Vindobona
Vienna International News

ADVERTISEMENT PRICE LIST & MEDIA DATA 2023

Content:

1   Portrait „Vindobona – Vienna International News"

Welcome to Vienna's most desirable audience, with the largest purchasing power and highest net worth

1.1   Editorial Concept

Vindobona.org is an independent information service designed for the elite of the international community in Vienna and Austria. Our goal is to provide expatriates with relevant and exclusive information to make them more successful professionally and socially, and more informed regarding their leisure behavior.

As a result of this conception, Vindobona enjoys a unique readership of expats, diplomats, managers and professionals who, as decision-makers and opinion leaders, represent the highest levels of education, income and wealth and occupy top positions in the fields of diplomacy, business, science and culture.

1.2   Distinction to Competitors

Vindobona differs from comparable media in several ways,

> ➢ that we address the **segment of the upscale foreign-**

"Our mission is to inform and to connect the powerful network of Vienna's international professionals, expats and diplomats to make them even more successful."

Dr. Peter J. Friedl, Editor, Vindobona

international target group in our unique "intercultural" way,

> ➢ that we are designed to be a **premium portal**, and that many members as subscribers express their **explicit interest** in our editorial content,

> ➢ that we publish **exclusively in the English language**, the only relevant language for the international community,

> ➢ that we report **up-to-date and timely** about diplomacy, economy, politics, culture, lifestyle and travel,

> ➢ that we publish **exclusively digitally and online** and use the latest Internet technologies to **optimally position, link and locate (SEO) advertising messages**, and

> ➢ that our services are **calculable, trackable and transparent**, thus optimizing the campaigns of our partners in terms of advertising impact and advertising efficiency,

1.3 Target Audience

Due to our special and innovative approach, we have a structure of top members which is composed as follows:

➢ The Vindobona members work in the following *organisational forms*:
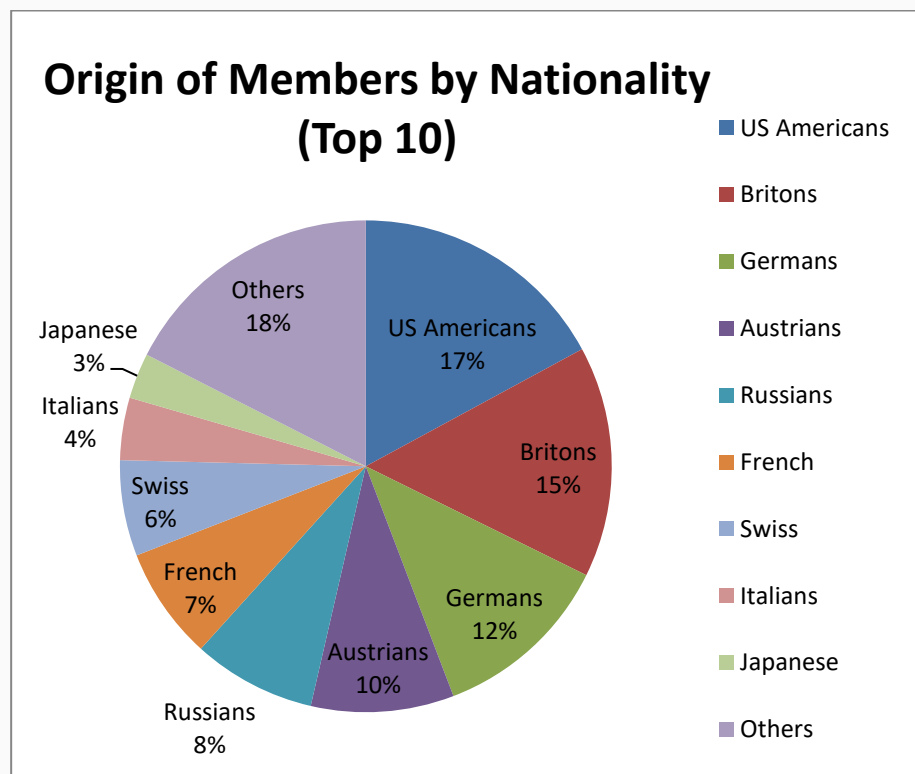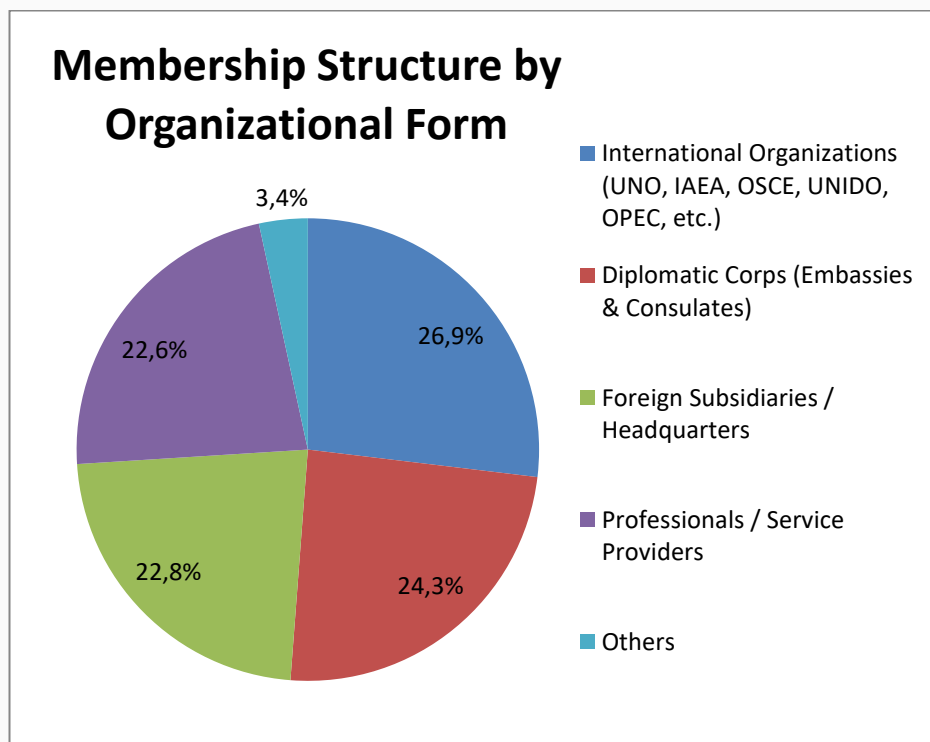
1) as members of the Diplomatic Corps (Embassies & Consulates) and the International Organizations (UNO, IAEA, OSCE, UNIDO, OPEC and 50 other diplomatic institutions),

2) as delegated employees at the executive and decision-making levels of the 300 foreign headquarters,

3) as proprietors and managers of professional service companies (i.e. consulting companies, law firms, medical centres, banks, auditing companies, investment companies, tourism companies, cultural institutes, media, trade delegations, architect's practices, engineering firms) and
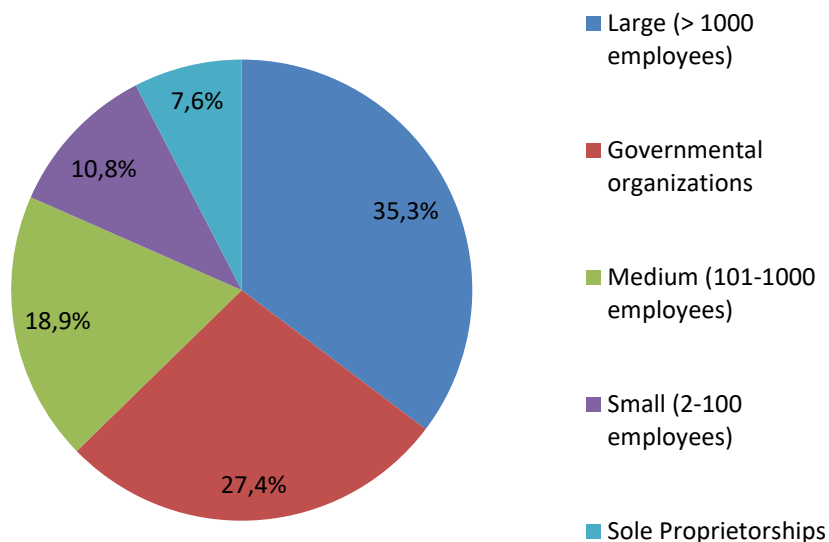
4) basically all foreign expats and domestic "Internationals" with intercultural interest and elevated standards.

➢ Vindobona *members originate* from more than 70 countries (mainly the USA, Great Britain and Germany):

Membership Structure by Organizational Form

- International Organizations (UNO, IAEA, OSCE, UNIDO, OPEC, etc.) — 26,9%
- Diplomatic Corps (Embassies & Consulates) — 24,3%
- Foreign Subsidiaries / Headquarters — 22,8%
- Professionals / Service Providers — 22,6%
- Others — 3,4%

Origin of Members by Nationality (Top 10)

- US Americans — 17%
- Britons — 15%
- Germans — 12%
- Austrians — 10%
- Russians — 8%
- French — 7%
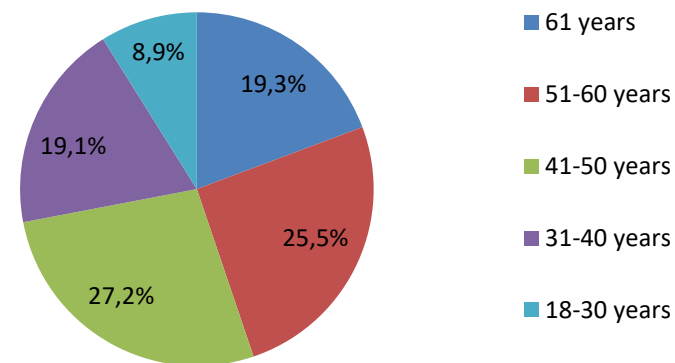- Swiss — 6%
- Italians — 4%
- Japanese — 3%
- Others — 18%

➢ More than 90% of the members live in Vienna and the surrounding area

➢ The members cultivate an upscale lifestyle in terms of leisure, culture, health, hospitality, continuing education, consumer goods and travel habits

➢ The members can be divided into the following groups depending on the *size of the organisation:*

Membership Structure by Organizational Size

- Large (> 1000 employees)
- Governmental organizations
- Medium (101-1000 employees)
- Small (2-100 employees)
- Sole Proprietorships

➢ More than 70% of the members are older than 40 years:

Membership Structure by Age

- 61 years
- 51-60 years
- 41-50 years
- 31-40 years
- 18-30 years

➢ 48% of the members are women, 52% are men:

Membership Structure by Gender

- Men
- Woman
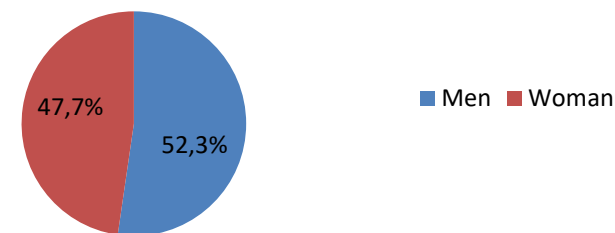
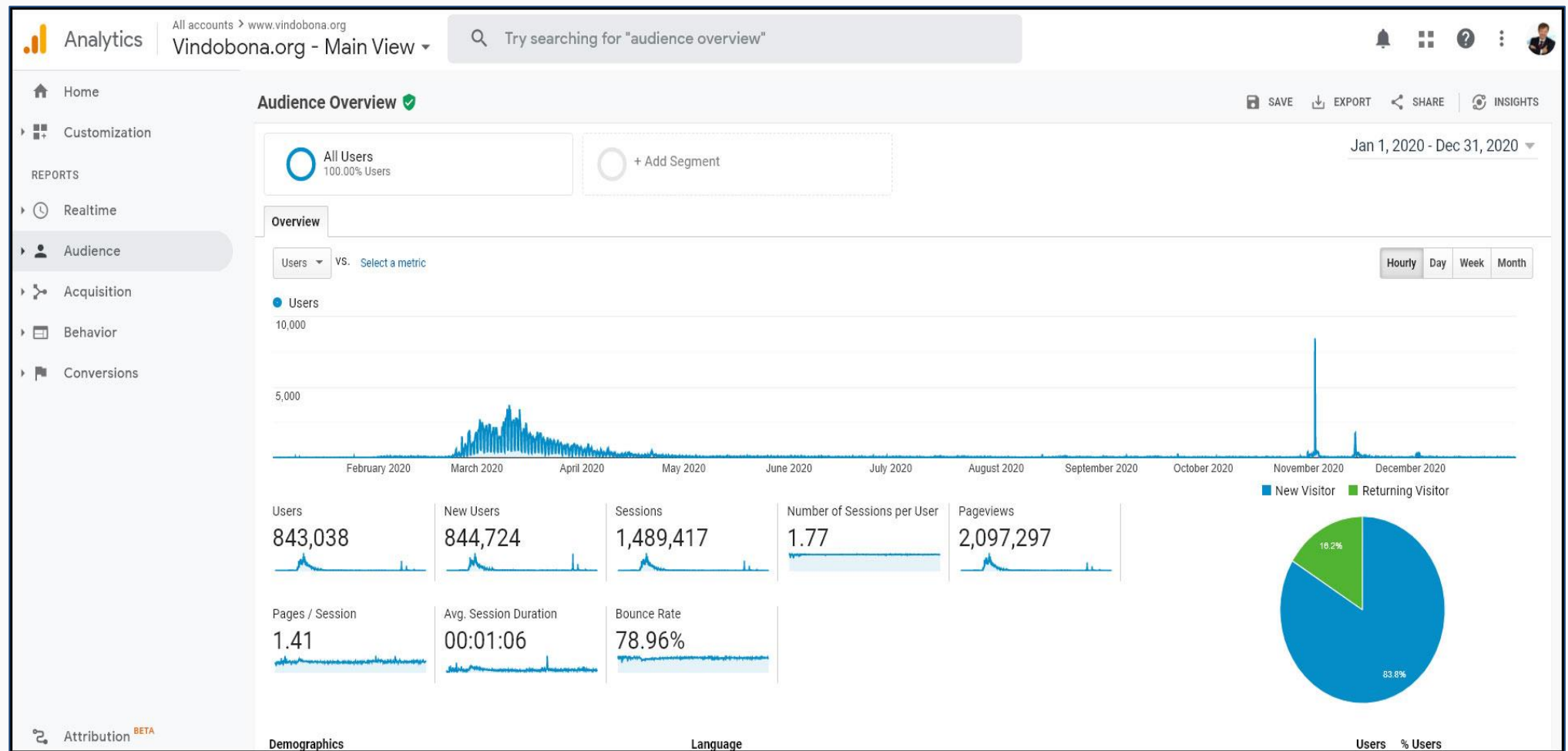## 1.4 Reach/Statistics

843,038 Unique Users
1,489,417 Sessions
2,097,297 Pageviews
00:01:06 Avg. Session Duration
00:02:42 Avg. Time on Page
(Source: Google Analytics - Status as of January 1, 2021)

2 Advertising Formats and Prices

2.1 The Vindobona Advertorial

The Vindobona Advertorial is an *advertisement with an editorial appearance*, whose layout in our "Look and Feel" has the character of an editorial article and is *integrated into our newsflow*.

The advertorial enables our advertising partners to **establish a direct dialog with the international expat community**.

Depending on requirements, our creative unit conceives and designs an advertorial **tailored to the target group** in order to **optimally showcase the products and services** of our advertising partners.

Tailor-made English-language texts convey the brand message and arouse curiosity among Viennese expatriates.

To achieve a **high level of attention**, the advertorial is **promoted and linked on all pages and through our newsletter**. (Teaser-Banners, Featured Links, Channels, Related Topics (Read More), Classifieds).

Advertorial Examples:

The title of the advertorial appears on all pages as "featured article".
(and optionally as teaser-banner) and links to the page with the actual article

- ➢ Events, Products, Services & Brands
- ➢ Company- & Country-Profiles
- ➢ Big-Boss-Profiles/Interviews
- ➢ Regular columns, etc.

The entire content production takes place in close coordination with our advertising partners.

Included Services:

☑ Native English translation

☑ Publication on Vindobona.org

☑ Availability: **12 months**

☑ External link to your landing page

☑ **Internal links** (sitelinks) to your advertorial:
1. Placement on **home page** for 1 week
2. Placement in **Featured** (right column) on all pages for 1 month
3. Placement in **Classifieds link** (right column) on all pages for 1 month
4. **Channel linking** (5 times, 12 months)
5. **Related topics** (Read More) link (5 times, 12 months)

☑ Photo gallery: 10 photos

☑ Video embedded (optional)

☑ Labeling with the words: "Sponsored Content"

Option 1: **Preparation by the customer himself**: **€499.-**
Required data:
☑ Texts (max. number of characters): Headline: 80; Teaser: 300; Main text: 5000;
☑ Images: 1) main image, 2) max. 9 additional images, 3) image/logo for banner (all min. 240x160px / 72 dpi)
☑ Target URL

Option 2: **Editorial creation by Vindobona** (concept & design; two proofreading runs): **€999.-**

Optional additional services (recommended):

☑ **Newsletter mailing**: **+€299.-**
5-fold email distribution of the teaser as image & text ad (title, teaser text, photo, link to advertorial) to approximately 5000 subscribers each

☑ **Various banner ads**, e.g. Leaderboard (728x90), Medium Rectangle (300x250) or Custom Banner II (180x60)

2.2 The Vindobona Newsletter

Through a newsletter advertisement, our advertising partners can promote their products and services in a targeted manner.

The **Vindobona Newsletter** is an efficient and effective marketing tool and makes sense for all companies and institutions that wish to address the exclusive - mostly non-German-speaking - **target group of foreign expats, professionals and diplomats** in Vienna.

An advertisement in the newsletter can be placed either as

1.) **Image & Text Ad** (teaser ad)

or as

2.) **Banner-Ad** (7 options to choose from).

The image & text ad links directly to your page and has the character of an editorial article in Vindobona-Look and Feel.

The classic banners in various sizes also link directly to your page.

The newsletter ad can be displayed as 1.) Image & Text Ad or as 2.) Banner-Ad
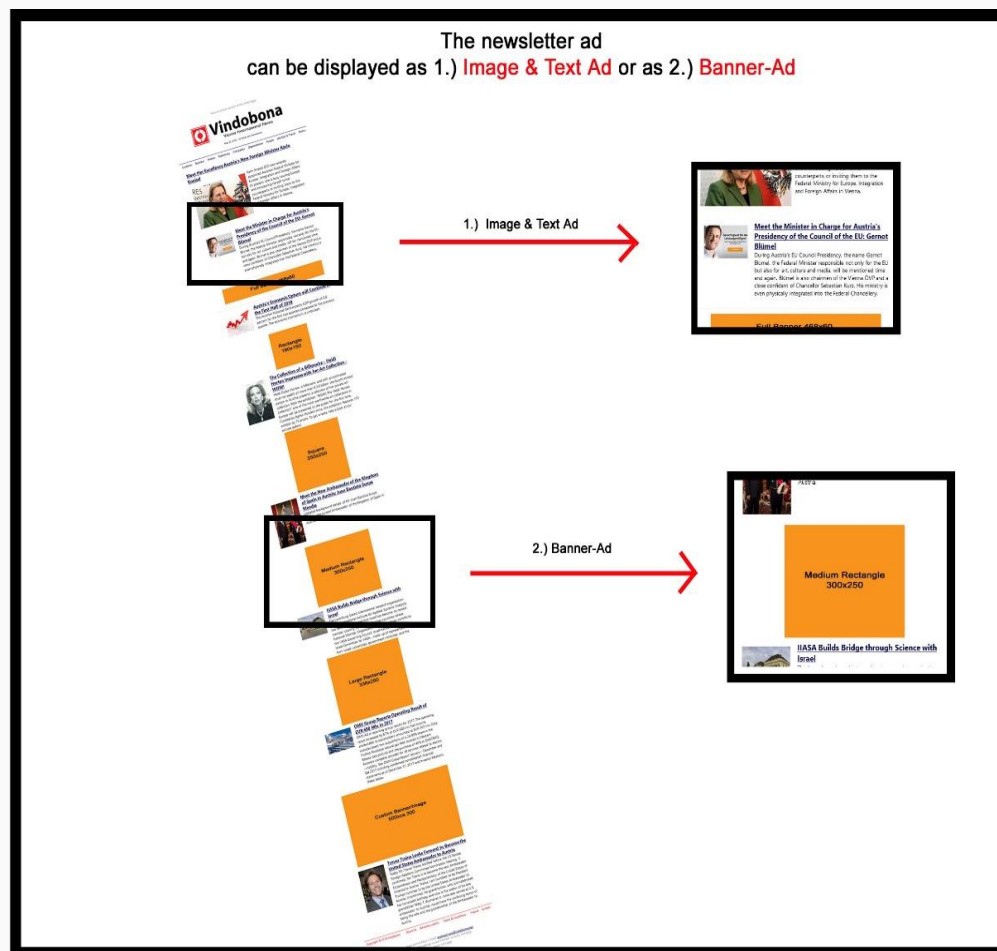
In addition, an **advertorial** (see 2.1.) or alternatively a **customized standalone newsletter** can be booked.

The Vindobona Newsletter is sent to approximately **5,000 subscribers** at a time.

Included Services:

☑ **Five times dispatch** of your ad as part of our newsletter

☑ Positioning of your ad in the upper half of the newsletter (ATF; "First-come, First-served")

☑ Direct link to your landing page

1.) Image & Text Ad:

Option 1: Preparation by the customer himself: €399.-
Required data:
☑ Title: max. 80 characters
☑ Teaser: max. 300 characters
☑ Picture/ Photo: min. 240x160px
☑ Target URL

Option 2: Editorial creation by Vindobona: €599.-
☑ Concept & design; two proofreading runs; native English translation

2.) Banner-Ads:

Option 1: Preparation by the customer himself
☑ Required data: Banner & Target URL
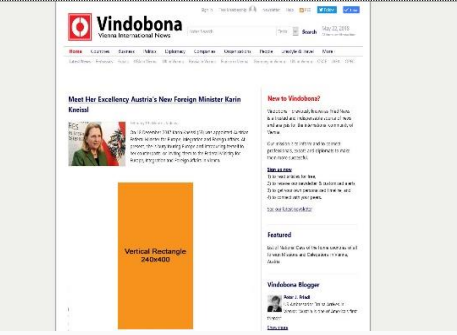
Option 2: Editorial creation by Vindobona:
☑ Required data: Picture/Photo & Target URL
☑ Concept & design; two proofreading runs; native English translation

1. Full Banner: €249.-/€349.-
2. Rectangle: €279.-/€379.-
3. Square Banner: €309.-/€409.-
4. Med. Rectangle: €339.-/€439.-
5. Large Rectangle: €369.-/€469.-
6. Cust. (500x300px): €399.-/€499.-
7. Other Custom Sizes: negotiable

Additional Options:

☑ Advertorial plus newsletter dispatch: see 2.1.
☑ Multiple mailings: negotiable
☑ Standalone Newsletter: negotiable
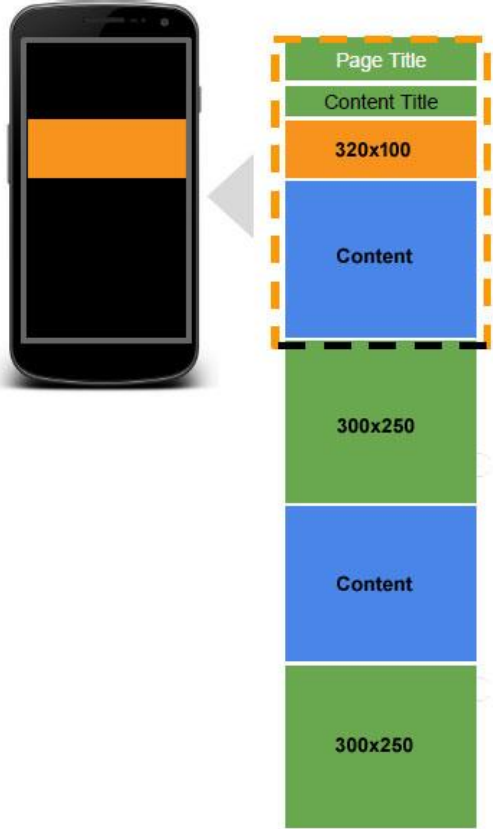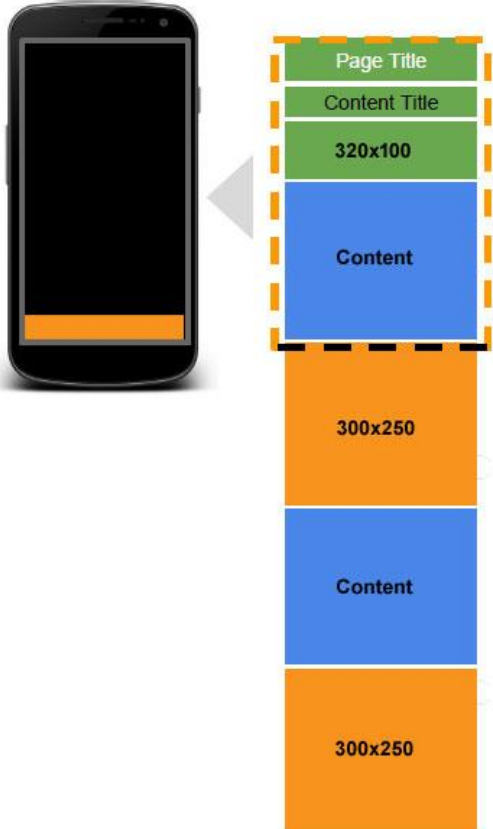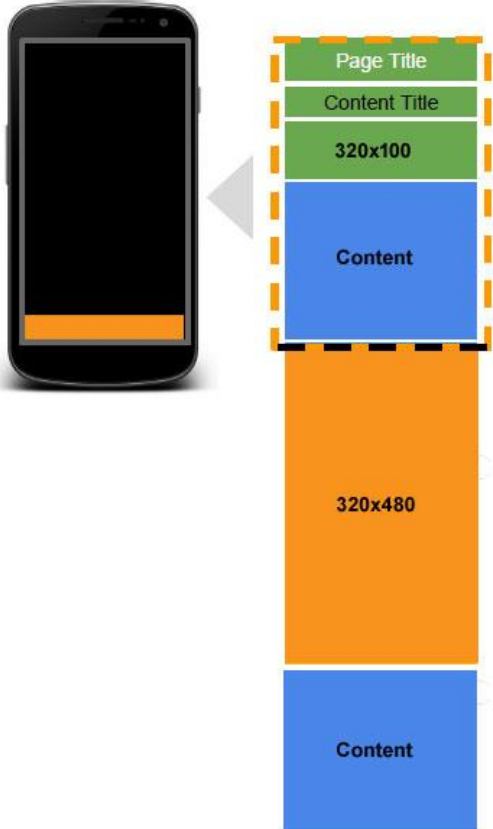
2.3 Vindobona Desktop Ads

1. SUPERBANNER / LEADERBOARD	2. FULL BANNER	3. SQUARE BANNER	4. MEDIUM RECTANGLE
728x90 pixels (max. 100 KB)	468x60 pixels (max. 100 KB)	250x250 pixels (max. 100 KB)	300x250 pixels (max. 100 KB)
RoS (top centre)	RoS (centre)	RoS (centre)	RoS (centre)
Flat rate per month: €999.00	Flat rate per month: €499.00	Flat rate per month: €549.00	Flat rate per month: €699.00

5. LARGE RECTANGLE	6. VERTICAL RECTANGLE	7. CUSTOM BANNER I	8. CUSTOM BANNER II
336x280 pixels (max. 100 KB)	240x400 pixels (max. 100 KB)	180x60 pixels (max. 100 KB)	180x60 pixels (max. 100 KB)
RoS (centre)	RoS (centre)	RoS (right column top/ATF)	RoS (right column/ATF)
Flat rate per month: €739.00	Flat rate per month: €799.00	Flat rate per month: €499.00	Flat rate per month: €399.00

9. RECTANGLE	10. VERTICAL BANNER I	11. VERTICAL BANNER II	12. SKYSCRAPER
180x150 pixels (max. 100 KB)	180x240 pixels (max. 100 KB)	180x360 pixels (max. 100 KB)	180x600 pixels (max. 100 KB)
RoS (right column/BTF)	RoS (right column/BTF)	RoS (right column/BTF)	RoS (right column/BTF)
Flat rate per month: €499.00	Flat rate per month: €599.00	Flat rate per month: €699.00	Flat rate per month: €799.00

13. SITE-BRANDING	14. SPONSORING – PLATIN	15. SPONSORING - GOLD	16. SPONSORING - SILBER
Exclusivity: RoS, 5 Banners	180x60 pixels, RoS (max. 100 KB)	180x60 pixels, RoS (max. 100 KB)	180x60 pixels, RoS (max. 100 KB)
Superbanner 728x90, Medium Rectangle 300x250, Custom Banner I 180x60, Vertical Banner II 180x360, Mobile-Banner II 300×250; If desired, coloring of the desktop background in your color.	**Full Sponsoring Platinum** of the entire website (designation as Platinum Sponsor with your logo on all content pages, right column at the top/ATF)	**Full Sponsoring Gold** of the entire website (designation as Gold Sponsor with your logo on all content pages, right column at the top/ATF, below Platinum)	**Full Sponsoring Silver** of the entire website (designation as Silver Sponsor with your logo on all content pages, right column at the top/ATF, below Platinum/Gold)
Flat rate per month: €1999.00	Flat rate per month: €699.00	Flat rate per month: €599.00	Flat rate per month: €499.00

2.4 Vindobona Mobile Ads

1. MOBILE BANNER I (MOBILE LEADERBOARD)	2. MOBILE BANNER II (MEDIUM RECTANGLE)	3. MOBILE BANNER III (FULL PAGE)
320x100 pixels (max. 100 KB)	300x250 pixels (max. 100 KB)	320x480 pixels (max. 100 KB)
Flat rate per month: €599.00	Flat rate per month: €799.00	Flat rate per month: €999.00

2.5 Description of the Vindobona Ads

We offer our advertising partners the following options to place their advertising messages:

DESKTOP ADS

1. The *Superbanner* is the banner in large format and fills (almost) the entire upper screen area. This interactive advertising medium in horizontal format is placed in full width above the header of the website. The Superbanner offers a lot of attention and creative freedom.

2. The *Full Banner* is a classic among the internet advertising forms: The advertising medium can be seen directly in the visible field, above the content. This desirable placement ensures easy handling and high attention for your campaign.

3.-6., 9. The *Square Banner* and *Rectangle* are integrated into the editorial environment (article and category level) and are surrounded by it on at least three sides. Placement in the editorial environment ensures additional attention. It also supports the credibility of the advertisement. The *Medium Rectangle*, fits into the content pages. The placement in the middle of the page guarantees a high advertising impact and a lot of creative leeway. The framing of the editorial content increases the credibility of your advertising. Due to the enormous size as well as the exclusive placement, the *Large Rectangle* and the *Vertical Rectangle* offer you a lot of space for design and information. Enormously high attention, advertising media learned and accepted by the user, and the advantage that

these ads are always in the user's focus are their USPs.

7. The *Custom Banner I* (180x90) in the upper right-hand part of the screen is a real "insider tip" due to its special placement on all pages.

8. the *Custom Banner II* (180x60) in the right screen area in a prominent position appears on all content pages. (The exact position depends on any pre-positioned banners or full sponsoring banners).

10.-11. *Vertical Banners I* and *II* are the vertical version of the Full Banner.

12. The *Skyscraper* is positioned on the right side next to the editorial content in the directly visible area. This form of advertising represents an advertising medium learned and accepted by the users and ensures an attention-grabbing placement next to the content.

13. *Site Branding* represents our highest exclusivity and includes a combination of five banners (Superbanner, Medium Rectangle, Custom Banner I, Vertical Banner II) including the large-area Mobile Banner II, as well as optionally the coloring of the website in your desired color.

14.-16. Selected partners have the possibility to place their logo in a prominent position on all pages in the context of *Full Sponsoring* (*Platinum, Gold or Silver*) in such a way that a direct connection between you as an advertising partner and the international community can be established.

MOBILE ADS

1.-3. Mobile ads in the accepted classic sizes *Mobile Banner I* (= Mobile Leaderboard, 320x100), *Mobile Banner II* (= Medium Rectangle, 300×250) and *Mobile Banner III* (= Full Page, 320x480) are non-intrusive but attention-grabbing advertising formats for (almost) all mobile devices.

3 Booking Information

By **advertising on Vindobona.org** you reach the leadership of the international community living in Vienna and Austria. This exclusive target group attaches great importance to an upscale shopping and lifestyle culture.

Specifications:

In order to avoid unnecessary delays in the implementation of your campaign, we ask you to consider the following specifications:

- Please use and send us only internet-capable formats: .jpg/.jpeg, .gif, .png or HTML5.
- The size of max. 1000 kB per advertising medium should not be exceeded.
- Please also always specify the target link (respectively your target URL).
- Further information can be obtained at https://www.iab-austria.at/iab-standards/werbeformen.

Delivery of Advertising Media:

Please send us all documents (banners, texts, images, links, your own redirect or ad server tags) by e-mail (see imprint).

Lead Times:

Unless otherwise agreed in writing, a lead time of 5 working days applies.

Advertisement Prices and Terms of Payment:

All banner ad prices (desktop and mobile) are fixed prices per month. This price list replaces all older lists and is valid until the publication of a new price list. The prices do not include 20% Austrian VAT. Due to tax regulations, we ask you to state your VAT number when placing an order. For orders originating in the EU and stating a valid VAT number (VAT No.) no VAT is due. Services to first-time customers and customers outside of Austria are generally only provided against advance payment. Invoices are payable immediately after invoicing without deduction.

Cancellation:

Cancellation up to 5 working days before the start of the campaign is free of charge, thereafter a cancellation fee of 50% will be charged. A postponement of the campaign by more than 2 months constitutes a cancellation.

Delivery:

Banners will run on both desktop and mobile devices.

ROS - Run of Site:
- All desktop ad formats are delivered across the entire website in all available channels and across all content pages.
- All mobile ad formats are delivered across the entire mobile site in all available channels and across all content pages.
- Channel sponsoring is offered only exceptionally (for the possible selection of channels, see the imprint).

Special Types of Advertising:

If you are interested, we would be pleased to work with you to implement new or alternative forms of advertising that have not been outlined, to discuss special agreements or to explore unconventional avenues.

4 Imprint

Publication	**Vindobona – Vienna International News**
Website	https://www.vindobona.org
Registered Office	Weidlinger Straße 24
	3400 Klosterneuburg
	Austria
Advertising Sales	Peter Friedl
	Phone: +43-1-4170842 Email: sales[at]vindobona[dot]org
Bank Details	EasyBank AG IBAN: AT091420020010551049 BIC/SWIFT: BAWAATWWXXX
Company Name	Friedl Business Information GmbH
Headquarters	Klosterneuburg
Founded	2007
Company Register Number	FN 303452d
Commercial Court	Regional Court Korneuburg
VAT No.	ATU64162729
Chamber Membership	Chamber of Commerce Lower Austria

Channels	**Countries**: Every country worldwide. **Business**: Economy, Economic Policies, Investing in Austria, Securities, Earnings, Foreign Trade, Deals, Legal Issues; **Politics**: Domestic, Brussels, International; **Diplomacy**; **Companies**: Professional Services: Banks, Financial Services, Real Estate, Insurance, Other Services; Energy: Oil & Gas, Utilities, Renewables, Mining; Industrials: Construction, Automotive, Industrial Goods, Basic Resources, Chemicals, Other Industrials; Transport: Airlines & Airports, Shipping, Rail, Road; Retail & Consumer; Health Care; Technology; Telecoms; Media; Tourism; Other Companies; **Organizations**: Diplomatic Missions, International Organizations, Other Organizations; **People**: Executives, Politicians, Diplomats, Entrepreneurs, Other People; **Lifestyle & Travel**: Culture, Travel, Personal Real Estate, Health, Food & Drink, Luxury Goods, More Lifestyle & Travel; **More+**: Events, Photo Galleries, Videos, Classifieds, Work & Careers, More.
Range/Statistics	Source: Google Analytics
Advertisement Price List	Price List as of January 1, 2023 (Subject to change without notice. In case of differences between the German and the English price list, the specifications of the German version apply.)