

2023

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

Tariffs

topics / media data

Advertorial tariff list no. 34

CB Publishing House

+43-1-597 49 85

office@cbverlag.at



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 CB Publishing. AUTO-aktuell has been a fix part of the Austrian car magazine market for over 30 years and reports about motor oils, summer and winter tires, motor-sports, 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 € 2.20

PROMOTIONS / ADVERTORIALS 1/4 = € 1,700; 1/2 = € 3,400; 1/1 € 6,000;
2/1 = € 10,600; each further page € 4,500
LIFESTYLE/TIPS & TRENDS 1/8 = € 780; 1/4 = € 1,600; 1/2 = € 3,200;
1/1 = € 5.700
DOCUMENT DEADLINE: 14 days before publication.



SURCHARGES

cover page (2,3) € 2,300 / cover page (4) € 2,600
preferred positions: 5 % surcharge

1/1 = 185 x 265 mm bleed = 210 x 297 + 3 mm € 6,600		2/1 (bleed) = 420 x 297 mm + 3 mm € 11,900		Junior Page = 137 x 180 mm bleed = 150 x 202 + 3 mm € 5,900	
1/2 = 90 x 265 mm bleed = 102 x 297 + 3 mm € 3,600				1/2 = 185 x 130 mm bleed = 210 x 148 + 3 mm € 3,600	
1/3 = 90 x 173 mm bleed = 102 x 195 + 3 mm € 2,600		1/3 = 185 x 85 mm bleed = 210 x 100 + 3 mm € 2,600		1/3 = 137 x 115 mm bleed = 150 x 137 + 3 mm € 2,600	
1/4 = 90 x 130 mm bleed = 102 x 148 + 3 mm € 1,850		1/4 = 185 x 60 mm bleed = 210 x 79 + 3 mm € 1,850		1/4 = 42,5 x 265 mm bleed = 55 x 297 + 3 mm € 1,850	
1/8 = 42,5 x 130 mm € 920		1/8 = 185 x 30 mm € 920		1/8 = 90 x 60 mm € 920	

Special format, inserts

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

Gate cover 2-part, 4c € 14,500

Tabernakelcover 2-part € 13,400

Coverbänderole € 950 / 1,000 pieces
(possible incl. print and manufacture from 5,000 exemplars)

Inserts and special advertisements such as bookmar-klets etc.: 10 % agency reduction.

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

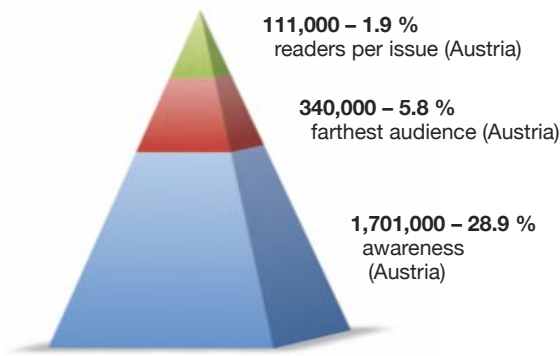
Loose insert

up to 10 g = € 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) € 195 / 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.



readers per copy spread

3.9

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.

Circulation Austria 28.000

CAT, Airport Vienna 5.000

Total circulation ... 33.000

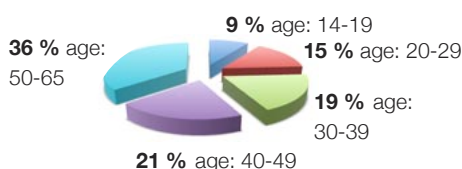


Source: CAWI-Print 2013, 5.000 online interviews, 14-65 years, GfK Austria, March – June 2019

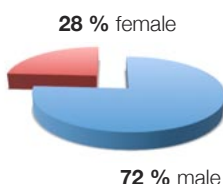


The Austrian Lesespiegel is read by approximately 16,000 readers per issue in East-Austria. Status September 2017.

AGE OF READERS



TARGET GROUP



HOUSEHOLD NET INCOME



Topics & Dates

Dates 2023

Topics

Issue Date:
March 18th
Closing Date:
March 9th

1

New models 2023, extensive reviews, exclusive: A look into the design department! **Service:** Everything for spring. Window cleaners, summer tires. Car wash review! **Tuning:** Chip tuning & new rim releases. Tuning for electric cars. **Lifestyle sport:** E-bikes, camper vans with B license, yachts and watches. Collectible toy cars. Styling tips by Steffl. **Motor sports:** All 2023 dates, electric race driving. **Oldtimers:** The oldtimer season 2023, spring preparation.

Issue Date:
June 24th
Closing Date:
June 14th

2

New models, extensive reviews, exclusive: Road trips with electric cars! **Service:** Tuning for sports cars, exhaust systems, motor oils. **Motor bikes:** Type 125 models. **Lifestyle:** Everything for summer fun. Lawn mowers. Garden gadgetry with and without batteries. Everything about BBQ & fashion. **Motor sports:** Suzuki Cup, DTM, RaylleCross. **Oldtimers:** Future classics.

Issue Date:
September 23rd
Closing Date:
September 14th

3

New models, extensive reviews, exclusive: Big SUV special! **Service:** winter tires. **Tuning:** What makes ABT Sportsline so special? **Lifestyle sport:** drones and action cameras tests. Yachts, watches and fashion. **Motor sports:** the next generation of race car drivers, a visit at Alpha Tauri! **Oldtimers:** what you need to watch out for with a purchase.

Issue Date:
November 18th
Closing Date:
November 9th

4

New models, extensive reviews, exclusive: the future of sports car brands! **Service:** tuning for offroaders. Batteries and snow chains, all-season tires: good or bad? **Lifestyle sport:** everything for ski and winter sports. Quads and skidos. Watches and fashion by Steffl. **Motor sports:** finale Suzuki Cup, DTM. **Oldtimers:** behind the scenes at an oldtimer auction.

Issue Date:
December 16th
Closing Date:
December 7th

5

Auto aktuell review, luxury & lifestyle: the best reviews and stories of 2023. This was the car year 2023! **Lifestyle & sport:** The best presents for HIM. Watches. Styling tips by Steffl. Collectible toy cars. TV and sound news, the best car games. **Motor sports:** That was the season 2023. **Oldtimers:** What oldtimer fans can do in winter, when their oldie is in the garage.

General topics in every issue

Model presentations, off-road news, market news, car reviews and driving reports, tuning and accessories, lifestyle, tips and trends, country outings to special hotels, alloy rims, motor sports & rallye, watches, motorcycles, car navigation systems. **Exclusively in AUTO-aktuell:** Detailed car dealership reviews, visiting... (AMG, Cupra, Audi GmbH, Abt, Alpha Tauri, Autodesignern), eco-news (gas, electric, hybrid), fashion tips

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 selected supermarkets, 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 = € 1,900; 1/3 € 2,900; 1/2 = € 3,900; 1/1 € 6,900; 2/1 € 12,200; 3/1€ 17,400; each further page € 4,900

LIFESTYLE, TIPS AND TRENDS

1/8 = € 980; 1/4 = € 1,850; 1/2 = € 3,600

DOCUMENTS DEADLINE: 14 days before publication.



SURCHARGES

cover page (2,3) = € 2,200 cover page (4) = € 2,600 preferred positions: 5 % surcharge

<p>1/1 = 185 x 265 mm bleed = 210 x 297 + 3 mm</p> <p>€ 7,700</p>		<p>2/1 (bleed) = 420 x 297 + 3 mm</p> <p>€ 13,600</p>		<p>Junior Page = 137 x 180 mm bleed = 150 x 202 + 3 mm</p> <p>€ 6,800</p>
<p>1/2 = 90 x 265 mm bleed = 102 x 297 + 3 mm</p> <p>€ 4,100</p>		<p>1/2 = 185 x 130 mm bleed = 210 x 148 + 3 mm</p> <p>€ 4,100</p>		<p>1/2 = 185 x 130 mm bleed = 210 x 148 + 3 mm</p> <p>€ 4,100</p>
<p>1/3 = 90 x 173 mm bleed = 102 x 195 + 3 mm</p> <p>€ 3,300</p>		<p>1/3 = 185 x 85 mm bleed = 210 x 100 + 3 mm</p> <p>€ 3,300</p>		<p>1/3 = 137 x 115 mm bleed = 150 x 137 + 3 mm</p> <p>€ 3,300</p>
<p>1/4 = 90 x 130 mm bleed = 102 x 148 + 3 mm</p> <p>€ 2,050</p>		<p>1/4 = 185 x 60 mm bleed = 210 x 82 mm + 3 mm</p> <p>€ 2,050</p>		<p>1/4 = 42.5 x 265 mm bleed = 55 x 297 + 3 mm</p> <p>€ 2,050</p>
<p>1/8 = 42,5 x 130 mm € 1,000</p>		<p>1/8 = 185 x 30 mm € 1,000</p>		<p>1/8 = 90 x 60 mm € 1,000</p>

Special format, inserts

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

Gate cover 2-part, 4c € 15,800

Tabernakelcover 2-part € 14,200

Coverbänderole € 950 / 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.

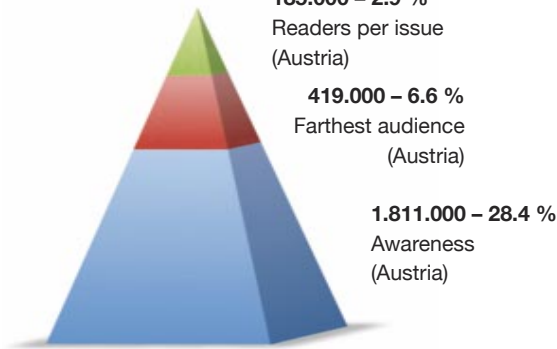
Loose insert (Austria, other countries on request)

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) € 200 / 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) € 240 / 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 32.000
Circulation Germany 6.000
CAT, Airport Vienna 6.000
Total circulation ... 44.000

Readers per copy spread 5.7

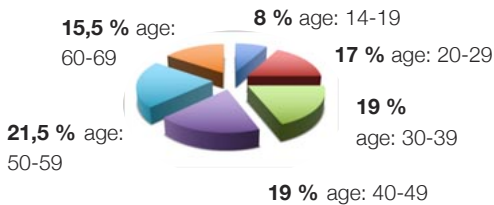


Source: CAWI-Print 2020, 5.100 online interviews, 14-69 years, GfK Austria, March 9th – June 28th 2020
 The stated figures underlie statistical fluctuation margins.

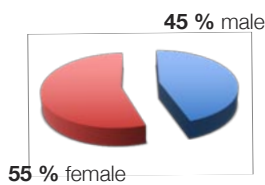


The Austrian Lesespiegel is read by approximately 16,000 readers per issue in East-Austria. Status September 09/2019.

AGE OF READERS



TARGET GROUP



HOUSEHOLD NET INCOME

up to € 2,099 **23 %**
 € 2,100 to € 3,299 **24 %**
 € 3,300 to 4,200 **29 %**
 not specified 24 %

Topics & Dates

Dates 2023

Topics

Issue Date:
March 31st
Closing Date:
 March 21st

1

Long-distance travel: Saudi Arabia, Jordan, Costa Rica, Botswana, Florida, Tenerife, Malta, Cyprus. **Europe:** European Capitals of Culture 2023/24, cycle tours, train journeys: nightjets, city trips over the weekend, accommodation with a focus on sustainability/slow tourism. **Special:** Tropical accommodations along the equator, secret coves in the Mediterranean, glamping, safari. **Cruises:** Current routes, themed trips. **City Shots:** Madrid, Amsterdam, Milan, Munich. **Austria:** Festivals, hiking: hiking hotels and alpine resorts, eastern Styria, wellnesshotels and spas. **Service:** Apps for travel preparation, renting sailing yachts. **Lifestyle & Beauty:** Watches, new yachts, fashion, interior trends. **Mobile:** family cars & station wagons. **Gourmet/Travel à la Carte:** Restaurant openings, wine tips, wineries.

Issue Date:
July 1st
Closing Date:
 June 19th

2

Long-distance travel: Thailand, Indonesia, Bali, Arizona, California, Canada and its lakes. **Europe:** Croatia, Italy, Greece, Canary Islands, cultural festivals, most beautiful coastal cities. **Special:** Accommodations on islands/rent entire islands, national parks USA/worldwide. **Cruises:** houseboats, river cruises, sailing, cruising in and around Canada. **City Shots:** Stockholm, Venice, Budapest, Bath, Dubai, Tokyo. **Austria:** Lakes and accommodations by the lake, festivals, top hiking and mountainbike regions including hotel tips. **Service:** travel insurance, apps for on the go, photo books, mediterranean sailing areas. **Lifestyle & Beauty:** Diver's watches, garden furniture, barbecue, swimwear, holiday gadgets. **Mobile:** On vacation with e-cars (charging stations in Austria, Croatia, Italy, Slovenia). **Gourmet/travel à la carte:** beach bars, rooftop bars, restaurants by the sea, wine tips.

Issue Date:
November 25th
Closing Date:
 November 13th

3

Long-distance travel: Caribbean, Australia & New Zealand, Mauritius, the most beautiful islands, last minute winter-escapes. **Europe:** Wellness vacation, Cote d'Azur, northern lights in Scandinavia, the most beautiful Christmas markets. **Special:** Sustainable resorts worldwide, winter chalets. **Cruises:** trips around the world, preview 2024, gourmet on board. **City Shots:** Opatija, London, New York, Hamburg, Prague. **Austria:** Spas and wellness, ski areas, christmas markets, small historic towns. **Service:** photo calendar and photo gifts. **Lifestyle & Beauty:** Ski and winter fashion - and accessories, gift ideas, watches. **Mobile:** SUVs for skiing. **Gourmet/travel à la carte:** hotel bars, New Year's Eve locations, wine tips from the Neue Welt.

Editorial topics represented in every issue

City shots, travel advices, long distance travel, 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, beauty & fashion, service, Mobility - travelling by car, Demanded: Interviews with personalities from tourism and gastronomy, Your right: tips from the lawyer

The Austrian magazine for tourism, hotel business, gastronomy and bus technology, sent 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.





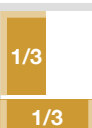
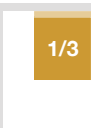

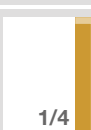
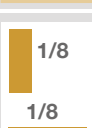
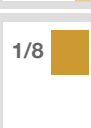
SMALL ADVERTISEMENTS millimeter price for a column € 1.60

PROMOTIONS 1/4 (4C) = € 1,300; 1/2 (4C) = € 2,600; 1/1 (4C) = € 4,600; 2/1 (4C) = € 7,800; each further page € 3,200
DOCUMENTS DEADLINE: 14 days before publication.

SURCHARGES

front page € 2,000 (format: 210 x 235 mm + 3 mm)
cover page (2,3) € 1,600 / cover page (4) € 1,900
preferred positions: 5 %



1/1 = 185 x 265 mm bleed = 210 x 297 + 3 mm € 4,950		2/1 (bleed) = 420 x 297 mm + 3 mm € 8,400		Junior Page = 137 x 180 mm bleed = 150 x 202 mm + 3 mm € 4,500
1/2 = 90 x 265 mm bleed = 102 x 297 + 3 mm € 2,900				1/2 = 185 x 130 mm bleed = 210 x 148 mm + 3 mm € 2,900
1/3 = 90 x 170 mm bleed = 102 x 195 + 3 mm € 2,400		1/3 = 185 x 85 mm bleed = 210 x 100 mm + 3 mm € 2,400		1/3 = 137 x 115 mm bleed = 150 x 137 mm + 3 mm € 2,400
1/4 = 90 x 130 mm bleed = 102 x 148 + 3 mm € 1,500		1/4 = 185 x 60 mm bleed = 210 x 82 mm + 3 mm € 1,500		1/4 = 44 x 265 mm bleed = 54 x 297 mm + 3 mm € 1,500
1/8 = 44 x 130 mm € 780		1/8 = 185 x 30 mm € 780		1/8 = 90 x 60 mm € 780

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 € 3,300
 per insert up to 30 g € 3,600
 per insert from 30 to 50 g € 4,400

Glued insert (Tip-On) € 2,950

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) € 3,400
 up to 30 g (max. 4 pages, format A4) € 3,700
 over 30 to 60 g (max. 8 pages, format A4) € 4,400

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 41 %

circulation: 3,770 exemplars

Germany 41.5 %

circulation: 3,820 exemplars

Other countries in Europe 17.5 %

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 2023

Topics

Issue Date:

January 27th

Closing Date:

January 16th

1

Austria: Vienna, Lower Austria (Wachau), Upper Austria. **Main focus:** Cultural highlights for groups - exhibitions, festivals, state exhibitions, festivals. **International:** European Capitals of Culture 2023 (Timișoara, Eleusis, Veszprém), city portraits. **Gastro & hotel design:** interiors for gastronomy & hotels, outdoor furniture. **Special:** Digital info for bus tourism, river cruises and ferry connections. Internal. Garden shows, event locations in Austria, package tour operators, company tours and adventure tourism, museums, mountain and adventure railroads, corona measures in the bus. **Technology:** bus tires, new minibuses, interior design, navigation systems.

Supplement: Waldviertel

Issue Date:

April 28th

Closing Date:

April 17th

2

Austria: Carinthia, Tyrol, Styria. **Main focus:** Mountain, adventure and nostalgia railroads in Europe, summer and cultural tourism 2023, monasteries and convents. **International:** City portraits in South Tyrol, Germany, France, Slovenia, Croatia, Netherlands. **Gastro & hotel design:** gastro trends, wellness in hotels. **Special:** Guided tours, group excursion destinations: Castles and palaces, museums, zoos, theme and adventure parks in Europe. RDA Preview. **Technology:** New coaches, coach interiors, e-bus as the future

Special: Motorway service stations in Austria

Issue Date:

July 19th

Closing Date:

July 7th

3

Austria: Province of Salzburg, Lower Austria, Small Historic Towns. **Focus:** Garden Summer, Preview Advent Markets in Austria and Europe, City Portraits. **International:** The most beautiful regions of Europe: Germany, Czech Republic, Italy, South Tyrol, Switzerland. **Gastro & Hotel Design:** Outdoor furniture and light design. **Special:** National parks, castles and palaces, farmer's autumn, ferry and river cruises, hotel groups, excursion tips for groups, unique trains in Europe. **Technology:** Mini, midi buses and used buses, interior design, bus containers for bicycles and co.

Special: Package tour operators - overview 2024

Supplement: Burgenland, Almtal-Salzkammergut

Issue Date:

October 25th

Closing Date:

October 13th

4

Austria: Lower Austria, Upper Austria, Vorarlberg. **Main focus:** Museums, exhibitions, musicals, summer theater and events 2023, city portraits. **International:** Germany, Switzerland, Hungary, European Capitals of Culture 2024. **Gastro & Hotel Design:** Tableware and hotel equipment, wellness equipment. **Special:** Ferries and river cruises - new routes and packages for bus groups, lifestyle hotels for groups, wellness equipment for hotels, trade fairs 2024. **Technology:** winter tires, bus innovations.

Special: BTB Trade Fair

BTB edition

General topics 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

PDF-Journal for Tourism Professionals

Always top informed...

Austria's 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 2023 – each last Thursday of every month

Closing date each Tuesday at 2pm the same week.

January 26th
February 23rd
March 30th
April 27th
May 25th
June 29th
August 31st - Double issue
September 28th
October 25th
November 30th
December 28th

dispatch per e-mail



<p>1/1 = 185 x 265 mm bleed = 210 x 297 mm + 3 mm</p> <p>€ 1,900</p>	<p>1/1</p>	<p>Package 6 insertions, each € 1,450 Package 12 insertions, each € 1,400</p>	<p>Package 6 insertions, each € 1,200 Package 12 insertions, each € 980</p>	<p>JP</p>	<p>Junior Page = 137 x 180 mm bleed = 150 x 202 mm + 3 mm</p> <p>€ 1,500</p>
<p>1/2 = 90 x 265 mm bleed = 102 x 297 mm + 3 mm</p> <p>€ 980</p>	<p>1/2</p>	<p>Package 6 insertions, each € 750 Package 12 insertions, each € 650</p>	<p>Package 6 insertions, each € 750 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>€ 980</p>
<p>1/3 = 90 x 173 mm bleed = 102 x 195 mm + 3 mm</p> <p>€ 750</p>	<p>1/3</p>	<p>Package 6 insertions, each € 550 Package 12 insertions, each € 500</p>	<p>Package 6 insertions, each € 550 Package 12 insertions, each € 500</p>	<p>1/3</p>	<p>1/3 = 137 x 115 mm bleed = 150 x 137 mm + 3 mm</p> <p>€ 750</p>
<p>1/4 = 90 x 130 mm bleed = 102 x 148 mm + 3 mm</p> <p>€ 540</p>	<p>1/4</p>	<p>Package 6 insertions, each € 420 Package 12 insertions, each € 380</p>	<p>Package 6 insertions, each € 420 Package 12 insertions, each € 380</p>	<p>1/4</p>	<p>1/4 = 42,5 x 265 mm bleed = 55 x 297 mm + 3 mm</p> <p>€ 540</p>
<p>1/8 = 42,5 x 130 mm € 290</p> <p>1/8 = 185 x 30 mm € 290</p>	<p>1/8</p>	<p>Package 6 insertions, each € 250 Package 12 insertions, each € 220</p>	<p>Package 6 insertions, each € 250 Package 12 insertions, each € 220</p>	<p>1/8</p>	<p>1/8 = 90 x 60 mm € 290</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 | Top & Flop

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.

Advertorial € 400,-

Banner Advertising

Fullsize (468 x 60 pixel):

1 month: € 280

6 months: per month € 240 = € 1,440

12 months: per month € 200 = € 2,520

Skyscraper (160 x 600 pixel):

1 month: € 440

6 months: per month € 400 = € 2,400

12 months: per month € 380 = € 4,560



AUTO-aktuell newsletter

Auto-aktuell newsletter provides the latest car news and is published every two weeks. Approximately 12,000 registered receivers (as at Sept. 2020) 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: € 480

1x Insertion in the Newsletter / 2 Weeks online: € 380

1x Prize Competition in the Newsletter / 2 Weeks online: € 580

* 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.

Advertorial € 470,-

REISE-aktuell Newsletter

REISE-aktuell newsletter provides the latest travel news and is published every two weeks. Approximately 12,000 registered receivers (as of Sept. 2020) 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: € 550

1x Insertion in the Newsletter / 2 Weeks online: € 420

1x Prize Competition in the Newsletter / 2 Weeks online: € 620

Banner Advertising

Fullsize (468 x 60 pixel):

1 month: € 360

6 months: per month € 300 = € 1,800

12 months: per month € 280 = € 3,360

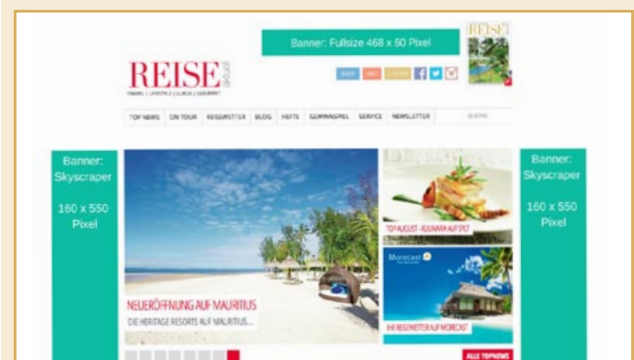
Skyscraper (160 x 600 pixel):

CPT* € 36

or 1 month: € 680

6 months: per month € 650 = € 3,900

12 months: per month € 600 = € 7,200



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

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 12/5
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 %	The turnover relay is only applicable for advertisements placed in 2023 and limited per customer. Special arrangements are possible.
from EUR 30,000 - 3 %	
from EUR 50,000 - 5 %	

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 110,-
up to full page: EUR 190,-

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

CB Verlags Ges.m.b.H.

Haydngasse 12/5, 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)