



Portfolio

An outstanding economy journal

Early December DER STANDARD comes up with an outstanding magazine: It is called Portfolio and is published only once a year – it outlines possible future scenarios for the coming year from the perspective of the DER STANDARD's economical editorial.

This publication is exceptional for the Austrian market: Portfolio is always produced in a rather large format (240 mm by 325 mm) and it clearly stands out from its carrier publication on publication day. Its contents as well as its design and appearance have developed it into a top publication for Austria's world of finance and public sector.

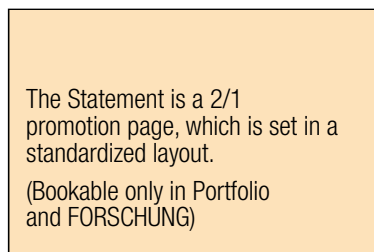
Publication date 2017

Friday, 1st December

Deadline

Wednesday, 25th October

(Subject to change)



2/1 spread page Statement

bleed size: 480 x 325 mm
€ 20,900.-



2/1 spread page

type area: 452 x 279 mm
bleed size: 480 x 325 mm
€ 25,500.-



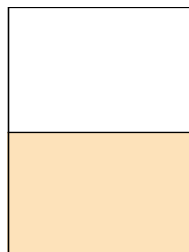
2/2 spread page

type area: 452 x 138 mm
bleed size: 480 x 162 mm
€ 18,000.-



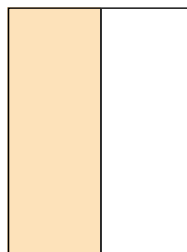
1/1 page

type area: 204 x 279 mm
bleed size: 240 x 325 mm
€ 14,000.-



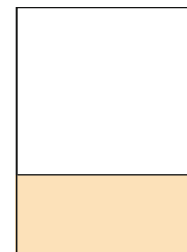
1/2 page horizontal

type area: 204 x 138 mm
bleed size: 240 x 162 mm
€ 9,000.-



1/2 page vertical

type area: 100 x 279 mm
bleed size: 114 x 325 mm
€ 9,000.-



1/3 page horizontal

type area: 204 x 86 mm
bleed size: 240 x 110 mm
€ 7,000.-

Rates and Specs Large 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

Bleed: 3 mm on each side

Portfolio

Cover: 200 g picture print
glossy, ISOcoated_v2_eci
Inside: 57 g LWC picture
print glossy,
PSO_LWC_Standard_eci

RONDO Open Haus

Cover: 200 g picture print
glossy, ISOcoated_V2_eci
Inside: 70 g LWC glossy,
PSO_LWC_Improved_eci

Copy Deadline

RONDO Open Haus

3 weeks prior to publication

Portfolio

5 weeks prior to publication

Contact Production

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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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