

WWW.YACHTREVUE.AT

yacht revue

A U S T R I A ' S B O A T I N G M A G A Z I N E



Rates
2020

42 YEARS – HEADING FOR SUCCESS

For 42 years, 12 times a year, Yachtrevue has offered its readers information on sailing yachts, power boats, equipment as well as on the most pleasant travel destinations for water sports enthusiasts. With this broad range of topics covered by competent journalists and presented in an appealing layout, Yachtrevue casts a spell on all those who take to water sports like ducks to water. Set sail and place your ad in this attractive editorial environment.



Media Owner
VGN Medien Holding GmbH
Taborstraße 1–3, 1020 Wien

Advertising Sales-Representation
Verlag N. Orac GmbH
Schloßgasse 10–12, 1050 Wien

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Banking arrangements
Raiffeisenlandesbank NÖ-Wien
IBAN-Code: AT91 3200 0000 0006 1010
BIC/SWIFT: RNLWATWW

Publication frequency
monthly

Readership
72.000 readers
1,2% penetration (CAWI-Print 2011, LPA)

Print run
24.200 copies

Subscribers
16.000*
* current planning, subject to change

Rates effective from 1.1.2018
(Subject to change without prior notice.)
All rates plus 5 % advertisement tax and 20 % VAT. Terms and conditions at www.vgn.at/agb.

For more information please visit
www.vgn.at/yachtrevue
www.yachtrevue.at



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REGATTA

Thrilling background information and reports from the exciting world of boat racing are characteristic of this part of Yachtrevue and make it a must for water sports fans.



TECHNICS & ACCESSORIES

Useful tips and tricks for sailors and everything that's new in the market. A must-have for all boating fans.



SAILING GROUNDS

A sailor's dream come true – this is where Yachtrevue presents the most beautiful and exclusive sailing grounds across the seven seas. Who could resist this temptation?



SAILING- & POWER BOATS

From top-notch yachts to newcomer's buys, from innovative boat building technologies to interesting interiors, Yachtrevue has it all. Tests are regular items, too – a pleasure to be enjoyed by all water sports enthusiasts.





EXHIBITION JOURNAL „BOOT TULLN“

The Yachtrevue special issue for Austria's largest trade fair for sailing and motor boat fans as well as divers – an in-depth catalogue inserted in Yachtrevue 3/16 and as a follow-on printout.

Extra circulation: **5,000 copies***
 Rates in special: **all formats +15%**
 Publication date: **1 time a year**
February 28, 2020



POWERBOAT-SPECIAL

This special issue appears 4 times a year, in February, May, July and October. Special focus on motor boat owners and people interested in power boats.

Extra circulation: **3,000 copies***
 Publication dates: **4 times a year**
February 2, 2020
May 2, 2020
July 3, 2020
October 2, 2020



YACHTREVUE DE LUXE

Exclusive sailing areas, precious watches, breathtaking motor and sailing yachts, stylish sailing clothes and luxurious cruises are the perfect high-class environment for your successful campaign.

Extra circulation: **3,500 copies***
 Publication date: **1 time a year**
October 2, 2020



CHARTER-SPECIAL

This special issue appears twice a year in April and December. Each year our editorial team present a different sailing ground including proposed routes, tips and tour operators.

Publication dates: **2 times a year**
April 3, 2020
December 4, 2020

*Current planning, subject to change.

AD RATES – SET SAIL FOR A SUCCESSFUL ADVERTISING IMPACT IN YACHTREVUE!

Trimsize	Type area (BxH)	Bleed (BxH)	Rate	
1/1	185 x 250	210 x 280	€ 5.050,-	
2/1	396 x 250	420 x 280	€ 10.100,-	
3/4 vertical	138 x 250	150 x 280	€ 4.050,-	
3/4 horizontal	185 x 185	210 x 200		
2/3 vertical	121 x 250	135 x 280	€ 3.600,-	
2/3 horizontal	185 x 167	210 x 182		
1/2 vertical	90 x 250	104 x 280	€ 2.680,-	
1/2 horizontal	185 x 125	210 x 140		
1/3 vertical	60 x 250	74 x 280	€ 1.800,-	
1/3 horizontal	185 x 80	210 x 90		
1/4 vertical	43 x 250	-	€ 1.460,-	
1/4 horizontal	185 x 60	-		
1/4 box	90 x 125	-		
1/8 vertical	43 x 125	-	€ 760,-	
1/8 horizontal	185 x 29	-		
1/8 box	90 x 60	-		

Trim size: 210 x 280, all measurements in mm, width x height.
 All rates plus 5% advertising tax and 20% VAT. Bleed ads: 3 mm trim margin on all sides. Please place all logos and texts susceptible to trimming in bleed ads at 5 mm from the trim margin.

For more details on rates and formats, please visit our web site at www.vgn.at/yachtrevue.

Terms and conditions at www.vgn.at/agb.

FREQUENCY DISCOUNTS

Frequency discounts apply within one calendar year per magazine regardless of size.

from 3 insertions **5%**
 from 6 insertions **10%**

SURCHARGES

Special formats **upon request**

Request positions **€ 470,-**

Surcharges to be discounted.

COOPERATION INSERTIONS

10% on booked formats

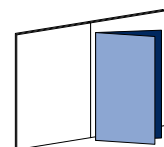
PREMIUM PLACEMENT

Coverpage 2, 3 **€ 5.800,-**
 Coverpage 2 and page 3 **€ 10.880,-**
 Coverpage 4 **€ 6.060,-**



SPECIAL ADS FOR SPECIAL PRODUCTS

Special ads ensure a high level of attention of our readers. Take advantage of our special offers at very attractive prices.



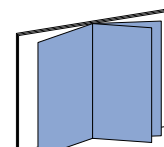
INSERTS

Minimum format	105 x 148 mm
Maximum format	180 x 250 mm
up to 20 g	€ 157,-
up to 40 g	€ 172,-
up to 50 g	€ 182,-
up to 60 g	€ 192,-
above 60 g	upon request

Regional

up to 20 g	€ 167,-
up to 40 g	€ 182,-
up to 50 g	€ 192,-
up to 60 g	€ 202,-
above 60 g	upon request

Prices per thousand.
Minimum volume upon request



BOUND INSERTS

Minimum format	110 x 110 mm
Maximum format	210 x 280 mm
up to 20 g	€ 170,-
up to 40 g	€ 195,-
up to 50 g	€ 210,-
up to 60 g	€ 220,-
above 60 g	upon request

Regional

up to 20 g	€ 180,-
up to 40 g	€ 205,-
up to 50 g	€ 215,-
up to 60 g	€ 225,-
above 60 g	upon request

Prices per thousand.
Minimum volume upon request

TERMS AND CONDITIONS

of VGN Medien Holding GmbH – www.vgn.at/yachtrevue

MEMBER OF EYOTY- & EPY-JURY



SUPPLEMENT-DISCOUNT

from 1.000.000 copies	33% discount
from 800.000 copies	25% discount
from 600.000 copies	20% discount
from 400.000 copies	15% discount
from 300.000 copies	10% discount

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

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:

- for 4 ads or more per magazine in weekly magazines
- for 3 ads or more per magazine in bi-weekly magazines
- for 2 ads or more per magazine in monthly magazines

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

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revue**

AUSTRIA'S WATER SPORT MAGAZINE

OUR TEAM

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PUBLICATION DATES '20

Issue	Date	Ad Closing Date	Printing Material Closing Date
02/20 ¹	FR 7.2.2020	FR 17.1.2020	FR 24.1.2020
03/20 ²	FR 28.2.2020	FR 7.2.2020	FR 14.2.2020
04/20 ³	FR 3.4.2020	FR 13.3.2020	FR 20.3.2020
05/20 ¹	SA 2.5.2020	FR 10.4.2020	FR 17.4.2020
06/20	FR 5.6.2020	DO 14.5.2020	FR 22.5.2020
07/20 ¹	FR 3.7.2020	FR 12.6.2020	FR 19.6.2020
08/20	SA 1.8.2020	FR 10.7.2020	FR 17.7.2020
09/20 ⁴	FR 4.9.2020	FR 14.8.2020	FR 21.8.2020
10/20 ^{1,5}	FR 2.10.2020	FR 11.9.2020	FR 18.9.2020
11/20	SA 31.10.2020	FR 9.10.2020	FR 16.10.2020
12/20 ³	FR 4.12.2020	FR 13.11.2020	FR 20.11.2020
01/21	SA 2.1.2021	FR 4.12.2021	FR 11.12.2021

ADVERTISING SALES-REPRESENTATION

Verlag N. Orac GmbH
Schloßgasse 10-12
1050 Wien

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VGN Medien Holding GmbH
FN 183971 HG Wien
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For more information please visit
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www.yachtrevue.at

- ¹ Powerboat-Special
- ² incl. fair catalogue „Boot Tulln“
- ³ Charter Special
- ⁴ Preview of fall fairs
- ⁵ Yachtrevue de luxe
- ⁶ Preview „boot Düsseldorf“