

# PORTFOLIO

## An outstanding economy magazine



Produced according to the guidelines of the Austrian Ecolabel.

These are exciting times on the global market – characterized by intense competition among the major economic powers. How will the economy and the national and international financial markets develop? What trends do top economists expect – and what are leading industrialists demanding?

In a high-quality magazine, the STANDARD business editorial team takes a forward-looking view of the coming year every December. With modern utility value, well-founded economic analyses, and a clear economic policy compass, PORTFOLIO becomes an indispensable magazine for the economic elite.

**2025** Deadline  
 Thu, 4<sup>th</sup> December Thu, 30<sup>th</sup> October



TAKE A CLOSER LOOK

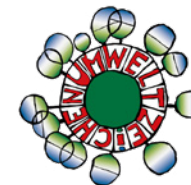
**Advertising**  
 Phone: +43 1 53 170-707  
 werbung@derStandard.at  
 dSt.at/advertising

This magazine is enclosed in DER STANDARD, except for DER STANDARD Kompakt.  
 Effective: 18.12.24 / Subject to change/errors excepted.

**DERSTANDARD**

# PORTFOLIO

## Rates and Specs



Produced according to the guidelines of the Austrian Ecolabel.

### Prime positioning

25 % surcharge on IFC and OBC

### Fixed positioning

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

### Copy Deadline

5 weeks prior to publication

### Print, Paper, Colour Profile

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

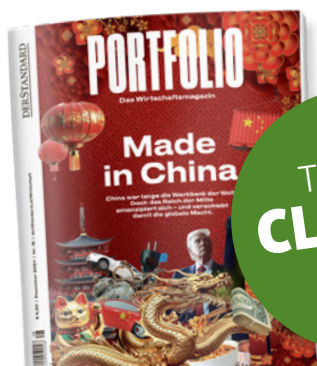
**Inside:** 57g LWC glossy improved recycling,  
PSO\_LWC\_Improved

**Bleed:** 3 mm on each side

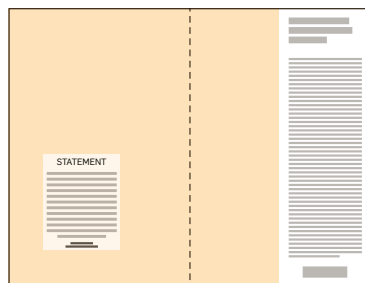
### Contact

### Print Production

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



TAKE A  
**CLOSER  
LOOK**

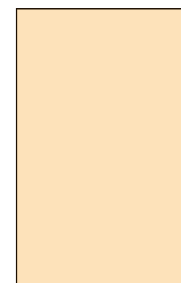


### 2/1 Statement

trim size 460 x 285 mm

€ 25.500,-

A statement is a panoramic  
promotional page presented in a  
fixed layout.

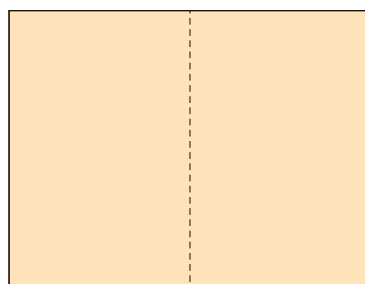


### 1/1 Page

type area 199 x 241 mm

trim size 230 x 285 mm

€ 16.700,-

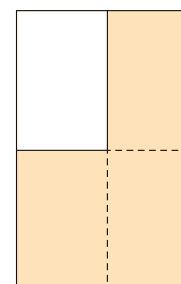


### 2/1 Spread Page

type area 436 x 241 mm

trim size 460 x 285 mm

€ 30.500,-



### 1/2 Page

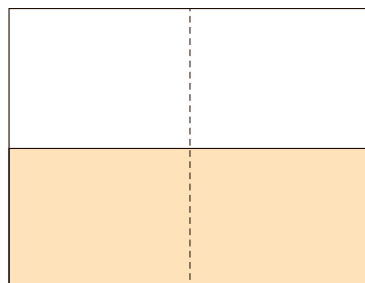
vert. type area 97 x 241 mm

trim size 109 x 285 mm

horiz. type area 199 x 118 mm

trim size 230 x 140 mm

€ 11.100,-

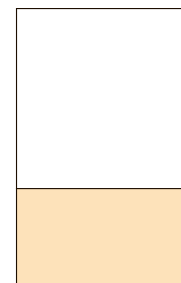


### 2/2 Spread Page

type area 436 x 118 mm

trim size 460 x 140 mm

€ 22.200,-



### 1/3 Page horizontal

type area 199 x 77 mm

trim size 230 x 99 mm

€ 8.600,-

### Advertising

Phone: +43 1 53 170-707  
werbung@derStandard.at  
dSt.at/advertising

The terms and conditions of STANDARD Verlagsgesellschaft m.b.H. apply. Rates are valid until revoked according to the current price list (available at sales.derStandard.at). Prices are in Euros and exclude 20% value-added tax. Additionally, there is a 5% advertising levy for print titles. 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.

Effective: 18.12.24 / Subject to change/errors excepted.

**DERSTANDARD**