



Trend – Austria's monthly Business Magazine

Circulation:	60.067 copies (print run)	
Readers:	277.000	
Reader allocation:	Area east (Vienna, Lower Austria, and Burgenland):	145.000
	Area south (Carinthia, Styria):	39.000
	Area west (Upper Austria, Salzburg, Tirol, and Vorarlberg):	115.000
Reach:	3,9 %	
Subscriptions:	19.548	
Sold circulation:	52.290*	
Publication:	Monthly	
Size:	210 x 280 mm	
Core target group:	AB-social class Purchasing power level 1-2 Senior executives, entrepreneurs, decision-makers	
Readership structure:	Superior education level	46,9%
	20-49 years	66,3%
	Interested in business reports	65,2%
	Interested in assets and funds	66,6%
	Interested in international politics reports	74,1%
	Interested in professional training reports	71,6%
	Interest in investment reports	66,8%
	Interested in health reports	82,4%
	Interested in travelling reports	83,3%

(Source: ÖAK 2009, MA 2009, * Sold circulation: wholesale at most 35%)

Contact:

International Sales Verlagsgruppe NEWS GmbH, Wien, Tel: +43 1 21312 - 0
Evelyn Strohriegel (ext. 6304) and Michael Brugger (ext. 6307)

trend – continued

Our offer:

2/1-pages 4C: EUR 24.580,-

1/1-pages 4C: EUR 12.290,-

1/2-pages 4C: EUR 7.750,-

1/3-pages 4C: EUR 5.410,-

1/4-pages 4C: EUR 4.360,-

6-months package:

(Qualifying period: 01.01.-31.07.2010 / 01.07.2009-31.01.2011)

3 + 1 : EUR 36.870,- (EUR 49.160,- less 25,0%)

Annual package:

(Qualifying period: 01.01.2010 - 31.01.2011)

4 + 1 : EUR 49.160,- (EUR 61.450,- less 20,0%)

5 + 2 : EUR 61.511,- (EUR 86.030,- less 28,5%)

8 + 4 : EUR 98.370,- (EUR 147.480,- less 33,3%)

trend – Austrian’s Business Magazine - Specials

- **Golden trend:** Austria’s Top 500 major enterprises: **14th June**
- **trend Invest:** Finance for the professional and private sector
29th March, 25th May, 14th June, 25th of October, 22nd November, 13th December

Ad special “trend Expertentipp”

“Trend Expertentipp” gives you the perfect opportunity to place your offering and your knowhow in the relevant editorial environment to gain an excellent audience. Take the chance and use the “trend Expertentipp” also for your brand!

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“Trend” stands for profound and enduring information about the Austrian economy.

- Coverstory
- Economy
- Career
- Small and medium-sized enterprises - SME
- Money
- e!trend
- Real estate
- Way-of-living

Our offer:

Your message is positioned in the relevant editorial environment:

“Trend Expertentipp” 58 x 280 mm, ¼ page vertical € 4.360,-

Creative costs € 480,-

6-months package:

(Qualifying period: 01.01.-31.07.2010 / 01.07.2010-31.01.2011)

3 + 1 : EUR - 25,0%

Annual package:

(Qualifying period: 01.01.2010 - 31.01.2011)

4 + 1 : EUR - 20,0%

5 + 2 : EUR - 28,5%

8 + 4 : EUR - 33,3%

Terms and conditions:

Prices are in Euro, for orders booked by an advertising agency 15% agency commission will be deducted, 5% advertising tax and V.A.T. will be added.

Kindly note that there is no discount nor agency commission granted on postage fees, additional technical and creative costs.

Our rates are based on the General Terms and Conditions of Verlagsgruppe News GmbH, Vienna (refer to our website www.newsmedia.at).

A postage fee will be added to loose and glued-in inserts.

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