

2019

- > ***AUTO-aktuell***
- > ***REISE-aktuell***
- > ***BUS & HOTEL Report***
- > ***Travel News***
- > ***Online advertising***
- > ***Newsletter***

Tariffs

topics / media data

Advertising rate list Nr. 30

CB-Verlags Ges.m.b.H.

+43-1-597 49 85

office@cbverlag.at

Attractive coverages from countries all over the world, hotel tests, flight news, culinary and lifestyle tips.

REISE-aktuell is Austria's most exclusive travel magazine. This high end 4-color magazine is published three-times a year by the CB-publishing house. For more than 20 years REISE-aktuell presents dream-destinations for consumers so that they are able to find their perfect holiday destination. It is available at kiosks and bookshops in Austria and Germany, on business-class flights of Austrian Airlines and in airport lounges and lounges of the ÖBB (Austrian Federal Railways). REISE-aktuell is also available at the supermarkets Billa, Merkur and Spar, several 5-star hotels, at Lifestyle & Health Care Clubs and also at travel agency counters. REISE-aktuell is part of the Austrian Lesespiegel, a professional delivery-system for waiting rooms of fitness centers, hairdressers and lawyers. REISE-aktuell is also found in the World Wide Web at www.REISEaktuell.at. The website offers interesting opportunities to place advertisements (banners, advertorials, newsletter).

www.REISEaktuell.at

PROMOTIONS / ADVERTORIALS

1/4 = € 1,800; 1/3 € 2,600; 1/2 = € 3,600; 1/1 € 6,400;
2/1 = € 10,800; 3/1€ 14,900; each further page € 4,900

LIFESTYLE, TIPS AND TRENDS

1/8 = € 980; 1/4 = € 1,800; 1/2 = € 3,300




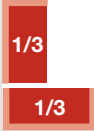


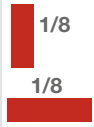

DOCUMENTS DEADLINE: 14 days before publication.



SURCHARGES

cover page (2,3) = € 2,200 cover page (4) = € 2,600

preferred positions: 5 % surcharge

1/1 = 185 x 265 mm bleed = 210 x 297 + 3 mm € 7,300		2/1 (bleed) = 420 x 297 + 3 mm € 12,900		Junior Page = 137 x 180 mm bleed = 150 x 202 + 3 mm € 6,000
1/2 = 90 x 265 mm bleed = 102 x 297 + 3 mm € 3,950				1/2 = 185 x 130 mm bleed = 210 x 148 + 3 mm € 3,950
1/3 = 90 x 173 mm bleed = 102 x 195 + 3 mm € 3,000		1/3 = 185 x 85 mm bleed = 210 x 100 + 3 mm € 3,000		1/3 = 137 x 115 mm bleed = 150 x 137 + 3 mm € 3,000
1/4 = 90 x 130 mm bleed = 102 x 148 + 3 mm € 1,980		1/4 = 185 x 60 mm bleed = 210 x 82 mm + 3 mm € 1,980		1/4 = 42.5 x 265 mm bleed = 55 x 297 + 3 mm € 1,980
1/8 = 42,5 x 130 mm € 1,000		1/8 = 185 x 30 mm € 1,000		1/8 = 90 x 60 mm € 1,000

Special format, inserts

Gate cover with half cover, 4-part 4c = € 25,000

Gate cover 2-part, 4c € 15,500

Tabernakelcover 2-part € 14,000

Coverbänderole € 850 / 1,000 pieces

(possible incl. print and manufacture from 3,000 exemplars)

Inserts and **special advertisements** such as bookmarklets etc.: 10 % agency reduction.

Special formats (except cover format) and inserts cannot be considered in the annual turnover. Further special formats on request.

Loose insert (Austria, other countries on request)

up to 10 g = € 150 / 1,000 pieces

up to 20 g = € 160 / 1,000 pieces

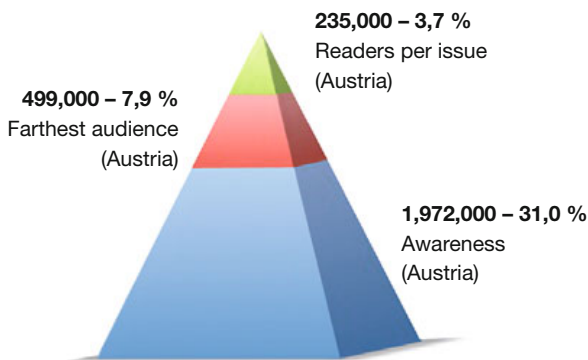
up to 30 g = € 180 / 1,000 pieces

up to 40 g = € 200 / 1,000 pieces

Glued insert (Tip-On) € 190 / 1,000 pieces. Possible in combination with full-page advertisement. Insert will be glued on the basis advertisement (+/- 2 mm variation possible), exact gluing on request.

Bound insert

up to 20 g (max. 4 pages, format A4) € 230 / 1,000 pieces; delivery palletized oversize.



Technical data

format: A4 - 210 x 297 mm
type area: 185 x 265 mm
columns: four columns, 42,5 mm wide
mode of printing: web offset, euro scale
raster: 70'er
proofs: on request, surcharges apply
closing dates: printable data must be provided the latest at closing dates. Preferred positions cannot be guaranteed without preferred position surcharge.

Circulation Austria 38.000

Circulation Germany 5.000

Total circulation ... 43.000

Readers per copy spread 7.3

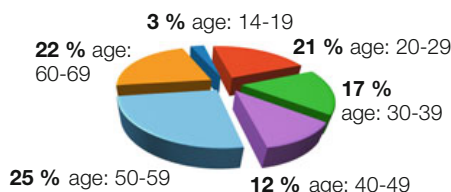


Source: CAWI-Print 2018, 6.000 online interviews, 14-69 years, GfK Austria, March 5th – June 24th 2018
 The stated figures underlie statistical fluctuation margins.

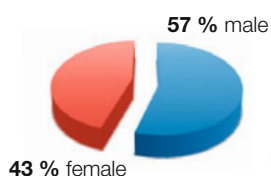


The Austrian Lesespiegel is read by approximately 16,000 readers per issue in East-Austria.
 Status September 2018.

AGE OF READERS



TARGET GROUP



HOUSEHOLD NET INCOME



Topics/dates

dates 2019 # topics

issue date:
March 27th
closing date:
 March 18th

1

Indian Ocean: Mauritius, Seychelles, Réunion. **East Africa:** Uganda, Tansania. **Diverse Southeast Asia:** Thailand, Cambodia, Indonesia, Vietnam. **Europe:** Discover Ireland, Iceland, Cultural highlights, Active holiday in the mediterranean area (Hiking, Golf & Co). **Special:** Luxurious holiday-homes & mountain chalets **Cruises:** Expeditions - With the cruise ship on a voyage of discovery, River cruises. **City Shots:** Weimar – Bauhaus Centenary, Prague, Bratislava, Maribor **Austria:** Wellness, Sunshine skiing, Hiking, Art and culture. **Service:** Rental cars in comparison, E-Bikes, Practical apps for holidays. **Lifestyle & Beauty:** Interior-Trends, Yachts, Leisure and outdoor, Pools, Field glasses, Camera-News, Watches. **In demand:** Interviews with personalities of the tourism division. **Mobile:** Family cars and estate cars. **Gourmet:** Cuisine-highlights by the lake or on the mountain, Wine recommendations.

issue date:
June 19th
closing date:
 June 11th

2

Caribbean: Cuba, Martinique, St. Lucia, Dominican Republic, St. Barts. **Arabian Peninsula:** Katar, Oman, Ras Al Khaimah. **Europe:** The North of Germany, Cultural festivals in summer, Concert highlights, Summer nights in the North, Culinary Ireland. **Special:** Intimate hotels with the flair of villas. Extravagant train journeys. House boats. **Cruises:** Yacht cruises, Active on board, Theme cruises, River cruises. **City Shots:** Rostock, Seoul. **Austria:** Alpine summer, Festival summer, Wellness, Summer retreat. **Service:** Digital travel world, photo books in comparison, E-Reader and E-Books. **Lifestyle & Beauty:** Camera-News, Outdoor furniture, Swimwear and accessories, Active in the garden. Watches, Luxury on the water, Yachts and jetskis. **In demand:** Interviews with personalities of the tourism division. **Mobile:** The most beautiful cabrio-routes. **Gourmet:** Sparklings drinks, Roof top bars, Wine recommendations, Wine recommendations.

issue date:
November 13th
closing date:
 November 4nd

3

Pure exoticism: South sea. **South America:** Peru, Chile, Argentina - countries full of contrasts. **Europe:** The most beautiful christmas markets. Shopping-Outlets. **Special:** Luxurious chalets and mountain resorts in winter. **Cruises:** Trip around the world. Exclusive spas on cruise ships, River cruises. **City Shots:** Bangkok, Nice, Bordeaux. **Austria:** Christmas markets, Ski circuits. Ski slope fun and cabin fever, Wellness. **Service:** Apps for the winter holiday, E-Books and audio books, Photo calendars in comparison. **Lifestyle & Beauty:** Fireplaces and interior for cozy hours in winter, Design-News, Luxury on the ski slope - equipment and outfits, Cameras, Home cinema, Watches, Lingerie. **In demand:** Interviews with personalities of the tourism division. **Mobile:** The latest SUVs. **Gourmet:** Champagne and sparkling wine, Caviar.

Editorial topics represented in every issue

City shots, Travel advices, Long distance travel, Diving recommendations, Austria, Up & Away, Cruises & river cruises, Hotel news, Flight news, luxury special, Hideaways, Travelling à la carte - culinary recommendations around the world, Lifestyle tips, E-Reader, Editor's Choice, Cameras & equipment, Beauty & fashion, Service, Mobility - travelling by car, Your right: tips from the lawyer

The Austrian magazine for tourism, hotel business, gastronomy and bus technology, send all over Europe

The Austrian travel trade magazine **BUS & HOTEL Report International** provides the latest informations and reports from bus technology, bus tourism, hotel business, tourism and gastronomy. It is a platform between hotels, regions and countries on the one hand and tour operators on the other hand. BUS & HOTEL Report International has been published for over 30 years and is the only trade magazine in Austria for bus and group tourism wholesalers and hoteliers all over Europe. Four times a year, BUS & HOTEL Report International will be sent for free and personalized to bus operators, group tourism wholesalers, travel agents and hoteliers, as well as to marketing managers of all major hotel chains, especially in Germany and Austria and also to Belgium, Netherlands, Luxembourg, Scandinavia, Switzerland, South Tyrol, Czech Republic, Poland, Hungary, Slovakia, Slovenia and the Baltic States.

SMALL ADVERTISEMENTS millimeter price for a column € 1.50








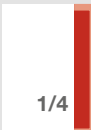
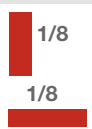

PROMOTIONS 1/4 (4C) = € 1,200; 1/2 (4C) = € 2,500; 1/1 (4C) = € 4,400; 2/1 (4C) = € 7,400; each further page € 3,000

DOCUMENTS DEADLINE: 14 days before publication.



SURCHARGES

front page € 2,000 / cover page (2,3) € 1,600 / cover page (4) € 1,800
preferred positions: 5 %

1/1 = 185 x 265 mm bleed = 210 x 297 + 3 mm € 4,900		2/1 (bleed) = 420 x 297 mm + 3 mm € 7,900		Junior Page = 137 x 180 mm bleed = 150 x 202 mm + 3 mm € 4,400
1/2 = 90 x 265 mm bleed = 102 x 297 + 3 mm € 2,800				1/2 = 185 x 130 mm bleed = 210 x 148 mm + 3 mm € 2,800
1/3 = 90 x 170 mm bleed = 102 x 195 + 3 mm € 2,200		1/3 = 185 x 85 mm bleed = 210 x 100 mm + 3 mm € 2,200		1/3 = 137 x 115 mm bleed = 150 x 137 mm + 3 mm € 2,200
1/4 = 90 x 130 mm bleed = 102 x 148 + 3 mm € 1,400		1/4 = 185 x 60 mm bleed = 210 x 82 mm + 3 mm € 1,400		1/4 = 44 x 265 mm bleed = 54 x 297 mm + 3 mm € 1,400
1/8 = 44 x 130 mm € 750		1/8 = 185 x 30 mm € 750		1/8 = 90 x 60 mm € 750

Special formats, inserts

Cover format 210 x 235 + 3 mm

Gate cover with Half Cover, 4-part 4c = € 16,400

Gate cover 2-part 4c = € 10,700

Tabernakelcover 2-part = € 8,900

Inserts and special advertisements such as bookmarklets etc.: 10 % agency reduction.

Special formats (except cover format) and inserts cannot be considered in the annual turnover. Further special formats on request.

Loose insert

per insert up to 20 g € 2,900

per insert up to 30 g € 3,500

per insert from 30 to 50 g € 4,200

Glued insert (Tip-On) € 2,900

Possible in combination with full-page advertisement. Insert will be glued on the basis advertisement (+/- 2 mm variation possible), exact gluing on request.

Bound insert

up to 20 g (max. 4 pages, format A4) € 3,100

up to 30 g (max. 4 pages, format A4) € 3,500

over 30 to 60 g (max. 8 pages, format A4) € 3,900

technical data

format: A4 - 210 x 297 mm

type area: 185 x 265 mm

columns: four columns, 43,25 mm wide

mode of printing: web offset, euro scale

raster: 60' or 70'er

proofs: on request, surcharges apply

closing dates: Printable data must be provided the latest at closing dates! Preferred positions cannot be guaranteed without surcharge.

Advertising in specialized media works better

Advertising in specialized media will be taken more seriously and suffers less under ironic distance than consumer advertising, says the study „Verdammt nah dran (Damn close to it)“ from the Munich institute H, T, P Concept on behalf of Deutscher Fachverlag (Frankfurt a. M.), who interviewed 60 decision makers. Advertising in specialized media undergoes an „active relevance check“ and will be perceived more openly. Specialized media increase the willingness of reception and put the user in a permanent search mode - which also benefits the advertising.

Circulation 9,200 (Europe-wide)

Austria 40.2 %

circulation: 3,700 exemplars

Germany 42.4 %

circulation: 3,900 exemplars

Other countries in Europe 17.4 %

circulation: 1,600 exemplars

(Hungary, Sweden, Netherlands, Belgium, Slovakia, Poland, Czech Republic, Norway, Finland, Switzerland, Luxembourg)

direct distribution to:

- Bus- and group tourism wholesaler
- Incoming and travel agencies
- Hotels and restaurants
- Tourism organisations
- Technology and gastro-industry
- Bus producer and supplier

Topics/dates

dates 2018

topics

issue date:

January 24st

closing date:

January 16th

1

Austria: Vienna, Lower Austria, Upper Austria. **Focus:** Lower Austria major regional exhibition 2019, Wiener Neustadt (World in motion), City portraits, Cultural highlights for groups - exhibitions, festivals, events. **International:** Capitals of culture (Plovdiv, Bulgaria / Matera, South Italy), Germany: Weimar – Bauhaus Centenary – Special exhibitions. **Gastronomy & hotel design:** Kitchen, Restaurants and bars, Drinks for the hotel industry, **Special:** Digital information for bus tourism, River cruises and ferry services, Combinations airplane and bus, International garden shows, Eventlocations in Austria, News for tourism wholesalers. Credit cards and payment systems, Museums, Guided tours through factories and adventure tourism. **Technology:** Bus tires, New vans, Navigation systems
Supplement: Waldviertel

issue date:

April 30th

closing date:

April 23th

2

Austria: Carinthia, Tyrol, Styria, Vienna, Upper Austria Garden Show Bio.Garden.Eden in Aigen-Schlägl. **Focus:** Mountain railways and nostalgic trains in Europe, Summer and cultural tourism 2019 and 2020. Monasteries and abbeys. **International:** Germany, France, Hungary, The Netherlands, City portraits. **Gastronomy & hotel design:** Trends in gastronomy, Wellness equipment in hotels. **Special:** Guided tours through factories, Group travel destinations, Museums, Adventure tourism – theme parks in Europe, Theme cruises, RDA preview. **Technology:** New touring coaches, Business organization, Bus interior.
Special: Interstate service areas in Austria

issue date:

June 27th

closing date:

June 19th

3

Austria: Province of Salzburg, Tyrol, Lower Austria, Small historic towns. **Focus:** 25th anniversary: World heritage city Quedlinburg - special exhibitions, Christmas markets in Austria and Germany, City Portraits. **International:** Germany, Czech Republic, Italy, South Tyrol. **Gastronomy & hotel design:** Outdoor furniture and light-design. **Special:** National parks, Autumn feasts, Ferries and river cruises, Museum highlights, Hotel franchise, Hotel groups, Excursion tips for groups. **Technology:** Mini, midi-buses and used buses for hoteliers and small groups, Interior design, Bus-containers for bikes and more.
Focus II: Bus and group tourism wholesalers – new programmes 2020.
Supplement: Burgenland

RDA edition

issue date:

October 17th

closing date:

October 9th

4

Austria: Lower Austria, Upper Austria, Vorarlberg, Insider - Preview on the BTB 2020. **Focus:** Museums, Exhibitions, Musicals, Theatre and events in summer 2020, Carinthia major regional exhibition 2020, Garden show in Tulln, City portraits. **International:** Germany, Switzerland, Hungary, European capitals of culture 2020 (Galway, Ireland / Rijeka, Croatia), European capitals of culture 2020 (Eleusis, Greece / Novi Sad, Serbia) **Gastronomy & hotel design:** Tableware and equipment for hotels, **Special:** Ferries and river cruises – new routes and packages for bus groups, Lifestyle hotels for groups, Beverages for the gastronomy, Wellness equipment in hotels, Bus tours online, Trade shows 2020. **Technology:** IAA review, Interior fittings and seats for buses, New bus models.

BTB edition

General themes in every issue

Festivals, exhibitions, adventure tourism, cultural highlights, Austria, international, hotel news, package tour operators, ferry services, river cruises, bus technology, gastronomy tips, hotel equipment, change of personnel in tourism



The magazine for cars,
tuning, motorsports,
leisure and lifestyle.

AUTO-aktuell offers carefully researched themes and excellent pictures of cars, tuning, off road, motor sports and lifestyle for car and motor enthusiasts. The 4-color magazine is published five-times a year by the CB-publishing house. AUTO-aktuell has been a fix part of the Austrian car magazine market for over 30 years and reports for example about motor oils, summer and winter tires, motorsports, detailed car tests, current driving performances, tuning and much more. The special issue "AUTO-aktuell TEST, LUXURY & LIFESTYLE" will be published in December with the most important tests of the year and the latest trends. AUTO-aktuell is also found in the World Wide Web (www.AUTOaktuell.at) with news about cars, tuning tips and trends as well as car market and motorsports information. The webpage offers interesting opportunities to place advertisements (banners, advertorials, newsletter).

www.AUTOaktuell.at

SMALL ADVERTISEMENTS millimeter price for a column € 1.80

PROMOTIONS / ADVERTORIALS 1/4 = € 1,600; 1/2 = € 3,100; 1/1 € 5,400;
2/1 = € 8,800; each further page € 3,900

LIFESTYLE/TIPS & TRENDS ca. 1/8 = € 800; ca. 1/4 = € 1,600; ca. 1/2 = € 3,000

DOCUMENT DEADLINE: 14 days before publication.



SURCHARGES

cover page (2,3) € 2,200 / cover page (4) € 2,600

preferred positions: 5 % surcharge

1/1 = 185 x 265 mm bleed = 210 x 297 + 3 mm € 6,000		2/1 (bleed) = 420 x 297 mm + 3 mm € 11,000		Junior Page = 137 x 180 mm bleed = 150 x 202 + 3 mm € 5,100
1/2 = 90 x 265 mm bleed = 102 x 297 + 3 mm € 3,500				1/2 = 185 x 130 mm bleed = 210 x 148 + 3 mm € 3,500
1/3 = 90 x 173 mm bleed = 102 x 195 + 3 mm € 2,300		1/3 = 185 x 85 mm bleed = 210 x 100 + 3 mm € 2,300		1/3 = 137 x 115 mm bleed = 150 x 137 + 3 mm € 2,300
1/4 = 90 x 130 mm bleed = 102 x 148 + 3 mm € 1,750		1/4 = 185 x 60 mm bleed = 210 x 79 + 3 mm € 1,750		1/4 = 42,5 x 265 mm bleed = 55 x 297 + 3 mm € 1,750
1/8 = 42,5 x 130 mm € 880		1/8 = 185 x 30 mm € 880		1/8 = 90 x 60 mm € 880

Special format, inserts

Gate cover with half cover, 4-part 4c = € 22,000

Gate cover 2-part, 4c € 13,400

Tabernakelcover 2-part € 12,400

Coverbänderole € 780 / 1,000 pieces

(possible incl. print and manufacture from 3,000 exemplars)

Inserts and **special advertisements** such as bookmarks etc.: 10 % agency reduction.

Special formats (except cover format) and inserts cannot be considered in the annual turnover. Further special formats on request.

Loose insert

up to 10 g = € 130 / 1,000 pieces

up to 20 g = € 140 / 1,000 pieces

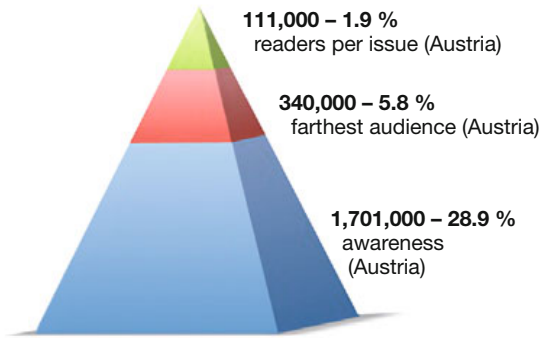
up to 30 g = € 160 / 1,000 pieces

up to 40 g = € 180 / 1,000 pieces

Glued insert (Tip-On) € 180 / 1,000 pieces. Possible in combination with full-page advertisement. Insert will be glued on the basis advertisement (+/- 2 mm variation possible), exact gluing on request.

Bound insert

up to 20 g (max. 4 pages, format A4) € 220 / 1,000 pieces; delivery palletized oversize.



Technical data

format: A4 - 210 x 297 mm
type area: 178 x 268 mm
columns: 4 columns, 42 mm wide / 3 columns, 56 mm wide
mode of printing: web offset, euro scale
raster: 70'er
proofs: on request, surcharges apply
closing dates: printable data must be provided the latest at closing dates. Preferred positions cannot be guaranteed without preferred position surcharge.

readers per copy spread

3.9

Circulation 30,000

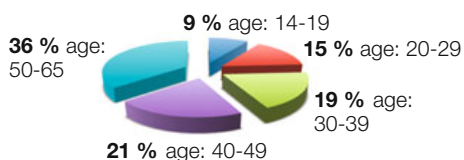


Source: CAWI-Print 2013, 5.000 online interviews, 14-65 years, GfK Austria, March – June 2013

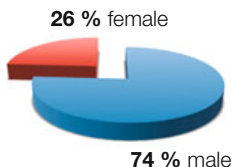


The Austrian Lesespiegel is read by approximately 16,000 readers per issue in East-Austria. Status September 2018.

AGE OF READERS



TARGET GROUP



HOUSEHOLD NET INCOME



Topics/dates

dates 2019

topics

issue date:
March 20nd
closing date:
 March 12th

1

News for spring, News from the Geneva International Motor Show. **Exclusive:** Big electric-car special, New summer tires, Rims-Special, Country outing. **Motorbikes for car drivers:** 125 ccm. **Lifestyle & sports:** Racing- and mountain-bikes, Quads for beginners and professionals, Yachts, Outdoor fashion, Watches, Everything for barbecue-season, Model cars for collectors, Motorsports: Gerhard Berger about DTM, Book recommendations, Styling tips by PAUL Vienna. **Oldtimer special:** Oldtimer-events and -auctions.

issue date:
June 26st
closing date:
 June 18th

2

Topless: Big cabrio-special with tours and care tips for cabriolets. **Exclusive:** Nigel Mansell, Everything about motor oils. **Lifestyle & sports:** Luxurious yachts, Leisure watches, Styling tips by PAUL Vienna, Quads and buggys, Jetskis, Garden trends. **Amusing electric vehicles for all ages:** E-bikes, E-bike tours, E-cars, Exclusive caravans. **Oldtimer:** Whats up in value.

issue date:
September 25th
closing date:
 September 17th

3

Car novelties for autumn, IAA Frankfurt, New winter tires (part one), How do I make my car fit for winter? **Exclusive - Big comparison test:** Pickups for leisure and job. **Lifestyle & sports:** Yachts, Watches, Styling tips by PAUL Vienna, Efficient quads, The best cameras for beginner and advanced photographers, Men care. **Oldtimer special:** Buying tips.

issue date:
November 15th
closing date:
 November 6th

4

The best 4wd cars for winter, Europes best streets, The latest SUVs for the city and the countryside, New winter tires (part two), Snow chains and batteries, Car care tips for winter time, E-Mobiles for professionals. **Exclusive:** Country outing in the south, Sebastien Loeb. **Lifestyle & sports:** Wintersport and skidoos, Exclusive yachts, Watches, Styling tips by PAUL Vienna, Christmas presents for all ages, Model cars for collectors. **Oldtimer:** Buying advices for youngtimers.

issue date:
December 11th
closing date:
 December 3th

5

AUTO aktuell Test, Luxury & Lifestyle: Car preview 2020. The best tests of 2019. Motor sports summary 2019. **Exclusive:** Engines of the future? **Lifestyle & sports:** Luxurious yachts, Watches, Book recommendations, Styling tips by PAUL Vienna, Exclusive presents related to cars, Model cars for fans and collectors, Sound systems for car and home, Flat screens. Interior tips. **Oldtimer:** The best cars in movies.

General themes in every issue

Model presentations, off-road news, market news, car tests and driving reports, tuning and accessories, lifestyle, tips and trends, country outings to special hotels, alloy rims, motor sports & rallye, motorsport portraits, 125ccm motorcycles, car navigation systems. **Exclusive in AUTO-aktuell:** Detailed car dealership tests, that hide nothing, visits at ..., Legends, eco-news (gas, electric, hybrid), fashion tips, oldtimer special, Country outing, Model Cars

Always top informed...

Austria only **PDF-Journal for tourism specialists** is sent to the **staff of 4,000 travel bureaus** and **travel agencies** via E-mail. This professional journal offers monthly branch informations including insider information on tourism, hotel industry, airline-business and new, interesting destinations. Not forgetting the latest news on tour operators, PEP (product experience program) offers and company staff news. You can either print **Travel News** or read it directly on your computer screen.

Register here:

www.travel-news.at

Dates of publication 2019 – each last Thursday of every month

Closing date each Tuesday at 2pm the same week.

- January 31th
- February 28nd
- March 28th
- April 25th
- May 29th
- June 27th
- August 29th - Double issue
- September 26th
- October 31th
- November 28th
- December 19th

dispatch per e-mail



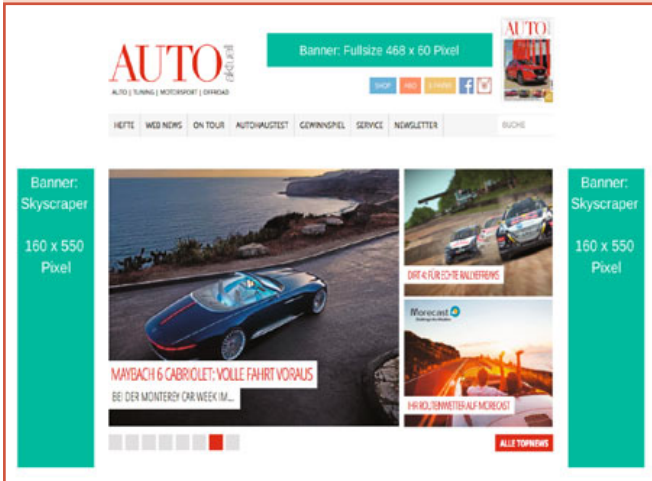
<p>1/1 = 185 x 265 mm bleed = 210 x 297 mm + 3 mm</p> <p>€ 1,600</p>	<p>1/1</p>	<p>Package 6 insertions, each € 1,400 Package 12 insertions, each € 1,100</p>	<p>Package 6 insertions, each € 1.000 Package 12 insertions, each € 850</p>	<p>JP</p>	<p>Junior Page = 137 x 180 mm bleed = 150 x 202 mm + 3 mm</p> <p>€ 1,300</p>
<p>1/2 = 90 x 265 mm bleed = 102 x 297 mm + 3 mm Beschnitt</p> <p>€ 850</p>	<p>1/2</p>	<p>Package 6 insertions, each € 700 Package 12 insertions, each € 650</p>		<p>1/2</p>	<p>1/2 = 185 x 130 mm bleed = 210 x 148 mm + 3 mm</p> <p>€ 850</p>
<p>1/3 = 90 x 173 mm bleed = 102 x 195 mm + 3 mm</p> <p>€ 600</p>	<p>1/3</p>	<p>Package 6 insertions, each € 500 Package 12 insertions, each € 440</p>	<p>1/3 = 185 x 85 mm bleed = 210 x 100 mm + 3 mm € 600</p>	<p>1/3</p>	<p>1/3 = 137 x 115 mm bleed = 150 x 137 mm + 3 mm</p> <p>€ 600</p>
<p>1/4 = 90 x 130 mm bleed = 102 x 148 mm + 3 mm</p> <p>€ 450</p>	<p>1/4</p>	<p>Package 6 insertions, each € 380 Package 12 insertions, each € 300</p>	<p>1/4 = 185 x 60 mm bleed = 210 x 82 mm + 3 mm € 450</p>	<p>1/4</p>	<p>1/4 = 42,5 x 265 mm bleed = 55 x 297 mm + 3 mm</p> <p>€ 450</p>
<p>1/8 = 42,5 x 130 mm € 250</p>	<p>1/8</p>	<p>Package 6 insertions, each € 200 Package 12 insertions, each € 170</p>		<p>1/8</p>	<p>1/8 = 90 x 60 mm € 250</p>
<p>1/8 = 185 x 30 mm € 250</p>	<p>1/8</p>				

Online Advertising

www.AUTOaktuell.at

Everything about cars

Interested users find the latest news on cars on the website of AUTO-aktuell in the following categories: Top News | Models | Tuning | Motorsport | Tips & Trends | Lifestyle



Advertorial

Your editorial article on **www.AUTOaktuell.at** in „WEB NEWS“ in a category of your choice.

Range: max. 1,500 characters (headline and teaser included), picture (not less than 640 pixel width) and link to your website. If you need editorial support we are happy to assist you with your advertorial.

1 month: € 220 | 2 months: € 360

AUTO-aktuell newsletter

AUTO-aktuell newsletter provides the latest travel news and is published every two weeks. Approximately 13,700 registered receivers (as at Sept. 2018) facilitate to reach the appropriate target group without spreading loss.

Range: Your published editorial article or prize competition of max. 1,500 characters (headline and teaser included), picture (not less than 640 pixel width) and link to your website will be published once in the AUTO-aktuell Newsletter.

1x Advertorial in the Newsletter + 1 Month online: € 380

1x Advertorial in the Newsletter + 2 Months online: € 680

1x Insertion in the Newsletter + 2 Weeks online: € 320

1x Prize Competition in the Newsletter + 2 Weeks online: € 280

Banner Advertising

Fullsize (468 x 60 pixel):

CPT* € 11

or 1 month: € 190

6 months: per month € 170 = € 1,020

12 months: per month € 150 = € 1,800

Skyscraper (160 x 600 pixel):

CPT* € 24

or 1 month: € 390

6 months: per month € 370 = € 2,220

12 months: per month € 350 = € 4,200

* CTP - cost per thousand – the costs for 1,000 views with your advertising media. Standardized through IAB-Austria. More information can be found on www.iab-austria.at.

www.REISEaktuell.at

The attractive travel platform...

...brings daily updated travel news from around the world: Travelling | Hotels & Hideaways | Austria | Gourmet | Cruises | Flight News | Hits 4 Kids | Business | English Corner | Lifestyle | Service | Books | Events | Tops & Flops

Advertorial

Your editorial article on **www.REISEaktuell.at** in „TOP NEWS“ in a category of your choice.

Range: max. 1,500 characters (headline and teaser included), picture (not less than 640 pixel width) and link to your website. If you need editorial support we are happy to assist you with your advertorial.

1 month: € 250 | 2 months: € 400

REISE-aktuell newsletter

REISE-aktuell newsletter provides the latest travel news and is published every two weeks. Approximately 13,700 registered receivers (as at Sept. 2018) facilitate to reach the appropriate target group without spreading loss.

Range:

Your published editorial article or prize competition of max. 1,500 characters (headline and teaser included), picture (not less than 640 pixel width) and link to your website will be published once in the REISE-aktuell Newsletter.

1x Advertorial in the Newsletter + 1 Month online: € 380

1x Advertorial in the Newsletter + 2 Months online: € 680

1x Insertion in the Newsletter + 2 Weeks online: € 320

1x Prize Competition in the Newsletter + 2 Weeks online: € 280

Banner Advertising

Fullsize (468 x 60 pixel):

CPT* € 18

or 1 month: € 300

6 months: per month € 270 = € 1,620

12 months: per month € 220 = € 2,640

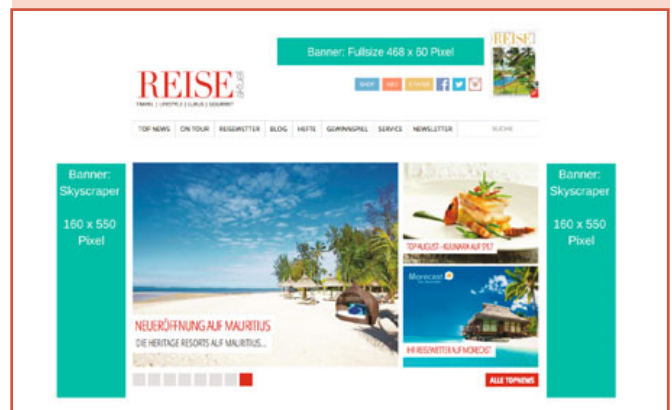
Skyscraper (160 x 600 pixel):

CPT* € 36

or 1 month: € 600

6 months: per month € 570 = € 3,420

12 months: per month € 510 = € 6,120



Order at online@cbverlag.at or at +43-1-597 49 85-18

PLACING OF ORDER

1. The respective relevant version of the advertising rate is applicable (downloadable on www.cbverlag.at). The publishing house, under existing frameworks (placement of several advertisements), is justified to raise the price in case of a change of raw material prices, rising wage costs due to amendments to the law or the collective bargaining agreement or tax increases.
2. Orders will only become effective and binding upon written confirmation by the publishing house.
3. If orders are cancelled before the advertising deadline a cancellation fee of **30%** of the value of the advertisement will be charged. Cancellations after the advertising deadline will be cleared with **70%** of the advertising rate.
4. The publishing house reserves the right to decline advertisements without giving reasons.
5. For orders involving inserts, bound-in supplements and glued-in inserts an original sample has to be attached to the order
6. Competition exclusion can only be arranged in case of a full page advertisement on the opposing page.

ORDER PROCESSING

1. The principal has sole responsibility for the content of his adverts. On order placement the principal confirms to be in possession of all of the requisite rights concerning the advertisement. Further the principal confirms that the advertisement does not contravene the rules of the UWG, the UrhG or other industrial property rights or statutory provisions. The principal will at all times protect, indemnify and hold harmless the publishing house from and against third-party claims. This also applies to costs for judicially ordered counter statements, preliminary communications and publication of court decisions. In the event of a legal claim, the principal undertakes to assume all costs of any legal representation of the publishing house and to support the publishing house in the judicial proceedings. If the principal does not fulfill this obligation, the principal renounces all objections.
2. The publishing house only guarantees the technically perfect print reproduction of advertisements if perfect advertising copy is provided. In case of a complete or partially illegible, incorrect or incomplete reproduction, that essentially impairs the purpose of the advertisement, a compensation claim by the principal is limited to the price of the respective advertisement (excluding taxes and fees). Apart from that any warranty is excluded.
3. The publishing house does not accept any liability for damages that are caused by non-publication of the advertisement on a specific day or errors concerning print, settlement or placement. In any case the liability of the publishing house shall be restricted to intent and gross negligence.
4. Correction or color proofs shall only be produced at the express request of the customer and at charge. If for any reasons acceptance of

the correction proofs is not confirmed within the specified period of TWO days after consignment by the publishing house, such acceptance shall be considered granted.

5. Placement requests will be taken in account as far as possible, however they are not obligatory for the publishing house.
6. For advertisements transmitted by electronic mail the publishing house takes no responsibility. The principal is under obligation to provide the publishing house with a color proof or a PDF (with a copy of the advertisement).
7. Any complaints have to be made within five days after accounting and must be reported in writing. Any complaints made after this time will not be accepted.
8. In the event of interruptions to operations or force majeure the publishing house shall be entitled to full payment for the published advertisements if 30% of the assured print run is fulfilled. For lower percentages, payment shall be due on the basis of the cost per thousand.
9. The publishing house accepts no liability for errors in PR reports.

CALCULATION/PAYMENT

1. Invoices have to be paid immediately after billing. When payment is made within seven days the publishing house grants 2% discount, excluding litho-finishing and production costs. In the event of delay in payment, interest shall be charged from the due date at the rate of 7.5% on top of the base rate. The principal has to bear payment and debt collection costs as well as the costs of any legal representation of the publishing house
2. Costs of printing plates, design and exposure for the creation of the advertisement are charged to the principal.
3. Along with the invoice, the principal shall receive a free sample after publication of the advertisement.
4. After fulfillment of the conditions for discount, the certain rebate can only be granted in form of a credit. The principal shall not have the right to set off any claim from current account operations.
5. In the case of delayed payment, even in case of a single invoice, the publishing house is entitled to refuse fulfillment of all contracts not yet executed. In this case price agreements that depart from the tariff become void and shall be set off on the valid advertisement-rate. Similarly, agreed granted discounts become invalid.
6. Payment shall be made without deduction of bank charges or any other fees. Any banking costs that arise **must be paid by the principal**.

Media owner:

CB-Verlags Ges.m.b.H., A-1060 Vienna, Haydngasse 6
Tel. +43-1-597 49 85, Fax: DW 15, office@cbverlag.at
Place of jurisdiction and place of fulfillment is Vienna.
Austrian law shall apply exclusively.
VAT number: ATU 43387303, FN 161405k

TAXES

All prices quoted exclude 5% advertising tax and 20% VAT.

AGENCY DISCOUNT

15% on advertisements. 10% on bound-in supplements and glued-in inserts.

Annual-turnover-bonus

The turnover relay can only be applied, if the following conditions are fulfilled:

- 2% discount when payment is made within five days
- Net cash within 30 days after accounting

from EUR **20,000** - **2 %**
 from EUR **30,000** - **3 %**
 from EUR **40,000** - **5 %**

The turnover relay is only applicable for advertisements placed in 2019 and limited per customer. Special arrangements are possible.

Data provided via:

Electronic mail, FTP or data carrier as a printable PDF

Advertisement details in Word, Excel or Power Point cannot be processed.

Design costs for advertisements:

up to half page: EUR 80
 up to full page: EUR 150

Changes as well as misprints in graphic or writing reserved.
 All prices are quoted in EURO.

CB-Verlags Ges.m.b.H.

Haydngasse 6, A-1060 Vienna

Tel. +43-1-597 49 85 | Fax +43-1-597 49 85-15 | office@cbverlag.at

www.AUTOaktuell.at | www.REISEaktuell.at | www.Travel-News.at | www.cbverlag.at

<ftp://ftp.cbverlag.at> (Username: ftpcbverlag, password available upon request)