

Rondo Formats



Double page spread

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

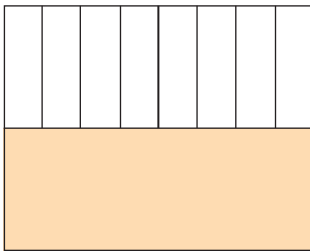
26,980.-



Full page

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

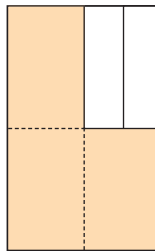
13,490.-



2 half pages across fold

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

17,180.-



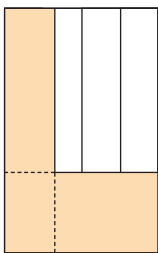
1/2 page upright

Type area:
125 x 384 mm
Bleed size:
141 x 440 mm

1/2 page across

Type area:
253 x 190 mm
Bleed size:
285 x 221 mm

8,590.-



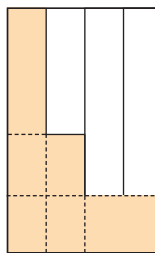
1/3 page upright

Type area:
81 x 384 mm
Bleed size:
97 x 440 mm

1/3 page across

Type area:
253 x 125 mm
Bleed size:
285 x 156 mm

6,590.-



1/4 strip

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

1/4 page across

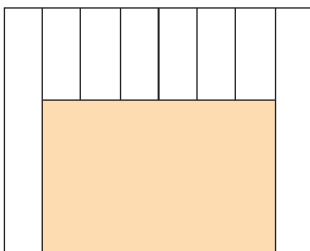
T: 253 x 93 mm
Bl: 285 x 124 mm

1/4 page upright

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

5,090.-

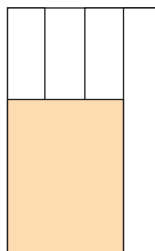
'Magazine' Formats



'Magazine' across fold

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

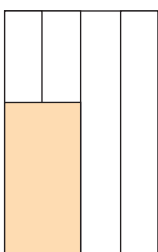
20,980.-



'Magazine' format

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

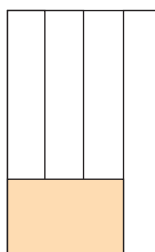
10,490.-



2/3 'Magazine' format

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

7,190.-



1/2 'Magazine' format

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

5,690.-

Small Display Ads

1/8 page

125 x 93 mm

2,590.-

1/9 page

81 x 125 mm

2,390.-

Basic Data

Publication:

every Friday, supplement of DER STANDARD

Deadline:

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

Paper:

coated paper (matt picture printing) 57 g/m²

Priority positioning:

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

+15% for all other fixed positionings of all formats. Solus positioning from 1/3 page guaranteed.

Specials

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



Topics

Publishing date	Topic	Deadline
January	14. 1.	20. 12.
	21. 1. Travel & Destinations	5. 1.
	28. 1.	14. 1.
February	4. 2. Fashion	21. 1.
	11. 2. Design	28. 1.
	18. 2. Travel & Destinations	4. 2.
March	25. 2.	11. 2.
	4. 3. XXL Fashion Trend Preview	18. 2.
	11. 3. XXL Trend Preview	25. 2.
April	18. 3. Travel & Destinations	4. 3.
	25. 3.	11. 3.
	1. 4. Fashion	18. 3.
May	8. 4. Design	25. 3.
	15. 4. Travel & Destinations	1. 4.
	22. 4.	8. 4.
June	29. 4.	15. 4.
	6. 5. Fashion	22. 4.
	13. 5. Design	29. 4.
July	20. 5. Travel & Destinations	6. 5.
	27. 5.	13. 5.
	3. 6. Fashion	20. 5.
August	10. 6.	27. 5.
	17. 6. Travel & Destinations	1. 6.
	24. 6.	10. 6.
September	1. 7. Fashion	17. 6.
	8. 7.	22. 6.
	15. 7. Travel & Destinations	1. 7.
October	22. 7.	8. 7.
	29. 7.	15. 7.
	5. 8. Fashion	22. 7.
November	12. 8.	29. 7.
	19. 8.	5. 8.
	26. 8.	12. 8.
December	2. 9. XXL Fashion Trend Preview	19. 8.
	9. 9. XXL	26. 8.
	16. 9. Travel & Destinations	2. 9.
January	23. 9.	9. 9.
	30. 9.	16. 9.
	7. 10. Mode	23. 9.
February	14. 10. Design	30. 9.
	21. 10. Travel & Destinations	7. 10.
	28. 10.	14. 10.
March	4. 11. Fashion	21. 10.
	11. 11. Design	28. 10.
	18. 11. Travel & Destinations	4. 11.
April	25. 11. XXL X-Mas	11. 11.
	2. 12. XXL X-Mas	18. 11.
	9. 12. X-Mas	25. 11.
May	16. 12. X-Mas	2. 12.
	23. 12. X-Mas	7. 12.

Artwork

digital printing material only

Programs

PDF 1.3 preferred (X-1a or X-3, without colour profile or smooth shades); EPS all fonts should be included, InDesign 6.0; plus one proof. For bleed please add 3 millimeters on all sides.

Fax copy to

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