

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**  
**2021**

# 44 YEARS – HEADING FOR SUCCESS

For 44 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.

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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.



### Alleinstellung

Vendée Globe: Das Solo-Rennen, das am 8. November startet, ist das einzige internationale Großevent im Segelsport, das heuer trotz Pandemiestrittstünd. Nicht nur wegen der erschwerten Vorbereitungen wird die heutige Auflage härter als je zuvor. Verena Dreier hat die Fakten zusammengefasst.

## TECHNICS & ACCESSORIES

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



### Kontrolle ist besser

Überwachungssysteme. Nur mit einem Batterienmonitor lässt sich der Ladestand der Versorgungsbatterie feststellen. Warum das sinnvoll ist und wie man richtig nachschaut, verrät Yachtspezialist-Experte Burkhard Links Plus Marktübersicht

Ein Batterienmonitor ist ein elektronisches Gerät, das den Ladestand der Batterie überwacht und den Ladestand anzeigt. Es gibt verschiedene Arten von Batterienmonitoren, die je nach Art der Batterie und dem Verwendungszweck unterschiedlich sind. Ein Batterienmonitor kann auch die Temperatur der Batterie überwachen und die Ladung der Batterie steuern. Ein Batterienmonitor ist ein wichtiges Zubehör für jeden Bootfahrer, der seine Batterie überwachen möchte.

#### Marktübersicht

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## 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.



### Media Owner

VGN Medien Holding GmbH  
Taborstraße 1–3, 1020 Wien

### Advertising Sales-Representation

Verlag N. Orac GmbH  
Schloßgasse 10–12, 1050 Wien

### Printing material contact

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Taborstraße 1–3, 1020 Wien  
E-Mail: [anzeigenproduktion@yachtrevue.at](mailto:anzeigenproduktion@yachtrevue.at)

### Editorial staff

Taborstraße 1–3, 1020 Wien

### Banking arrangements

Raiffeisenlandesbank NÖ-Wien  
IBAN-Code: AT91 3200 0000 0006 1010  
BIC/SWIFT: RLNWATWW

### Publication frequency

monthly

### Readership

72.000 readers  
1,2% penetration

### Print run

24.400 copies

### Subscribers

18.500\*

\* current planning, subject to change

Rates effective from 1. 1. 2021

(Subject to change without prior notice.)

All rates plus 5 % advertisement tax and

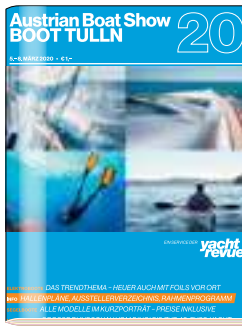
20 % VAT. Terms and conditions at

[www.vgn.at/agb](http://www.vgn.at/agb).

For more information please visit

[www.vgn.at/yachtrevue](http://www.vgn.at/yachtrevue)

[www.yachtrevue.at](http://www.yachtrevue.at)



## 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 26, 2021**



## 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 1, 2021**



## 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 5, 2021**  
**April 30, 2021**  
**July 2, 2021**  
**October 1, 2021**










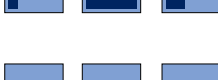
## CHARTER-SPECIAL

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 2, 2021**  
**December 3, 2021**

*\*Current planning, subject to change.*

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

Trim size	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 3/4 horizontal	138 x 250 185 x 185	150 x 280 210 x 200	€ 4.050,-	
2/3 vertical 2/3 horizontal	121 x 250 185 x 167	135 x 280 210 x 182	€ 3.600,-	
1/2 vertical 1/2 horizontal	90 x 250 185 x 125	104 x 280 210 x 140	€ 2.680,-	
1/3 vertical 1/3 horizontal	60 x 250 185 x 80	74 x 280 210 x 90	€ 1.800,-	
1/4 vertical 1/4 horizontal 1/4 box	43 x 250 185 x 60 90 x 125	– – –	€ 1.460,-	
1/8 vertical 1/8 horizontal 1/8 box	43 x 125 185 x 29 90 x 60	– – –	€ 770,-	

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](http://www.vgn.at/yachtrevue).**

Terms and conditions at [www.vgn.at/agb](http://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

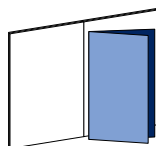
## PREMIUM PLACEMENT

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.



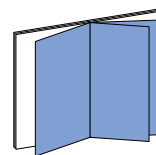
### INSERTS

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

### Regional

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

Prices per thousand.  
Minimum volume upon request



### BOUND INSERTS

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

### Regional

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

Prices per thousand.  
Minimum volume upon request

## TERMS AND CONDITIONS

of VGN Medien Holding GmbH – [www.vgn.at/yachtrevue](http://www.vgn.at/yachtrevue)

## MEMBER OF **EYOTY- & EPY-JURY**



## SUPPLEMENT-**DISCOUNT**

from 1.000.000 copies  
from 800.000 copies  
from 600.000 copies  
from 400.000 copies  
from 300.000 copies

**33 % discount**  
**25 % discount**  
**20 % discount**  
**15 % discount**  
**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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AUSTRIA'S WATER SPORT MAGAZINE

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## PUBLICATION DATES '21

Issue	Date	Ad Closing Date	Printing Material Closing Date
2/21 <sup>1</sup>	FR 5.2.2021	FR 15.1.2021	FR 22.1.2021
3/21 <sup>2</sup>	FR 26.2.2021	FR 5.2.2021	FR 12.2.2021
4/21 <sup>3</sup>	FR 2.4.2021	FR 12.3.2021	FR 19.3.2021
5/21 <sup>1</sup>	FR 30.4.2021	FR 9.4.2021	FR 16.4.2021
6/21	FR 4.6.2021	FR 14.5.2021	FR 21.5.2021
7/21 <sup>1</sup>	FR 2.7.2021	FR 11.6.2021	FR 18.6.2021
8/21	FR 6.8.2021	FR 16.7.2021	FR 23.7.2021
9/21 <sup>4</sup>	FR 3.9.2021	FR 13.8.2021	FR 20.8.2021
10/21 <sup>1,5</sup>	FR 1.10.2021	FR 10.9.2021	FR 17.9.2021
11/21	FR 5.11.2021	FR 14.10.2021	FR 22.10.2021
12/21 <sup>3</sup>	FR 3.12.2021	FR 12.11.2021	FR 19.11.2021
1/22	FR 31.12.2021	FR 3.12.2021	FR 10.12.2021

### ADVERTISING SALES- REPRESENTATION

Verlag N. Orac GmbH

Schloßgasse 10-12

1050 Wien

### MEDIA OWNER

VGN Medien Holding GmbH

FN 183971 HG Wien

Taborstraße 1-3

1020 Wien

For more information please visit

[www.vgn.at/yachtrevue](http://www.vgn.at/yachtrevue)[www.yachtrevue.at](http://www.yachtrevue.at)<sup>1</sup> Powerboat-Special<sup>2</sup> incl. fair catalogue „Boot Tulln“<sup>3</sup> Charter Special<sup>4</sup> Preview of fall fairs<sup>5</sup> Yachtrevue de luxe<sup>6</sup> Preview „boot Düsseldorf“