

RONDOmobil

The world of engines and machines

Cars and motorcycles are not only means of transportation, but also an expression of design and lifestyle.

RONDOmobil lives up to this fact in an impressive manner. The usual high level of contentual and visual RONDO coverage is transferred to the motorised thematic focus.

Whether it's the new models of the current season, the latest trends of car designs, the most innovative environmental technologies or the most important people who keep the wheel of the mobile industry running in Austria, **RONDOmobil continues to set new standards.**

Publication Date 2020	Focus	Deadline
Thursday, 16 th January	Vienna Motor Show	Monday, 16 th December
Saturday, 27 th June	10 years of RONDOmobil	Friday, 5 th June
Saturday, 28 th November	SUVs & Four-Wheel Drive	Friday, 6 th November

(Subject to change)

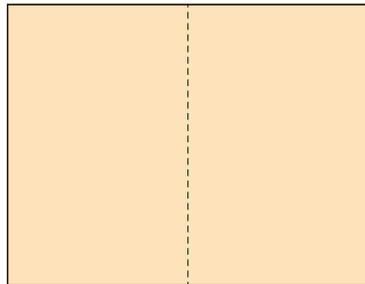
This magazine is enclosed in DER STANDARD, except for DER STANDARD-Kompakt and display selling.

Advertising

+43 1 531 70-707 | DW 485
 werbung@derStandard.at
 dSt.at/advertising

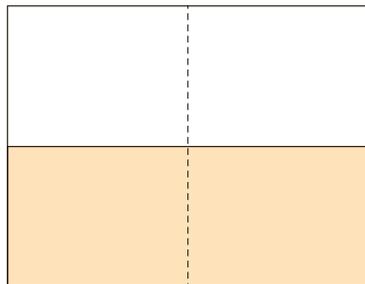
DERSTANDARD

RONDOmobil



2/1 Spread Page € 25,500.–

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



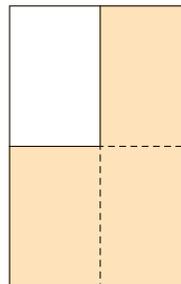
2/2 Spread Page € 18,400.–

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



1/1 Page € 14,000.–

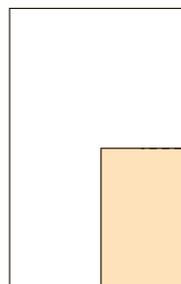
type area 253 x 384 mm
bleed size 285 x 440 mm



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



1/4 Page Box € 5,600.–

type area 125 x 190 mm
bleed size 141 x 221 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

3 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 sales.derStandard.at) 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: 05.08.20

Advertising

+43 1 531 70-707 | DW 485
werbung@derStandard.at
dSt.at/advertising

DERSTANDARD