

XTRA!

The largest queer magazine in Austria

XTRA! Association for information and prevention in the field of STD
1060 Vienna, Mariahilfer Gürtel 4
www.xtra-news.eu

Since 1992

Frequency: 8 print issues per year | Online: Available 24/7

Page count: 48–52 pages per issue

Printing: 4c, high-quality art paper

Circulation: 8,000 copies

Reach: approx. 25,000–30,000 readers per issue

On time, exact, reliable!

Media Kit 2025 | 2026



About XTRA!

XTRA! is Austria’s leading queer lifestyle magazine and has been an essential source of information for the LGBTIQ+ community across the German-speaking world since 1992. With engaging reports, personal interviews, and up-to-date coverage, **XTRA!** offers a unique platform for queer voices, culture, and advocacy.

Our Media Platform

In addition to 8 print issues per year, **XTRA!** is available online around the clock. Our website **www.xtra-news.eu** complements the magazine with extra articles, an event calendar, community news, and exclusive content. Thanks to our strong online reach, we can effectively engage with target audiences on social media.

Key Facts

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- Page count: 48-52 pages
- Printing: 4c, high-quality art paper
- Circulation: 8,000 copies
- Reach: approx. 25,000-30,000 readers per issue
- Online: Available 24/7 with a growing user base

Editorial Focus

XTRA! covers a broad spectrum of topics—from queer politics and activism to health and sexuality, as well as culture, lifestyle, travel, gastronomy, art, and events. Every issue offers space for diversity, representation, and relevant discussions both within and outside the community.

Target Audience & Distribution

Our readers are trend-savvy, urban, and open-minded. Distribution takes place throughout Austria via subscriptions and free copies available in bars, cafés, cinemas, shops, cultural venues, and at events. We also have a loyal readership in Germany, Switzerland, and South Tyrol.

Contact & Consultation

Klaus Frimmel-Walser | Production & Advertising
Harald Frimmel-Walser | Editorial & Accounting

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+43 676 95 646 38

Ad Formats & Rates

Ad formats in sizes from $\frac{1}{6}$ to $\frac{4}{1}$ pages – prices start at € 420.00 plus VAT and advertising tax.

Attractive discounts for multiple bookings

- 3 issues: 15 % discount
- 6 issues: 25 % discount
- 9 issues: 35 % discount

Technical Specifications

- Format: 210 x 297 mm | Print area: 187 x 261 mm
- Color mode: CMYK
- Resolution: min. 300 dpi
- File formats: PDF, EPS, TIF, JPG
- File submission: office@xtra-news.at (at least 7 days before editorial deadline)

Payment Information

Bank details:

IBAN: AT62 2011 1853 5283 2300

BIC: GIBAATWWXXX

UID

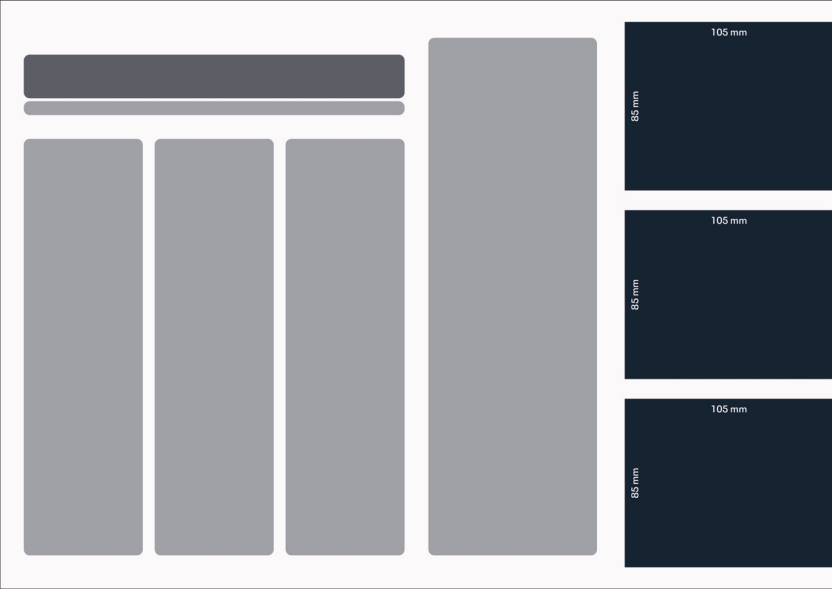
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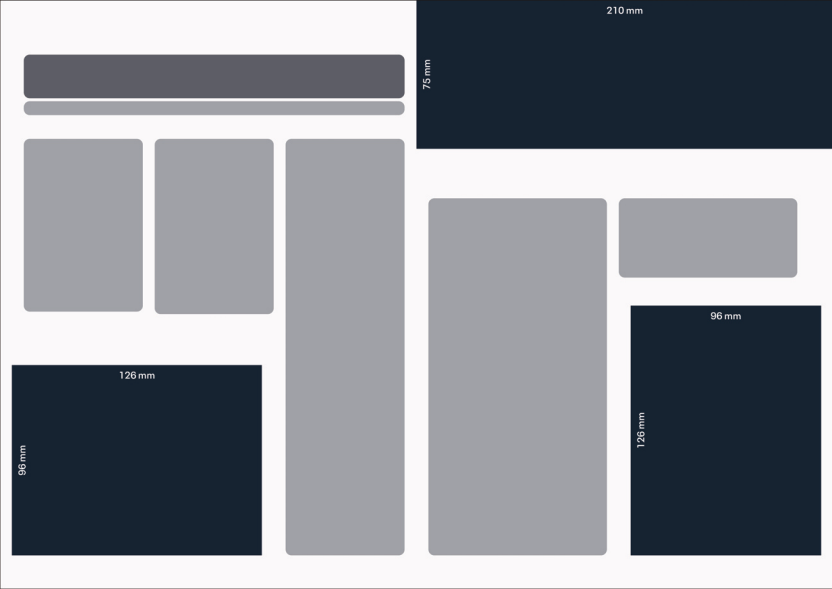
Formats and prices 2025 | 2026



1/6 advert landscape format

105 x 85 mm + 3 mm bleed

€ 420,00 ^{1) 3) 4)}



1/4 advert long format

210 x 75 mm + 3 mm bleed

€ 580,00 ^{1) 2) 4) 5)}

1/4 advert portrait format

96 x 126 mm + 3 mm bleed

€ 520,00 ^{1) 2) 4) 5)}

1/4 advert landscape format

126 x 96 mm + 3 mm bleed

€ 520,00 ^{1) 2) 4) 5)}

¹⁾ plus 5 % advertising tax and 20 % VAT

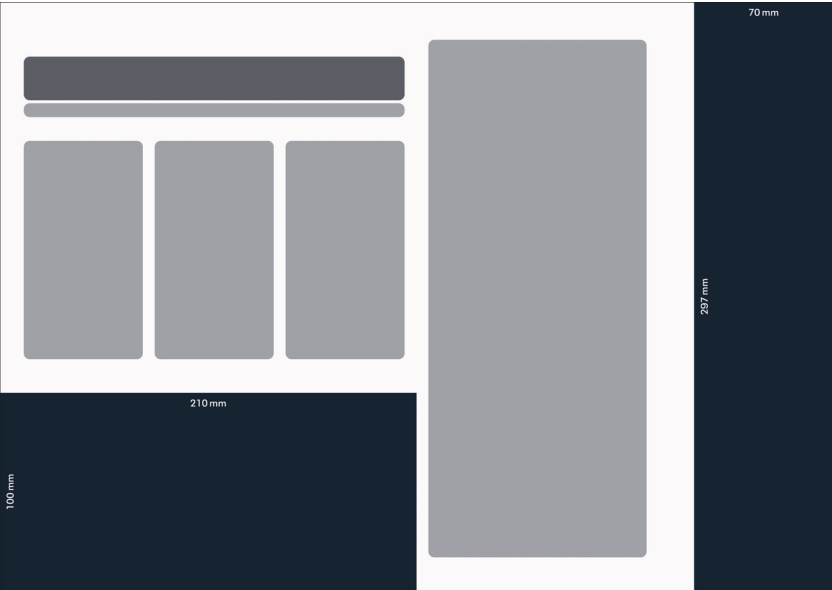
²⁾ placement right side plus 20% surcharge

³⁾ 1/6 advert only available with annual booking!

⁴⁾ premium page 3, 5, 7, U3, U4: minimum ad size: 1/4 ad

⁵⁾ multiple bookings | discounts: bookings for 3 issues (-15%), 6 issues (-25%), 9 issues (-35%)

Formats and prices 2025 | 2026



1/3 advert portrait format

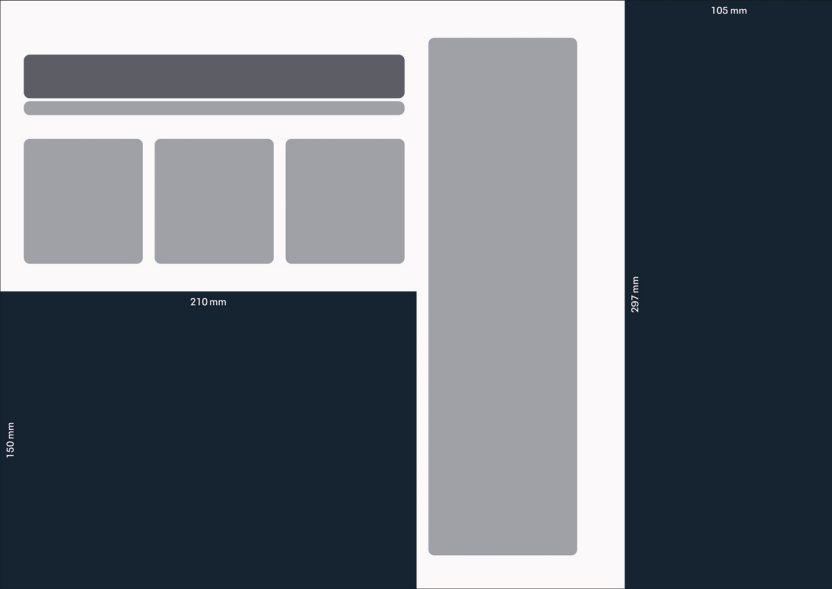
70 x 297 mm + 3 mm bleed

€ 760,00 1) 2) 4) 5)

1/3 advert landscape format

210 x 100 mm + 3 mm bleed

€ 760,00 1) 2) 4) 5)



1/2 advert portrait format

105 x 297 mm + 3 mm bleed

€ 1.020,00 1) 4) 5)

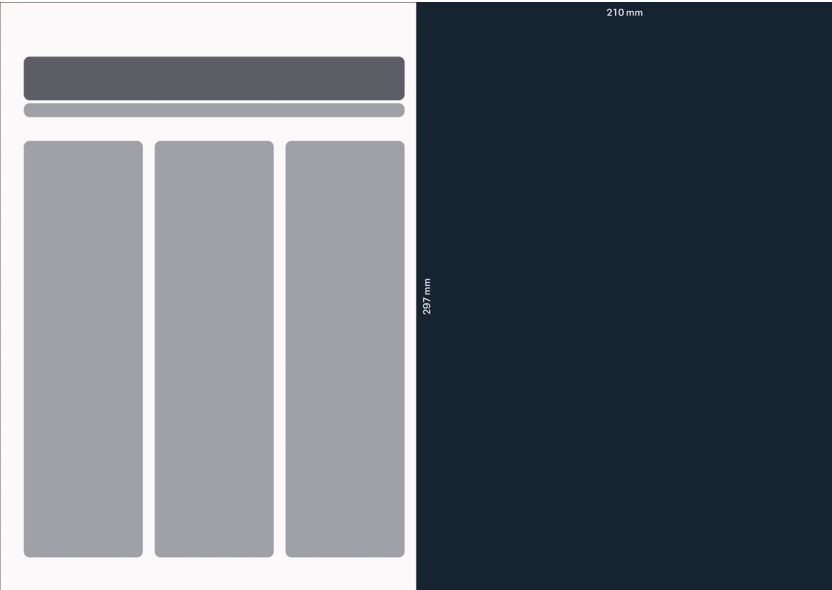
1/2 advert landscape format

210 x 150 mm + 3 mm bleed

€ 1.020,00 1) 4) 5)

- 1) plus 5 % advertising tax and 20 % VAT
- 2) placement right side plus 20% surcharge
- 3) 1/6 advert only available with annual booking!
- 4) premium page 3, 5, 7, U3, U4: minimum ad size: 1/4 ad
- 5) multiple bookings | discounts: bookings for 3 issues (-15%), 6 issues (-25%), 9 issues (-35%)

Formats and prices 2025 | 2026



1/1 advert portrait format

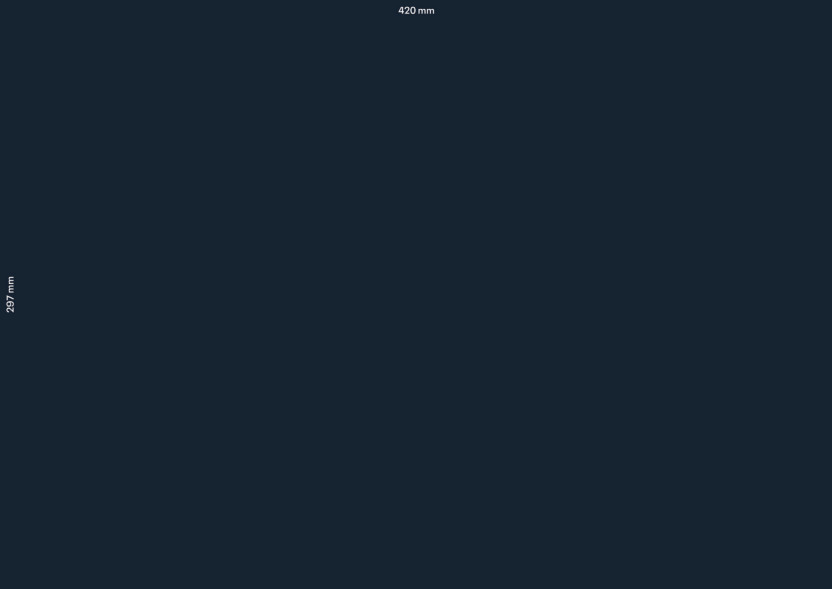
210 x 297 mm + 3 mm bleed

€ 1.260,00 1) 4) 5)

1/1 advert portrait format premium

210 x 297 mm + 3 mm bleed

€ 1.980,00 1) 4) 5)



2/1 advert landscape format

420 x 297 mm + 3 mm bleed

€ 3.100,00 1) 4) 5)

4/1 advert landscape format

420 x 297 mm + 3 mm bleed

€ 4.400,00 1) 4) 5)

- 1) plus 5 % advertising tax and 20 % VAT
- 2) placement right side plus 20% surcharge
- 3) 1/6 advert only available with annual booking!
- 4) premium page 3, 5, 7, U3, U4: minimum ad size: 1/1 ad
- 5) multiple bookings | discounts: bookings for 3 issues (-15%), 6 issues (-25%), 9 issues (-35%)

Editorial deadline & release date 2025 | 2026

Valid from: September 3rd, 2025

»» XTRA! 418

Editorial deadline: November 28th, 2025
Release date: December 12th, 2025

»» XTRA! 423

Editorial deadline: July 10th, 2026
Release date: July 24th, 2026

»» XTRA! 419

Editorial deadline: January 28th, 2026
Release date: February 12th, 2026

»» XTRA! 424

Editorial deadline: August 28th, 2026
Release date: September 11th, 2026

»» XTRA! 420

Editorial deadline: March 6th, 2026
Release date: March 20th, 2026

»» XTRA! 425

Editorial deadline: October 16th, 2026
Release date: October 30th, 2026

»» XTRA! 421

Editorial deadline: April 17th, 2026
Release date: May 1st, 2026

»» XTRA! 426

Editorial deadline: November 27th, 2026
Release date: December 11th, 2026

»» XTRA! 422

Editorial deadline: May 22th, 2026
Release date: June 5th, 2026

Subject to change!