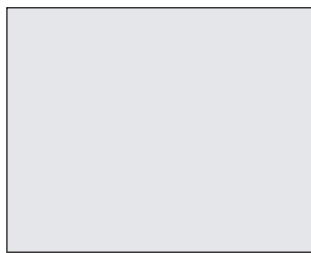


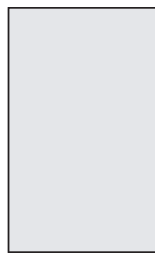
Rondo Formats



Double page spread

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

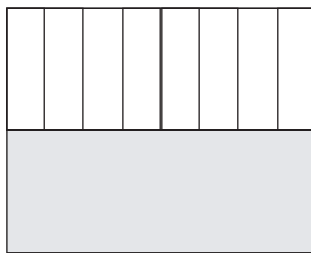
25,980.-



Full page

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

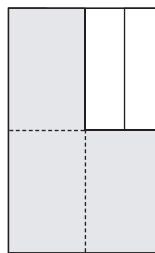
12,990.-



2/2 pages spread

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

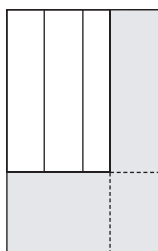
16,580.-



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

8,290.-



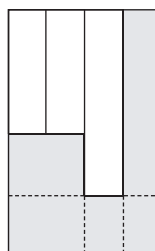
1/3 page upright

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

1/3 page across

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

6,290.-



1/4 page upright

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

1/4 page across

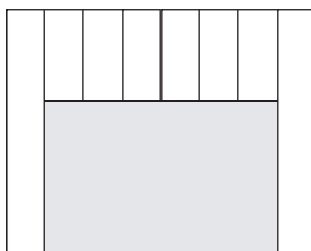
T: 253 x 95 mms
Bl: 285 x 124 mms

1/4 strip

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

4,790.-

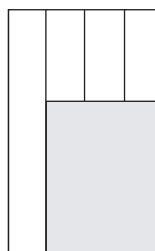
'Magazine' Formats



'Magazine' across fold

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

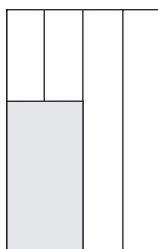
19,980.-



'Magazine' format

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

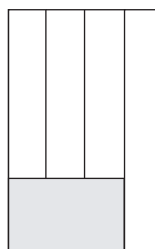
9,990.-



2/3 'Magazine' format

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

6,890.-



1/2 'Magazine' format

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

5,390.-

Small Display Ads

1/8 page

125 x 93 mms
2,490.-

1/9 page

81 x 125 mms
2,290.-

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, for the first
advert on a right hand page
(fullpage) and frontpage fashion
+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 adverts 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	9	Travel & Destinations
	16	Design
	23	TechZone/Men
February	30	Culinaric Highlights
	6	Fashion & Cosmetics
	13	Design
	20	Travel & Destinations
March	27	TechZone/Men
	6	XXL Trend Preview
	13	XXL Trend Preview
	20	Travel & Destinations
April	27	TechZone/Men
	3	Fashion & Cosmetics
	10	Design
	17	Travel & Destinations
May	24	TechZone/Men
	30	Fashion & Cosmetics
	8	Design
	15	Travel & Destinations
June	22	Culinaric Highlights
	29	TechZone/Men
	5	Fashion & Cosmetics
	12	Design
July	19	Travel & Destinations
	26	TechZone/Men
	3	Fashion & Cosmetics
	10	Design
August	17	Travel & Cosmetics
	24	Culinaric Highlights
	31	TechZone/Men
	7	Fashion & Cosmetics
September	14	Design
	21	Travel & Destinations
	28	Culinaric Highlights
	4	XXL Trend Preview
October	11	XXL Trend Preview
	18	Travel & Destinations
	25	TechZone/Men
	2	Fashion & Cosmetics
November	9	Design
	16	Travel & Destination
	23	Culinaric Highlights
	30	TechZone/Men
December	6	Fashion & Cosmetics
	13	Design
	20	Travel & Destinations
	27	XXL X-Mas
December	4	XXL X-Mas
	11	Design
	18	Presents & Holidays
	24	New Year's Ewe

Artwork

digital printing material only

to **ISDN**

+43/1/532 12 33

E-Mail

produktion@derStandard.at

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.

Contact

Phone

+43/1/531 70 -615

Facsimile

+43/1/531 70 -363

E-Mail

rondo.anzeigen@derStandard.at

Printing material to

produktion@derStandard.at

ISDN

+43/1/532 12 33

Internet

derStandard.at/Anzeigen

Mail address

STANDARD Verlagsgesellschaft m.b.H.
P.O.B. 143, A 1014 Vienna

Visitors' address

Herrengasse 19 – 21, A 1010 Vienna