



**Format –
the Austrian Business Magazine (weekly)**

Circulation:	59.814 copies	
Readers:	171.000	
Reader allocation:	Area east (Vienna, Lower Austria and Burgenland):	107.000
	Area south (Carinthia, Styria):	24.000
	Area west (Tirol, Upper Austria, Salzburg and Vorarlberg):	38.000
Reach:	2,4%	
Subscriptions:	16.453	
Sold circulation:	47.155**	
Publishing interval:	Every Friday	
Size:	210 x 280 mm	
Core target group:	25 - 59 years Superior education level Decision makers	
Readers structure:	20-49 years	64,1%
	Purchasing power level 1+2	50,0%
	Interested in professional training reports	70,0%
	Interested in international politics reports	75,3%
	Interested in business reports	64,0%
	Interested in assets and funds	67,0%
	Interested in computers	58,9%

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

Contact:

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Format continued

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- Banking & Insurance
- Trade & Services
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- Doctors & Pharmacy
- Telecom & Multimedia
- Law & Tax
- Real Estate
- Tourism & Travelling

Our offer:

Your message in the editorial environment for the topic – convince the readers from our offer.

FORMAT Branchentipp 58 x 280 mm; ¼ page vertical	€ 3.100,-
Creative costs	€ 480,-

6-month package:

(Qualifying period: 01.01. - 31.07.2010 / 01.07.10 - 31.01.2011)

3 + 1: EUR - 25,0%

5 + 2: EUR - 25,0%

Annual package:

(Qualifying period: 01.01.2010 - 31.01.2011)

8 + 4: EUR - 33,3 %

Further packages on demand.

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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