



# 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	Deadline
Every Friday	2 weeks prior to publication date for bookings and printing material

(Subject to change)

Phone: +43(0)1/531 70-615 | Fax: +43(0)1/531 70-485 anzeige@derStandard.at | derStandard.at/Anzeige





This magazine is enclosed in DER STANDARD, except for DER STANDARD-Kompakt.

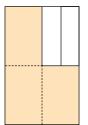
# RONDO / RONDO DIGITAL / RODO



## 2/1 spread page

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



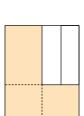


# 2/2 spread page

538 x 190 mm type area: bleed size: 570 x 221 mm € 18,000.-

1/9 page

81 x 125 mm type area: bleed size: 97 x 156 mm € 2,550,-



**1/1** page

type area:

bleed size:

# 1/2 page vertical

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

€ 9,000.-

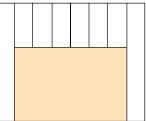
253 x 384 mm

285 x 440 mm

€ 14,000.-

# 1/2 page horizontal

253 x 190 mm type area: bleed size: 285 x 221 mm € 9,000.-



# 2/1 magazine spread page

type area: bleed size: 410 x 273 mm € 22,000.-

1/3 page vertical

1/3 page horizontal

type area:

bleed size:

type area:

bleed size:

81 x 384 mm

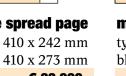
97 x 440 mm

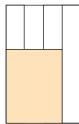
253 x 125 mm

285 x 156 mm

€ 7,000.-

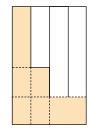
€ 7,000.-





#### magazin

189 x 242 mm type area: bleed size: 205 x 273 mm € 11.000.-



# 1/4 page vertical

61 x 384 mm type area: 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

125 x 190 mm type area: bleed size: 141 x 221 mm € 5.500.-

## **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 / RONDOmobil** 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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