

DERSTANDARD

2025 LIFESTYLE
VON DER STANDARD

Advertising

+43 1 531 70-707
werbung@derStandard.at
[dst.at/advertising](https://www.derstandard.at/advertising)

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 and cheeky high-quality magazine, that is a supplement in DER STANDARD every Friday.

Several times a year, RONDO focuses on a main topic such as fashion, cosmetics, design, food&drinks and travel.



2025

Deadline

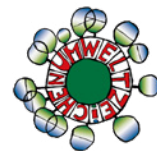
Every Friday

2 weeks prior to publication date for bookings and printing material

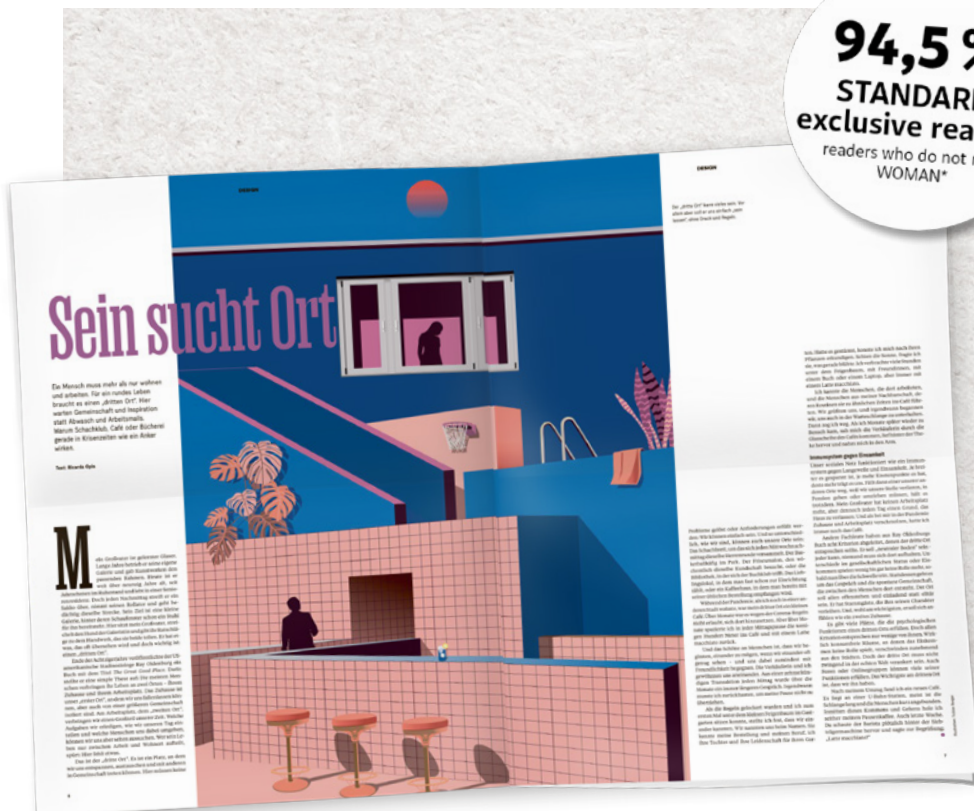
(Subject to alteration)

TAKE A CLOSER LOOK





**94,5%
STANDARD
exclusive readers**
readers who do not read
WOMAN*



Pricing

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

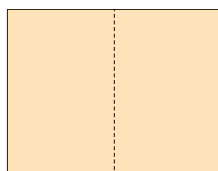
Umschlag und Kern:

57g LWC glossy
improved recycling,
PSO_LWC_Improved

Bleed: 3 mm on each side

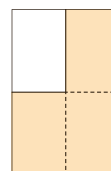
Contact Production

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



2/1 Spread Page

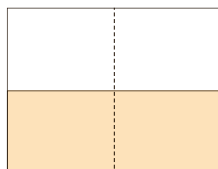
Type area 526 x 336 mm
Trim size 560 x 380 mm
€ 30.500,-



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

€ 11.100,-



2/2 Spread Page

Type area 526 x 166 mm
Trim size 560 x 188 mm
€ 22.200,-



1/3 Page horizontal

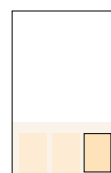
Type area 246 x 109 mm
Trim size 280 x 131 mm

€ 8.600,-



1/1 Page

Type area 246 x 336 mm
Trim size 280 x 380 mm
€ 16.700,-



RONDO Tipp

Type area 71 x 100 mm
Premade layout
Image: min. 300 dpi
Text: 400-500 characters
including spaces

€ 1.100,-

* Reference: MA 23/24 (Survey: July 2023 – June 2024)

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. 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. Subject to alterations. Typing and printing errors reserved. Prices in euros. 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.

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.



2025

Deadline

Fri, 28th March

Fri, 7th March

Fri, 9th May

Wed, 16th April

Fri, 13th June

Wed, 21st May

Fri, 26th September

Fri, 5th September

Fri, 31st October

Thu, 10th October

Fri, 5th December

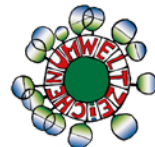
Fri, 14th November

(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.





Rates and Specs



Pricing

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

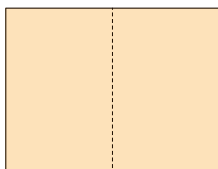
3 weeks prior to publication

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

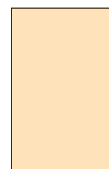
Phone: +43(0)1/531 70-388,
-431 or -462
produktion@derStandard.at



2/1 Spread Page

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

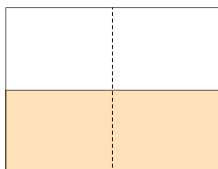
€ 30.500,-



1/1 Page

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

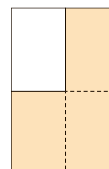
€ 16.700,-



2/2 Spread Page

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

€ 22.200,-



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

€ 11.100,-

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Special Ad Formats

Achieve maximum attention and a 'WOW' effect with our Special Ad Formats.



RONDO EXKLUSIV Gate-Cover



RONDO EXKLUSIV Z-Fold-Cover



RONDO Front Page Cover

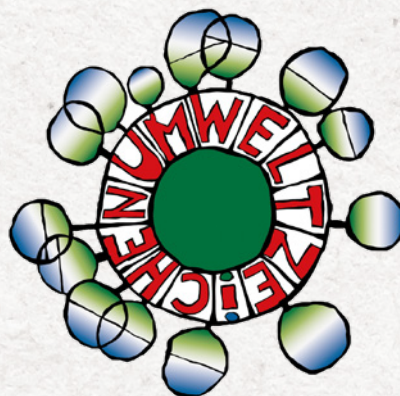


Newspaper Inside Out

Ecolabel

An increasing number of people are dedicated to make a significant contribution to environmental protection through their personal consumption behavior.

The Austrian Ecolabel serves as an important guide by highlighting environmentally friendly product alternatives.



Media Data

**MORE
INFO**

	Print	Online
Reach in %	6,8 %	41,9 %
National reach	529.000	2,9 million
Specifics	94,5 % STANDARD exclusive readers, who do not read WOMAN	3,7 million hours of time spent
E-Paper (numbers of copies distributed)	35.107	–
Young target group: 20–29 years (reach)	10 %	30,3 %
Household income net (readership in structure)	81,3 % > € 2.550,–	56,3 % > € 2.500,–
Use time per visit (in minutes)	–	6:41
CPM-comparison* DER STANDARD WOMAN	€ 29,8 € 67,–	€ 30,– € 36,–

Online

EXTEND YOUR
CAMPAIGN
ONLINE

VIEW BEST
PRACTICE
EXAMPLES



Mutation Full

Homepage

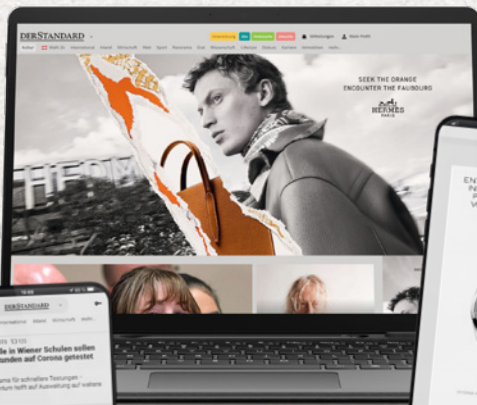
The Homepage of derStandard.at is an overview of all current top news. The most important reports from all topic areas are clearly presented here.

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.

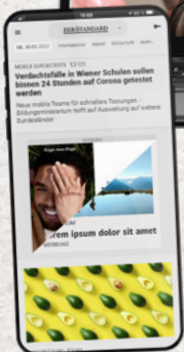
The classic lifestyle themes range from fashion, perfumes, food and drinks, wellness and cosmetics to music and modern design.



Channel-Branding



Sitebar/Understitial



Medium Rectangle or Native Ad

Topics



Date	Topic	Product	Deadline
Fri, 03.01.		RONDO	Fri, 20.12.24
Fri, 10.01.		RONDO	Fri, 27.12.24
Fri, 17.01.	RUNDUM Reisen (travel fair) – travel	RUNDUM	Thu, 19.12.24
Fri, 17.01.		RONDO	Fri, 03.01.25
Fri, 24.01.		RONDO	Fri, 10.01.
Fri, 31.01.		RONDO	Fri, 17.01.
Fri, 07.02.		RONDO	Fri, 24.01.
Fri, 14.02.		RONDO	Fri, 31.01.
Fri, 21.02.		RONDO	Fri, 07.02.
Fri, 28.02.		RONDO	Fri, 14.02.
Fri, 07.03.	Focus Design	RONDO	Fri, 21.02.
Fri, 14.03.		RONDO	Fri, 28.02.
Fri, 21.03.		RONDO	Fri, 07.03.
Fri, 28.03.	RONDO EXKLUSIV	Magazine	Fri, 07.03.
Fri, 04.04.		RONDO	Fri, 21.03.
Fri, 11.04.	RUNDUM Genuss Ostern in RONDO – gusto Easter edition	RUNDUM	Fri, 21.03.
Fri, 11.04.	Focus Design	RONDO	Fri, 28.03.
Fri, 18.04.		RONDO	Fri, 04.04.
Fr, 25.04.	RUNDUM Wohnen im RONDO – living	RUNDUM	Do, 03.04.
Fri, 25.04.		RONDO	Fri, 11.04.
Fri, 02.05.		RONDO	Fri, 18.04.
Fri, 09.05.	RONDO EXKLUSIV	Magazine	Wed, 16.04.
Sat, 10.05.	RUNDUM Reisen und Genießen – travel & gusto	RUNDUM	Wed, 16.04.
Fri, 16.05.		RONDO	Fri, 02.05.
Fri, 23.05.	Focus Design	RONDO	Fri, 09.05.
Fri, 30.05.		RONDO	Fri, 16.05.
Fri, 06.06.		RONDO	Fri, 23.05.
Fri, 13.06.	RONDO EXKLUSIV	Magazine	Wed, 21.05.
Fri, 20.06.		RONDO	Fri, 06.06.
Fri, 04.07.		RONDO	Fri, 20.06.
Fri, 18.07.		RONDO	Fri, 04.07.
Fri, 01.08.		RONDO	Fri, 18.07.
Thu, 14.08.		RONDO	Fri, 01.08.
Fri, 29.08.		RONDO	Thu, 14.08.
Fri, 05.09.		RONDO	Fri, 22.08.
Fri, 12.09.	Focus Design	RONDO	Fri, 29.08.
Fri, 19.09.		RONDO	Fri, 05.09.
Sat, 20.09.	RUNDUM Reisen und Genießen – travel & gusto	RUNDUM	Fri, 29.08.
Fri, 26.09.	RONDO EXKLUSIV	Magazine	Fri, 05.09.
Sat, 27.09.	RUNDUM Kultur – arts & culture	RUNDUM	Fri, 05.09.
Fri, 03.10.		RONDO	Fri, 19.09.
Fri, 10.10.	Focus Design	RONDO	Fri, 26.09.
Fri, 17.10.	RUNDUM Wohnen in RONDO – living	RUNDUM	Fri, 26.09.
Fri, 17.10.		RONDO	Fri, 03.10.
Fri, 24.10.		RONDO	Fri, 10.10.
Fri, 31.10.	RONDO EXKLUSIV	Magazine	Fri, 10.10.
Fri, 07.11.		RONDO	Fri, 24.10.
Fri, 14.11.	Focus Design	RONDO	Fri, 31.10.
Fri, 21.11.		RONDO	Fri, 07.11.
Fri, 28.11.		RONDO	Fri, 14.11.
Fri, 05.12.	RONDO Exklusiv	Magazine	Fri, 14.11.
Fri, 12.12.	RUNDUM Genuss Weihnachten – gusto Christmas edition	RUNDUM	Thu, 20.11.
Fri, 12.12.		RONDO	Fri, 28.11.
Fri, 19.12.		RONDO	Fri, 05.12.

Subject to alteration

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