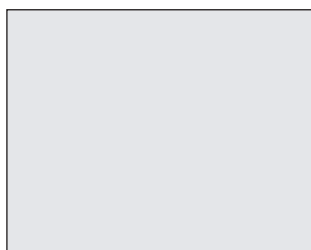


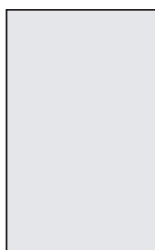
Rondo Formats



Double page spread

Type area:
538 x 384 mms
Bleed size:
570 x 440 mms

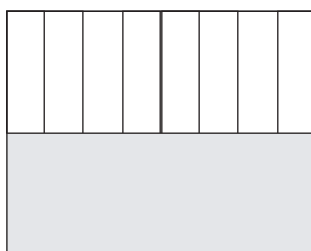
25,200.-



Full page

Type area:
253 x 384 mms
Bleed size:
285 x 440 mms

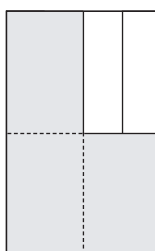
12,600.-



2/2 pages spread

Type area:
538 x 190 mms
Bleed size:
570 x 221 mms

16,000.-



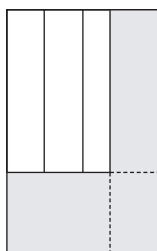
1/2 page upright

T: 125 x 384 mms
Bl: 141 x 440 mms

1/2 page across

T: 253 x 190 mms
Bl: 285 x 221 mms

8,000.-



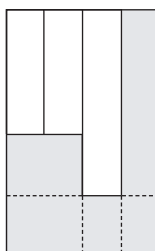
1/3 page upright

T: 81 x 384 mms
Bl: 97 x 440 mms

1/3 page across

T: 253 x 125 mms
Bl: 285 x 156 mms

6,000.-



1/4 page upright

T: 125 x 190 mms
Bl: 141 x 221 mms

1/4 page across

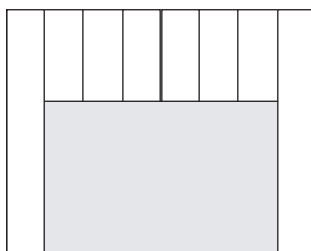
T: 253 x 95 mms
Bl: 285 x 124 mms

1/4 strip

T: 61 x 384 mms
Bl: 77 x 440 mms

4,600.-

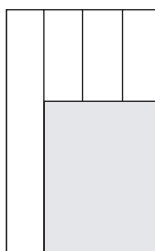
'Magazine' Formats



'Magazine' across fold

Type area:
410 x 242 mms
Bleed size:
410 x 273 mms

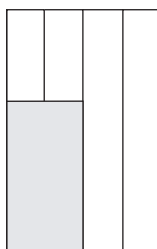
19,200.-



'Magazine' format

Type area:
189 x 242 mms
Bleed size:
205 x 273 mms

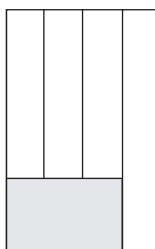
9,600.-



2/3 'Magazine' format

Type area:
125 x 242 mms
Bleed size:
141 x 273 mms

6,600.-



1/2 'Magazine' format

Type area:
189 x 119 mms
Bleed size:
205 x 150 mms

5,200.-

Small Display Ads

1/8 page

125 x 93 mms

2,400.-

1/9 page

81 x 125 mms

2,200.-

Basic Data

Publication:

every Friday

Paper:

coated paper
(matt picture printing) 60 g/m²

Deadline:

two weeks prior to publication date
for bookings and printing material!

Priority positioning:

+20 % for IFC, IBC, OBC and for
the first advert on a right hand
page (fullpage)

+15 % for all other fixed positionings
of all formats

solus positioning from 1/3 page
guaranteed

Frequency discounts:

from 3x - 5%

from 6x - 10%

from 12x - 15%

from 18x - 20%

available on all placements in
RONDO within one year

Specials:

Supplements, Stick Ons on Cover,
Inserts, Sachets on Cover, Bandage,
Tabernacle, Stanza, RONDO Special, ...
formats and rates upon request



Topics

| | | |
|------------------|----|-----------------------|
| January | 11 | Travel & Destinations |
| | 18 | Design |
| February | 25 | TechZone/Men |
| | 1 | Fashion & Cosmetics |
| | 8 | Design |
| | 15 | Travel & Destinations |
| March | 22 | Culinaric Highlights |
| | 29 | TechZone/Men |
| | 7 | XXL-Trend preview |
| | 14 | Design |
| April | 21 | Travel & Destinations |
| | 28 | TechZone/Men |
| | 4 | Fashion & Cosmetics |
| | 11 | Design |
| May | 18 | Travel & Destinations |
| | 25 | TechZone/Men |
| | 2 | Fashion & Cosmetics |
| | 9 | Design |
| June | 16 | Travel & Destinations |
| | 23 | Culinaric Highlights |
| | 30 | TechZone/Men |
| | 6 | Fashion & Cosmetics |
| July | 13 | Design |
| | 20 | Travel & Destinations |
| | 27 | TechZone/Men |
| | 4 | Fashion & Cosmetics |
| August | 11 | Design |
| | 18 | Travel & Destinations |
| | 25 | Culinaric Highlights |
| | 1 | Fashion & Cosmetics |
| September | 8 | Design |
| | 14 | Travel & Destinations |
| | 22 | Culinaric Highlights |
| | 29 | TechZone/Men |
| October | 5 | XXL-Trend preview |
| | 12 | Design |
| | 19 | Travel & Destinations |
| | 26 | TechZone/Men |
| November | 3 | Fashion & Cosmetics |
| | 10 | Design |
| | 17 | Travel & Destinations |
| | 24 | Culinaric Highlights |
| December | 31 | TechZone/Men |
| | 7 | Fashion & Cosmetics |
| | 14 | Design |
| | 21 | Travel & Destinations |
| December | 28 | X-Mas |
| | 5 | Fashion & Cosmetics |
| | 12 | Design |
| | 19 | Presents & Holidays |
| | 24 | Last Minute |

Artwork

digital printing material only

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See our information booklet 'DER STANDARD: Richtlinien für die digitale Datenanlieferung', PDF available: derStandard.at/Anzeigen

For bleed please add 3 millimeters on all sides

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