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# GUSTO

**For wonderful hosts and people who like to eat well.**

They love to cook for themselves and others and have fortunately found the recipe: Sitting together at the table and enjoying every moment.



# 1 AUDIENCE

## PRINT

Distributed Circulation: 35,107 Copies (incl. 15,766 as a e-journal)  
Readers: 498,000  
Total Reach: 6.5 %  
Reach Female: 9.8 %  
Core Target Audience: Female, 30+ years, ABC1 Status  
Reach within Core Target Audience: 11.2 %  
Gender: 77.4 % Female 22.6 % Male  
Average Household Income: € 3,649.-

## DIGITAL – gusto.at

Visits: 870,886  
Page Impressions: 1,262,576  
Unique Clients: 516,202  
Gender: 62.6 % Female 37.4 % Male  
Age: 67.7 % < 60 years  
Average Household Income € 2,811.-

## SOCIAL MEDIA

Facebook: 110,947  
Instagram: 5,682

## NEWSLETTER

Recipients: 44,000-46,000 (Sent Mon, Thr)  
Opening Rate: 38.0 %

## 2 ADVERTISING RATES

<b>FORMAT</b>	<b>PRICE</b>
2/1 pages: _____	€ 29,800.–
1/1 page: _____	€ 14,900.–
3/4 page: _____	€ 12,930.–
2/3 page: _____	€ 11,550.–
1/2 page: _____	€ 8,650.–
1/3 page: _____	€ 6,010.–
1/4 page: _____	€ 4,990.–
1/4 Box*: _____	€ 4,610.–

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

<b>PREMIUM PLACEMENTS</b>	<b>PRICE</b>
Cover page 2 _____	€ 18,330.–
Cover page 4 _____	€ 18,330.–
Cover page 2 & page 3 _____	€ 36,690.–

### **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-Discout can be applied:

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

<b>FREQUENCY</b>	<b>DISCOUNT</b>
from 2 ads _____	<b>8 %</b>
from 3 ads _____	<b>10 %</b>
from 4 ads _____	<b>13 %</b>

### **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-Discout 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@gusto.at** and at **www.vgn.at/produktionsinfos**

### 3 FORMATS

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

	<b>TYPE AREA</b>	<b>BLEED</b>
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**.

\*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 31.12.2024 (subject to change)

### PUBLICATION DATE

**1. QUARTER**

02+03/24 \_\_\_\_\_ Thr 29.02.2024  
04/24 \_\_\_\_\_ Thr 21.03.2024

**2. QUARTER**

05/24 \_\_\_\_\_ Thr 25.04.2024  
06/24 \_\_\_\_\_ Thr 23.05.2024  
07+08/24 \_\_\_\_\_ Thr 20.06.2024

**3. QUARTER**

09/24 \_\_\_\_\_ Thr 29.08.2024  
10/24 \_\_\_\_\_ Thr 26.09.2024

**4. QUARTER**

11/24 \_\_\_\_\_ Thr 31.10.2024  
12/24 \_\_\_\_\_ Thr 28.11.2024  
01/25 \_\_\_\_\_ Thr 19.12.2024

**Ad deadline:** 3 weeks prior to Publication date

**Deadline for printing materials:**

2 weeks prior to Publication date

# 4 AD-SPECIALS INSERTS

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

<b>TOTAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 184.–
up to 40 grams: _____	€ 201.–
up to 50 grams: _____	€ 213.–
up to 60 grams: _____	€ 224.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 194.–
up to 40 grams: _____	€ 211.–
up to 50 grams: _____	€ 223.–
up to 60 grams: _____	€ 234.–
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.

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

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.

## 5 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: _____	€ 199.–
up to 40 grams: _____	€ 228.–
up to 50 grams: _____	€ 245.–
up to 60 grams: _____	€ 257.–
above 60 grams: _____	upon request

<b>PARTIAL CIRCULATION</b>	<b>PRICE PER ONE THOUSAND</b>
up to 20 grams: _____	€ 209.–
up to 40 grams: _____	€ 238.–
up to 50 grams: _____	€ 255.–
up to 60 grams: _____	€ 267.–
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 31.12.2024 (subject to change)

## AD-SPECIALS LABEL & SACHETS

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

**Minimum format:** 60 x 80 mm  
**Maximum format:** 160 x 190 mm  
 € 111.– per one thousand

### SACHETS

**Minimum format:** 60 x 80 mm  
**Maximum format:** 120 x 140 mm  
**Weight:** max. 15 g  
**Thickness:** max. 2 mm  
 € 140.– 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.

## 6 FACTS & FIGURES

**EDITOR-IN-CHIEF**

Susanne Jelinek

**MAGAZINE SECTIONS**

Season, Fast Food,  
Light & Healthy, Classic & Traditional,  
International, Sweets, Regional,  
Decoration & Living

**CLOSING DATE FOR PRINTING DOCUMENTS**

2 weeks prior to Publication date

**AD DEADLINE**

3 weeks prior to Publication date

**EDITION PRICE**

€ 7.50

**FREQUENCY OF PUBLICATION**

Monthly

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

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

**PUBLISHER & MEDIA OWNER**

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FN 509302z HG Vienna  
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**BANK DETAILS**

RLB NÖ/Wien  
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