



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

## RONDO

### RONDO – the ‘poster size’ magazine

This lifestyle magazine has just the right size and scenery to stage your ad: The worlds of fashion, beauty, jewellery, design, music, food, drink and travel are gathered in a young, cheeky, high quality that is a supplement to DER STANDARD every Friday.

Several times a year RONDO focuses on a main topic as a special issue (Fashion 4x, Cosmetics 2x, Design 7x, Food & Drink 6x, Travel 5x and Men 2x).

Publication Date 2021	Deadline
Every Friday	2 weeks prior to publication date for bookings and printing material <small>(Subject to change)</small>

Furthermore, RONDO merges completely into the significant magazine RONDO EXKLUSIV six times a year. In addition to regular topics as fashion, beauty, watches & jewellery, RONDO Exklusiv also features thrilling stories about extraordinary architecture, design, interior and luxury properties.

Publication Date 2021	Deadline
Friday, 26 <sup>th</sup> March	Friday, 5 <sup>th</sup> February
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)

Advertising

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

**DERSTANDARD**

# RONDO

## 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

2 weeks prior to publication

### Print, Paper, Colour Profile

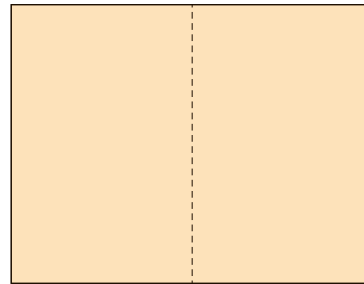
#### Cover and Inside:

57g LWC glossy  
improved recycling,  
PSO\_LWC\_Improved

**Bleed:** 3 mm on each side

### Contact Production

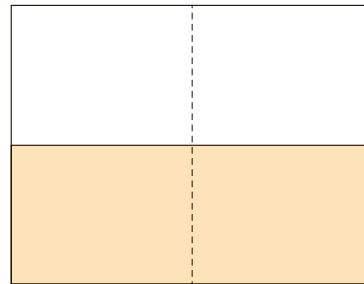
Tel.: +43(0)1/531 70-431 or -388  
produktion@derStandard.at



#### 2/1 Spread Page

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

€ 25,500.-



#### 2/2 Spread Page

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

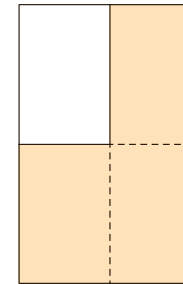
€ 18,400.-



#### 1/1 Page

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

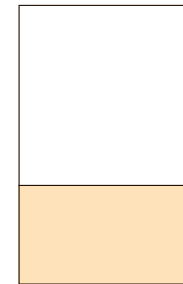
€ 14,000.-



#### 1/2 Page

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

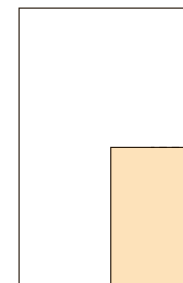
€ 9,200.-



#### 1/3 Page horizontal

type area 253 x 125 mm  
bleed size 285 x 156 mm

€ 7,150.-



#### 1/4 Page Box

type area 125 x 190 mm  
bleed size 141 x 221 mm

€ 5,600.-

v: vertical, h: horizontal

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**