



MEDIADATA 2012

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17 Years - Hidden Hints • Best Buys • Tips for a great vacation

The leading Austrian Holiday-Journal publishes reports for travel & leisure and for body & soul (section "wohlfühlen"). **HOLIDAY EXPRESS®** is enclosed in the Austrian "LESEZIRKEL", sent to the Austrian travel agencies free of charge and uploaded at www.holiday-express.at. The weekly published folders of "LESEZIRKEL" Magazines are circulated at Restaurants, Inns, Dentists, Doctors, Cafés, Coiffeurs etc. free of charge for the readers. **HOLIDAY EXPRESS®** is stapled on top of "BUNTE". The "LESEZIRKEL" remains in the Market at least for four weeks.

According to the official Austrian Mediaanalysis (MA 2010) LESEZIRKEL is used weekly by 614.000 readers. For Details, e.g. readership-Analysis please refer to <http://www.lesezirkel-oesterreich.at>

PUBLISHING DATES 2012

Issue	Editors Deadline	Ad's booking Deadline	Ad's Material deadline	Special features deadline
20.2.2012	23.1.2012	27.1.2012	3.2.2012	Summer 2012/Fun, Action, Family
24.9.2012	31.8.2012	3.9.2012	7.9.2012	Autumn-Winter-Spring 2012/'13

INCLUDING reports for "body & soul (section "Wohlfühlen" - Wellness, Health, special travel-offers)

RATES 2012

Size	W x H in mm	Euro
1/1 4c	200 x 270	3.700
1/1 4c	210 x 297 bleed*)	3.880
1/2 4c	95 x 270	1.900
1/2 4c	105 x 297 bleed*)	2.040
1/2 4c	200 x 130	1.900
1/2 4c	210 x 145 abfallend*)	2.040
1/4 4c	95 x 130	1.200

PROMOTION - ADVERTORIAL

1 page	2.500
2 pages	4.750
3 pages	6.970
4 pages	9.000

HOLIDAY EXPRESS® - Technics:

Print run: 25.000
 Columns: 3 - 4 • Single column width: 45 mm (4-col.)
 Full size in mm: A4, 210 x 297
 Type size in mm: 195 x 245
 Screen: 60

SURCHARGES/MISC.:

*) Bleed: plus 3 mm to publications size (= A4, 210x297)
 Page 2: +10 % • Right pages: +5 % • Back page: +10 %
 (full page only).

AD-Agencies: 15 % discount included (except Promotion or Advertorial)

Tax: all plus 5% Advertising tax, 20% V.A.T.

CONDITIONS OF PAYMENT: Prompt after invoicing.

BONUS 2012

Prebooking of both issues until
 1.2.2011:
 get 10% reduction in 2nd issue

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