



## Portfolio

### An outstanding economy journal

The outstanding magazine Portfolio is published once a year and provides its readers an outlook into future prospects for financial markets and different asset classes for the upcoming year.

Portfolio principally addresses financial decision makers – B2B as well as B2C. Our experienced editorial department for economics and finance is responsible for the high quality analysis.

This comprehensive publication with a size of 240 mm by 325 mm is larger than the carrier publication and therefore receives more attention. The magazine is available to subscribers and on newsstands and therefore benefits from the total circulation of DER STANDARD.

Its in-depth and expert content combined with its professional and clear design and appearance have developed this supplement into a top publication for Austria's finance and public sectors.

#### Publication Date 2019

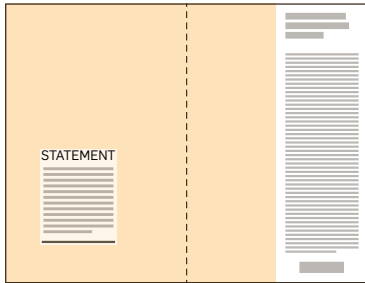
Thursday, 5<sup>th</sup> December

#### Deadline

Wednesday, 30<sup>th</sup> October

(Subject to change)

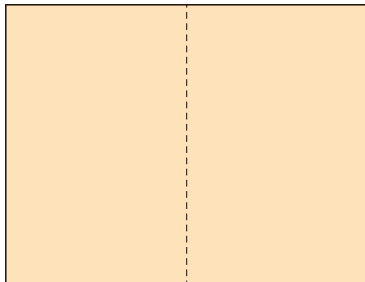
# Portfolio



**2/1  
Statement** € 21.300,-

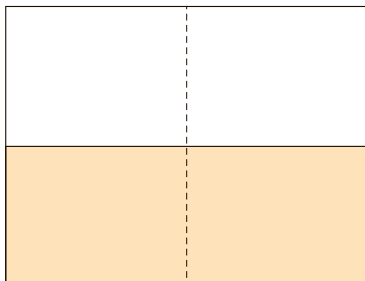
bleed size 480 x 325 mm

The Statement is a 2/1 promotion page, which is set in a standardized layout.



**2/1 Spread  
Page** € 25.500,-

type area 452 x 279 mm  
bleed size 480 x 325 mm



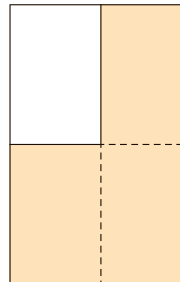
**2/2 Spread  
Page** € 18.400,-

type area 452 x 138 mm  
bleed size 480 x 162 mm



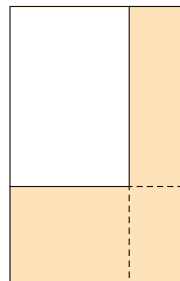
**1/1 Page** € 14.000,-

type area 204 x 279 mm  
bleed size 240 x 325 mm



**1/2 Page** € 9.200,-

**v** type area 100 x 279 mm  
bleed size 114 x 325 mm  
**h** type area 204 x 138 mm  
bleed size 240 x 162 mm



**1/3 Page** € 7.150,-

**h** type area 204 x 86 mm  
bleed size 240 x 110 mm

## Rates and Specs

### Large Format

### Prime positioning

25 % surcharge on IFC and OBC

### Fixed positioning

15 % surcharge (or at least € 750.-), solus positioning from 1/3 page upwards guaranteed

### Print, Paper, Colour Profile

**Cover:** 200g picture print wood-free glossy, ISOcoated\_v2\_eci

**Inside:** 57g LWC glossy improved recycling, PSO\_LWC\_Improved

**Bleed:** 3 mm on each side

### Copy Deadline

5 weeks prior to publication

### Contact Production

Tel.: +43(0)1/531 70-431  
or -388  
produktion@derStandard.at

v: vertical, h: horizontal, b: box

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PLÜFO01.2 Effective: 07.05.19

### Advertising

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