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# YACHTREVUE

More to see than just the sea.

Driven by the passion for water, wind and waves: the Yachtrevue combines enthusiasm for water sports with a high level of professional competence. The brand has become a loyal and indispensable companion for all sailing enthusiasts and motorboat fans. It reaches a special, diversely interested and investment-strong community that places great importance on luxury, lifestyle and security.





# 1 ADVERTISING RATES

<b>FORMAT</b>	<b>PRICE</b>
2/1 pages: _____	€ 11,440.–
1/1 page: _____	€ 5,720.–
3/4 page: _____	€ 4,590.–
2/3 page: _____	€ 4,080.–
1/2 page: _____	€ 3,030.–
1/3 page: _____	€ 2,040.–
1/4 page: _____	€ 1,650.–
1/4 Box*: _____	€ 1,650.–
1/8 page: _____	€ 870.–

\*Composed in type area format on one page with other ads.

<b>PREMIUM PLACEMENTS</b>	<b>PRICE</b>
Cover page 2 _____	€ 6,580.–
Cover page 3 _____	€ 6,580.–
Cover page 4 _____	€ 6,870.–
Cover page 2 & page 3 _____	€ 12,330.–

## SURCHARGES

Special placement: upon request

Requested placement: € 500.–

Cooperation ads: 10% on booked format

Surcharges subject to discount.

## VGN PERFORMANCE-DISCOUNT

The VGN Performance-Discount can be applied:

- within one calendar year
- within all VGN magazines
- to all classic ad sizes a per rate card

FREQUENCY	DISCOUNT
from 2 ads _____	8 %
from 3 ads _____	10 %
from 4 ads _____	13 %

## ADVERTS & DESIGN COSTS

Art direction, conception, design, copywriting, proofreading and reproduction are carried out on the basis of the information and documents provided by the customer (including three correction loops). Additional corrections as well as costs for purchased photographic material will be charged separately and according to time and effort. As a flat rate, we charge **€ 1,450** for single pages and **€ 2,430** for double pages.

The VGN Performance-Discount cannot be applied or combined with any „special discounts“ within a brand and is not valid for any special products and projects of third parties.

## PRODUCTION INFORMATION

Detailed technical guidelines on ad production can be found at [anzeigenproduktion@yachtrevue.at](mailto:anzeigenproduktion@yachtrevue.at) and at [www.vgn.at/produktionsinfos](http://www.vgn.at/produktionsinfos)

## 2 FORMATS

AD FORMATS (All measures in mm, width x height)

	TYPE AREA	BLEED
2/1 pages:	396 x 250	420 x 280
1/1 page:	185 x 250	210 x 280
1/2 page vertical:	90 x 250	104 x 280
1/2 page horizontal:	185 x 125	210 x 140
1/3 page vertical:	60 x 250	74 x 280
1/3 page horizontal:	185 x 80	210 x 90
1/4 page vertical:	43 x 250	58 x 280
1/4 page horizontal:	185 x 60	210 x 70
1/4 Box*:	90 x 125	–

Bleed ads:

3 mm bleed on all sides. To avoid cutting off parts of logos or text, please place them 5 mm from the bleed. Please only supply PDF files.

\*Composed in type area format on one page with other ads. Subject to the Terms & Conditions of VGN Medien Holding, as published at [www.vgn.at/agb](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2023 (subject to change)

## PUBLICATION DATE

### 1. QUARTER

1/23 \_\_\_\_\_ Fri 02.01.2022

2/23 \_\_\_\_\_ Fri 24.02.2023

### 2. QUARTER

3/23 \_\_\_\_\_ Fri 14.04.2023

4/23 \_\_\_\_\_ Fri 02.06.2023

### 3. QUARTER

5/23 \_\_\_\_\_ Fri 07.07.2023

6/23 \_\_\_\_\_ Fri 01.09.2023

### 4. QUARTER

7/23 \_\_\_\_\_ Fri 13.10.2023

8/23 \_\_\_\_\_ Fri 01.12.2023

Ad deadline: 3 weeks prior to Publication date

Deadline for printing materials:

2 weeks prior to Publication date

## TOPICS

- 1 PREVIEW  
BOOT DÜSSELDORF
- 2 BOOT TULLN &  
MOTORBOAT-SPECIAL
- 3 CHARTER &  
MOTORBOAT-SPECIAL
- 4 ELEKTROBOAT FOCUS
- 5 MOTORBOAT-SPECIAL
- 6 PREVIEW  
CANNES YACHTING  
FESTIVAL INTERBOOT
- 7 YACHTREVUE DE LUXE &  
MOTORBOAT-SPECIAL
- 8 CHARTER SPECIAL

### 3 AD-SPECIALS INSERTS

Minimum volume: upon request  
 Minimum format: 105 x 148 mm  
 Maximum format: 193 x 272 mm

<b>TOTAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 170.–
up to 40 grams: _____	€ 186.–
up to 50 grams: _____	€ 197.–
up to 60 grams: _____	€ 207.–
above 60 grams: _____	upon request

<b>PARTIAL</b>	<b>PRICE</b>
<b>CIRCULATION PER ONE THOUSAND</b>	
up to 20 grams: _____	€ 180.–
up to 40 grams: _____	€ 196.–
up to 50 grams: _____	€ 207.–
up to 60 grams: _____	€ 217.–
above 60 grams: _____	upon request

In the case of partial circulation, we reserve the right to push. The machine insertion of the inserts in the carrier magazine can only be unplaced (=at an undefined position). The longer side of the insert must be the closed side.

#### SUPPLEMENT-DISCOUNT

The discount applies to loose and bound inserts booked in the magazines published by VGN Medien Holding.

NUMBER OF COPIES	DISCOUNT
from 1,000,000 copies _____	33 %
from 800,000 copies _____	25 %
from 600,000 copies _____	20 %
from 400,000 copies _____	15 %
from 300,000 copies _____	10 %

The supplements or inserts can be booked in one or more magazines within one calendar year as long as the respective minimum number of copies is considered. Reach your target group at extremely competitive prices.

Bookers of classical advertisement formats qualify for a 10% discount on loose and bound inserts:  
 4 x per magazine for weekly magazines  
 2 x per magazine for monthly magazines

The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.

## 4 AD-SPECIALS BOUND INSERTS

Minimum volume: upon request  
Minimum format: 117 x 148 mm  
Maximum format: 210 x 280 mm

<b>TOTAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 184.–
up to 40 grams: _____	€ 211.–
up to 50 grams: _____	€ 227.–
up to 60 grams: _____	€ 238.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 194.–
up to 40 grams: _____	€ 221.–
up to 50 grams: _____	€ 237.–
up to 60 grams: _____	€ 248.–
above 60 grams: _____	upon request

### PLEASE NOTE:

All bound inserts must have a milled edge of 4 mm in the binding, and they should have exactly 5 mm head, foot and side trim. Narrower and shorter bound inserts must be delivered with exact trimming at the side and foot. Bound inserts with a closed side (letter fold, tabernacle) may be no more than 207 mm wide (excluding the milled edge). The additions planned in this way should also be 10-12 mm narrower than the base sides (i.e. no more than 195-197 mm). When creating the bound insert, please take into account the optical absorption in the binding due to the adhesive binding.

All fees subject to 5% advertising tax and 20% VAT.  
Subject to the Terms & Conditions of VGN Medien Holding,  
as published at [www.vgn.at/agb](http://www.vgn.at/agb)  
Rate Card: Valid until 31.12.2023 (subject to change)

## AD-SPECIALS LABEL & SACHETS

### TIP-ON CARDS (2-sided)

Minimum format: 60 x 80 mm  
Maximum format: 160 x 190 mm  
€ 103.– per one thousand

### SACHETS

Minimum format: 60 x 80 mm  
Maximum format: 120 x 140 mm  
Weight: max. 15 g  
Thickness: max. 2 mm  
€ 130.– per one thousand

Minimum volume: upon request  
Additional costs of split runs: €10.00 per one thousand  
Booking only possible in connection with at least 1/1 or 2/1!  
Placement: Only possible on a right side!  
Sachets must be rectangular and withstand a glue temperature of 180°C and a load of approx. 800 - 1,000 kg.  
Adhesive tolerances of ±10 mm in all directions.  
In the case of multi-sided stickers, the closed side must always be processed parallel and closest to the binding.



## 5 FACTS & FIGURES

EDITOR-IN-CHIEF  
Roland Duller

MAGAZINE SECTIONS  
Regattas, Estuaries & Cruises,  
Equipment & Accessories, Boats & Yachts

CLOSING DATE FOR PRINTING DOCUMENTS  
2 weeks prior to Publication date

AD DEADLINE  
3 weeks prior to Publication date

EDITION PRICE  
€ 5.00

FREQUENCY OF PUBLICATION  
Friday, monthly

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You can find  
our contact partners at  
[www.vgn.at/yachtrevue-kontakt](http://www.vgn.at/yachtrevue-kontakt)

All information about your  
media planning is always up to date at:  
[www.vgn.at/yachtrevue](http://www.vgn.at/yachtrevue)

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Taborstraße 1–3, 1020 Vienna

BANK DETAILS  
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BIC/SWIFT: RLNWATWW

EDITORIAL OFFICE  
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