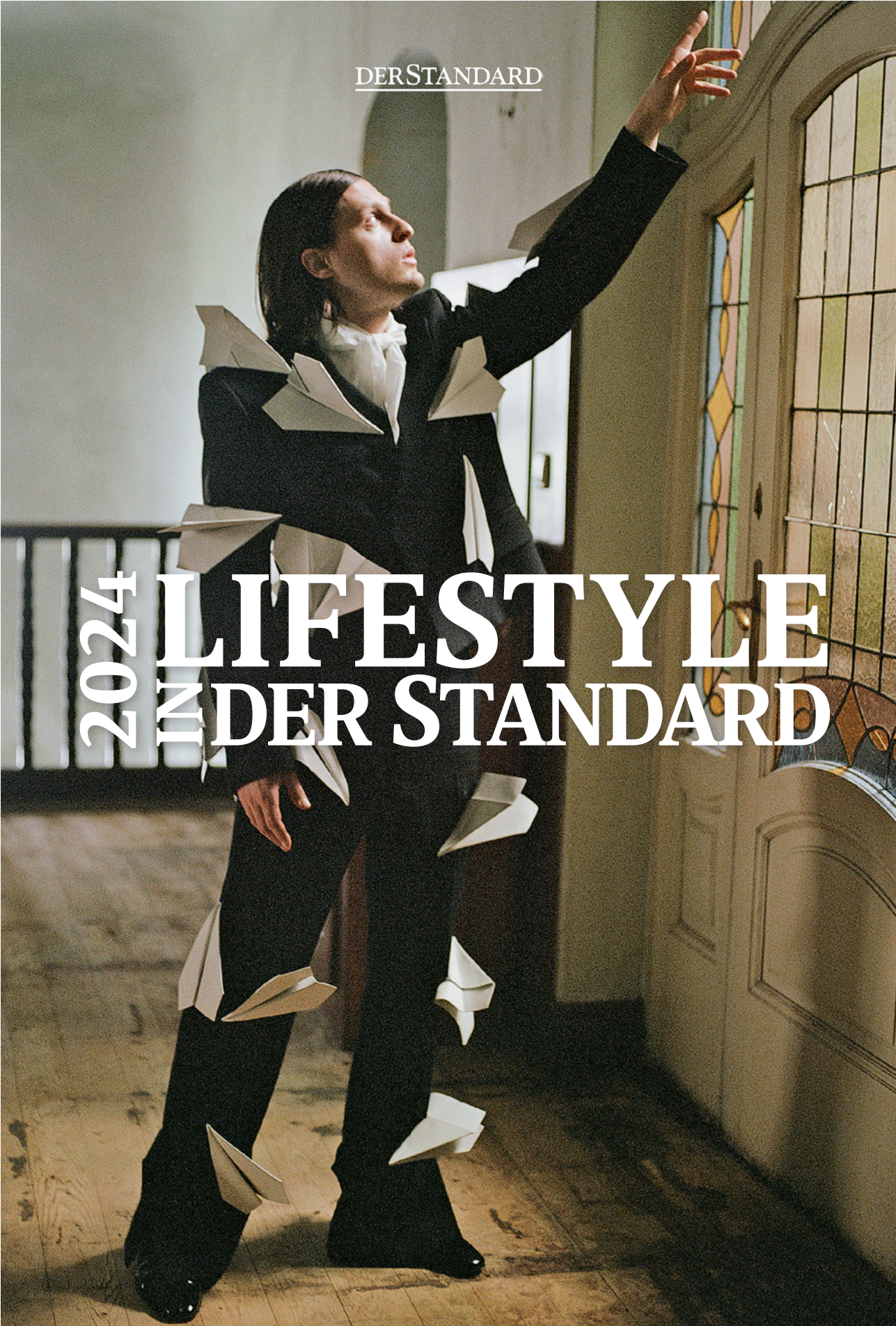


A man with long dark hair, wearing a black suit, stands in a hallway. He has white paper wings attached to his shoulders and white paper shoes on his feet. He is reaching his right arm up towards a large, arched doorway with stained glass. The hallway has wooden floors and a white railing in the background.

DERSTANDARD

2024 LIFESTYLE ZDER STANDARD

Advertising

+43 1 531 70-707
werbung@derStandard.at
sales.derStandard.at/werbung

DERSTANDARD

RONDO, the 'poster size' magazine

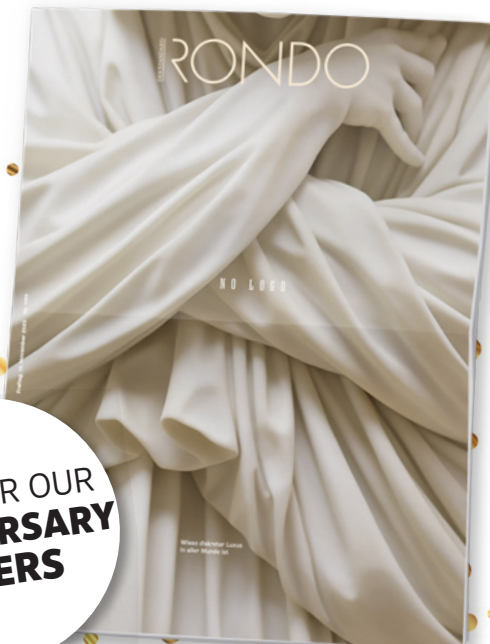
Celebrate 25 years of RONDO with us and benefit from our anniversary offers all year!

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).

25 years

DISCOVER OUR
**ANNIVERSARY
OFFERS**



2024

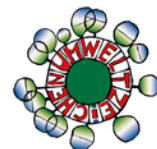
Every Friday

Deadline

2 weeks prior to publication date for bookings and printing material

(Subject to alteration)





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

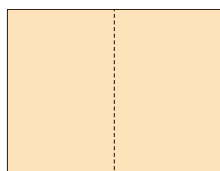
Cover and Inside:

57g LWC glossy
improved recycling,
PSO_LWC_Improved

Bleed: 3 mm on each side

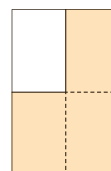
Contact Production

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



2/1 Spread Page

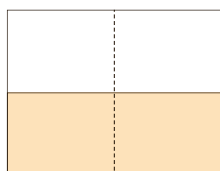
Type area	526 x 336 mm
Trim size	560 x 380 mm
€ 29.200,-	



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

€ 10.600,-



2/2 Spread Page

Type area	526 x 166 mm
Trim size	560 x 188 mm
€ 21.200,-	



1/3 Page horizontal

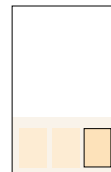
Type area	246 x 109 mm
Trim size	280 x 131 mm

€ 8.200,-



1/1 Page

Type area	246 x 336 mm
Trim size	280 x 380 mm
€ 16.000,-	



RONDO Tipp

Type Area	71 x 100 mm
premade Layout, Image: min. 300 dpi Text: 400–500 characters incl. spaces	

€ 990,-

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.

2024 **LIFESTYLE**
DER STANDARD

DER STANDARD RONDO *Exklusiv!*

The surprising style magazine of DER STANDARD

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.

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 – 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.



93,4 %
STANDARD
exclusive readers

readers who do not read Woman*

2024

Deadline

Fri, 29 th March	Fri, 08 th March
Fri, 03 rd May	Fri, 11 th April
Fri, 14 th June	Thu, 23 rd May
Fri, 27 th September	Fri, 06 th September
Fri, 31 st October	Thu, 10 th October
Fri, 06 th December	Fri, 15 th November
	(Subject to alteration)



For strong brands RONDO EXKLUSIV 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.



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

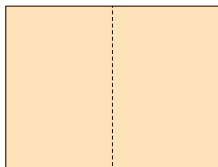
Cover: 200g picture print wood-free, ISOcoated_v2_eci

Inside: 80g MWC nearly wood-free, ISOcoated_v2_300_eci

Bleed: 3 mm on each side

Contact Production

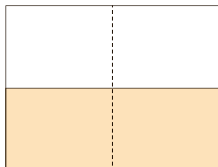
Phone: +43(0)1/531 70-388,
-431 or -462
produktion@derStandard.at



2/1 Spread Page

Type area 436 x 241 mm
Trim size 460 x 285 mm

€ 29.200,-



2/2 Spread Page

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

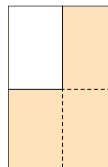
€ 21.200,-



1/1 Page

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

€ 16.000,-



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

€ 10.600,-



1/3 Page

Type area 199 x 77 mm
Trim size 230 x 99 mm

€ 8.200,-

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Online

REACH YOUR
TARGET
GROUP

VIEW BEST
PRACTICE
EXAMPLES



Mutation Full

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, food and drinks, wellness and cosmetics to music and modern design.



Sitebar/Understital

Medium Rectangle or Native Ad

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!

Media data

**MORE
INFO**

Print

Online

Reach in %	6,6 %	42,5 %
National reach	504.000	3 mio.
Specifics	93,4 % STANDARD exclusive readers, who do not read Woman	3,7 mio. hours use time
E-Paper (number of copies distributed)	19.200	—
Young target group: 20–29 Jahre (reach)	9,3 %	31,8 %
Household income net (readership in structure)	76,2 % > € 2.550,—	57,7 % > € 2.500,—
Use time per visit (in minutes)	—	6:39
CPM-comparison* DER STANDARD WOMAN	€ 29,8 € 63,5	€ 30,— € 33,—



Topics



Date	Topic	Product	Deadline
Fri, 12.01.		RONDO	Fri, 15.12.2023
Fri, 19.01.		RONDO	Fri, 05.01.2024
Fri, 26.01.		RONDO	Fri, 12.01.
Fri, 02.02.		RONDO	Fri, 19.01.
Fri, 09.02.		RONDO	Fri, 26.01.
Fri, 16.02.		RONDO	Fri, 02.02.
Fri, 23.02.		RONDO	Fri, 09.02.
Fri, 01.03.	Focus Design	RONDO	Fri, 16.02.
Fri, 08.03.	25 years of RONDO anniversary	RONDO	Fri, 23.02.
Fri, 15.03.		RONDO	Fri, 01.03.
Fri, 15.03.	RUNDUM Reisen (travel fair) – travel	Magazine	Fri, 23.02.
Fri, 22.03.		RONDO	Fri, 08.03.
Fri, 22.03.	RUNDUM Genuss – food & drinks	in RONDO	Fri, 01.03.
Fri, 29.03.	RONDO Exklusiv	Magazine	Fri, 08.03.
Fri, 05.04.		RONDO	Fri, 22.03.
Fri, 12.04.	Focus Design	RONDO	Fri, 29.03.
Fri, 19.04.		RONDO	Fri, 05.04.
Fri, 26.04.		RONDO	Fri, 12.04.
Fri, 26.04.	RUNDUM Wohnen – living	in RONDO	Fri, 05.04.
Fri, 03.05.	RONDO Exklusiv	Magazine	Thu, 11.04.
Sat, 04.05.	RUNDUM Reisen & Genießen – travel & gusto	Magazine	Thu, 11.04.
Fri, 10.05.		RONDO	Fri, 26.04.
Fri, 17.05.	Focus Design	RONDO	Fri, 03.05.
Thu 23.05.	RUNDUM EURO 2024	Magazine	Fri, 26.04.
Fri, 24.05.		RONDO	Fri, 10.05.
Fri, 31.05.		RONDO	Fri, 17.05.
Fri, 07.06.		RONDO	Fri, 24.05.
Fri, 14.06.	RONDO Exklusiv	Magazine	Thu, 23.05.
Fri, 21.06.		RONDO	Fri, 07.06.
Fri, 05.07.		RONDO	Fri, 21.06.
Fri, 19.07.		RONDO	Fri, 05.07.
Fri, 02.08.		RONDO	Fri, 19.07.
Fri, 16.08.		RONDO	Fri, 02.08.
Fri, 30.08.		RONDO	Fri, 16.08.
Fri, 06.09.	Focus Design	RONDO	Fri, 23.08.
Fri, 13.09.		RONDO	Fri, 30.08.
Fri, 20.09.		RONDO	Fri, 06.09.
Sat, 21.09.	RUNDUM Reisen und Genießen – travel & gusto	Magazine	Fri, 30.08.
Fri, 27.09.	RONDO Exklusiv	Magazine	Fri, 06.09.
Sat, 28.09.	RUNDUM Kultur – arts & culture	Magazine	Fri, 06.09.
Fri, 04.10.	Focus Design	RONDO	Fri, 20.09.
Fri, 11.10.		RONDO	Fri, 27.09.
Fri, 18.10.		RONDO	Fri, 04.10.
Fri, 18.10.	RUNDUM Wohnen – living	Magazine	Fri, 27.09.
Fri, 25.10.		RONDO	Fri, 11.10.
Fri, 31.10.	RONDO Exklusiv	Magazine	Thu, 10.10.
Fri, 08.11.		RONDO	Fri, 25.10.
Fri, 15.11.	Focus Design	RONDO	Fri, 01.11.
Fri, 22.11.		RONDO	Fri, 08.11.
Fri, 29.11.	Focus Christmas	RONDO	Fri, 15.11.
Fri, 06.12.	RONDO Exklusiv	Magazine	Fri, 15.11.
Sat, 07.12.	RUNDUM Genuss – food & drinks	Magazine	Fri, 15.11.
Fri, 13.12.		RONDO	Fri, 29.11.
Fri, 20.12.		RONDO	Fri, 06.12.

Subject to alteration

**Team Sales
Werbung**

+43 1 531 70-707
werbung@derStandard.at
sales.derStandard.at/werbung

**2024 LIFESTYLE
DER STANDARD**