

DER STANDARD

2023 LIFESTYLE IN DER STANDARD

Advertising

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werbung@derStandard.at
sales.derStandard.at/werbung

DER STANDARD

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)





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

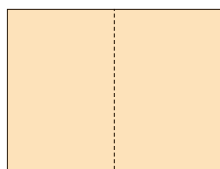
Print, Paper, Colour Profile

Cover and Inside: 57g LWC glossy improved recycling, PSO_LWC_Improved

Bleed: 3 mm on each side

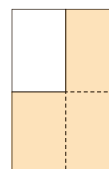
Contact Production

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



2/1 Spread Page

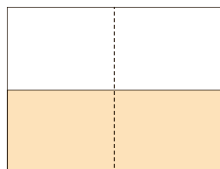
| | |
|-----------|--------------|
| Type area | 526 x 336 mm |
| Trim size | 560 x 380 mm |
| | € 28.100,- |



1/2 Page

| | | |
|--------|-----------|--------------|
| vert. | Type area | 120 x 336 mm |
| | Trim size | 137 x 380 mm |
| horiz. | Type area | 246 x 166 mm |
| | Trim size | 280 x 188 mm |

€ 10.150,-



2/2 Spread Page

| | |
|-----------|--------------|
| Type area | 526 x 166 mm |
| Trim size | 560 x 188 mm |
| | € 20.300,- |



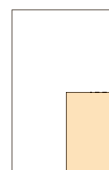
1/3 Page horizontal

| | |
|-----------|--------------|
| Type area | 246 x 109 mm |
| Trim size | 280 x 131 mm |
| | € 7.880,- |



1/1 Page

| | |
|-----------|--------------|
| Type area | 246 x 336 mm |
| Trim size | 280 x 380 mm |
| | € 15.400,- |



1/4 Page Box

| | |
|-----------|--------------|
| Type area | 120 x 166 mm |
| Trim size | 137 x 188 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.

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.



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

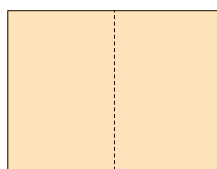
Cover: 200g picture print wood-free, ISOcoated_v2_eci

Inside: 80g MWC nearly wood-free, 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
Trim size 460 x 285 mm

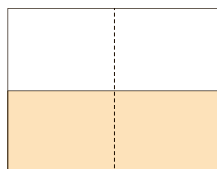
€ 28.100,-



1/1 Page

Type area 199 x 241 mm
Trim size 230 x 285 mm

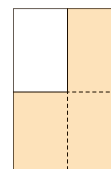
€ 15.400,-



2/2 Spread Page

Type area 436 x 118 mm
Trim size 460 x 140 mm

€ 20.300,-

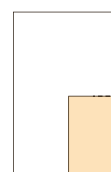


1/2 Page

vert. Type area 97 x 241 mm
Trim size 109 x 285 mm

horiz. Type area 199 x 118 mm
Trim size 230 x 140 mm

€ 10.150,-



1/4 Page Box

Type area 97 x 118 mm
Trim size 109 x 140 mm

€ 6.170,-

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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 % | 47,7 % |
| National reach | 558.000 | 3,3 mio. |
| Specifics | 93,5 % STANDARD exclusive readers readers, who do not read Woman | 3,8 mio. hours use time |
| E-Paper (number of copies distributed) | 16.100 | — |
| Young target group: 20–29 years (reach) | 8,5 % | 38,2 % |
| Household income net (readership in structure) | 78 % > € 2.550,— | 57,3 % > € 2.500,— |
| Enjoyment of life has major importance (readership in structure) | 88,1 % | — |
| CPM-comparison* DER STANDARD WOMAN | €29,— €64,— | — |

**MORE
INFO**



| 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. |
| Fri, 17.03. | RUNDUM REISEN – travel | in RONDO | 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 | in RONDO | 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 GENIESSSEN – 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 GENIESSSEN – 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. |

Subject to alteration

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