

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

## 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 2020	Deadline
Friday, 3 <sup>rd</sup> April	Friday, 13 <sup>th</sup> March
Friday, 30 <sup>th</sup> October	Friday, 9 <sup>th</sup> October

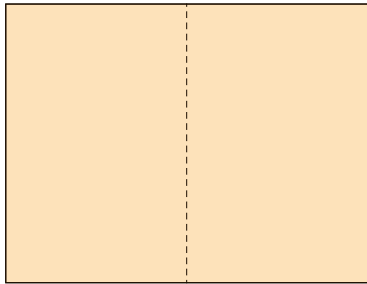
(Subject to change)

Advertising

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

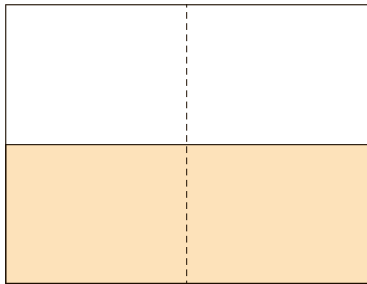
**DERSTANDARD**

# RUNDUM



**2/1 Spread Page** € 25,500.-

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



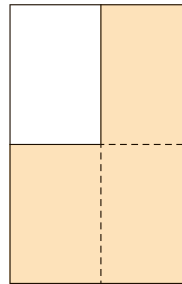
**2/2 Spread Page** € 18,400.-

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



**1/1 Page** € 14,000.-

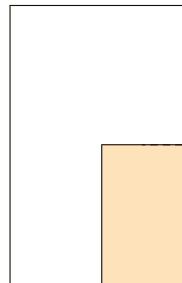
type area 253 x 384 mm  
bleed size 285 x 440 mm



**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](http://derStandard.at/GTCs). Rates valid until cancelled according to current Rate Card (can be viewed at [sales.derStandard.at](http://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.

PLRON03.2 Effective: 05.08.20

Advertising

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

**DERSTANDARD**