

Media Kit 2024

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XTRA!

The largest queer magazine in Austria

Since 1992

Appearance: Periodic publication (ten times a year) | Online 24/7

Number of pages: 48 – 52 pages per issue

Printing: in color throughout, on art paper

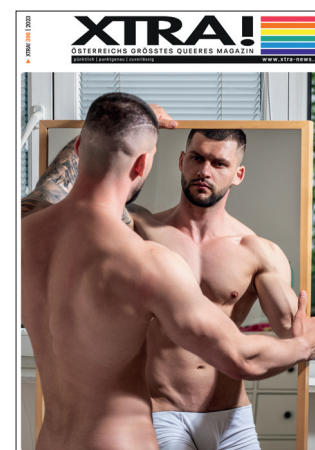
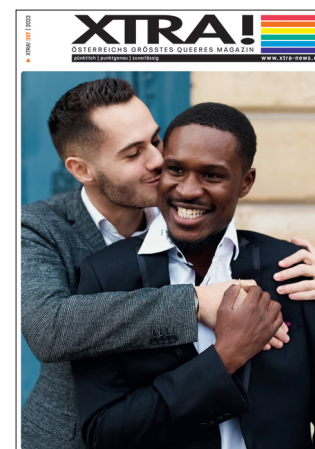
Edition: 8.000 piece

Reach: 25.000 – 30.000 people

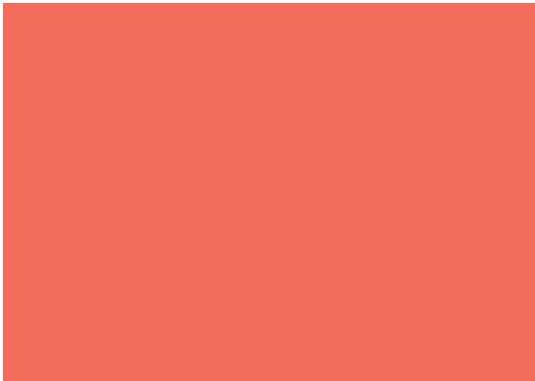
On time, exact, reliable!

XTRA! is the largest queer magazine in Austria, which has been available since 1992. With a colorful, entertaining and informative content reports XTRA! about the gay and lesbian scene as well as art, culture, travel, health, book- and music-discussions, cooking, gastronomy, lifestyle, fashion and much more as well as national and international LGBTIQ+ events in Austria and abroad.

XTRA! – not only represented by a magazine but also with a website – **www.xtra-news.eu** – that is well worth seeing and has many subscribers in Austria and the surrounding foreign countries and the magazine is available in cafes, bars, restaurants, shops, cinemas, saunas, ... as well as national and foreign queer events.



Advertisements | Formats & Prices 2024



2/1 Advertisement

420 x 297 mm + 3 mm bleed (bled off)

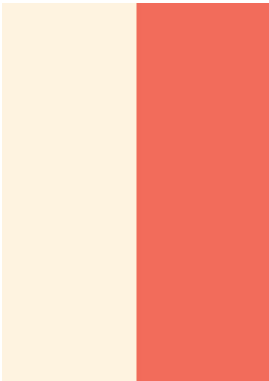
- Page + opposite page **€2.440,00 ¹⁾**
- Page + opposite page/center pages **€2.920,00 ¹⁾**
- Supplement in the magazine/4 pages **€4.370,00 ¹⁾**



1/1 Advertisement

210 x 297 mm + 3 mm bleed (bled off)

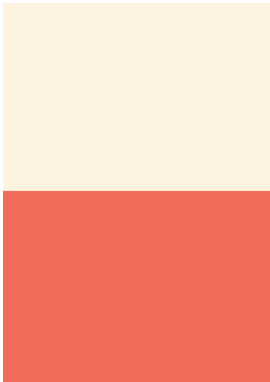
- Entire page **€ 1.230,00 ¹⁾**
- Entire page 3, 5, U2, U3, U4 **€ 1.950,00 ¹⁾**



1/2 Advertisement

105 x 297 mm + 3 mm bleed (bled off)

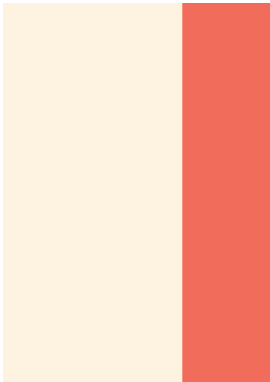
- Advertisement vertical **€ 990,00 ¹⁾**



1/2 Advertisement

210 x 150 mm + 3 mm bleed (bled off)

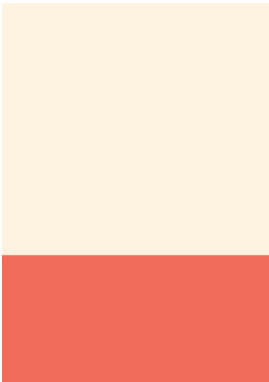
- Advertisement horizontal **€ 990,00 ¹⁾**



1/3 Advertisement

70 x 297 mm + 3 mm bleed (bled off)

- Advertisement vertical **€ 740,00 ¹⁾**



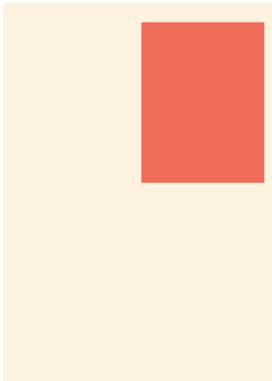
1/3 Advertisement

210 x 100 mm + 3 mm bleed (bled off)

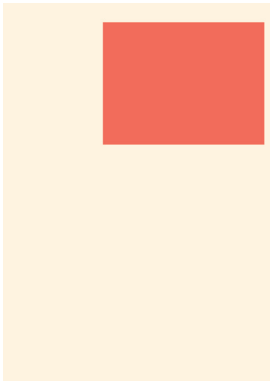
- Advertisement horizontal **€ 740,00 ¹⁾**

¹⁾ plus **5 % advertising tax** and **20 % VAT** | ²⁾ **1/8 advert** only available **with annual booking!**

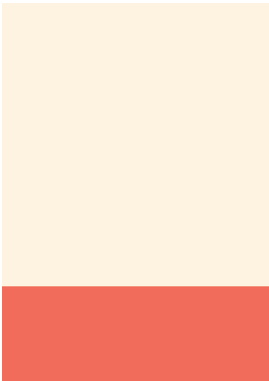
Advertisements | Formats & Prices 2024



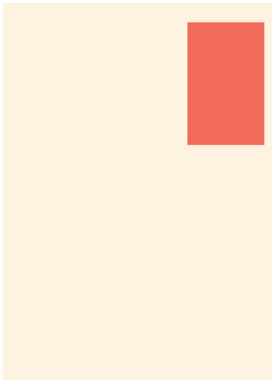
1/4 Advertisement
98 x 130 mm + 3 mm bleed (placed in the rate)
Advertisement vertical € 500,00 ¹⁾



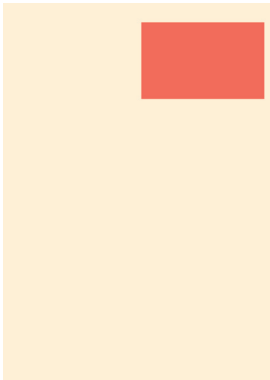
1/4 Advertisement
130 x 98 mm + 3 mm bleed (placed in the rate)
Advertisement horizontal € 500,00 ¹⁾



1/4 Advertisement
210 x 75 mm + 3 mm bleed (bled off)
Advertisement horizontal € 560,00 ¹⁾



1/8 Advertisement
63 x 98 mm + 3 mm bleed (placed in the rate)
Advertisement vertical € 300,00 ¹⁾²⁾



1/8 Advertisement
98 x 63 mm + 3 mm bleed (placed in the rate)
Advertisement horizontal € 300,00 ¹⁾²⁾

¹⁾ plus 5 % advertising tax and 20 % VAT | ²⁾ 1/8 advert only available with annual booking!

Technical specifications

Booklet format: 210 x 297 mm, 40 – 48 pages

Type area: 192 mm x 267 mm

Color mode: CMYK (no special colors possible)

Printing specifications

The ad can be sent as **JPG, PDF, EPS, TIF** and must be the minimum size of the booked advertisement size. TIF and JPG should have at least **300 dpi resolution**. For EPS **fonts and images must be embedded**. The color space is exclusively **CMYK**, no spot colors possible. It is requested, no advertisement data in Word- and Powerpointfiles, Web-Resolution, RGB and similar to convey.

If an advertisement by means of text, pictures, graphics, logos are created by us, this will be charged. This advertisement order and data transfer must be made 14 days before the respective editorial deadline.

Transmission of print data

Your ad reaches us by email to **office@xtra-news.at** – timely transmission taking into account the deadline. **Late arriving advertisements must be announced with us and confirmed by us**, otherwise the advertisement can not be considered in the booked edition.

Placement of the advertisement | Placement guarantee

Advertisements will be placed as best as possible, insofar as there is no placement requirement. In this case decides the space and in particular the layout of the magazine, so that no specific page for the ad can be defined. On request of certain pages (right page, specific page, ...) a surcharge of 20% will be charged (**placement guarantee**). A special placement of the ad must therefore already be announced when ordering the same and also be feasible. Subsequent complaints are therefore not recognized.

Advertisement order

The **advertisement order is binding** and will be by written order regarding advertisement size, price, frequency, placement documented. **Discounts, agency discounts** are granted only upon prior agreement and written agreement.

Our terms and conditions apply.

Reductions

With simultaneous binding order of several advertisements in the same size, published in consecutive issues of XTRA!, there are the following discounts:
3 advert - 10 % discount , 5 advert - 15 % discount, 7 advert - 20 % discount, 9 advert - 25 % discount.

Bank details

IBAN: AT03 1400 0171 1006 1455, **BIC (SWIFT):** BAWAATWW

UID

ATU512440005

ZVR

902222225

Internet presence

www.xtra-news.eu