 60 – 69	26.000
age 70 or older	10.000
Social classes	
Class A	21.000
Class B	38.000
Class C 1	38.000
Class C 2	33.000
Class D	34.000
Class E	14.000
Household net income	
Up to 1.199,- Euro	19.000
1.200,- to 1.649,- Euro	24.000
1.650,- to 2.249,- Euro	36.000
2.250,- to 2.999,- Euro	44.000
3.000,- Euro or above	56.000
Education	
Compulsory School (elementary school and secondary modern school)	35.000
Vocational school/professional school	98.000
General qualification for university entrance	27.000
College/university	17.000
DOMESTIC CIRCUMSTANCES (MA 2007)	
Own house	83.000
Rented house	4.000
Condo	18.000
Companionship apartment	22.000
Community housing	15.000
Other flat	25.000

The only journal certified by MA and ÖAK.



Ad rates/display formats

Besser Wohnen is published 10 times per year with two combined issues (June/July and November/December) and one week before the beginning of the month.

FORMATS IN MM	PRICE (4C)	SPECIAL OFFERS
 <p>Double page 2/1</p> <p>w x h 460 x 300</p>	<p>2/1 advertisement 12.600,--</p> <p>promotion 9.600,--</p>	<p>Coverpromotion: Front page + PR 7.000,--</p> <p>Cover pages: U2, U3 + U4 8.550,--</p>
 <p>1/1</p> <p>185 x 265 230 x 300 Trim size with 3 mm bleed. <i>(in italics)</i></p>	<p>1/1 advertisement 7.700,--</p> <p>promotion 4.800,--</p>	<p>Promotion/ advertorial Design by the editorial office. No logo possible.</p> <p>Promotion within “Leisure Time”, ca. 1/6 or 1/4 format. Organization by the editorship. No logo possible.</p>
 <p>1/2 width 1/2 height</p> <p>w x h 185 x 128 90 x 265 230 x 145 112 x 300</p>	<p>1/2 advertisement 3.990,--</p> <p>promotion: 2.400,--</p>	<p>1/4 Promotion 1.200,--</p> <p>1/6 Promotion 830,--</p>
 <p>1/3 width 1/3 height</p> <p>w x h 185 x 85 58 x 265 77 x 300 230 x 102</p>	<p>1/3 advertisement 2.650,--</p> <p>promotion: 1.600,--</p>	<p>Edition for doctors and haircutter Edition 8.000 exemplars U 1 + U 4 Total price 4.000,--</p>
 <p>1/4 width 1/4 height</p> <p>w x h 185 x 60 90 x 128</p>	<p>1/4 advertisement 1.980,--</p> <p>promotion 1.200,--</p>	<p>Company's edition Minimum circulation: 1.000 exemplars U 1 + U 4 1.000,-- + per magazin 1,-- Delivery to an address.</p>
 <p>1/6 width 1/6 height</p> <p>w x h 185 x 41 90 x 85</p>	<p>1/6 advertisement 1.350,--</p> <p>promotion 830,--</p>	<p><i>The only living magazine checked by MA and ÖAK. Media analysis 2007/08 and ÖAK 1/08. Printing edition of 74,440 copies, ÖAK 1-HJ 2008.</i></p>
 <p>1/8 width 1/8 height</p> <p>w x h 185 x 30 90 x 60</p>	<p>1/8 advertisement 990,--</p> <p>promotion 630,--</p>	<p><i>Formats in mm, width x height. Prices valid starting from January 1, 2009. All prices in euros plus taxes.</i></p>

Supplements/printing documents

Inserts, fixed inserts, stickers, promotions etc.

● Inserts 227 x 297 mm

Maximal size of the insert: 227 x 297 mm. Within total circulation, price per piece per 1000 exemplars including postage charges: up to 40g/115,- euro scaled up to gross weight of the magazine.

● Fixed inserts

Maximal trimbox of the magazine plus 5mm trimming, 2mm of grind off in the inside.

● Stickers

Postcard format, 45,00 euro per mill, other stickers on request. Reservation of the carrier page required.

● Printing process

Role offset, 70's grid, back adhesive bond.

● Printing documents

Transmit printing documents in form of a pdf ready for printing (300 dpi resolution, inclusive photos, all colours in CMYK, writings embedded) to the publishing house. If possible with colorfast printout.

● Documents for promotions:

Proposed text as well as graphical material specified as reproduction material. Final graphical and textual design is reserved to the publishing house. Customer demands will be considered as far as possible.

● Delivery of all documents to:

Besser Wohnen
Verlagsges.m.b.H.
Stelzhamergasse 4/9
1030 Vienna
T: +43-1-7125692-0
grafik@besser-wohnen.co.at
www.besser-wohnen.co.at

● Cooperation:

We are at your disposal for any kind of individual collaboration (cover promotions, marketing offers, special editions etc.).

● Surcharges (discountable)

For prescribed positioning: plus 10%.
For divergent formats: plus 5 %.
(possible from page 3)

● Scale of discount per year of order

Starting from 15.000,-- Euro minus 5%.

Starting from 30.000,-- Euro minus 10%.

All discounts will be subtracted from the invoice at the last place of advertisement of the year of contract.

● Cancellation

Deadline for cancellations is the closing date.

Area of jurisdiction Vienna is considered as agreed upon. Status: October 2008. Subject to record, price and pressure changes.

www.besser-wohnen.co.at

We offer banner ads on our homepage www.besser-wohnen.co.at
It consists of a link to the website of the client.

FORMAT IN MM	RATES	SPECIAL OFFERS
110 x 110 pixel File-format jpg	1 month 3 months 12 months	100,-- 270,-- 960,--

Prices effective from January 1, 2009. All prices quoted are in Euro currency and exclusive of VAT.

Contact

with your Besser Wohnen team:



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