



## RONDO EXKLUSIV

### From Big to Better

RONDO Exklusiv, the unique style magazine created by DER STANDARD, reinvented itself in a very special way in 2020: the new exceptional format of 230 x 285 mm stands out from the mass of other glossy magazines. This compact format ensures that the highly visual layout and the emotional content unfold their greatness. The exclusive yet modern look is combined with the renowned, high quality journalism, elegance and profundity – always with a wink.

2021 RONDO Exklusiv appears six times a year on a Friday. In these issues, RONDO will be part of the new style magazine and a broad variety of topics will be covered: The worlds of fashion, cosmetics, watches and jewellery are as well portrayed as design aspects of living, architecture and luxury properties.

#### Also available as a stand-alone retail magazine

RONDO Exklusiv is distributed as a supplement in DER STANDARD and can be purchased at selected retailers.

Publication Date 2021	Deadline
Friday, 26 <sup>th</sup> March	Friday, 5 <sup>th</sup> March
Friday, 30 <sup>th</sup> April	Friday, 9 <sup>th</sup> April
Friday, 11 <sup>th</sup> June	Thursday, 20 <sup>th</sup> May
Friday, 1 <sup>st</sup> October	Friday, 10 <sup>th</sup> September
Friday, 12 <sup>th</sup> November	Friday, 22 <sup>nd</sup> October
Friday, 3 <sup>rd</sup> December	Friday, 12 <sup>th</sup> November

(Subject to change)

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

Advertising

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

**DERSTANDARD**

# RONDO EXKLUSIV

## Rates and Specs

### Prime positioning

25 % surcharge on IFC and OBC

### Fixed positioning

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

### Copy Deadline

3 weeks prior to publication

### Print, Paper, Colour Profile

#### Cover:

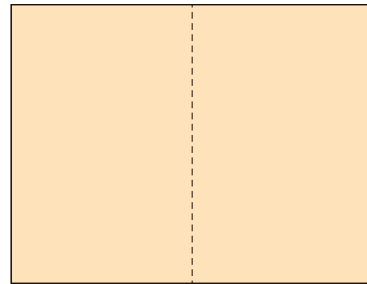
200g picture print wood-free matt,  
ISOcoated\_v2\_eci

**Inside:** 80g MWC nearly wood-free  
matt, ISOcoated\_v2\_300\_eci

**Bleed:** 3 mm on each side

### Contact Production

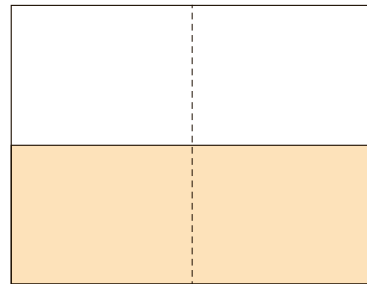
Tel.: +43(0)1/531 70-431 or -388  
produktion@derStandard.at



#### 2/1 Spread Page

type area 436 x 241 mm  
bleed size 460 x 285 mm

€ 25,500.-



#### 2/2 Spread Page

type area 436 x 118 mm  
bleed size 460 x 140 mm

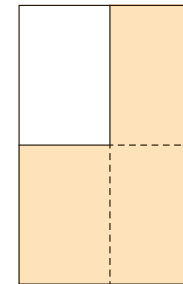
€ 18,400.-



#### 1/1 Page

type area 199 x 241 mm  
bleed size 230 x 285 mm

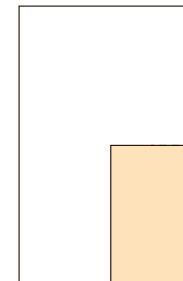
€ 14,000.-



#### 1/2 Page

v type area 97 x 241 mm  
bleed size 109 x 285 mm  
h type area 199 x 118 mm  
bleed size 230 x 140 mm

€ 9,200.-



#### 1/4 Page Box

type area 97 x 118 mm  
bleed size 109 x 140 mm

€ 5,600.-

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.

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**DER STANDARD**