



die **wirtschaft**

MEDIA DATA **2026**

TABLE OF CONTENTS

diewirtschaft // MEDIA DATA // 2026



CONCEPT	3
----------------	----------

SCHEDULE AND TOPICS 2026	4
---------------------------------	----------

PRINT PRICE LIST	5
-------------------------	----------

Advertisement	5
---------------	---

Advertorial Publication	6
-------------------------	---

ONLINE PRICE LIST	7
--------------------------	----------

Website	8
---------	---

Newsletter	9
------------	---

INFORMATION	10
--------------------	-----------

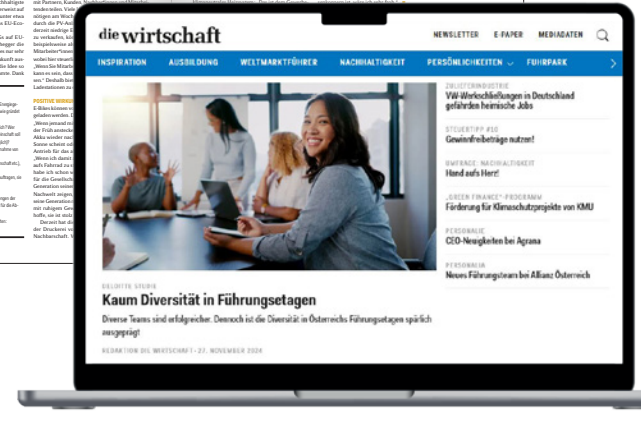
CONTACT	11
----------------	-----------

THE BUSINESS SECTION FOR ALL TOP DECISION-MAKERS FROM 10 SECTORS

die **wirtschaft** is targeted at people who run companies, make investment decisions, manage personnel and finances, digitize processes and implement sustainability goals. die **wirtschaft** is published where the media attention of these people is highest: in their must-read publications.

die **wirtschaft** is the business section of the 10 leading Austrian trade media in the automotive, trade, construction, gastronomy and retail sectors. Never before have you had such close access to the target group of top decision-makers who make both professional and private investments.

Whether financial investments, mobility, travel, residential or high-quality consumer goods: our target group has extraordinarily high purchasing power and is just as receptive to these topics as it is to business topics. Therefore, your **B2C campaigns** in die **wirtschaft** are just as well positioned as your **B2B campaign**.



EDITION	ISSUES PER YEAR	TARGET GROUP	YOUR BUSINESS BENEFIT
<p>78.335*</p> <p>Copies</p>	<p>10</p>	<p>Higher classes: Owners, managing directors, managers of large and medium-sized companies</p>	<p>Read by decision-makers with twice the reach at half the CPM**</p>

* Monthly average 2026

** Comparison of 1/1 page price and print edition according to 2024 media data for Trend Premium, Gewinn, Profil, News, Industrie Magazin

SCHEDULE AND TOPICS 2026

PERIOD JAN./FEB.

- Logistics
- Vehicle fleet: vans
- Tax and legal tips

EDITION: 87.500 COPIES

AD DEADLINE 13.01.
PRINT DEADLINE 20.01.
RELEASE DATE ab 30.01.

PERIOD MARCH

- Personnel management
- Human resources
- Tax and legal tips

EDITION: 64.050 COPIES

AD DEADLINE 06.02.
PRINT DEADLINE 13.02.
RELEASE DATE ab 02.03.

PERIOD APRIL

- Digitalization
- Cybersecurity
- Tax and legal tips

EDITION: 87.500 COPIES

AD DEADLINE 12.03.
PRINT DEADLINE 19.03.
RELEASE DATE ab 03.04.

PERIOD MAY

- Corporate financing
- Employee benefits
- Tax and legal tips

EDITION: 74.700 COPIES

AD DEADLINE 10.04.
PRINT DEADLINE 17.04.
RELEASE DATE ab 05.05.

PERIOD JUNE

- Research and development
- Sustainability
- E-mobility for business

EDITION: 77.000 COPIES

AD DEADLINE 08.05.
PRINT DEADLINE 18.05.
RELEASE DATE ab 03.06.

PERIOD JULY/AUGUST

- Digitalization
- Vehicle fleet, mobility
- Tax and legal tips

EDITION: 70.600 COPIES

AD DEADLINE 09.06.
PRINT DEADLINE 16.06.
RELEASE DATE ab 01.07.

PERIOD SEPTEMBER

- Training and further education
- Recruiting
- Tax and legal tips

EDITION: 82.100 COPIES

AD DEADLINE 10.08.
PRINT DEADLINE 17.08.
RELEASE DATE ab 01.09.

PERIOD OCTOBER

- Digitalization
- Information technology
- E-mobility for businesses

EDITION: 79.400 COPIES

AD DEADLINE 09.09.
PRINT DEADLINE 16.09.
RELEASE DATE ab 01.10.

PERIOD NOVEMBER

- Money and finance
- Business management
- Tax and legal tips

EDITION: 74.700 COPIES

AD DEADLINE 09.10.
PRINT DEADLINE 16.10.
RELEASE DATE ab 30.10.

PERIOD DECEMBER

- Vehicle fleet and mobility
- Digitalization
- Tax and legal tips

EDITION: 84.900 COPIES

AD DEADLINE 11.11.
PRINT DEADLINE 18.11.
RELEASE DATE ab 03.12.

PRINT PRICE LIST



2/1 PAGE

420 x 297 mm

€ 15.990,-



1/1 PAGE

210 x 297 mm

€ 12.250,-



1/2 PAGE

Portrait: 99 x 297 mm
Landscape: 210 x 140 mm

€ 8.320,-



1/3 PAGE

Portrait: 70 x 297 mm
Landscape: 210 x 100 mm

€ 5.790,-



1/4 PAGE

Portrait: 90 x 125 mm*
Landscape: 185 x 60 mm*

€ 4.250,-

**INDIVIDUAL ADVERTISING
OPTIONS SUCH AS
BANDEROLES, ETC.
ON REQUEST.**

SPECIFICATIONS

Convey your brand message with an editorial look and feel. Introduce your company as a leading specialist, or present your product innovation in detail. Supply us with text and images, and we design your article in our specified layout. Upon request our editors will assist you with the creation of the text and selection of images (price upon request).

vibe macht E-Mobilität flexibel!

Die Vorteile & Ausstattungen der neuen E-Autos werden... (text continues)

WIBELN DIE AUTO-NEUHEIT VIBES BEWERTEN ALS:
WIBELN DIE AUTO-NEUHEIT VIBES BEWERTEN ALS:
 ... (text continues)

WIBELN DIE AUTO-NEUHEIT VIBES BEWERTEN ALS:
 ... (text continues)

WIBELN DIE AUTO-NEUHEIT VIBES BEWERTEN ALS:
 ... (text continues)

WIBELN DIE AUTO-NEUHEIT VIBES BEWERTEN ALS:
 ... (text continues)

DOUBLE PAGE
 max. 4–6 images
 Headline max. 55 characters
 Header max. 200 characters
 Body text max. 6,500 characters

FULL PAGE
 max. 2–4 images
 Headline max. 55 characters
 Header max. 200 characters
 Body text max. 3,500 characters

revibe - pre-loved E-Autos jetzt auch im Abo

... (text continues)

revibe

... (text continues)

HALF PAGE
 1–2 images
 Headline max. 55 characters
 Header max. 200 characters
 Body text max. 1,500 characters

For pricing see advertising price list. Indication of the number of characters including spaces. Submission of text as Word file, images as printable format (JPG, PNG, TIFF, PSD) with 300 dpi resolution, graphics as vector file. Text length depends on the number and size of the images.

ONLINE

die-wirtschaft.at is the website for executives, owners and managers in Austria's SMEs. Your advertising is effective in a mix of current news, extensively researched knowledge articles and market overviews, of course always tailored precisely to your target group.



Our newsletter is ÖAK-certified and DSGVO-compliant.



NORTONRSX / ISTOCK / GETTY IMAGES PLUS VIA GETTY IMAGES

PAGE IMPRESSIONS

22.480

VISITS

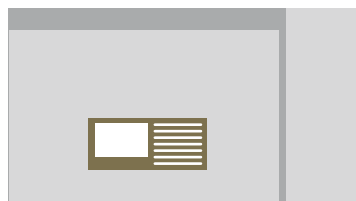
15.630

UNIQUE-CLIENTS

14.310

Source: Google Analytics, average monthly value 2nd quarter 2025

ONLINE PRICE LIST



SITELINK

Teaser in editorial style:
1 image max. 440 x 280 px, headline max.
50 characters, text max. 190 characters,
link to your landing page

€ 1.150,-/month



ADVERTORIAL

Teaser (like sitelink) and article on our
website: max. 3 images, each 1000 x 667 px,
headline max. 100 characters, text max.
1,500 characters

€ 1.150,-/month



SITEBAR, HALF-PAGE AD

300 x 600 px + Mobile 320 x 480 px
(HTML 5 dynamic max. 450 x 900 px)

€ 950,-/month



BILLBOARD

1024 x 250 px + Mobile 300 x 100 px

€ 950,-/month



SKYSCRAPER

120 x 600 px + Mobile 320 x 480 px

€ 720,-/month



SUPERBANNER

1024 x 100 px + Mobile 300 x 100 px

€ 720,-/month



CONTENT AD

300 x 250 px + Mobile 300 x 250 px

€ 720,-/month



FULL SITE BRANDING

Billboard, Half-Page Ad, Content Ad and
Background image 1920 x 1080 px*
+ Mobile 320 x 480 px

€ 1.670,-/month

Full site branding: the background image is displayed on the homepage on desktop computers, the banner ads are also displayed at article level.

* Full site branding: the background image is displayed on the homepage on desktop computers, the banner ads are also displayed at article level.

Prices exclude 20% VAT, valid from 1 January 2026. File format: JPG, GIF, PNG. 10% surcharge for technical costs for HTML 5 files. Banners can be displayed in rotation with a maximum of three other advertising media. Surcharge for fixed placement: 20%.

ONLINE PRICE LIST

NEWS FOR DECISION MAKERS

Our weekly business news reaches Austria's top decision-makers in the areas of **SME, trade and construction, automotive as well as gastronomy and the hotel industry**. The high opening rate of our newsletter reflects the high quality of the addresses. All of our recipients have given their explicit consent to receive the newsletter.



PACKAGE DEAL 3+1

Book **four newsletter placements** within one calendar month to reach **99,000 contacts**.

The 4th placement is free of charge!

EXCLUSIVE-NEWSLETTER

Your individually designed newsletter brings your brand message to our subscribers in a striking way. Our editorial team provides further suitable content to boost reading interest.

€ 4.180,-*

ADVERTORIAL

By clicking on the teaser in the newsletter or on our homepage, your customer will be taken to the full view of your advertorial, embedded in our editorial environment (see p. 8).

€ 2.990,-*

SITELINK

The sitelink consists of a short text, an image and a link directly from the newsletter and our homepage to your landing page (see p. 8).

€ 2.490,-*

FULLBANNER

600 x 90 px + Mobile 300 x 100 px

CONTENT AD

300 x 250 px + Mobile 300 x 250 px

File format: JPG, PNG

€ 1.290,-

Ad delivery 5 Workdays before release date.

PUBLICATION INTERVAL

weekly

Thursday/Friday

RECIPIENTS

24.760

OPENING RATES

38,3 %

CLICK TO OPEN RATE

19,3 %

Source: ÖAK (Recipients), Eyepin, July 2025

DELIVERY OF PRINTING DATA

Transmission of digital data exclusively by e-mail to anzeigenservice@wirtschaftsverlag.at

DATA FORMAT

- Print-optimised PDF files according to standard „PDF/X-4:2008“ with output intention.
- Colour profile for coated papers (sheet-fed offset): ISO Coated v2 (ECI)..
- Only use process colors CMYK (Euroscale). No spot colours (e.g. HKS, Pantone), RGB and indexed colours.
- Embed all fonts.
- Images in the document should have a resolution of 300 dpi/line images 1200 dpi.

DELIVERY OF PRINTED ADVERTISING MATERIAL

Friedrich Druck & Medien GmbH,
A-4020 Linz, Zamenhofstraße 43-45

Supplements must be received at the print house by the printing deadline.

DELIVERY OF ONLINE ADVERTISING MEDIA

The online advertising formats are based on the IAB standards for advertising media. Please allow a minimum period of 5 working days for the delivery of the advertising media. Online banners may not exceed a file size of 150 kb, mobile banners 80 kb.

Please send your advertising material by e-mail to anzeigenservice@wirtschaftsverlag.at

PRINTING AND BINDING METHODS

Offset printing, staple binding. The publisher accepts no liability for tonal value deviations within the tolerance range.

ADVERTORIAL GUIDELINES

An advertorial is marked as a paid insertion in accordance with § 26 of the Media Act. One proofreading pass is included in the price. Should the documents supplied deviate significantly from the specifications, new documents will be requested and the additional expenses for the revision will be invoiced after prior consultation (max. EUR 500.00).

MEDIA DATA 2026

Subject to alterations, errors, printing and phrasing mistakes.

BANK DETAILS

Advertisements

Bank Austria, IBAN AT511100004240571200, BIC BKAUATWW

Subscriptions

Bank Austria, IBAN AT171100009523298900, BIC BKAUATWW

Invoices are payable net within 14 days



CHIEF EDITOR

Stefan Böck

M +43 67688465380

E s.boeck@wirtschaftsverlag.at

ADVERTISING SERVICE

T +43 1 54664 444

E anzeigenservice@wirtschaftsverlag.at

SUBSCRIPTION SERVICE

T +43 1 54664 135

E aboservice@wirtschaftsverlag.at



ADVERTISING & MEDIA CONSULTANT

on behalf of Österreichischer Wirtschaftsverlag GmbH

Cornelia Absenger

M +43 699 1551 1552

E c.absenger@absengermedia.at

EDITOR, MEDIA OWNER AND PUBLISHER

Österreichischer Wirtschaftsverlag GmbH

Lassallestraße 7a, Unit 5, Top 101-1, 1020 Wien

T +43 1 54664 0

M office@wirtschaftsverlag.at

E www.wirtschaftsverlag.at



ADVERTISING & MEDIA CONSULTANT

on behalf of Österreichischer Wirtschaftsverlag GmbH

Thomas Fischer

M +43 660 34 44 808

E tkf@outlook.at

TERMS, CONDITIONS & DATA PROTECTION

All content is in accordance with the General Terms & Business Conditions (AGB) of the Wirtschaftsverlag GmbH, which is available under: www.wirtschaftsverlag.at/agb

For questions regarding data protection, please contact

datenschutz@wirtschaftsverlag.at