



DER STANDARD
RONDO

Grand stage – grand performance: RONDO – the ‘poster size’ magazine

This lifestyle magazine has just the right size and scenery to stage your ad: The worlds of fashion, beauty, jewellery, design, music, food, drink and travel are gathered in a young, cheeky, high quality weekly that is a supplement to DER STANDARD every Friday.

Several times a year RONDO focuses on a main topic in a special issue (Fashion 4x, Design 8x, Food & Drinks 2x, Travel 2x and Men 2x).

Publication Date 2017

Every Friday

Deadline

2 weeks prior to publication date for
bookings and printing material

(Subject to change)



2/1 spread page

type area: 538 x 384 mm
bleed size: 570 x 440 mm

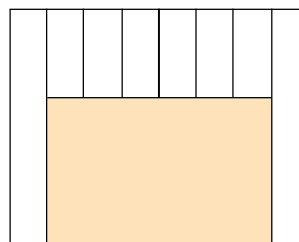
€ 25,500.-



1/1 page

type area: 253 x 384 mm
bleed size: 285 x 440 mm

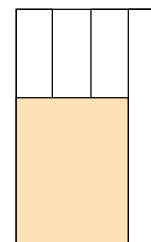
€ 14,000.-



2/1 magazine spread page

type area: 410 x 242 mm
bleed size: 410 x 273 mm

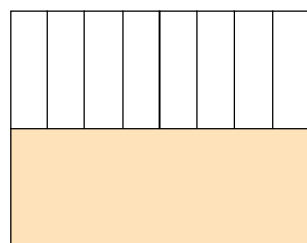
€ 22,000.-



magazin

type area: 189 x 242 mm
bleed size: 205 x 273 mm

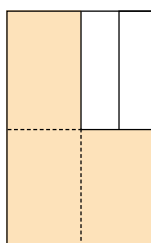
€ 11,000.-



2/2 spread page

type area: 538 x 190 mm
bleed size: 570 x 221 mm

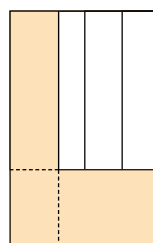
€ 18,000.-



1/2 page vertical

type area: 125 x 384 mm
bleed size: 141 x 440 mm

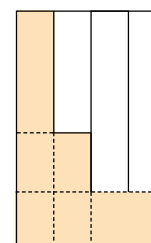
€ 9,000.-



1/3 page vertical

type area: 81 x 384 mm
bleed size: 97 x 440 mm

€ 7,000.-



1/4 page vertical

type area: 61 x 384 mm
bleed size: 77 x 440 mm

1/4 page horizontal

type area: 253 x 93 mm
bleed size: 285 x 124 mm

1/4 page box

type area: 125 x 190 mm
bleed size: 141 x 221 mm

€ 5,500.-

1/9 page

type area: 81 x 125 mm
bleed size: 97 x 156 mm

€ 2,550.-

1/2 page horizontal

type area: 253 x 190 mm
bleed size: 285 x 221 mm

€ 9,000.-

1/3 page horizontal

type area: 253 x 125 mm
bleed size: 285 x 156 mm

€ 7,000.-

Rates and Specs RONDO-Format

Prime positioning

25 % surcharge on IFC and OBC

Fixed positioning

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

Print, Paper, Colour Profile

Cover and Inside:

57 g LWC picture print glossy,
PSO_LWC_Standard_eci

Bleed:

3 mm on each side

Copy Deadline

RONDO

2 weeks prior to publication

RONDO Digital / RONDObil

3 weeks prior to publication

Contact Production

Tel.: +43(0)1/531 70-431

or -388

produktion@derStandard.at

The general terms and conditions of STANDARD Verlagsgesellschaft m.b.H., to be viewed on derStandard.at/GTCs, apply. Rates in EURO - good till cancelled (according to STD07, valid per January 1st, 2017); 20 % VAT is applicable. 5 % Austrian governmental advertising tax applies to print media. 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. Subject to alterations. Typing and printing errors reserved.

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