



CONTENT

- 1**
AUDIENCE
PRINT & DIGITAL
FORMATS
PUBLICATION DATE

- 2**
ADVERTISING RATES

- 3**
AD-SPECIALS
INSERTS

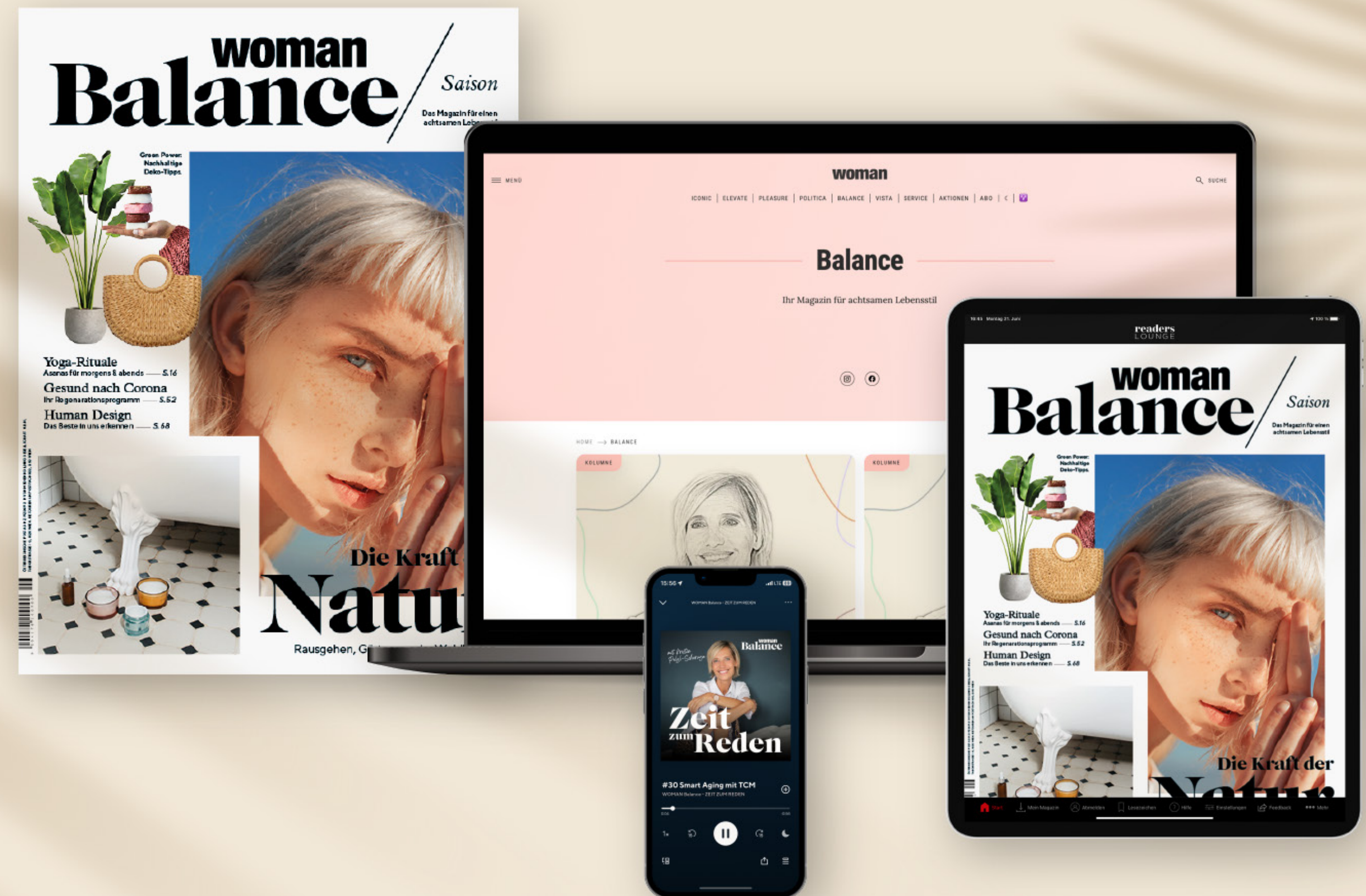
- 4**
AD-SPECIALS
BOUND INSERTS,
LABEL & SACHETS

- 5**
FACTS & FIGURES

WOMAN BALANCE

For people on the path to happiness.

Body and soul, health and mind:
The magazine **WOMAN BALANCE**
is a personal companion for a relaxed,
healthy and mindful life. It is presented
in a way that's deliberately light-hearted.



1 AUDIENCE

PRINT

Distributed Circulation: _____ **18,000** Copies (incl. e-journal)

SOCIAL MEDIA

Facebook: _____ **49,020**

Instagram: _____ **2,6529**

NEWSLETTER

Recipients: _____ **14,000-16,000** (Sent Mon, Thr)

Opening Rate: _____ **29.0%**

Sources: information according to the publisher: Social Media January 2024, Newsletter 2023 average, fluctuation ranges of up to 5% possible;

*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
Rate Card: Valid until 31.12.2024 (subject to change)



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
3/4 page vertical: _____	138 x 250 _____	150 x 280
3/4 page horizontal: _____	185 x 185 _____	210 x 200
2/3 page vertical: _____	121 x 250 _____	135 x 280
2/3 page horizontal: _____	185 x 167 _____	210 x 182
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**.

PUBLICATION DATE

1ST HALF-YEAR

01/24 _____ Thr 14.03.2024

02/24 _____ Thr 13.06.2024

2ND HALF-YEAR

03/24 _____ Thr 12.09.2024

04/24 _____ Thr 05.12.2024

Ad deadline:

3 weeks prior to Publication date

Deadline for printing materials:

2 weeks prior to Publication date

2 ADVERTISING RATES

FORMAT	PRICE
2/1 pages: _____	€ 21,800.–
1/1 page: _____	€ 10,900.–
3/4 page: _____	€ 9,340.–
2/3 page: _____	€ 8,530.–
1/2 page: _____	€ 7,830.–
1/3 page: _____	€ 5,990.–
1/4 page: _____	€ 5,010.–
1/4 Box*: _____	€ 4,460.–

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

PREMIUM PLACEMENTS	PRICE
Cover page 2 _____	€ 12,740.–
Cover page 3 _____	€ 12,740.–
Cover page 4 _____	€ 13,280.–
Cover page 2 & page 3 _____	€ 25,470.–

SURCHARGES

Special placement: **15 %** per placement
 Requested placement: **15 %** per placement
 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@vgn.at

and at **www.vgn.at/produktionsinfos**

All fees subject to 5% advertising tax and 20% VAT.
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3 AD-SPECIALS INSERTS

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

TOTAL CIRCULATION PER ONE THOUSAND	PRICE
up to 20 grams: _____	€ 161.–
up to 40 grams: _____	€ 178.–
up to 50 grams: _____	€ 190.–
up to 60 grams: _____	€ 202.–
above 60 grams: _____	upon request

PARTIAL CIRCULATION PER ONE THOUSAND	PRICE
up to 20 grams: _____	€ 171.–
up to 40 grams: _____	€ 188.–
up to 50 grams: _____	€ 200.–
up to 60 grams: _____	€ 212.–
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

TOTAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams: _____	€ 162.–
up to 40 grams: _____	€ 189.–
up to 50 grams: _____	€ 205.–
up to 60 grams: _____	€ 216.–
above 60 grams: _____	upon request

PARTIAL	PRICE
CIRCULATION PER ONE THOUSAND	
up to 20 grams: _____	€ 172.–
up to 40 grams: _____	€ 199.–
up to 50 grams: _____	€ 215.–
up to 60 grams: _____	€ 226.–
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.

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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 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

Kristin Pelzl-Scheruga

MAGAZINE SECTIONS

Body & Beauty, Spirit & Soul,
Fitness & Food, Wellness & Travel

CLOSING DATE FOR PRINTING DOCUMENTS

2 weeks prior to Publication date

AD DEADLINE

3 weeks prior to Publication date

FREQUENCY OF PUBLICATION

4x per year

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You can find

our contact partners at

www.vgn.at/medienmarken-womanbalance-kontakt

All information about your
media planning is always up to date at:

www.vgn.at/womanbalance

PUBLISHER & MEDIA OWNER

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BANK DETAILS

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