

DERSTANDARD

2023 LIFESTYLE IN DER STANDARD

Advertising

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DERSTANDARD

DER STANDARD **RONDO**

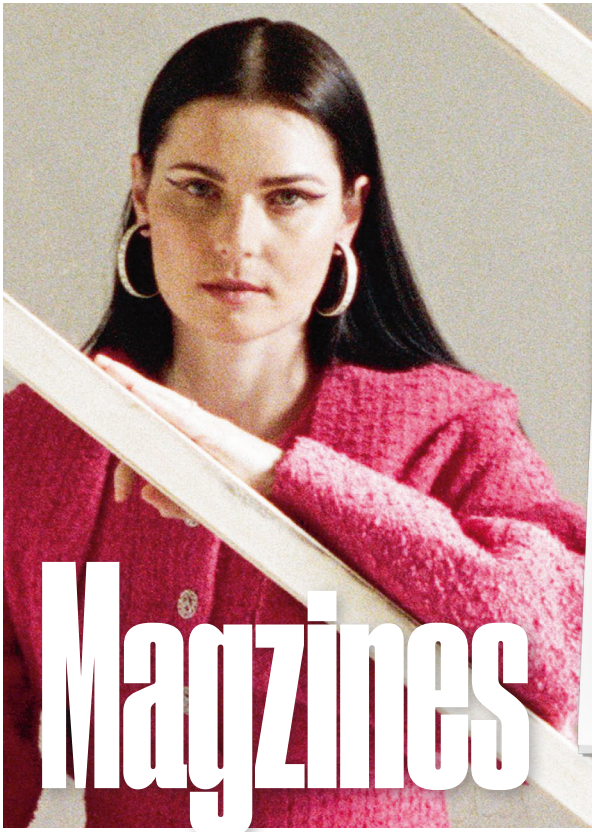
RONDO – the ‘poster size’ magazine

No other magazine offers such a great opportunity of expression. The worlds of fashion, beauty, jewellery, design, music, food, drink and travel are gathered in a young, cheeky, high quality magazine, that is a supplement to DER STANDARD every Friday.

Several times a year, RONDO focuses on a main topic as a special issue Fashion (3x), Cosmetics (1x), Design (7x), Food and Drinks (2x) and Travel (1x).



Publication Date	Deadline
Every Friday	2 weeks prior to publication date for bookings and printing material (Subject to alteration)



TAKE A **CLOSER LOOK**



DER STANDARD RONDO

Rates and Specs



Six times a year RONDO is transformed completely into Rondo Exklusiv and covers not only the key topics fashion, cosmetics, watches and jewellery but also interior design, architecture and luxury properties.

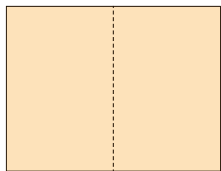
Prime positioning
25 % surcharge on
IFC, IBC, OBC and FEL

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

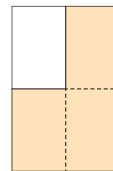
Copy Deadline
2 weeks prior to publication

Print, Paper, Colour Profile
Cover and Inside: 57g LWC glossy
improved recycling,
PSO_LWC_Improved
Bleed: 3 mm on each side

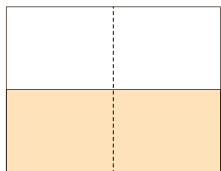
Contact Production
Phone: +43(0)1/531 70-388,
-431 or -462
produktion@derStandard.at



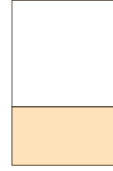
2/1 Spread Page
Type area 538 x 384 mm
Bleed size 570 x 440 mm
€ 28.100,-



1/2 Page
vert. Type area 125 x 384 mm
Bleed size 141 x 440 mm
horiz. Type area 253 x 190 mm
Bleed size 285 x 221 mm
€ 10.150,-



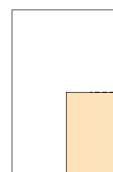
2/2 Spread Page
Type area 538 x 190 mm
Bleed size 570 x 221 mm
€ 20.300,-



1/3 Page horizontal
Type area 253 x 125 mm
Bleed size 285 x 156 mm
€ 7.880,-



1/1 Page
Type area 253 x 384 mm
Bleed size 285 x 440 mm
€ 15.400,-

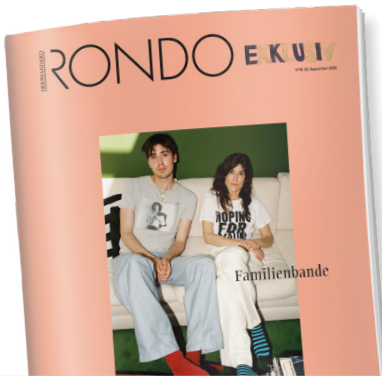


1/4 Page Box
Type area 125 x 190 mm
Bleed size 141 x 221 mm
€ 6.170,-

This magazine is enclosed in DER STANDARD, except for DER STANDARD Kompakt.
The general terms and conditions of DER STANDARD Verlagsgesellschaft m. b. H. apply and can be viewed at derStandard.at/GTCs. Rates valid until cancelled according to current Rate Card (can be viewed at 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.

2023 LIFESTYLE
DER STANDARD

The surprising style magazine of DER STANDARD



Publication Date	Deadline
Fri, 24 th March	Fri, 3 rd March
Fri, 28 th April	Thu, 6 th April
Fri, 9 th June	Tue, 16 th May
Fri 29 th September	Fri, 8 th September
Fri, 3 rd November	Wed, 11 th October
Thu, 7 th December	Thu, 16 th November

(Subject to alteration)

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 „Hausbe-

such“ 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 jewellery as well as travel.



For strong brands RONDO Exclusive is the place to present themselves embedded in journalistic quality, far off the traditional high-gloss magazines. The readers have the utmost trust in this style magazine in DER STANDARD, which radiates to the presented brand messages.



TAKE A CLOSER LOOK

* Source: MA 2021 - NRS (Survey: January - December 2021);



Homepage

derStandard.at is an overview of all current top news. The most important reports from all subject areas are clearly presented here.

The homepage is usually also the entry page where our community gets a first impression of current events.

Lifestyle-Channel

The Lifestyle-Channel provides content from our RONDO magazine, but also articles from the channels travel, automobile or family as a tongue-in-cheek counterbalance to the daily news reporting.

The classic lifestyle themes range from fashion, perfumes, spices, food and drinks, wellness and cosmetics to music and modern design.

Extend your lifestyle campaign online – regardless of whether you decide on a special format on the homepage or classic advertising material – you will make an impression!



Mutation Full



Sitebar/Understitial

Medium Rectangle or Native Ad

Media data

Print

Online

Reach in %	7,3 %	49 %
National reach	558.000	3.156.000
Specifics	91.7 % STANDARD exclusive readers (readers, who do not read Woman or Wienerin)	4,4 mio. hours use time
E-Paper (number of copies distributed)	16.200	–
Young target group: 20–29 years (reach)	9,5 %	33,7 %
Household income net (readership in structure)	77 % > € 2.550,–	60 % > € 2.500,–
Enjoyment of life has major importance (reach)	7,6 %	–
CPM-comparison* DER STANDARD WOMAN	40 55	–

**MORE
INFO**



Topics

Date	Topic	Product	Deadline
Fri, 13.01.	Focus: Food & Drinks	RONDO	Fri, 16.12.
Fri, 20.01.	Lifestyle	RONDO	Thu, 05.01.
Fri, 27.01.	Lifestyle	RONDO	Fri, 13.01.
Sat, 28.01.	RONDOMobil – automobile	Magazine	Thu, 05.01.
Fri, 03.02.	Focus: Cosmetics	RONDO	Fri, 20.01.
Fri, 10.02.	Focus: Design	RONDO	Fri, 27.01.
Fri, 17.02.	Lifestyle	RONDO	Fri, 03.02.
Fri, 24.02.	Lifestyle	RONDO	Fri, 10.02.
Fri, 03.03.	Lifestyle	RONDO	Fri, 17.02.
Fri, 10.03.	Focus: Design	RONDO	Fri, 24.02.
Thu, 16.03.	RUNDUM REISEN – travel	Magazine	Thu, 23.02.
Fri, 17.03.	Focus: Travel	RONDO	Fri, 03.03.
Fri, 24.03.	RONDO Exklusiv – lifestyle	Magazine	Fri, 03.03.
Sat, 25.03.	RONDOMobil – automobile	Magazine	Fri, 03.03.
Fri, 31.03.	Lifestyle	RONDO	Fri, 17.03.
Fri, 07.04.	Lifestyle	RONDO	Fri, 24.03.
Fri, 07.04.	RUNDUM GENUSS (Easter) – food & drinks	Magazine	Fri, 17.03.
Fri, 14.04.	Focus: Design	RONDO	Fri, 31.03.
Fri, 21.04.	Lifestyle	RONDO	Fri, 07.04.
Fri, 28.04.	RONDO Exklusiv – lifestyle	Magazine	Thu, 06.04.
Fri, 05.05.	Lifestyle	RONDO	Fri, 21.04.
Fri, 12.05.	RUNDUM WOHNEN – living	Magazine	Thu, 20.04.
Fri, 12.05.	Lifestyle	RONDO	Fri, 28.04.
Fri, 19.05.	Focus: Design	RONDO	Fri, 05.05.
Sat, 20.05.	RUNDUM REISEN UND GENIESSEN – travel & gusto	Magazine	Wed, 26.04.
Fri, 26.05.	Lifestyle	RONDO	Fri, 12.05.
Fri, 02.06.	Lifestyle	RONDO	Fri, 19.05.
Fri, 09.06.	RONDO Exklusiv – lifestyle	Magazine	Tue, 16.05.
Fri, 16.06.	Lifestyle	RONDO	Fri, 02.06.
Fri, 23.06.	RUNDUM GENUSS (Summer) – food & drinks	Magazine	Thu, 01.06.
Fri, 23.06.	Lifestyle	RONDO	Fri, 09.06.
Fri, 07.07.	Lifestyle	RONDO	Fri, 23.06.
Fri, 21.07.	Lifestyle	RONDO	Fri, 07.07.
Fri, 04.08.	Lifestyle	RONDO	Fri, 21.07.
Fri, 18.08.	Lifestyle	RONDO	Fri, 04.08.
Fri, 01.09.	Focus: Fashion	RONDO	Fri, 18.08.
Fri, 08.09.	Focus: Design	RONDO	Fri, 25.08.
Fri, 15.09.	Lifestyle	RONDO	Fri, 01.09.
Sat, 16.09.	RUNDUM REISEN UND GENIESSEN – travel & gusto	Magazine	Fri, 25.08.
Fri, 22.09.	Lifestyle	RONDO	Fri, 08.09.
Fri, 22.09.	RUNDUM GENUSS (Autumn) – food & drinks	Magazine	Fri, 01.09.
Fri, 29.09.	RONDO Exklusiv – lifestyle	Magazine	Fri, 08.09.
Sat, 30.09.	RONDOMobil – automobile	Magazine	Fri, 08.09.
Sat, 30.09.	RUNDUM KULTUR – arts & culture	Magazine	Fri, 08.09.
Fri, 06.10.	Focus: Design	RONDO	Fri, 22.09.
Fri, 13.10.	Lifestyle	RONDO	Fri, 29.09.
Fri, 20.10.	Lifestyle	RONDO	Fri, 06.10.
Fri, 20.10.	RUNDUM WOHNEN – living	Magazine	Fri, 29.09.
Fri, 27.10.	Lifestyle	RONDO	Fri, 13.10.
Fri, 03.11.	RONDO Exklusiv – lifestyle	Magazine	Wed, 11.10.
Wed, 08.11.	Reisen – travel	Magazine	Mon, 09.10.
Fri, 10.11.	Focus: Fashion	RONDO	Fri, 27.10.
Fri, 17.11.	Focus: Design	RONDO	Fri, 03.11.
Fri, 24.11.	Lifestyle	RONDO	Fri, 10.11.
Sat, 25.11.	RONDOMobil – automobile	Magazine	Fri, 03.11.
Fri, 01.12.	Focus: Christmas	RONDO	Fri, 17.11.
Wed, 06.12.	RUNDUM Weihnachten (Christmas) – food & drinks	Magazine	Wed, 15.11.
Thu, 07.12.	RONDO Exklusiv	Magazine	Thu, 16.11.
Fri, 15.12.	Focus: Food & Drinks	RONDO	Fri, 01.12.
Fri, 22.12.	Lifestyle	RONDO	Fri, 08.12.

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