

die wirtschaft

MEDIA DATA 2027

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FOTO COVER: ICONICBESTIARY / ISTOCK / GETTY IMAGES PLUS VIA GETTYIMAGES

CONCEPT

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 you **B2B campaign.**



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

* Monthly average 2027

** Comparison of 1/1 page price and print edition according to 2026 media data for Trend Premium, Gewinn, Profil, News, Industrie Magazin

SCHEDULE AND TOPCS 2027

PERIOD JAN./FEB.

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

EDITION: 81.180 COPIES

AD DEADLINE	11.01.
PRINT DEADLINE	18.01.
RELEASE DATE	ab 29.01.

PERIOD MARCH

- Personnel management
- Human resources
- Tax and legal tips

EDITION: 71.300 COPIES

AD DEADLINE	04.02.
PRINT DEADLINE	11.02.
RELEASE DATE	ab 01.03.

PERIOD APRIL

- Digitalization
- Cybersecurity
- Tax and legal tips

EDITION: 79.600 COPIES

AD DEADLINE	09.03.
PRINT DEADLINE	16.03.
RELEASE DATE	ab 01.04.

PERIOD MAY

- Corporate financing
- Employee benefits
- Tax and legal tips

EDITION: 71.300 COPIES

AD DEADLINE	09.04.
PRINT DEADLINE	16.04.
RELEASE DATE	ab 03.05.

PERIOD JUNE

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

EDITION: 88.580 COPIES

AD DEADLINE	10.05.
PRINT DEADLINE	18.05.
RELEASE DATE	ab 02.06.

PERIOD JULY/AUGUST

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

EDITION: 66.100 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: 85.480 COPIES

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

PERIOD OCTOBER

- Digitalization
- Information technology
- E-mobility for businesses

EDITION: 75.200 COPIES

AD DEADLINE	13.09.
PRINT DEADLINE	20.09.
RELEASE DATE	ab 01.10.

PERIOD NOVEMBER

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

EDITION: 76.680 COPIES

AD DEADLINE	07.10.
PRINT DEADLINE	14.10.
RELEASE DATE	ab 29.10.

PERIOD DECEMBER

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

EDITION: 76.800 COPIES

AD DEADLINE	09.11.
PRINT DEADLINE	16.11.
RELEASE DATE	ab 01.12.

ADVERTISEMENT

PRINT PRICE LIST



2/1 PAGE

420 x 297 mm

€ 15.990,–



1/1 PAGE

210 x 297 mm

€ 12.450,–



1/2 PAGE

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

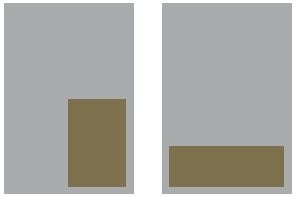
€ 8.460,–



1/3 PAGE

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

€ 5.890,–



1/4 PAGE

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

€ 4.380,–

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

Bled-off formats excl. 3 mm bleed. Prices subject to a surcharge of 5% advertising tax and 20% VAT, valid as of 1.1.2027. * Print area

ADVERTORIAL PUBLICATION

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.


die wirtschaft

vibe macht E-Mobilität flexibel!


die wirtschaft

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

DOUBLE PAGE

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

€ 15.990,–

FULL PAGE

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

€ 12.450,–

HALF PAGE

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

€ 8.460,–

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



NORTONRSX / ISTOCK / GETTY IMAGES PLUS VIA GETTY IMAGES

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.

DSGVO konform

Our newsletter is ÖAK-certified and DSGVO-compliant.

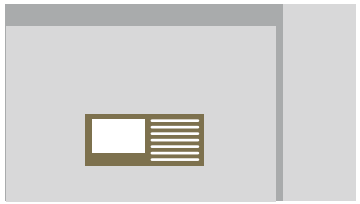
ÖAK Österreichische Auflagenkontrolle

PAGE IMPRESSIONS	VISITS	UNIQUE-CLIENTS
24.160	19.980	17.970

Source: Google Analytics, average monthly value 1st half-year 2026

WEBSITE

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

€ 1.180,–/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

€ 1.180,–/month



SITEBAR, HALF-PAGE AD

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

€ 970,–/month



BILLBOARD

1024 x 250 px + Mobile 300 x 100 px

€ 970,–/month



SKYSCRAPER

120 × 600 px + Mobile 320 x 480 px

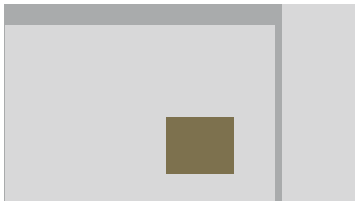
€ 740,–/month



SUPERBANNER

1024 × 100 px + Mobile 300 x 100 px

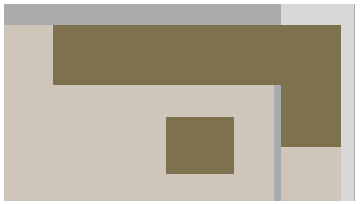
€ 740,–/month



CONTENT AD

300 x 250 px + Mobile 300 x 250 px

€ 740,–/month



FULL SITE BRANDING

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

€ 1.220,–/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.

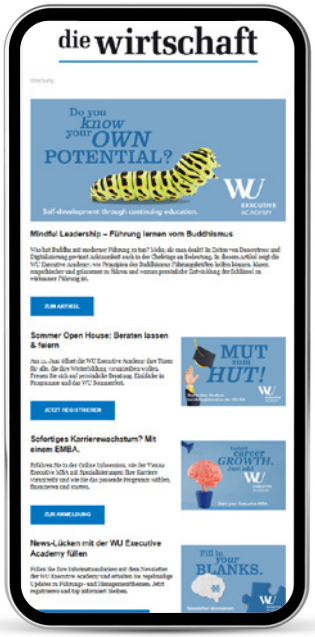
Prices exclude 20% VAT, valid from 1 January 2027. File format: JPG, GIF, PNG. 10% surcharge for technical costs for HTML 5 files. Banners can be displayed in rotation with a maximum of three other advertising media. Surcharge for fixed placement: 20%.

NEWSLETTER

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 **98,280 contacts.**

The 4th placement is free of charge!

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 (Specifications see p. 8).

€ 2.990,–*

EXCLUSIVE-NEWSLETTER

Deliver your brand message prominently to our subscribers with a custom-designed newsletter. You receive a high-impact lead story and up to three additional teasers for your content.

€ 4.280,–*

SITELINK

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

€ 2.590,–*

*incl. 1 MONTH COVERAGE ON OUR WEBSITE

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	RECIPIENTS	OPENING RATES	CLICK TO OPEN RATE
weekly	**24.573**	**36,2 %**	**19,5 %**
Thursday/Friday			

Source: ÖAK (Recipients), Eyepin, June 2026w

Prices plus 20% VAT.

INFORMATION

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

Please note that inserts, banderoles and other printed advertising materials must arrive at the printer by the print deadline. You will receive the delivery address after booking.

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 2027

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

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