



## RUNDUM Kosmetik

### Feeling pretty – from head to toe

RUNDUM Kosmetik is our brand new magazine that sets out to inform our readers about beauty and wellness trends. Beyond the coverage of beauty innovations, haircare essentials or seasonal fragrances, it offers its readership a glance behind the scenes: Who are the creative minds that impact tomorrow's beauty ideals? How much research is put into each brand before it is introduced to the market? And what are the origins of our favourite beauty must-haves?

An expedition through cultural history, novel findings within the industry, the latest make-up trends and valuable anti-aging guides are packed into one inspiring glossy. Insider tips, expert interviews and still-lives of product highlights complete the reader's journey through the magazine.

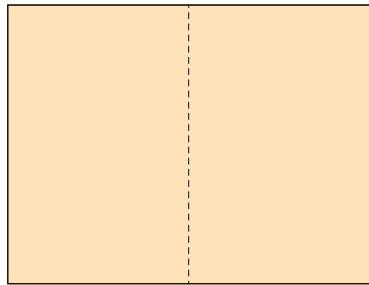
Take the curtain call... for your brand, your company's philosophy and products! Let the readers of RUNDUM Kosmetik dive in deep and introduce them to your muses and trendsetters.

Please ask for content-related cooperation opportunities such as photo shoots, multi-page spreads and other joint projects.

Publication Date 2019	Deadline
Thursday, 21 <sup>st</sup> March	Thursday, 28 <sup>th</sup> February
Thursday, 31 <sup>st</sup> October	Wednesday, 9 <sup>th</sup> October

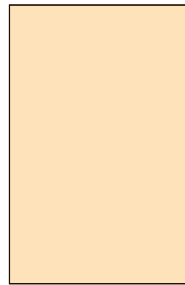
(Subject to change)

# RUNDUM



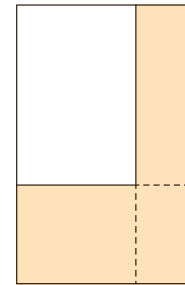
**2/1 Spread**  
**Page** € 25,500.-

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



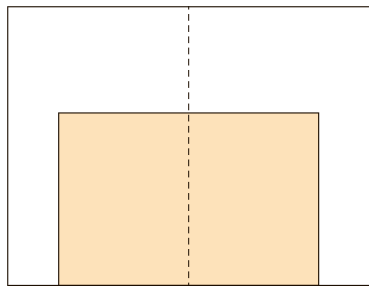
**1/1 Page** € 14,000.-

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



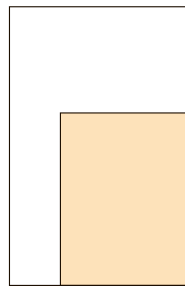
**1/3 Page** € 7,150.-

**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



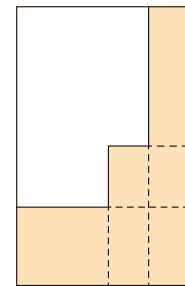
**2/1 Magazine Spread**  
**Page** € 22,000.-

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



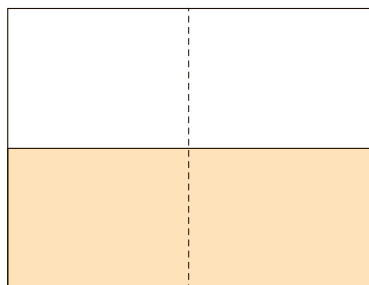
**Magazin** € 11,000.-

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



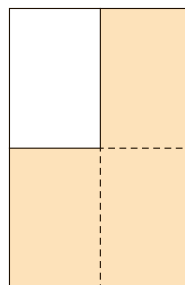
**1/4 Page** € 5,600.-

**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



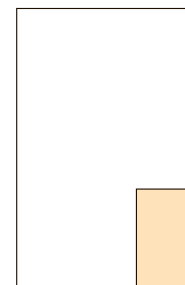
**2/2 Spread**  
**Page** € 18,400.-

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

v: vertical, h: horizontal, b: box

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PLRON03.2 Effective: 07.05.19

## Advertising

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## 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

3 weeks prior to publication

### Contact Production

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

**DERSTANDARD**