

# STANDARD LIFESTYLE 2026



Valid from 1<sup>st</sup> January 2026

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.

2026	DEADLINE
Every Friday	2 weeks prior to publication date for bookings and printing material
	Subject to alteration



DER STANDARD **RONDO**

**RATES AND SPECIFICATIONS**



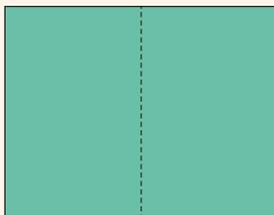
**Prime positioning**  
25 % surcharge on IFC, IBC, OBC and FEL

**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

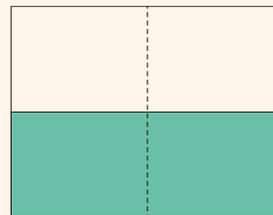
**Contact Production**  
Phone: +43(0)1/531 70-388, -431 or -462  
produktion@derStandard.at



**2/1 Spread Page**

Type area 526 x 336 mm  
Trim size 560 x 380 mm

€ 31.600,-



**2/2 Spread Page**

Type area 526 x 166 mm  
Trim size 560 x 188 mm

€ 23.000,-



**1/1 Page**

Type area 246 x 336 mm  
Trim size 280 x 380 mm

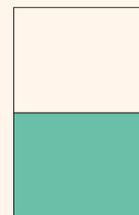
€ 17.300,-



**1/2 Page vertical**

Type area 120 x 336 mm  
Trim size 137 x 380 mm

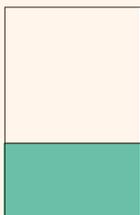
€ 11.500,-



**1/2 Page horizontal**

Type area 246 x 166 mm  
Trim size 280 x 188 mm

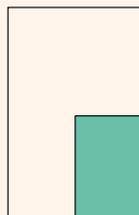
€ 11.500,-



**1/3 Page horizontal**

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

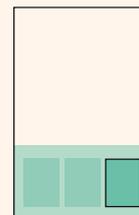
€ 8.900,-



**1/4 Page Box**

Type area 120 x 166 mm  
Trim size 137 x 188 mm

€ 7.050,-



**RONDO Tipp**

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

€ 1.140,-

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**

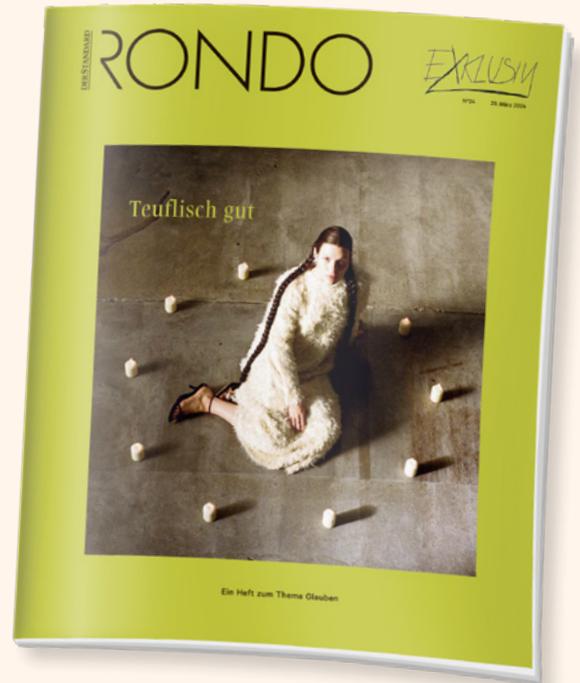
Six times a year RONDO is transformed completely into RONDO EXKLUSIV and covers not only the key topics fashion, cosmetics, watches and jewelry but also interior design, architecture and luxury properties.

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.



2026	DEADLINE
Friday, 27 <sup>th</sup> March	Friday, 6 <sup>th</sup> March
Friday, 15 <sup>th</sup> May	Friday, 24 <sup>th</sup> April
Friday, 26 <sup>th</sup> June	Friday, 5 <sup>th</sup> June
Friday, 11 <sup>th</sup> September	Friday, 21 <sup>st</sup> August
Friday, 16 <sup>th</sup> October	Friday, 25 <sup>th</sup> September
Friday, 4 <sup>th</sup> December	Friday, 13 <sup>th</sup> 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.



DER STANDARD **RONDO** *Exklusiv!*  
**RATES AND SPECIFICATIONS**



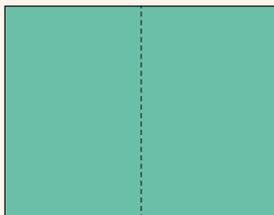
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**Fixed positioning**  
 15 % surcharge (at least € 750.-), solus positioning from 1/3 page upwards guaranteed

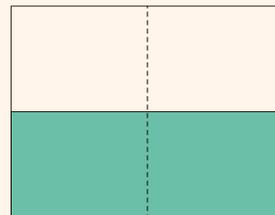
**Copy Deadline**  
 3 weeks prior to publication

**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



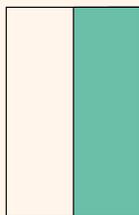
**2/1 Spread Page**  
 Type area 436 x 241 mm  
 Trim size 460 x 285 mm  
**€ 31.600,-**



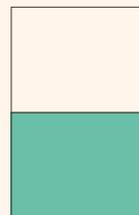
**2/2 Spread Page**  
 Type area 436 x 118 mm  
 Trim size 460 x 140 mm  
**€ 23.000,-**



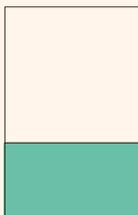
**1/1 Page**  
 Type area 199 x 241 mm  
 Trim size 230 x 285 mm  
**€ 17.300,-**



**1/2 Page vertical**  
 Type area 97 x 241 mm  
 Trim size 109 x 285 mm  
**€ 11.500,-**



**1/2 Page horizontal**  
 Type area 199 x 118 mm  
 Trim size 230 x 140 mm  
**€ 11.500,-**



**1/3 Page**  
 Type area 199 x 77 mm  
 Trim size 230 x 99 mm  
**€ 8.900,-**

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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



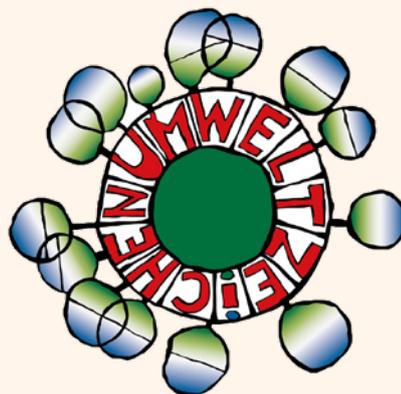
Newspaper Inside Out



# 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

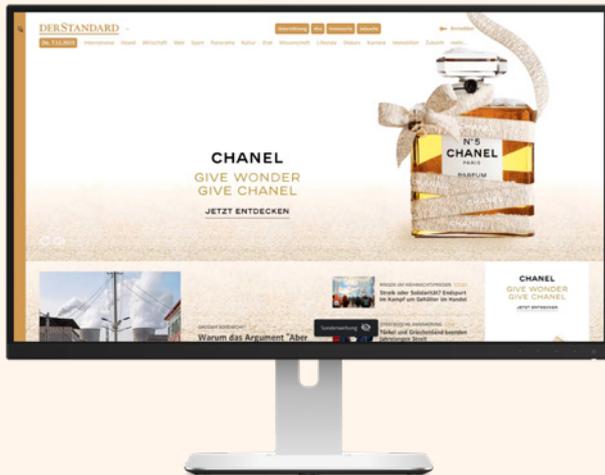
FURTHER  
INFORMATION

	Print	Online
Reach in %	7,0 %	46,2 %
National reach	544.000	3,3 million
Specifics	94,0 % STANDARD exclusive readers who do not read WOMAN	3,7 million hours of time spent
E-Paper (numbers of copies distributed)	36.050	–
Young target group: 20–29 years (reach)	7,7 %	27,6 %
Household income net (readership in structure)	77,2 % € 3.000,– or more	44,7 % € 3.000,– or more
Use time per visit (in minutes)	–	7:07
CPM-comparison* DER STANDARD   WOMAN	€ 30,3   € 79,4	€ 30,–   € 36,–

Reference: MA 24/25 (Survey: July 2024 – June 2025); ÖWA 2025-II, multi domain; ÖWA 09/2025, multi domain; ÖAK first half 2025  
\* Print: DER STANDARD: JP 4C; WOMAN: 1/1 4C | Online: Medium Rectangle

# 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.



Channel-Branding

Sitebar/Understitial

Medium Rectangle or Native Ad

## 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.

# Topics



DATE	PRODUCT	FOCUS	DEADLINE
Fri, 16.01.	RONDO		Fri, 02.01.
Fri, 23.01.	RONDO		Fri, 09.01.
Fri, 30.01.	RONDO		Fri, 16.01.
Fri, 06.02.	RONDO		Fri, 23.01.
Fri, 13.02.	RONDO		Fri, 30.01.
Fri, 20.02.	RONDO		Fri, 06.02.
Fri, 27.02.	RONDO		Fri, 13.02.
Fri, 06.03.	RONDO	Design	Fri, 20.02.
Fri, 13.03.	RONDO		Fri, 27.02.
Fri, 20.03.	RONDO		Fri, 06.03.
Fri, 27.03.	RONDO EXKLUSIV		Fri, 06.03.
Fri, 03.04.	RONDO		Fri, 20.03.
Fri, 10.04.	RONDO		Fri, 27.03.
Fri, 17.04.	RONDO		Fri, 03.04.
Fri, 24.04.	RONDO	Design	Fri, 10.04.
Do, 30.04.	RONDO		Thu, 16.04.
Fri, 08.05.	RONDO		Fri, 24.04.
Fri, 15.05.	RONDO EXKLUSIV		Wed, 22.04.
Fri, 22.05.	RONDO		Fri, 08.05.
Fri, 29.05.	RONDO		Fri, 15.05.
Fri, 05.06.	RONDO	Design	Fri, 22.05.
Fri, 12.06.	RONDO		Fri, 29.05.
Fri, 19.06.	RONDO		Fri, 05.06.
Fri, 26.06.	RONDO EXKLUSIV		Fri, 05.06.
Fri, 03.07.	RONDO		Fri, 19.06.
Fri, 17.07.	RONDO		Fri, 03.07.
Fri, 31.07.	RONDO		Fri, 17.07.
Fri, 14.08.	RONDO		Fri, 31.07.
Fri, 28.08.	RONDO		Fri, 14.08.
Fri, 04.09.	RONDO		Fri, 21.08.
Fri, 11.09.	RONDO EXKLUSIV		Fri, 21.08.
Fri, 18.09.	RONDO		Fri, 04.09.
Fri, 25.09.	RONDO	Design	Fri, 11.09.
Fri, 02.10.	RONDO		Fri, 18.09.
Fri, 09.10.	RONDO		Fri, 25.09.
Fri, 16.10.	RONDO EXKLUSIV		Fri, 25.09.
Fri, 23.10.	RONDO	Design	Fri, 09.10.
Fri, 30.10.	RONDO		Fri, 16.10.
Fri, 06.11.	RONDO		Fri, 23.10.
Fri, 13.11.	RONDO	Design	Fri, 30.10.
Fri, 20.11.	RONDO		Fri, 06.11.
Fri, 27.11.	RONDO		Fri, 13.11.
Fri, 04.12.	RONDO EXKLUSIV		Fri, 13.11.
Fri, 11.12.	RONDO		Fri, 27.11.
Fri, 18.12.	RONDO		Fri, 04.12.

Subject to alteration