

Gute
REISE
ENTSPANNT UNTERWEGS SEIN



4 ISSUES 2019
JANUARY-DECEMBER
gutereise.eu

MEDIA KIT 2019

CRM MEDIENTREND GMBH

CIRCULATION

GUTE REISE is published four times a year with a circulation between **50,000** and **60,000** copies.



DISTRIBUTION

4 x AS PULLOUT



10.000 DOCTOR'S OFFICES



AVAILABLE FOR READERS IN ALL OF AUSTRIA

GUTE REISE can be found anywhere people have time to read: **doctor's offices, hairdressers throughout Austria** as well as **cafés in Vienna and Salzburg.**

2.100 HAIRDRESSERS

600 VIENNESE CAFÉS

100 CAFÉS IN SALZBURG

AS PULLOUT WITH

derStandard

GUTE REISE is a pullout and serves as a premium magazine to Austria's largest quality newspaper, the STANDARD. STANDARD is the newspaper for the decision makers in Austria's eastern region (Vienna, Lower Austria, Burgenland).

TRADE FAIRS

GUTE REISE is available at the following trade fairs: Ferien-Messe Vienna, Reisesalon, Photo+Adventure, Blickfang

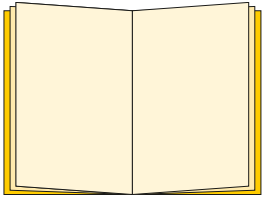
SPECIAL ISSUE:

Distribution at those trade fairs increases circulation of the issues 3/2019 and 4/2019 to 60.000 copies each!

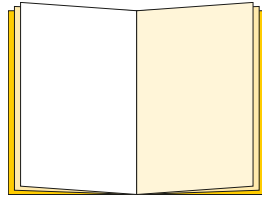
SUBSCRIPTION

GUTE REISE can be delivered straight to the reader's doorstep: € 12,- for 4 issues including shipping in Austria (Subscription abroad: € 29,10)

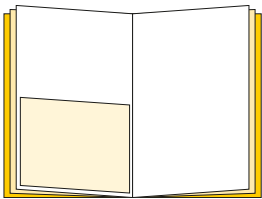
FORMATS AND RATES



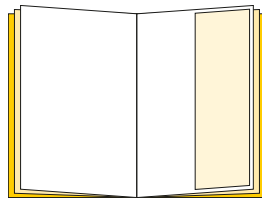
2/1 double page bled off
€ 13.170,-
410 x 260 mm, +3mm bleed



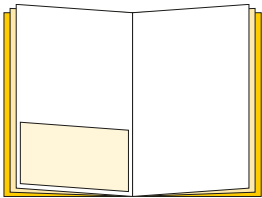
1/1 page bled off
core € 6.980,-
U2, U3 € 7.490,-
U4 € 7.980,-
205 x 260 mm +3mm bleed



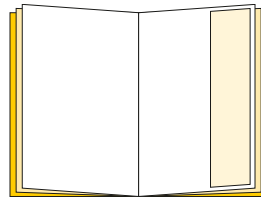
1/2 Seite bled off
€ 3.980,-
205 x 130 mm (landscape)
+3mm bleed
179 x 110 mm (print space)



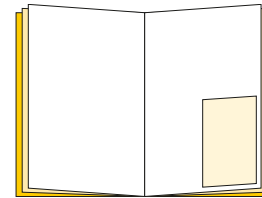
1/2 Seite bled off
€ 3.980,-
100 x 260 mm (portrait)
+3mm bleed
89,5 x 222 mm (print space)



1/3 Seite bled off
€ 2.970,-
205 x 86 mm (landscape)
+3mm bleed
179 x 74 mm (print space)



1/3 Seite bled off
€ 2.970,-
68 x 260 mm (portrait)
+3mm bleed
60 x 222 mm (print space)

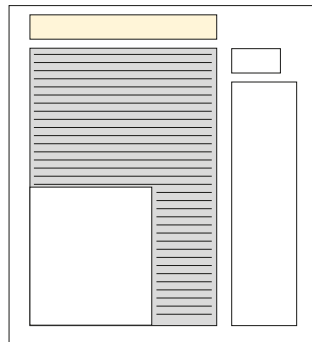


1/4 Seite print space
€ 2.430,-
89,5 x 110 mm (portrait)

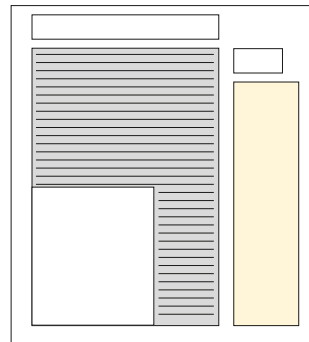
DATES OF PUBLICATION 2019

ISSUE	PUBLICATION DATE	PULLOUT STANDARD	SUBMISSION DEADLINE
1/2019 spring 2019	08.03.2019	08.03.2019	22.02.2019
2/2019 summer 2019	14.06.2019	14.06.2019	31.05.2019
3/2019 fall 2019	06.09.2019	06.09.2019	23.08.2019
4/2019 winter 2019	06.12.2019	06.12.2019	22.11.2019

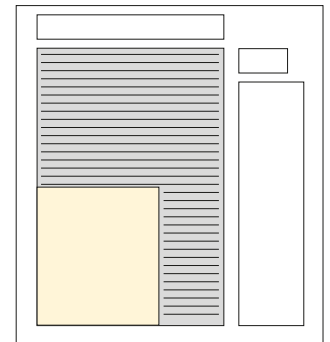
ONLINE FORMATES (IAB)



Super banner
728 x 90
€ 490,-/month



Skyscraper
160 x 600
€ 690,-/month



Medium rectangle
300 x 250
€ 590,-/month

Pixel

NEWSLETTER

The **GUTE REISE newsletter** – die perfect supplement to our print issue is always up to speed. Our newsletter, which goes out to 60.000 subscribers, ist an effective and inexpensive promotional tool which enables you to reach your target audience..

PROMOTION

One picture and about 400 characters. The link can either lead to a gutereise.eu micropage or any other landing page of your choosing.

The gutereise.eu micropage can contain additional elements such as videos, more pictures or further links, adjusted to your demands

€ 1.490,-

ADVERTISING BANNER

format: 680 x 200 px

€ 790,-



All rates excluding advertising levy und sales tax.

The conditions of CRM Medientrend GmbH as seen on www.gutereise.eu are valid.



**Herausgeber,
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PRINTING MATERIAL

E-mail to m.biringer@gutereise.eu

All formats +3mm bleed, contents relevant to printing 1,5mm away from the edge.

Documents: printable CMYK-PDF (X4) with registration marks.

Differing document formats on request.

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Rates effective from issue 1/2019