



## Portfolio

### An outstanding economy journal

The outstanding magazine Portfolio is published once a year and provides its readers an outlook into future prospects for financial markets and different asset classes for the upcoming year.

Portfolio principally addresses financial decision makers – B2B as well as B2C. Our experienced editorial department for economics and finance is responsible for the high quality analysis.

This comprehensive publication with a size of 240 mm by 325 mm is larger than the carrier publication and therefore receives more attention. The magazine is available to subscribers and on newsstands and therefore benefits from the total circulation of DER STANDARD.

Its in-depth and expert content combined with its professional and clear design and appearance have developed this supplement into a top publication for Austria's finance and public sectors.

Publication Date 2021	Deadline
Thursday, 2 <sup>nd</sup> December	Thursday, 28 <sup>th</sup> October
	(Subject to change)

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

Advertising

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 werbung@derStandard.at  
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**DERSTANDARD**

# Portfolio

## 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

5 weeks prior to publication

### Print, Paper, Colour Profile

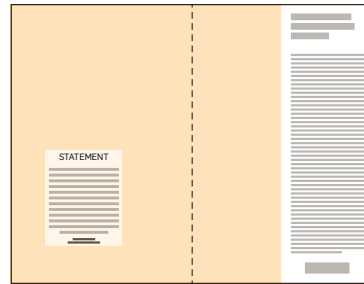
**Cover:** 200g picture print wood-free  
glossy, ISOcoated\_v2\_eci

**Inside:** 57g LWC glossy improved  
recycling, PSO\_LWC\_Improved

**Bleed:** 3 mm on each side

### Contact Production

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

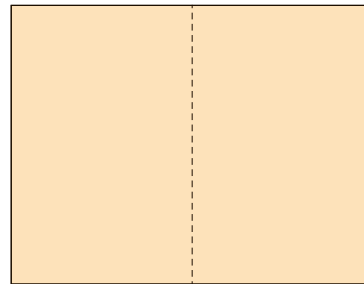


#### 2/1 Statement

bleed size 480 x 325 mm

€ 21,300.-

The Statement is a 2/1 promotion  
page, which is set in a standardized  
layout.

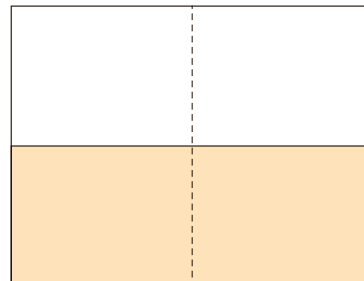


#### 2/1 Spread Page

type area 452 x 279 mm

bleed size 480 x 325 mm

€ 25,500.-

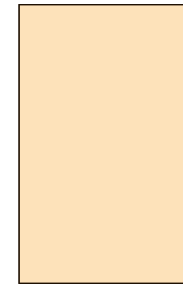


#### 2/2 Spread Page

type area 452 x 138 mm

bleed size 480 x 162 mm

€ 18,400.-

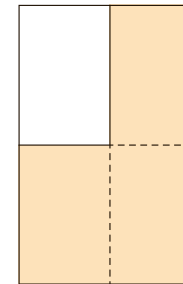


#### 1/1 Page

type area 204 x 279 mm

bleed size 240 x 325 mm

€ 14,000.-



#### 1/2 Page

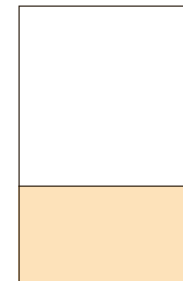
v type area 100 x 279 mm

bleed size 114 x 325 mm

h type area 204 x 138 mm

bleed size 240 x 162 mm

€ 9,200.-



#### 1/3 Page horizontal

type area 204 x 86 mm

bleed size 240 x 110 mm

€ 7,150.-

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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