

# RONDO EXKLUSIV

The surprising style magazine of DER STANDARD



A modern look, the highest journalistic standards and creative content make the style magazine RONDO Exklusiv a unique product of international standing.

Each issue has a specific theme, which is embraced in a surprising and diverse way by the editorial team - for example in the form of elaborately produced photo series, exciting interviews or contributions by well-known artists.

In addition to popular elements from the classic RONDO, such as Severin Corti's restaurant review or Pro&Contra, specially created recurring formats such as „Hausbesuch“ or

„Mahl-Zeit“, in which well-known personalities talk about their approach to living and cuisine, are very popular with our readers.

## Also available as a stand-alone retail magazine

RONDO Exklusiv is enclosed as a supplement in DER STANDARD six times a year instead of RONDO and is also available as a stand-alone retail magazine from selected retailers.

RONDO Exklusiv covers a broad variety of topics: fashion, design and interiors, cosmetics, architecture and real estate, culinary art, watches and jewelry as well as travel.

Publication Date 2022	Deadline
Friday, 25 <sup>th</sup> March	Friday, 4 <sup>th</sup> March
Friday, 29 <sup>th</sup> April	Thursday, 7 <sup>th</sup> April
Friday, 10 <sup>th</sup> June	Wednesday, 18 <sup>th</sup> May
Friday, 30 <sup>th</sup> September	Friday, 9 <sup>th</sup> September
Friday, 4 <sup>th</sup> November	Wednesday, 12 <sup>th</sup> October
Friday, 2 <sup>nd</sup> December	Friday, 11 <sup>th</sup> November

(Subject to alteration)

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, IBC, OBC and FEL

### 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

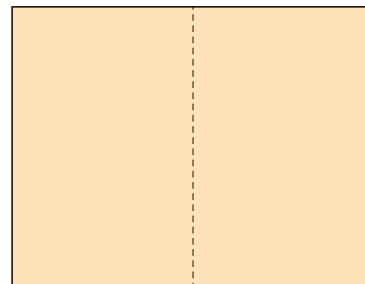
**Cover:** 200g picture print wood-free  
matt, ISOcoated\_v2\_eci

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

**Bleed:** 3 mm on each side

### Contact Production

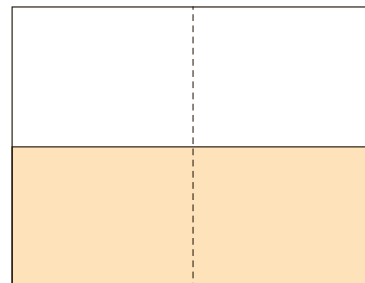
Phone: +43(0)1/531 70-388,  
-431 or -462  
produktion@derStandard.at



#### 2/1 Spread Page

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

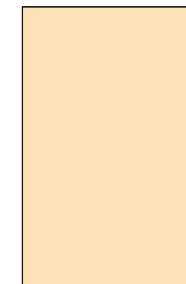
€ 26,200.-



#### 2/2 Spread Page

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

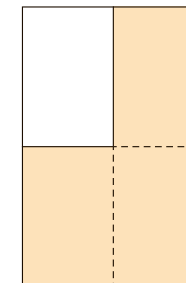
€ 18,950.-



#### 1/1 Page

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

€ 14,400.-

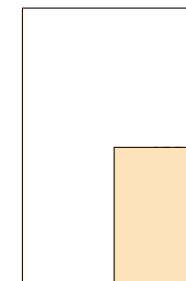


#### 1/2 Page

vert. type area 97 x 241 mm  
bleed size 109 x 285 mm

horiz. type area 199 x 118 mm  
bleed size 230 x 140 mm

€ 9,450.-



#### 1/4 Page Box

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

€ 5,750.-

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.

Advertising

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

**DER STANDARD**