

COVER

GERMANY
AUSTRIA

Luxury Lifestyle Travel

2021

Media Data
Advertising Rates
Deadlines

**Now Internet
FREE!**

If you book a full page in our print issue we place your video or banner on our website three months for free. This offer is valid until the end of 2021.

cover-magazin.com

Rates Sizes		size in mms				All rates in 4-colour		
		in type area		bled off*		Euro net	5% Advertising Tax	PLUS VAT
		WIDTH	HEIGHT	WIDTH	HEIGHT			
2/1		410	260	440	285	14,950.-	747.-	
1/1		195	260	220	285	7,850.-	392.-	
1/2	upright	90	260	—	—	3,600.-	180.-	
	spread	195	130	—	—			
1/4	trend-pages (Text – 150 lines max. – edited by the editorial staff)					1,900.-	95.-	
1/8						1,000.-	50.-	

*For bleeds add 5 millimetres on all sides. Special sizes upon request.

<div>2/1</div> <div>in type area</div> <div>410 x 260 mm</div>	<div>2/1</div> <div>bled off*</div> <div>440 x 285 mm</div>	<div>1/1</div> <div>type area</div> <div>195 x 260</div>	<div>1/1</div> <div>bled off</div> <div>220 x 285</div>	<div>1/2</div> <div>upright</div> <div>90 x 260</div>	<div>1/2</div> <div>spread</div> <div>195 x 130 mm</div>
--	---	--	---	---	--

Printing material Only PDF files are accepted as printing material. An extra charge (EUR 95.-/ad) is added for open data (e.g. xPress, InDesign, Freehand, Illustrator, Photoshop, etc.). Euroscale colours exclusively (cyan, magenta, yellow, black CMYK). Spot colours upon request. A binding proof needs to be attached to the data.

Supplements, inserts, stick on’s

Basic rate by publisher Stick on possible only when booking a full page:	7,850.- net
Additional postal charges Charge per 10 gram of weight	€ 0,01 per piece
Postal charge for supplements	€ 0,02 per supplement
Printer’s charges Supplementing, inserting and sticking on, up to max. 10 gram	€ 0,024 per piece
Sticking on of a sachet: Calculation only possible with sample	up to max. 95g upon request

*Supplements, inserts or stick on’s of more than 10 gram weight can only be calculated after presentation of a sample!

Discounts and extra charges

Extra charges for positioning:	30% extra charge for 1/1 page for ads positioned at the fourth cover page, U4 20% extra charge for 1/1 page for ads positioned at the second cover page, U2 10% extra charge for 1/1 page for priority positioning (for instance right-hand or third cover page, U3
Bleed:	5% extra charge for all bled off sizes. At least 5 mms added on each side.
Bulk discount:	10% discount for reservation of 2 full pages 15% discount for reservation of 3 full pages 25% discount for reservation of 4 full pages

Media Data

CIRCULATION: 90,000
DIRECT MAIL ORDER: 89,780 (January 2018)

The readers *(updated in December 2017).*

- 94.6% are women
- 23.7% are between 29 and 39 years old
- 64.9% are between 40 and 59 years old
- Rest are over 60 years old

COVER readers are financially independent

- 57,1% have a job, 31% are senior executives, 24.5% are self-employed

COVER readers have very high incomes

- 43% of the readers have an average household net income of at least EUR 6,240.- net/month
- 51% say they have an available budget of EUR 3,940.- net/month.

COVER readers are well-educated

- 73% graduated from high school, college and/or university

COVER readers have families

- 58.7% live in a relationship or in a household of an average of 3.2 persons.
- 22.5% are singles

COVER readers attach great importance to quality, well-groomed appearance and image

RECOVER TOPICS: Our readers are interested in:

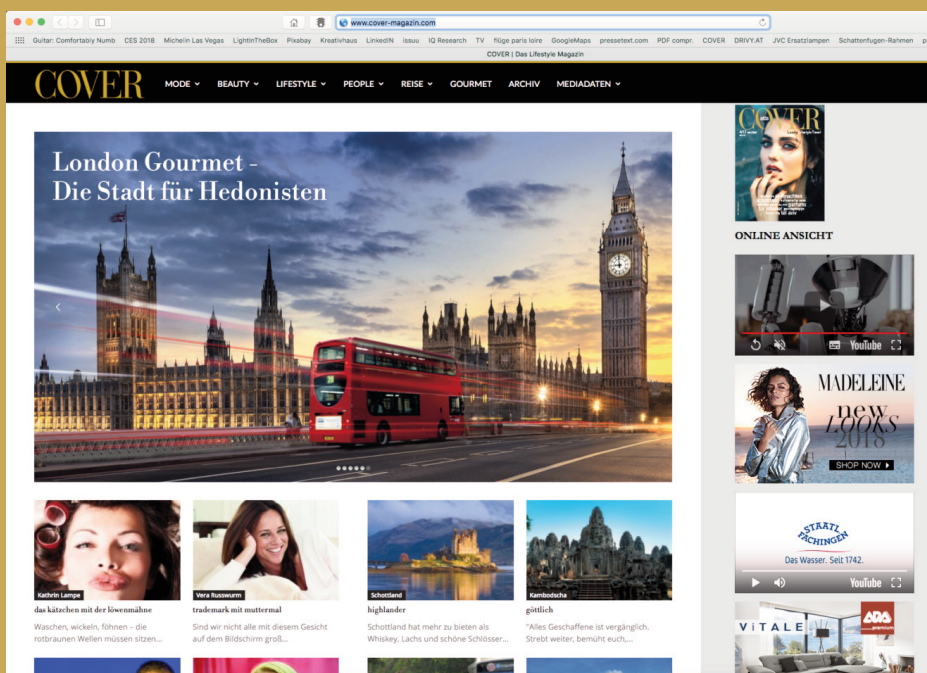
- fashion, jewellery, cosmetics, perfume
 - shopping, accessories, lifestyle
 - health, beauty, fitness, sports
 - luxury travel, wellness, SPA
- home & living, design & furniture
 - insurance, financial independence
 - modern lifestyle, automobiles, cuisine
 - Hi-Tec, home entertainment



Deadlines 2019/20

EDITION	SPACE RESERVAT.	CLOSING DATE	DATE OF PUBLIC.	EDITORIAL FOCUS	
COVER 1/2018	27. March 2018	30. March 2018	10. April 2018	SPRING	Fashion, Luxury Travel, Health & Beauty Business, Gourmet, Cars, Elegant Furniture
COVER 2/2018	2. Nov. 2018	6. Nov. 2018	16. Nov. 2018	WINTER	Luxury Christmas, Fashion, Luxury Travel, Watches/ Jewels, Health, SPA, Cars
COVER 1/2019	27. March 2019	30. March 2019	10. April 2019	SPRING	House & Garden, Outdoor Living, Kitchen, Beauty, Swimwear, Watches, Luxury Travel
COVER 2/2019	2. Nov. 2019	6. Nov. 2019	16. Nov. 2019	WINTER	Beach, Pool, Garden, Travel, Furniture, Beauty Luxury Lifestyle, Fashion-Business,
COVER 1/2020	27. March 2020	30. March 2020	10. April 2020	SPRING	House & Garden, Outdoor Living, Kitchen, Beauty, Swimwear, Watches, Luxury Travel
COVER 2/2020	29. Oct. 2020	10. Nov. 2020	16. Nov. 2020	WINTER	Luxury Christmas, Fashion, Travel, Furniture Watches/ Jewels, Health, SPA,Fine Dining

COVER ONLINE



Since 1st of Januar 2018 is the new **COVER** Homepage online, with everything that was previously read in the print edition. Meet the most impressive media ladies, learn about business backgrounds about the most important lifestyle companies in the world and accompany us to the most beautiful gourmet trips of this planet.

www.cover-magazin.de

Terms & Conditions

Bookings 1. All orders shall be subject to our General Terms and Conditions, the currently valid rate card for advertisements, and our confirmation of the order. Digital data submissions shall be subject to the publisher's terms of digital data submission. The present General Terms and Conditions shall also be effective for future orders, even if they are not explicitly agreed upon again. **2.** Advertisements shall be placed within twelve months of receiving the order, commencing, if not otherwise stipulated, with the next issue. **3.** The discounts quoted in the ratecard shall be applicable only for advertisements appearing within one calendar year, provided there are no time limits due to special promotional offers. **4.** Liability for the content, form and legal admissibility of advertisements shall rest with the client. The publisher shall not be obliged to check the content and form of advertisements. Competitions, vouchers, and tip-on-cards or add-ons shall be adapted, if necessary, to comply with legal rules and regulations; the client shall indemnify and hold the publisher free from and against any claims or suits. **5.** No guarantee can be given for the placement of advertisements in specific issues. **6.** The client shall be responsible for acquainting him/herself with the currently valid advertising rates before placing an order. **7.** Unless explicitly stipulated otherwise, any changes in advertising rates shall enter into effect immediately and shall also apply to existing orders. **8.** If an advertisement proves to be illegible, incorrect or incomplete, the client shall be entitled to be given a price reduction or an additional insertion of the advertisement on condition that the message of the advertisement has, through the publisher's error, been significantly impaired. The publisher's liability shall not extend beyond the scope indicated above. In cases of doubt, the publisher shall comply with the recommendations made by the Gutachterausschuss für Druckreklamationen. **9.** In cases of equipment failure or Act of God, the publisher shall be entitled to full payment for the advertisement published if the advertisement has been run on at least 80 % of the guaranteed printed circulation. For lower percentages, payment shall be due on the basis of the price for units of one thousand copies actually circulated. **10.** The publisher shall mark advertisements not recognizable as such on account of their editorial design as promotional material. **11.** PAGE Verlag GmbH reserves the right to reject the publication of advertisements without stating reasons. Such a rejection shall not constitute a basis for any claim for damages. **12.** Any additional arrangements over and above our General Terms and Conditions shall be contingent on written confirmation by the management of Verlagsgesellschaft PAGE Verlag GmbH. Counter-confirmations by the client and references to the client's terms and conditions shall not be legally valid, even if not specifically contradicted by the publisher. Acceptance of client's terms and conditions on the part of the publisher by means of providing performance shall be precluded.

Technical Data 1. The client shall provide the material required for printing within the required period. A colour proof must accompany each page. In case of delay on the part of the client, the publisher may use advertising material of the client that is already available at the publisher's. However, the publisher reserves the right to publish the advertisement in question in the next issue. **2.** Proofs shall only be made available at the client's explicit request and against payment of costs. These costs shall be borne by the client. The client shall be deemed to have given his/her approval if s/he fails to return said proof within the specified time. **3.** Unless explicitly agreed otherwise with the client, the publisher shall keep printing materials until three months after insertion. **4.** Costs for significant changes from the originally agreed contract shall accrue to the client. **5.** At the client's request, we will, against separate payment of costs, produce the design, text, artwork and photographic material for advertisements. Should the client wish to use said material in other media, the rights for such other publication shall be acquired from the publisher. **6.** Advertising rates do not include the costs of typesetting, reproduction, and lithography, which shall be billed separately. **7.** The client shall be obliged to provide flawless printing material or production data in compliance with the stated guidelines. If the material contains defects that are not immediately noticeable, but become apparent only during printing, the client shall not be entitled to an additional insertion. The publishers shall not be obliged to test or check whether the printing material is complete and correct. **8.** Complaints shall be made within eight days of receipt of the invoice. **9.** The publisher cannot be held responsible for transmission errors. **10.** The publisher shall not be bound to examine whether the client has the right to reproduce the printing material or production data in any way, whether, or to edit or change it as envisaged in the contract, or otherwise to use it in the designated way. The publisher shall be entitled to presume that the client has all the relevant rights in relation to third parties necessary for the performance of the contract. Furthermore, the client shall explicitly guarantee that s/he has these rights. The client shall hold harmless and fully indemnify the publisher in all cases where such rights are claimed by third parties. **11.** The production terms and conditions applicable at the given time shall apply for the order placed.

Positioning 1. Special requirements as to the positioning of advertisements shall only be binding upon payment of a positioning surcharge; otherwise the publisher shall endeavour to meet the client's wishes, but shall not be obliged to do so. **2.** Agreements not to publish an advertisement together with a competitor's advertisement can only be concluded for advertisements of a size of at least 1 page and shall apply only for two facing pages.

Loose/Bound/Glued-In Inserts 1. The contents of loose, glued-in- or bound

FACTS

1,000-Reader-Price
COVER offers the highest circulation and lowest advertising rates among all Austrian monthly Lifestyle Magazines.

COVER-Database

Addresses from responses**	29,620
HEROLD Business-Data**	46,410
PALMERS, LEINER Clients	12,150
PAGE Opinion Leader Women	2.100
Total Direct Mail	89.780

*) * Since 1986 the PAGE publishing group has been publishing corporate magazines for companies such as IKEA, Apple Computer, Mazda, Palmers, kika, Disney etc. Responses from prize-winning competitions, promotions and ads with answering coupons, etc. produced more than 29,620 addresses from high-level women between 29 and 59 years of age.

** Mail addresses: Women in Vienna/environs with the highest (defined "very high") spending power from the Austrian "Post"

*** HEROLD: female tax consultants, physicians, lawyers, architects and CEOs from Vienna.

inserts shall be confined to the client's own line of business and must not include advertisements of a third party. **2.** A sample and text content shall be submitted 4 weeks prior to the date of publication. **3.** The client shall strictly comply with the technical specifications set forth by the publishing house. Variations from these specifications may entail extra costs which will be charged to the client. **4.** Should the number of inserts submitted exceed the respective number of copies published, we will distribute the remaining inserts in the target area during the subsequent week, where possible.

Cancellation 1. Withdrawal of an order shall entail payment of a cancellation charge to the amount of 15% of the value of the advertisement. **2.** The cancellation of an order can only be accepted before the closing date for advertisements. **3.** Ad specials have to be cancelled not later than 6 weeks prior to the publication date. If cancelled later, the actual cost having accrued up to cancellation time shall be charged to the client. **4.** Costs resulting from modifications of the originally agreed contract and from changes of ordered printing material shall be payable separately by the client.

Settlement 1. Complaints shall only be accepted within two weeks of the date of invoice. **2.** At the client's request, discounts may be taken into account in respect of each invoice, or credited at the end of each calendar year. Changing from one method to the other is not possible within one and the same calendar year. **3.** Discounts granted on unfulfilled contracts will be surcharged to the client at the end of each calendar year, with 12 % interest p.a. being charged on the outstanding balance. **4.** Discount settlements shall be requested in writing not later than by the 31st of March of the following year. **5.** Clients shall receive one free sample after publication of the advertisement.

Mode of payment 1. Terms of payment: Payment within 10 days of date of invoice: 2 % discount. If you plan to include competitions, discount vouchers or add-ons in your ads, please contact us in advance to clarify all possible legal issues. In cases of doubt, the German version of our General Terms and Conditions shall prevail; payment up to 30 days: net. **2.** For delayed payments or deferrals, 12 % interest on arrears as well as collection costs shall be charged. **3.** The publisher shall be entitled, before carrying out the order and also during the term of the order, to make publication of further advertisements conditional on the advance payment of a specified amount and on the settlement of open accounts. **4.** Letters of credit cannot be accepted. **5.** Invoices shall be payable and legally actionable in Vienna (place of payment, performance and jurisdiction: Vienna). The laws of Austria shall apply.

Vienna, in January 2018