



RONDO

Grand stage – grand performance: RONDO – the ‘poster size’ magazine

This lifestyle magazine has just the right size and scenery to stage your ad: The worlds of fashion, beauty, jewellery, design, music, food, drink and travel are gathered in a young, cheeky, high quality that is a supplement to DER STANDARD every Friday.

Several times a year RONDO focuses on a main topic as a special issue (Fashion 4x, Design 8x, Food & Drink 2x, Travel 2x and Men 2x).

Publication Date 2019

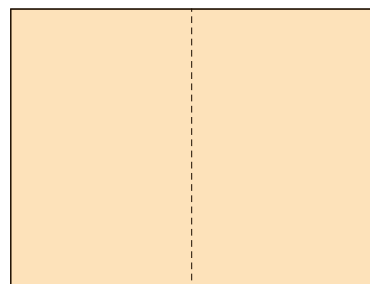
Every Friday

Deadline

2 weeks prior to publication date for bookings and printing material

(Subject to change)

RONDO



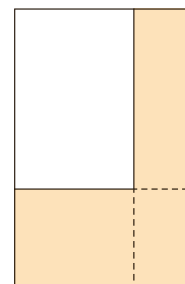
2/1 Spread
Page € 25,500.–

type area 538 x 384 mm
bleed size 570 x 440 mm



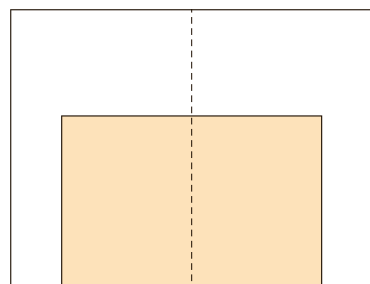
1/1 Page € 14,000.–

type area 253 x 384 mm
bleed size 285 x 440 mm



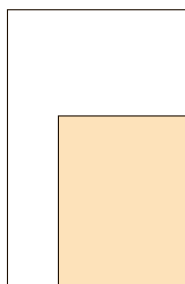
1/3 Page € 7,150.–

v type area 81 x 384 mm
bleed size 97 x 440 mm
h type area 253 x 125 mm
bleed size 285 x 156 mm



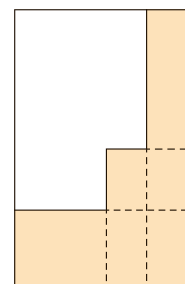
2/1 Magazine Spread
Page € 22,000.–

type area 410 x 242 mm
bleed size 410 x 273 mm



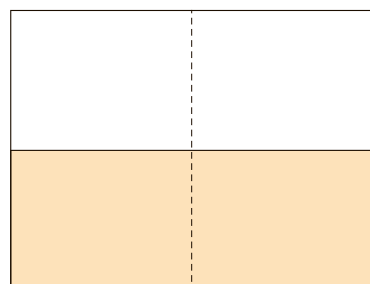
Magazin € 11,000.–

type area 189 x 242 mm
bleed size 205 x 273 mm



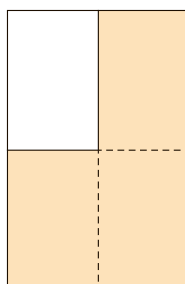
1/4 Page € 5,600.–

v type area 61 x 384 mm
bleed size 77 x 440 mm
h type area 253 x 93 mm
bleed size 285 x 124 mm
b type area 125 x 190 mm
bleed size 141 x 221 mm



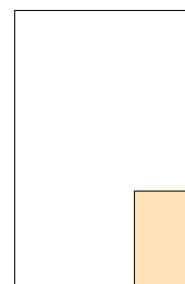
2/2 Spread
Page € 18,400.–

type area 538 x 190 mm
bleed size 570 x 221 mm



1/2 Page € 9,200.–

v type area 125 x 384 mm
bleed size 141 x 440 mm
h type area 253 x 190 mm
bleed size 285 x 221 mm



1/9 Page € 2,600.–

type area 81 x 125 mm
bleed size 97 x 156 mm

Rates and Specs

RONDO-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 and Inside:

57g LWC glossy
improved recycling,
PSO_LWC_Improved
Bleed: 3 mm on each side

Copy Deadline

2 weeks prior to publication

Contact Production

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

v: vertical, h: horizontal, b: box

The general terms and conditions of DER STANDARD Verlagsgesellschaft m. b. H. apply and can be viewed at derStandard.at/GTCs. Rates valid until cancelled according to current Rate Card (can be viewed at derStandard.at/Sales) 20 % VAT is applicable. 5 % Austrian governmental advertising tax applies to print media. Reservations on preferential placement remain valid until 4 weeks before date of publication. From this time on, only fixed bookings are possible. In case of cancellation after deadline, the agreed contract value will be charged. Subject to alterations. Typing and printing errors reserved.

PLRON01.2 Effective: 07.05.19

Advertising

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