

CONTENT

page

- 02 Mediakit
- 04 National issue
- 06 Krone bunt
- 07 Krone.TV
- 08 Special topics
- 17 Kids Krone
- 18 Inserts
- 19 Special advertising
- 22 Regional issues
- 32 Krone digital
- 39 General information

Kronen Zeitung

krone.at



**NATIONAL
ISSUE**

**RATE CARD
2024**

OVERVIEW OF MEDIA DATA

KRONEN ZEITUNG - THE REASON WHY

Strong facts for your advertising in the „Krone“

01 ÖSTERREICHS GRÖSSTES PRINTMEDIUM

PRINT NATIONAL¹

reach: 22.3 %
readers: 1,714,000

PRINT SUNDAY¹

reach: 28,2 %
readers: 2.167.000

PRINT AND/ OR DIGITAL³

reach: 28,2 %
readers/user: 2.169.000



02 YOUR BIG ADVERTISING PRESENCE IN THEMATIC ENVIRONMENTS, THAT MOVE



„KRONE“ THE CAMPAIGN MEDIUM

8.57 MILLION CONTACTS¹

from 0 auf 35.8 % range with 5 ads

With the „Krone“ you reach an attractive target group: advertising-minded and brand affine. More info on www.business.krone.at/services/mediaservice

03 KRONE IN ALL 9 PROVINCES

	PRINT ¹ DAILY READERS	DIGITAL ² MONTHLY- UNIQUE USER
Vienna	281,000	646,000
Lower Austria	347,000	641,000
Burgenland	92,000	118,000
Upper Austria	278,000	547,000
Salzburg	126,000	174,000
(Nord-)Tyrol	121,000	246,000
Styria	287,000	478,000
Carinthia	162,000	186,000
Vorarlberg	19,000	103,000



04 HIGHEST-CIRCULATION DAILY NEWSPAPER⁴



559,439 copies sold daily
87 % of „Krone“ buyers are subscribers



485,244 Subscription edition

280,000

ADDITIONAL USER

IN THE AGE GROUP
15-49 YEARS BY
DIGITAL-ONLY USER

28.2

PERCENT

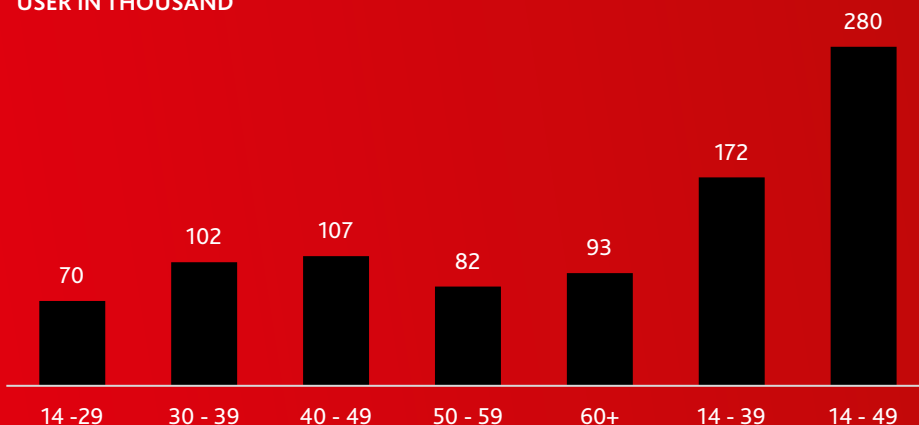
DAILY CROSSMEDIA REACH PRINT
AND/OR DIGITAL³

YOUR CROSS-MEDIA BENEFITS

Crossmedia - Reach increase

THROUGH DIGITAL USE

USER IN THOUSAND



1 PRINT REACH IS SIGNIFICANTLY STRENGTHENED BY DIGITAL USE

2 DIGITAL IS THE LEVER FOR REACH OPTIMISATION WITH THE „KRONE“.

3 THE LATEST NEWS FROM AROUND THE WORLD, LOCAL REPORTING FROM THE REGION AND THE BEST ENTERTAINMENT ACROSS ALL CHANNELS.

Sources: 1 MA 2023 basis: total population, daily newspapers, margin of fluctuation +/- 0.7 %; provinces +/- 1.4 % to +/- 3.0 %; details on margin of fluctuation on www.media-analyse.at/Signifikanz; 2 ÖWA 2023-IV, Einzel-Angebot, margin of fluctuation +/- 1.1 % to +/- 2.9 %; 3 ÖAK annual average 2023 (Mon-Sat, category „paid circulation“, thereof ePaper: 46,025 category „subscriptions“, thereof ePaper: 35,718)



Text section Basic = no position specified
Text section Top = predefined position
Text section Premium = predefined position on pages 4 to 7
Text section Exclusive = predefined position on pages 2 to 3

(except TS Premium and TS Exclusive)

ADVERTISING RATES 2024 / FIXED FORMAT ADS (W X H)

Rate per mm	Ads section	Text section Basic	Text section Top	Text section Premium	Text section Exclusive
Mon-Sat	33.36	53.38	61.39	69.39	on request
Sun, PH **	36.00	57.60	66.24	74.87	on request

* incl. full-page discount



1/1 page
196 x 270 mm



1/2 page horizontal
196 x 135 mm



1/4 page vertical
96 x 135 mm



1/8 page
96 x 65 mm

Ads section

Mon-Sat	36,028.80	18,014.40	9,007.20	4,336.80
Sun, PH **	38,880.00	19,440.00	9,720.00	4,680.00

Text section Basic

Mon-Sat	37,472.76 *	28,825.20	14,412.60	6,939.40
Sun, PH **	40,435.20 *	31,104.00	15,552.00	7,488.00

Text section Top

Mon-Sat	43,095.78 *	33,150.60	16,575.30	7,980.70
Sun, PH **	46,500.48 *	35,769.60	17,884.80	8,611.20

Text section Premium

Mon-Sat	48,711.78 *	37,470.60	18,735.30	9,020.70
Sun, PH **	52,558.74 *	40,429.80	20,214.90	9,733.10

Text section Exclusive Rates on request

Amendments are minor changes to advertising material (e.g. addresses, ...)
per amendment: 1,290.00

** PH = public holiday

KRONE COMPLETE EDITION



Closing date for ads and ad materials deadline

For Tuesday – Friday:

1 business day (except Sat)
before publication, 10.00 a.m.
(for 1/1 page and text section ads
2 business days before publication,
12.00 noon)

For Saturday:

Friday, 9.00 a.m.
(for 1/1 page and text section ads
Wednesday, 12.00 noon)

For Sunday, Monday:

Friday, 10.00 a.m.
(for 1/1 page and text section ads
Thursday, 12.00 noon)

Print documents to
dispo@mediaprint.at

Contact us at

business.krone.at/kontakt

SPECIAL POSITIONING FRONT / FIXED FORMATS (W X H)



46 x 45 mm



96 x 45 mm

Titelseite

Mon-Sat

5,044.41

10,088.82

Sun, PH

5,443.20

10,886.40

SPECIAL POSITIONING TV / FIXED FORMATS (W X H)



TV image
76 x 70 mm



TV image
56 x 27 mm

TV guide

Mon-Sat

13,157.51

3,664.40

Sun, PH

14,197.68

3,954.10

**2024 ADVERTISING RATES /
FIXED FORMAT ADS (W X H)**



2/1 page

Type area: 412 x 272 mm
Bleed size: 440 x 300 mm
80,870.40

Bleed size "real middle": 452 x 300 mm
(left 232 x 300 mm, right 220 x 300 mm)



1/1 page

Type area: 190 x 272 mm
Bleed size: 220 x 300 mm
40,435.20



1/2 page vertical

Type area: 90 x 272 mm
Bleed size: 110 x 300 mm
20,217.60



1/2 page horizontal

Type area: 190 x 133 mm
Bleed size: 220 x 150 mm
20,217.60



1/3 page horizontal

Type area: 190 x 90 mm
Bleed size: 220 x 100 mm
13,478.40



1/3 page vertical

Type area: 70 x 272 mm
Bleed size: 73 x 300 mm
13,478.40



1/4 page vertical

Type area: 52 x 272 mm
Bleed size: 55 x 300 mm
10,108.80



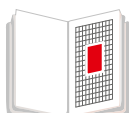
1/4 page

Type area: 90 x 133 mm
Bleed size: 110 x 145 mm
10,108.80



1/8 page

Type area: 90 x 61 mm
5,054.40



Puzzle box

Type area: 65 x 65 mm
3,818.67

"GEFRAGT AM MARKT" - KRONE BUNT

100 x 85 mm
4,555.48

100 x 75 mm
4,218.52

100 x 65 mm
3,713.08



Publication

Every Sunday as a wrapper round the complete edition of the Kronen Zeitung

Special positioning surcharge

Inside first cover +20 %
Inside last cover +15 %
Outside back cover +35 %

Closing date for ads

3 weeks before publication

Ad materials deadline

2 weeks before publication

PDF for printing to

dispo@mediaprint.at

Repro guidelines

Offset printing for SC paper
www.eci.org

Bleed

Bleed of 3 mm per margin required for bleed size formats.

Please allow a distance of 6 mm between trim size (advert incl. bleed) and graphic elements to avoid unintentional trimming of text or pictures during final trimming of the page.

Contact us at

business.krone.at/kontakt



2024 ADVERTISING RATES / FIXED FORMAT ADS (W X H)

Publication

Every Friday as a supplement in the complete edition of the Kronen Zeitung

Special positioning surcharge

Outside first cover +100 %
Outside back cover +50 %

Closing date for ads and ad materials deadline

2 weeks before publication

PDF for printing to

dispo@mediaprint.at

Bleed

Bleed of 3 mm per margin required for bleed size formats.

Please allow a distance of 6 mm between trim size (advert incl. bleed) and graphic elements to avoid unintentional trimming of text or pictures during final trimming of the page.

Contact us at

business.krone.at/kontakt

Price for 1 mm: 22,52



1/1 page

Type area: 190 x 246 mm
Bleed size: 207 x 270 mm
22,159.68



1/2 page horizontal

Type area: 190 x 123 mm
Bleed size: 207 x 135 mm
11,079.84



1/2 page vertical

Type area: 93 x 246 mm
Bleed size: 103 x 270 mm
11,079.84



1/3 page horizontal

Type area: 190 x 82 mm
Bleed size: 207 x 90 mm
7,386.56



1/4 page

Type area: 93 x 123 mm
Bleed size: 103 x 135 mm
5,514.99

TV ADVERTISING HIGHLIGHTS (W X H)



Cover banner

Bleed size
207 x 23 mm
4,460.67



1x tip of the day

Type area
74 x 55 mm
1,944.60



2x tip of the day

Type area
74 x 114 mm
4,030.63



3x tip of the day

Type area
74 x 173 mm
6,116.66

GEFRAGT AM MARKT-COMBINATION: KRONE BUNT & KRONE.TV

Advertising rates | fixed formats (w x h)

Krone bunt 100 x 85 mm 4,555.48

Krone.TV 74 x 153 mm 4,057.15

~~8.612,63~~

Krone bunt & Krone.TV combined rate **5,770.46**
(Krone bunt + 25 %)

**2024 ADVERTISING RATES /
FIXED FORMAT ADS (W X H)**



1/1 page 196 x 270 mm	1/2 page vertical 96 x 270 mm	1/2 page horizontal 196 x 135 mm	1/4 page vertical 96 x 135 mm	1/8 page 96 x 65 mm
Complete edition				Rate per mm: € 28.85
31,158.00	15,579.00	15,579.00	7,789.50	3,750.50
Main edition				Rate per mm: € 19.74
21,319.20	10,659.60	10,659.60	5,329.80	2,566.20



Areas
Krone complete edition
Krone main edition

Publication
Weekly on Tuesdays

Closing date for ads
Wednesday before publication

Ad materials deadline
Friday before publication,
10.00 a.m.

Information on ad materials deadline
PDF for printing to be delivered to
monika.niggel@mediaprint.at
dispo@mediaprint.at

Contact
business.krone.at/kontakt

SPECIAL FORMAT ADS



front cover 46 x 45 mm	front cover 196 x 45 mm	title box 96 x 65 mm	title box 96 x 45 mm	Mini-Tip* 96 x 55 mm	Maxi-Tip* 96 x 75 mm
national issue					
1,557.90	6,231.60	4,500.60	3,115.80	2,380.12	3,245.62
Vienna/Lower Austria/Burgenland					
1,065.96	4,263.84	3,079.44	2,131.92	1,628.55	2,220.75

*The following applies to tips:
text & photo layout by editorial team,
no logo, no mention of prices, no
volume discount.



SPECIAL TOPIC BAUEN & WOHNEN



2024 ADVERTISING RATES / FIXED FORMAT ADS (W X H)



1/1 page	1/2 page vertical	1/2 page horizontal	1/4 page vertical	1/8 page
196 x 270 mm	96 x 270 mm	196 x 135 mm	96 x 135 mm	96 x 65 mm

Complete edition				Rate per mm: € 26.69
28,825.20	14,412.60	14,412.60	7,206.30	3,469.70

Areas

Krone Complete edition

Publication

Once a month on a Thursday

Special positioning surcharge

Outside back cover: + 15%

Closing date for ads

2 weeks before publication

Ad materials deadline

1 week before publication

PDF for printing to be delivered to dispo@mediaprint.at

Contact

business.krone.at/kontakt

SPECIAL FORMAT ADS



front cover	front cover	title box	title box	Mini-Tip*	Maxi-Tip*
46 x 45 mm	196 x 45 mm	96 x 65 mm	96 x 45 mm	96 x 55 mm	96 x 75 mm

**national
issue**

1,441.26	5,765.04	4,163.64	2,882.52	2,201.92	3,002.62
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* The following applies to tips:
text & photo layout by editorial team, no logo, no mention of prices, no volume discount.

**2024 ADVERTISING RATES /
FIXED FORMAT ADS (W X H)**



1/1 page 196 x 270 mm	1/2 page vertical 96 x 270 mm	1/2 page horizontal 196 x 135 mm	1/4 page vertical 96 x 135 mm	1/8 page 96 x 65 mm
Complete edition / Saturday				Rate per mm: € 26.69
28,825.20	14,412.60	14,412.60	7,206.30	3,469.70

**„GESUND AKTUELL“ -
THE DAILY HEALTHCARE PAGE**



1/2 page horizontal 196 x 135 mm	1/4 page 96 x 135 mm	1/8 page 96 x 65 mm	
Complete edition / Tue - Fri			Rate per mm: € 26,69
14,412.60	7,206.30	3,469.70	

SPECIAL FORMAT ADS



front cover 46 x 45 mm	front cover 196 x 45 mm	title box 96 x 65 mm	title box 96 x 45 mm	Mini-Tip* 96 x 55 mm	Maxi-Tip* 96 x 75 mm
national issue					
1,441.26	5,765.04	4,163.64	2,882.52	2,201.92	3,002.62

* The following applies to tips:
text & photo layout by editorial team, no logo, no mention of prices, no volume discount.



Areas
Krone Complete edition

Publication
„Krone Gesund“:
weekly on Saturdays
„Gesund Aktuell“:
Tuesday to Friday

Special positioning surcharge
Outside back cover: + 15%

Closing date for ads
„Krone Gesund“:
21 days before publication
„Gesund Aktuell“:
7 days before publication

Ad materials deadline
„Krone Gesund“:
14 days before publication
„Gesund Aktuell“:
3 days before publication

PDF for printing to be delivered to
fiona.wilson@mediaprint.at
dispo@mediaprint.at

Kontakt
business.krone.at/kontakt

SPECIAL TOPIC GELD & KAPITAL



Areas

Krone Complete edition
Krone Main edition

Publication

Weekly on Saturdays
accompanying the
business magazine

Closing date for ads

1 week before publication

Ad materials deadline

3 business days before publication

PDF for printing to be delivered to
monika.niggel@mediaprint.at
dispo@mediaprint.at

Contact

business.krone.at/kontakt

2024 ADVERTISING RATES / FIXED FORMAT ADS (W X H)



	1/1 page 196 x 270 mm	1/2 page vertical 96 x 270 mm	1/2 page horizontal 196 x 135 mm	1/4 page vertical 96 x 135 mm	1/8 page 96 x 65 mm
Complete edition					Rate per mm: € 33.36
	36,028.80	18,014.40	18,014.40	9,007.20	4,336.80
Main edition					Rate per mm: € 22.65
	24,462.00	12,231.00	12,231.00	6,115.00	2,944.50

SPECIAL FORMAT ADS



	front cover 46 x 45 mm	front cover 196 x 45 mm	title box 96 x 65 mm	title box 96 x 45 mm	Mini-Tip* 96 x 55 mm	Maxi-Tip* 96 x 75 mm
national issue	1,801.44	7,205.76	5,204.16	3,602.88	2,752.20	3,753.00
Vienna/Lower Austria/Burgenland	1,223.10	4,892.40	3,533.40	2,446.20	1,868.62	2,548.12

* The following applies to tips:
text & photo layout by editorial team, no logo, no mention of prices, no volume discount.

**2024 ADVERTISING RATES /
FIXED FORMAT ADS (W X H)****2/1 page**

Bleed size: 440 x 300 mm
54,991.87

**1/1 page**

Bleed size: 220 x 300 mm
27,495.94

**1/2 page vertical**

Bleed size: 110 x 300 mm
13,747.97

**1/2 page horizontal**

Bleed size: 220 x 150 mm
13,747.97

**1/3 page vertical**

Bleed size: 73 x 300 mm
9,165.31

**1/3 page horizontal**

Bleed size: 220 x 100 mm
9,165.31

**1/4 page vertical**

Bleed size: 55 x 300 mm
6,873.98

**1/4 page**

Bleed size: 110 x 145 mm
6,873.98

**Areas**

Krone bunt

Publication

Weekly on Sundays

Closing date for ads

2 weeks before publication

Ad materials deadline

Monday before publication,
12:00 noon

PDF for printing to be delivered to

tara.sukhta@mediaprint.at

dispo@mediaprint.at

Repro guidelines

Gravure printing
standard for SC paper

Bleed

Bleed of 3 mm per margin required
for bleed size formats.

Please allow a distance of 6 mm
between trim size (advert incl.
bleed) and graphic elements to
avoid unintentional trimming of
text or pictures during final
trimming of the page.

Contact

business.krone.at/kontakt

2024 ADVERTISING RATES*

Fixed format ads (W x H) including digital ads on dibeo.at and RON digital

Text and ad section

Room displays in Wohnkrone

All classic space ad formats include the digital reach boost medium with 25,000 AI's RON.



1/1 page
196 x 270 mm
3,179.40



1/4 column
96 x 135 mm
3,593.35



1/2 page horizontal
196 x 135 mm
6,788.70



1/4 page horizontal
196 x 65 mm
3,475.01



1/2 page vertical
96 x 270 mm
6,788.70



1/4 page vertical
46 x 270 mm
3,593.35

Price for free formats on request. Mandatory reach boost on dibeo.at.

SPECIAL PLACEMENTS



Cover Corner
55 x 60 mm
886.94



Titelseite
96 x 45 mm
1,163.87

All special placements include the digital boost „Mini“ delivering 4.500 AI's RON.

ADDITIONAL POSSIBILITIES DIBEO.AT - REAL ESTATE DIGITAL

Put your property in the spotlight digitally as well. Discover the possibilities of our new real estate portal. Exclusively for commercial customers.

10 objects	119.00/month	including 3 word ads in the Wohnkrone
25 objects	149.00/month	including 3 word ads in the Wohnkrone
50 objects	199.00/month	including 5 word ads in the Wohnkrone
100 objects	249.00/month	including 5 word ads in the Wohnkrone

For further offers on dibeo.at:

contact: Burcin Hoffmann, burcin.hoffmann@jimm.at, Tel. +43(0)664 60700 22572

*Industry rates apply to developers, estate agents and other commercial advertisers for advertisements relating to the lease or sale of properties, or for the purpose of initiating such transactions. For other advertisements, the price list for the Krone main edition applies.

Minimum format for block advertisements in the ads section: 1 column/20 mm



Areas

Krone main edition (Vienna, Lower Austria, Burgenland)

Publication

Weekly on Wednesdays
+ 24/7 digital for 1-4 days

Closing date for ads

Text section:
Tuesday of previous week, 9.00 a.m.
Ad section:
Tuesday before publication, 9.00 a.m.

Ad materials deadline

Text section + Ad section:
Tuesday before publication, 9.00 a.m.

Contact

Tel. 05 1727 23869
1190 Vienna, Muthgasse 2
thomas.kozak@mediaprint.at

PDF for printing to be delivered to
dispo@mediaprint.at

Check block	rates	discount
900 lines	7,964.00	-60%
600 lines	5,973.00	-55%
250 lines	2,987.00	-46%
150 lines	2,024.00	-39%
120 lines	1,805.00	-32%
70 lines	1,130.00	-27%
45 lines	796.00	-20%



Areas

Krone main edition (Vienna, Lower Austria, Burgenland)

Publication

Weekly on Wednesdays

Closing date for ads

Text section:
Tuesday of previous week, 9.00 a.m.
Ad section:
Tuesday before publication, 9.00 a.m.

Ad materials deadline

Text section:
Tuesday before publication, 9.00 a.m.
Ad section:
Tuesday before publication, 9.00 a.m.

Contact

Tel. +43 (0)5 1727 23869
1190 Vienna, Muthgasse 2
thomas.kozak@mediaprint.at

PDF for printing to be delivered to
dispo@mediaprint.at

Scheckblock	rates	discount
900 lines	7,964.00	-60%
600 lines	5,973.00	-55%
250 lines	2,987.00	-46%
150 lines	2,024.00	-39%
120 lines	1,805.00	-32%
70 lines	1,130.00	-27%
45 lines	796.00	-20%

2024 ADVERTISING RATES*

Fixed format ads (W x H) including digital ads on dibeo.at and RON digital

Block advertisements*

Text and ad section

Rate per mm: Height / 1 column wide: € 12.46



1/1 page
196 x 270 mm
13,179.40



1/4 column
96 x 135 mm
3,593.35



1/2 page horizontal
196 x 135 mm
6,788.70



1/4 page horizontal
196 x 65 mm
3,475.01



1/2 page vertical
96 x 270 mm
6,788.70



1/4 page vertical
46 x 270 mm
3,593.35

All fixed format ads include the digital boost „Medium“ delivering 25.000 impressions RON.

SPECIAL POSITION



Cover Corner
55 x 60 mm
886.94



front page
96 x 45 mm
1,163.87

All special position ads include the digital boost „Mini“ delivering 4.500 impressions RON.

ADDITIONAL POSSIBILITIES
DIBEO.AT - REAL ESTATE DIGITAL

Put your property in the spotlight digitally as well.
Discover the possibilities of our new real estate portal. Exclusively for commercial customers.



Contact: Burcin Hoffmann, burcin.hoffmann@jimm.at, Tel. +43(0)664 60700 22572

*Industry rates apply to developers, estate agents and other commercial advertisers for advertisements relating to the lease or sale of properties, or for the purpose of initiating such transactions.

For other advertisements, the price list for the Krone main edition applies.

Minimum format for block advertisements in the ads section: 1 column/20 mm

KARRIEREPOOL

**2024 ADVERTISING RATES /
FIXED FORMATS (W X H) ADS SECTION**



Format	Dimensions	Rate per mm
1/1 page	196 x 270 mm	€ 22.79
1/2 page vertical	96 x 270 mm	€ 12.37
1/2 page horizontal	196 x 135 mm	€ 8.07
1/4 page vertical	96 x 135 mm	€ 4.70
1/8 page	96 x 65 mm	€ 3.44

Region	Rate per mm
Complete edition	€ 22.79
Main edition	€ 12.37
Upper Austria	€ 8.07
Salzburg	€ 4.70
Tyrol	€ 3.44
Styria	€ 8.49
Carinthia	€ 4.96

Text section rates: Prices on request.



Publication

Weekly,
Krone main edition
on Saturdays, all other
Austrian provinces on Sundays

**Closing date for ads and
ad materials deadline**

Krone complete and main editions:
Thursday before publication, 2.00 p.m.

All other Austrian provinces:
Friday before publication, 10.00 a.m.

PDF for printing to be delivered to
dispo@mediaprint.at

JOB MARKET BLOCK ADVERTISEMENT ON JOBKRONE.AT

JOB



Print2Digital

**Base
Advertisement**

**Service
Advertisement**

145.00

290.00

Prices are per position. Job ads that
apply in print several individual jobs are
to be charged online per job ad.

**2024 ADVERTISING RATES /
FIXED FORMAT (W X H) ADS SECTION**



1/1 page 196 x 270 mm	1/2 page vertical 96 x 270 mm	1/2 page horizontal 196 x 135 mm	1/4 page vertical 96 x 135 mm	1/8 page 96 x 65 mm
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Complete edition

PDF for printing to be delivered to thomas.kozak@mediaprint.at

24,788.92	12,466.66	12,466.66	6,305.53	3,110.87
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Main edition

PDF for printing to be delivered to thomas.kozak@mediaprint.at

13,390.06	6,767.23	6,767.23	3,455.82	1,738.78
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Upper Austria

PDF for printing to be delivered to wilfried.stoegmueller@mediaprint.at

8,752.54	4,448.47	4,448.47	2,296.44	1,180.56
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Salzburg

PDF for printing to be delivered to christian.windhofer@mediaprint.at

5,110.24	2,627.32	2,627.32	1,385.86	742.14
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Tyrol

PDF for printing to be delivered to guenter.hoertnagl@mediaprint.at

3,827.74	1,986.07	1,986.07	1,065.24	587.76
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Styria

PDF for printing to be delivered to sonja.gassmann@mediaprint.at

9,245.02	4,694.71	4,694.71	2,419.56	1,239.84
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Carinthia

PDF for printing to be delivered to doris.lach@mediaprint.at

5,459.08	2,801.74	2,801.74	1,473.07	784.13
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Text section rates: Prices on request.

**JOB MARKET BLOCK ADVERTISEMENT ON
JOBKRONE.AT**



Book your job ad in „Krone Karrierepool“

Your print ad will be digitized and placed on jobkrone.at

The same subject will be placed for free on job.kurier.at



Publication

Weekly,
Krone main edition
on Saturdays, all other
Austrian provinces on Sundays

**Closing date for ads and
ad materials deadline**

Krone complete and main editions:
Thursday before publication, 2.00 p.m.

All other Austrian provinces:
Friday before publication, 10.00 a.m.

PDF for printing to be delivered to dispo@mediaprint.at

Kontakt

jobkrone.at

Please apply to jobkrone.at/products
for further digital offers

**2024 ADVERTISING RATES /
FIXED FORMAT (W X H) TEXT SECTION**



1/1 page 196 x 270 mm	1/2 page vertical 96 x 270 mm	1/2 page horizontal 196 x 135 mm	1/4 page vertical 96 x 135 mm	1/8 page 96 x 65 mm
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Complete edition

PDF for printing to be delivered to thomas.kozak@mediaprint.at

27,582.49	13,890.52	13,890.52	7,044.54	3,494.77
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Main edition

PDF for printing to be delivered to thomas.kozak@mediaprint.at

16,183.63	8,191.09	8,191.09	4,194.82	2,122.68
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**PRINT2DIGITAL
TOGETHER SUCCESSFUL**



**FURTHER BOOST PACKAGES FOR YOUR
JOB ADS IN THE TEXT SECTION OF
KRONE KARRIEREPOOL**

Impressions	fixed rates
25.000	419.00
60.000	839.00

- Available for booking only in combination with print blocked ad.
- Including set-up of your print ad and landing-page.
- We offer several customized packages.
- Will be played out via MediaPrint web.
- Runtime: 1 to 4 days starting with publication of print ad*.

* online after 48 hours at the latest



Publication

Weekly,
Krone main edition
on Saturdays, all other
Austrian provinces on Sundays

**Closing date for ads and
ad materials deadline**

Krone complete and main editions:
Thursday before publication, 2.00 p.m.

All other Austrian provinces:
Friday before publication, 10.00 a.m.

PDF for printing to be delivered to
dispo@mediaprint.at

Kontakt

jobkrone.at

Please apply to
jobkrone.at/products
for further digital offers



Area of publication

Austria

Circulation

20,000

Publication

4 times a year

Dates of publication

02. March 2024

01. June 2024

07. September 2024

07. December 2024

Closing date for ads and ad materials deadline

4 weeks before publication

Contact

Melchior Müller

Tel.: +43 (0)5 1727 23834

melchior.mueller@mediaprint.at

PDF for printing to be delivered to

dispo@mediaprint.at

KIDS KRONE



2024 ADVERTISING RATES / FIXED FORMAT ADS (W X H)

Rate per mm: € 5.20



1/1 page

Bleed size: 207 x 270 mm
5,616.00



1/2 page vertical

Bleed size: 103 x 270 mm
2,808.00



1/2 page horizontal

Abf.: 207 x 135 mm
2,808.00



1/3 page vertical

Bleed size: 69 x 270 mm
1,872.00



1/3 page horizontal

Abf.: 207 x 90 mm
1,872.00



1/4 page

Bleed size: 103 x 135 mm
1,404.00



Back cover

Bleed size: 207 x 270 mm
7,300.80

2024 ADVERTISING RATES / INSERTS

Can be booked in the Kronen Zeitung, Krone bunt and magazines*
 Costs per 1,000 copies in €

	from 85,000 COPIES		up to 85,000 COPIES	
	cat 1 tue-sat	cat 2 sun/holiday	cat 1 tue-sat	cat 2 sun/holiday
up to 20g	114.56	116.85	116.90	119.24
up to 40g	120.29	122.70	122.75	125.20
up to 60g	126.02	128.54	128.59	131.16
up to 80g	131.75	134.38	134.44	137.12
beyond 80g	upon request		upon request	

Maximum weight: 80 g

Leaflets beyond that weight, special formats and inserts in postal subscriptions upon request.

Prices excl. production costs + postage for postal subscriptions

Publication date on Monday and after public holidays on request.

Detailed specifications, circulation areas as well as more detailed information and technical details are available at www.kroneanzeigen.at/mediasolutions/beilagen_touren_auflagen.

ADDITIONAL HOUSEHOLDS

Upon request, we will deliver your insert to other than Krone subscribers as well – at very attractive rates.

* only available for magazines of Niederösterreichisches Pressehaus

DELIVERY

For Monday / Tuesday: Friday of the previous week, 12:00 p.m.

For Wednesday / Thursday: Two business days before publication, 2:00 p.m.

For Friday: Monday of the same week, 2:00 p.m.

For Saturday: Tuesday of the same week, 2.00 p.m.

For Sunday: Wednesday of same week, 2.00 p.m.



Geographical restrictions

By agreement with your media consultant: MediaPrint guidance on individual regions that can be selected in many different combinations

Minimum printrun

5,000 copies

Maximum printrun

Complete edition in each case

Formats

Ideal format A4 (fold on longer side), smaller and larger formats available on request.

Minimum dimensions:

105 x 148 mm

Maximum dimensions:

220 x 300 mm

Closing date for ads

14 days before publication

SPECIAL FORMS OF ADVERTISING



GATE COVER*

Can be ordered for:
Kronen Zeitung

Paper:
200g/m² Image print, glossy

Day of publication:
Tuesday to Saturday

Scope / positioning:
6 pages / wrapped around the newspaper

Circulation:
upon request

Closing date for ads:
at least 4 weeks before publication

Rate:
upon request



HIGH-GLOSS WRAPPING*

Can be ordered for:
Kronen Zeitung

Format:
232 front/220 x 300 mm (w x h) – with pre-fold!

Days of publication:
Tuesday to Saturday

Scope / positioning:
4 pages / wrapped around the newspaper

Circulation:
at least 25,000 copies

Paper quality:
200 g/m² image print, glossy

Closing date for ads:
at least 4 weeks before publication

Rate:
up to 85,000 copies 244.52/1,000 copies
from 85,000 copies 239.63/1,000 copies
excl. production costs



NEWSPAPER WRAPPING*

Can be ordered for:
Kronen Zeitung

Format:
196 x 270 mm (w x h)

Erscheinenday:
Monday to Sunday

Versions:
Half wrapping
(front cover, inside and out),
Full wrapping
(front and back cover, inside and out)

Minimum printrun:
Circulation of the state
Maximum printrun:
Total circulation

Paper quality:
Newspaper

Rate:
upon request

* Offer valid subject to approval by the publisher.



TIP-ON CARDS

Can be ordered for:
Krone bunt

Format:
A6 (105 x 148 mm, w x h)

Days of publication:
Sunday

Circulation:
Total circulation

Closing date for ads:
at least 4 weeks before publication

Rate:
combined with 1/1 page:
78.31 per 1,000 copies

combined with 2/1 pages:
70.16 per 1,000 copies
excl. production costs



TIP-ON CARDS U4

Can be ordered for:
Kronen Zeitung

Format:
A6 (105 x 148 mm, w x h)

Days of publication:
Tuesday to Saturday

Positioning:
Kronen Zeitung back page, U4

Circulation:
Minimum print run: 5,000 copies

Closing date for ads:
at least 2 weeks before publication

Rate:
112.00 per 1,000 copies
excl. production costs



STICKERS

Can be ordered for:
Kronen Zeitung, Krone bunt

Formats:
76 x 76 mm (w x h),
102 x 76 mm (w x h)

Additional formats available on request.

Days of publication:
Tuesday to Sunday

Positioning:
Front page* or U4

Circulation:
Minimum print run: 10,000 copies;
for booklets or membership cards:
25,000 copies

Rate:
112.00 per 1,000 copies
front page + 25 % positioning surcharge
excl. production costs

* Offer valid subject to approval by the publisher.

SPECIAL FORMS OF ADVERTISING



EXTRA-LARGE INSERT

Can be ordered for:
Kronen Zeitung

Format:
220 x 315 mm
(= 300 mm plus 15 mm overhang)

Days of publication:
Tuesday to Saturday

Minimum paper weight:
150 g/m² for one sheet,
several pages on request

Closing date for ads:
at least 14 days before publication

Circulation:
Minimum print run: 5,000 copies
Maximum print run: Total circulation

Rate:
Insert rates according to weight
+ 15 % surcharge



DISPENSER POSTER

Can be ordered for:
Kronen Zeitung, Krone bunt, Krone.TV

Format:
400 x 185 mm (w x h)

Days of publication:
Sundays and public holidays

Positioning:
Fastening under the cash box
of the dispensers in the self-service
pocket flap

Circulation:
Minimum print run: on request,
Maximum print run: 77,000 copies

Rate:
561.74 per 1,000 copies
excl. production costs



MULTI-PAGE ADVERTISEMENT

Can be ordered for:
Kronen Zeitung, Krone bunt, Krone.TV

Scope:
4 to 8 pages

Days of publication:
Monday to Sunday

Circulation:
upon request

Closing date:
at least 4 weeks before publication

Rate:
upon request



VIENNA, LOWER AUSTRIA, BURGENLAND

Text section **Basic** = no position specified Text section **Top** = predefined position

2024 ADVERTISING RATES / FORMATS (W X H)

Closing date for ads

For Tuesday – Friday:

1 business day before publication, 10.00 a.m. (for 1/1 page and text section ads 2 business days before publication, 12.00 noon)

For Saturday:

Friday, 9.00 a.m. (for 1/1 pages and text section ads Wed, 12.00 noon)

For Sunday and Monday:

Friday, 10.00 a.m. (for 1/1 pages and text section ads Wed, 12.00 noon)

Ad materials deadline

1 business day before publication, 10.00 a.m.

Contact

1190 Wien,
Muthgasse 2
Tel. +43 (0)5 1727 23829
Fax +43 (0)5 1727 9323829
krone.stamm_anzeigen@mediaprint.at

Rate per mm	Ads section	Text section Basic	Text section Top
Mon-Sat	22.65	36.24	41.68
Sun, PH	24.66	39.46	45.39

* incl. full-page discount

1/1 page	1/2 page horizontal	1/4 page vertical	1/8 page
196 x 270 mm	196 x 135 mm	96 x 135 mm	96 x 65 mm

Ads section

Mon-Sat	24,462.00	12,231.00	6,115.50	2,944.50
Sun, PH **	26,632.80	13,316.40	6,658.20	3,205.80

Text section Basic

Mon-Sat	25,440.48 *	19,569.60	9,784.80	4,711.20
Sun, PH **	27,700.92 *	21,308.40	10,654.20	5,129.80

Text section Top

Mon-Sat	29,259.36 *	22,507.20	11,253.60	5,418.40
Sun, PH **	31,863.78 *	24,510.60	12,255.30	5,900.70

SPECIAL POSITIONING

fix format ads

FRONT PAGE

	46 x 45 mm	96 x 45 mm
Mo-Sa	3,669.30	7,338.60
So, Fei	3,995.33	7,990.65

TV IMAGE BACK COVER

	56 x 27 mm	76 x 70 mm
Mo-Sa	2,487.78	8,932.70
So, Fei	2,708.82	9,726.39

COMBINED WITH OTHER AUSTRIAN PROVINCES

- **10 % Discount** combined with another Austrian province*

- **15 % Discount** combined with 2 or more Austrian provinces*

* On the total daily rate for the text section on the same day of publication.

Text section Basic = no position specified **Text section Top** = predefined position

2024 ADVERTISING RATES / FORMATS (W X H)

Rate per mm	Text section Basic	Text section Top
Mon-Sat	18.81	21.63
Sun, PH**	21.63	24.87

** PH = public holiday

* incl. full-page discount



1/1 page
196 x 270 mm



1/2 page horizontal
196 x 135 mm



1/4 page vertical
96 x 135 mm



1/8 page
96 x 65 mm

Text section Basic

Mon-Sat	20,314.80*	10,157.40	5,078.70	2,445.30
Sun, PH **	23,360.40*	11,680.20	5,840.10	2,811.90

Text section Top

Mon-Sat	23,360.40*	11,680.20	5,840.10	2,811.90
Sun, PH **	26,859.60*	13,429.80	6,714.90	3,233.10

SPECIAL POSITIONING

fix format ads



46 x 45 mm



96 x 45 mm

FRONT PAGE

Mo-Sa	2,116.13	4,232.25
So, Fei	2,433.38	4,866.75

TV IMAGE BACK COVER



56 x 27 mm



76 x 70 mm

Mo-Sa	1,291.25	4,636.44
So, Fei	1,484.84	5,331.53

COMBINED WITH OTHER AUSTRIAN PROVINCES

- **10 % Discount** combined with another Austrian province*
- **15 % Discount** combined with 2 or more Austrian provinces*

* On the total daily rate for the text section on the same day of publication.



Closing date for ads and ad materials deadline

For Tuesday to Friday:

Two business days before publication, 12.00 noon

For Saturday:

Wednesday, 12.00 noon

For Sunday and Monday:

Thursday, 12.00 noon

Contact

1190 Wien,
Muthgasse 2

Tel. +43 (0)5 1727 23829

Fax +43 (0)5 1727 9323829

krone.stamm_anzeigen@mediaprint.at



KRONE REGIONAL NIEDERÖSTERREICH



Closing date for ads and ad materials deadline

For Tuesday to Friday:

2 business days before publication,
12.00 noon

For Saturday:

Wednesday, 12.00 noon

For Sunday and Monday:

Thursday, 12.00 noon

Contact

1190 Wien,

Muthgasse 2

Tel. +43 (0)5 1727 23829

Fax +43 (0)5 1727 9323829

krone.stamm_anzeigen@mediaprint.at

Text section Basic = no position specified **Text section Top** = predefined position

2024 ADVERTISING RATES / FORMATS (W X H)

Rate per mm	Text section Basic	Text section Top
Mon-Sat	13.56	15.59
Sun, PH **	14.78	16.99

** PH = public holiday

* incl. full-page discount



	1/1 page 196 x 270 mm	1/2 page horizontal 196 x 135 mm	1/4 page vertical 96 x 135 mm	1/8 page 96 x 65 mm
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Text section **Basic**

Mon-Sat	14,644.80*	7,322.40	3,661.20	1,762.80
Sun, PH **	15,962.40*	7,981.20	3,990.60	1,921.40

Text section **Top**

Mon-Sat	16,837.20*	8,418.60	4,209.30	2,206.70
Sun, PH **	18,349.20*	9,174.60	4,587.30	2,208.70

SPECIAL POSITIONING

fix format ads



FRONT PAGE

46 x 45 mm

96 x 45 mm

Mo-Sa	1,525.50	3,051.00
So, Fei	1,662.75	3,325.50

TV IMAGE BACK COVER



56 x 27 mm

76 x 70 mm

Mo-Sa	930.87	3,342.38
So, Fei	1,014.62	3,643.09

COMBINED WITH OTHER AUSTRIAN PROVINCES

- **10 % Discount** combined with another Austrian province*

- **15 % Discount** combined with 2 or more Austrian provinces*

* On the total daily rate for the text section on the same day of publication.

Text section **Basic** = no position specified Text section **Top** = predefined position

2024 ADVERTISING RATES / FORMATS (W X H)

Rate per mm	Text section Basic	Text section Top
Mon-Sat	7.02	8.07
Sun, PH **	7.65	8.79

** PH = public holiday

* incl. full-page discount



1/1 page
196 x 270 mm



1/2 page horizontal
196 x 135 mm



1/4 page vertical
96 x 135 mm



1/8 page
96 x 65 mm

Text section **Basic**

Mon-Sat	7,581.60*	3,790.80	1,895.40	912.60
Sun, PH **	8,262.00*	4,131.00	2,065.50	994,50

Text section **Top**

Mon-Sat	8,715.60*	4,357.80	2,178.90	1,049.10
Sun, PH **	9,493.20*	4,746.60	2,373.30	1,142.70

SPECIAL POSITIONING

fix format ads



46 x 45 mm



96 x 45 mm

FRONT PAGE

Mo-Sa	789.75	1,579.50
So, Fei	860.63	1,721.25

TV IMAGE BACK COVER



56 x 27 mm



76 x 70 mm

Mo-Sa	481.91	1,730.35
So, Fei	525.15	1,885.64

COMBINED WITH OTHER AUSTRIAN PROVINCES

- **10 % Discount** combined with another Austrian province*

- **15 % Discount** combined with 2 or more Austrian provinces*

* On the total daily rate for the text section on the same day of publication.



Closing date for ads and ad materials deadline

For Tuesday to Friday:

Two business days before publication, 12.00 noon

For Saturday:

Wednesday, 12.00 noon

For Sunday and Monday:

Thursday, 12.00 noon

Contact

1190 Wien,

Muthgasse 2

Tel. +43 (0)5 1727 23829

Fax +43 (0)5 1727 9323829

krone.stamm_anzeigen@mediaprint.at



KRONE REGIONAL OBERÖSTERREICH KRONE



Closing date for ads and ad materials deadline

For Monday to Friday, Sunday:
2 business days (except Sat)
before publication

For Saturday:
Wednesday

Contact for block advertisements

4020 Linz,
Khevenhüllerstraße 31
Tel. +43 (0)5 1727 54103
ooeanzeigen@mediaprint.at

Text section **Basic** = no position specified Text section **Top** = predefined position

2024 ADVERTISING RATES / FORMATS (W X H)

Rate per mm	Ads section	Text section Basic	Text section Top
Mon-Sat	9.72	15.55	17.88
Sun, PH **	10.49	16.78	19.29

** PH = public holiday
* incl. full-page discount



1/1 page	1/2 page horizontal	1/4 page vertical	1/8 page
196 x 270 mm	196 x 135 mm	96 x 135 mm	96 x 65 mm

Ads section

Mon-Sat	10,497.60*	5,248.80	2,624.40	1,263.60
Sun, PH **	11,329.20*	5,664.60	2,832.30	1,363.70

Text section **Basic**

Mon-Sat	10,916.10*	8,397.00	4,198.50	2,021.50
Sun, PH **	11,779.56*	9,061.20	4,530.60	2,181.40

Text section **Top**

Mon-Sat	12,551.76*	9,655.20	4,827.60	2,324.40
Sun, PH **	13,541.58*	10,416.60	5,208.30	2,507.70

SPECIAL POSITIONING

fix format ads



46 x 45 mm



96 x 45 mm

FRONT PAGE

Mo-Sa	1,609.43	3,218.85
So, Fei	1,736.73	3,473.46

TV IMAGE BACK COVER



56 x 27 mm



76 x 70 mm

Mo-Sa	1,067.47	3,832.89
So, Fei	1,151.91	4,136.06

COMBINED WITH OTHER AUSTRIAN PROVINCES

- **10 % Discount** combined with another Austrian province*

- **15 % Discount** combined with 2 or more Austrian provinces*

* On the total daily rate for the text section on the same day of publication.



Text section Basic = no position specified **Text section Top** = predefined position

2024 ADVERTISING RATES / FORMATS (W X H)

Rate per mm	Ads section	Text section Basic	Text section Top
Mon-Sat	5.22	8.35	9.60
Sun, PH **	5.69	9.10	10.46

** PH = public holiday

* incl. full-page discount



1/1 page
196 x 270 mm



1/2 page horizontal
196 x 135 mm



1/4 page vertical
96 x 135 mm



1/8 page
96 x 65 mm

Ads section

Mon-Sat	5,637.60	2,818.80	1,409.40	678.60
Sun, PH **	6,145.20	3,072.60	1,536.30	739,70

Text section **Basic**

Mon-Sat	5,861.70	4,509.00	2,254.50	1,085.50
Sun, PH **	6,388.20	4,914.00	2,457.00	1,183.00

Text section **Top**

Mon-Sat	6,739.20	5,184.00	2,592.00	1,248.00
Sun, PH **	7,342.92	5,648.40	2,824.20	1,359.80

Closing date for ads and ad materials deadline

For Monday to Friday, Sunday:
2 business days (except Sat) before publication

For Saturday:
Wednesday

Contact

5020 Salzburg,
Karolingerstrasse 36
for block advertisements
Tel. +43 (0)5 1727 55775
krone.salzburg_anzeigen@mediaprint.at

SPECIAL POSITIONING

fix format ads



46 x 45 mm



96 x 45 mm

FRONT PAGE

Mo-Sa	789.08	1,578.15
So, Fei	859.95	1,719.90

TV IMAGE BACK COVER



56 x 27 mm



76 x 70 mm

Mo-Sa	573.21	2,058.18
So, Fei	624.69	2,243.05

COMBINED WITH OTHER AUSTRIAN PROVINCES

- **10 % Discount** combined with another Austrian province*

- **15 % Discount** combined with 2 or more Austrian provinces*

* On the total daily rate for the text section on the same day of publication.



KRONE REGIONAL TIROLER KRONE



Closing date for ads and ad materials deadline

For Monday to Friday, Sunday:
2 business days (except Sat)
before publication

For Saturday:
Wednesday

Contact

6020 Innsbruck,
Schusterbergweg 86
for block advertisements
Tel. +43 (0)5 1727 57201 or 57207
Fax +43 (0)5 1727 57210
tirolanzeigen@mediaprint.at

Text section **Basic** = no position specified Text section **Top** = predefined position

2024 ADVERTISING RATES / FORMATS (W X H)

Rate per mm	Ads section	Text section Basic	Text section Top
Mon-Sat	4.38	7.23	8.31
Sun, PH **	4.78	7.88	9.06

** PH = public holiday
* incl. full-page discount



1/1 page	1/2 page horizontal	1/4 page vertical	1/8 page
196 x 270 mm	196 x 135 mm	96 x 135 mm	96 x 65 mm

Ads section

Mon-Sat	4,730.40*	2,365.20	1,182.60	569.40
Sun, PH **	5,162.40*	2,581.20	1,290.60	621.40

Text section **Basic**

Mon-Sat	5,465.88*	3,904.20	1,952.10	939.90
Sun, PH **	5,927.28*	4,255.20	2,127.60	1,024.40

Text section **Top**

Mon-Sat	6,282.36*	4,487.40	2,243.70	1,080.30
Sun, PH **	6,849.36*	4,892.40	2,446.20	1,177.80

SPECIAL POSITIONING

fix format ads



FRONT PAGE

46 x 45 mm

96 x 45 mm

Mo-Sa	748.31	1,496.61
So, Fei	815.58	1,631.16

TV IMAGE BACK COVER



56 x 27 mm

76 x 70 mm

Mo-Sa	496.33	1,782.11
So, Fei	540.95	1,942.31

COMBINED WITH OTHER AUSTRIAN PROVINCES

- **10 % Discount** combined with another Austrian province*

- **15 % Discount** combined with 2 or more Austrian provinces*

* On the total daily rate for the text section on the same day of publication.

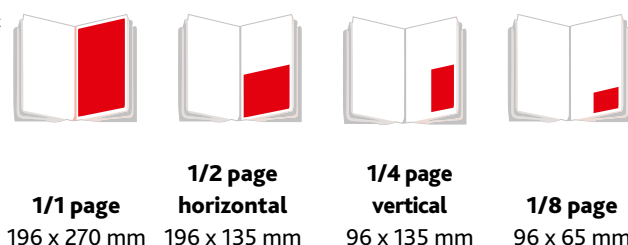


Text section **Basic** = no position specified Text section **Top** = predefined position

2024 ADVERTISING RATES / FORMATS (W X H)

Rate per mm	Ads section	Text section Basic	Text section Top
Mon-Sat	9.60	14.88	17.11
Sun, PH **	10.44	16.18	18.61

* incl. full-page discount
** PH = public holiday



Ads section				
Mon-Sat	10,368.00	5,184.00	2,592.00	1,248.00
Sun, PH **	11,275.20	5,637.60	2,818.80	1,357.20

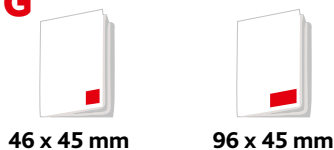
Text section Basic				
Mon-Sat	11,249.28*	8,035.20	4,017.60	1,934.40
Sun, PH **	12,232.08*	8,737.20	4,368.60	2,103.40

Text section Top				
Mon-Sat	12,935.16 *	9,239.40	4,619.70	2,224.30
Sun, PH **	14,069.16*	10,049.40	5,024.70	2,419.30

SPECIAL POSITIONING

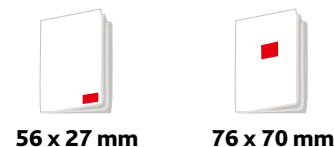
fix format ads

FRONT PAGE



Mo – Sa	1,406.16	2,812.32
So, Fei	1,529.01	3,058.02

TV IMAGE BACK COVER



Mo – Sa	1,021.48	3,667.74
So, Fei	1,110.71	3,988.17

Closing date for ads and ad materials deadline

For Monday to Friday, Sunday:
2 business days (except Sat)
before publication

For Saturday:
Wednesday

Contact

8010 Graz,
Kaiserfeldgasse 1
for block advertisements
Tel. +43 (0)5 1727 56720
Fax +43 (0)5 1727 56755
krone.steiermark_anzeigen@mediaprint.at

COMBINED WITH OTHER AUSTRIAN PROVINCES

- **10 % Discount** combined with another Austrian province*

- **15 % Discount** combined with 2 or more Austrian provinces*

* On the total daily rate for the text section on the same day of publication.



Closing date for ads and ad materials deadline

For Monday to Friday, Sunday:
2 business days (except Sat) before publication

For Saturday:
Wednesday

Contact

9020 Klagenfurt,
Krone Platz 1
Tel. +43 (0)5 1727 52202 or 52212
Fax +43 (0)5 1727 52221
krone.kaernten_anzeigen@mediaprint.at

Text section Basic = no position specified **Text section Top** = predefined position

2024 ADVERTISING RATES / FORMATS (W X H)

Rate per mm	Ads section	Text section Basic	Text section Top
Mon-Sat	5.94	9.50	10.93
Sun, PH **	6.47	10.35	11.91

* incl. full-page discount
** PH = public holiday



1/1 page	1/2 page horizontal	1/4 page vertical	1/8 page
196 x 270 mm	196 x 135 mm	96 x 135 mm	96 x 65 mm

Ads section

Mon-Sat	6,415.20	3,207.60	1,603.80	772.20
Sun, PH **	6,987.60	3,493.80	1,746.90	841.10

Text section Basic

Mon-Sat	6,669.00*	5,130.00	2,565.00	1,235.00
Sun, PH **	7,265.70*	5,589.00	2,794.50	1,345.50

Text section Top

Mon-Sat	7,672.86*	5,902.20	2,951.10	1,420.90
Sun, PH **	8,360.82	6,431.40	3,215.70	1,548.30

SPECIAL POSITIONING

fix format ads



FRONT PAGE

46 x 45 mm **96 x 45 mm**

Mo – Sa	940.50	1,881.00
So, Fei	1,024.65	2,049.30

TV IMAGE BACK COVER

56 x 27 mm **76 x 70 mm**

Mo – Sa	652.16	2,341.64
So, Fei	710.51	2,551.14

COMBINED WITH OTHER AUSTRIAN PROVINCES

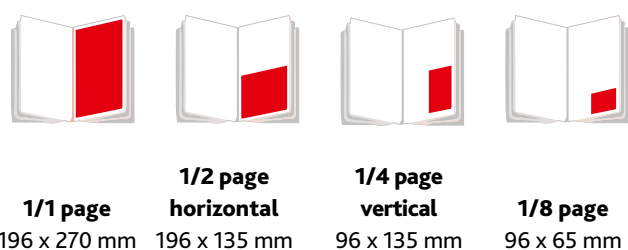
- **10 % Discount** combined with another Austrian province*
- **15 % Discount** combined with 2 or more Austrian provinces*

* On the total daily rate for the text section on the same day of publication.

Text section **Basic** = no position specified Text section **Top** = predefined position

2024 ADVERTISING RATES / FORMATS (W X H)

Rate per mm	Text section Basic	Text section Top
Mon-Sat	1.26	1.45
Sun, PH **	1.37	1.58



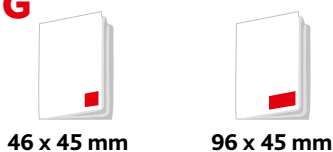
Text section Basic				
Mon-Sat	1,360.80	680.40	340.20	163.80
Sun, PH **	1,479.60	739.80	369.90	178.10

Text section Top				
Mon-Sat	1,566.00	783.00	391.50	188.50
Sun, PH **	1,706.40	853.20	426.60	205.40

SPECIAL POSITIONING

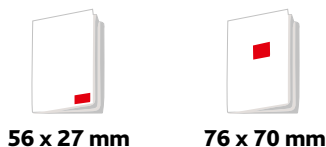
fix format ads

FRONT PAGE



Mo-Sa	136.08	272.16
So, Fei	147.96	295.92

TV IMAGE BACK COVER



Mo-Sa	86.49	310.58
So, Fei	94.05	337.68



Closing date for ads and ad materials deadline

For Monday to Friday, Sunday:
2 business days (except Sat)
before publication

For Saturday:
Wednesday

Contact

6020 Innsbruck,
Schusterbergweg 86
Tel. 05 1727 57201 oder 57207
Fax 05 1727 57210

vorarlberganzeigen@mediaprint.at

COMBINED WITH OTHER AUSTRIAN PROVINCES

- **10 % Discount** combined with another Austrian province*

- **15 % Discount** combined with 2 or more Austrian provinces*

* On the total daily rate for the text section on the same day of publication.

STRONG DIGITAL PERFORMANCE

Krone Digital total

3,140,000 Unique User

6,809,621 Unique Clients¹

51,773,547 Visits¹

Krone Mobile

2,446,000 Unique User

4,716,911 Unique Clients¹

39,615,960 Visits¹

Krone Desktop

1,017,000 Unique User

2,125,310 Unique Clients¹

12,164,474 Visits¹

DIGITAL FORWARD

The digital portal of the Kronen Zeitung has been convincing for years with its topics, topicality and regionality. krone.at guarantees a wide reach and 100 % brand safety. With one placement you can reach your target group unerringly and unmissable.

Krone Digital total²

Vienna: **646,000**

Lower Austria: **641,000**

Burgenland: **118,000**

Styria: **478,000**

Carinthia: **186,000**

Upper Austria: **547,000**

Salzburg: **174,000**

Tyrol: **246,000**

Vorarlberg: **103,000**

44.4 %
MONTHLY
REACH



**WERBE
PILOT**

WERBEPILOT
THIS IS HOW DIGITAL ADVERTISING
WORKS. SIMPLE. AUTOMATED.



Werbepilot is your automated MediaPrint marketing tool for targeted online advertising. We offer full-service solutions from consulting to advertising media production and display. With customised targeting, your advertising reaches the desired target group precisely. Bookable from € 500.



**FAN
.AT**

ADDRESS SPORTS ENTHUSIASTS
DIRECTLY ON FAN.AT!



In addition to football, handball is now also available as a live stream and on demand!



¹Source: ÖWA 2023-III, individual listings, monthly reach

²Source: ÖWA 2023-IV, individual listings, monthly reach

CPM

32



SITEBAR OR HPA

Mon-Fri:
500,000 guaranteed Als/day
16,000.00

Sat-Sun:
400,000 guaranteed Als/day
12,800.00

Specifications:
dynamic 1:2, 300 x 600 px
HTML5 | max. 150 KB

CPM

48



CINEMATIC

Mon-Thu, Sat-Sun:
500,000 garantierte Als/Tag
24,000.00

Specifications:
dynamic x 380 px
HTML5 | max. 150 KB

CPM

48



BILLBOARD | SITEBAR

Mon-Thu, Sat-Sun:
500,000 guaranteed Als/day
24,000.00

Specifications:
dynamic 1:2, 960 x 250 px
HTML5 | max. 150 KB

CPM

96



**DIGITAL COAT |
BACKGROUND | FLAP**

Mon-Thu, Sat-Sun:
400,000 guaranteed Als/day
38,400.00

Specifications:
1 x Sitebar & 1 x Cinematic
1 x Wallpaper image (JPG) 1920 x 1100
HTML5 | max. 150 KB

CPM

96



**SITEBRANDING XXL |
BACKGROUND**

Mon-Thu, Sat-Sun:
500,000 guaranteed Als/day
48,000.00

Specifications:
1 x Sitebar 1:2, 1 x 960 x 500
Background colour (hexadezimal)
HTML5 | max. 150 KB

CPM

80



TOP-SCROLLER

Mon-Thu:
500,000 guaranteed Als/day
40,000.00

Sat-Son:
400,000 guaranteed Als/day
32,000.00

Specifications:
900 x 300; full responsive, html5
1920 x 1100px Wallpaper image

CPM
16



MEDIUM RECTANGLE

CPM ROS:
16.00

CPM Targeting:
20.00

Specifications:
300 x 250 px
JPG, GIF, PNG | max. 40 KB
HTML5 | max. 150 KB

CPM
32



**SITEBAR
ODER HPA**

TKP ROS:
32.00

CPM Targeting:
40.00

Specifications:
dynamic 1:2,
300 x 600 px
HTML5 | max. 150 KB

CPM
48



**DOUBLE SITEBAR
1:3 | 1:2**

CPM ROS:
48.00

CPM Targeting:
60.00

Specifications:
dynamic 1:3,
dynamic 1:2
HTML5 | max. 150 KB



KNOWLEGE BOX

CPM (Cost per Mille) /
Price for 1.000 Ad Impressions of an advertising medium.
calculation: Budget/Ad Impressions*1000

AI (Ad Impression)
The guaranteed visual contacts of your advertising medium.

Page Impression
The number of page views; general metric for online advertising.

Unique User
Individual person who has contact with a website within a certain period of time.

Unique Client
Devices (PC, tablet, mobile phone, etc.) from which a website is accessed.

Net reach
Number of people from the target group who can be reached with the selected medium.

Native Advertising
A form of advertising that is similar in form and appearance to editorial content and is marked as advertising.

Frequency capping
A technique for the precise control of the contact dose per user and campaign.

Targeting
Targeting is understood to mean target group-oriented advertising. Criteria according to which the target group for an online campaign can be „targeted“ are, for example, geographic or socio-demographic.

ROS (Run over Site)
The advertising booking is played out across the entire website (all editorial environments).

CPM

16



MEDIUM RECTANGLE

Mon-Sun

850,000 guaranteed Als/day
13,600.00

Specifications:

300 x 250 px
JPG, GIF, PNG | max. 40 KB
HTML5 | max. 150 KB

CPM

32



UNDERSTITIAL

Mon-Sun

850,000 guaranteed Als/day
27,200.00

Specifications:

320 x 480 px
JPG, GIF, PNG | max. 40 KB
HTML5 | max. 150 KB

CPM

64



**TRIPLE RECTANGLE |
HINTERGRUND**

Mon-Sun

850,000 guaranteed Als/day
54,400.00

Specifications:

3 x 300 x 250 px
background colour (hexadecimal)
JPG, GIF, PNG | max. 40 KB
HTML5 | max. 150 KB

CPM

80



**DOUBLE UNDERSTITIAL |
HINTERGRUND**

Mon-Sun

850,000 guaranteed Als/day
68,000.00

Specifications:

2 x 320 x 480 px
background colour (hexadecimal)
JPG, GIF, PNG | max. 40 KB
HTML5 | max. 150 KB

CPM

80



TOP-SCROLLER

Mon-Sun

850,000 guaranteed Als/day
68,000.00

Specifications:

500 x 500 px; full responsive, html5

CPM

40



**PERFORMANCE
BOOSTER**

Can only be booked in combination with mobile front page fixed placements. Playout following a click on an article on the krone.at homepage.

Playout with FC1

250,000 guaranteed Als/day
10,000.00

Spezifikationen:

320 x 480, jpg, <100kb

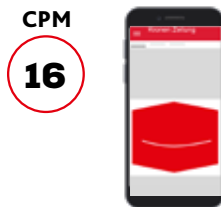


MEDIUM RECTANGLE

CPM ROS:
16.00

CPM Targeting:
20.00

Spezifikationen:
300 x 250 px
JPG, GIF, PNG | max. 40 KB
HTML5 | max. 150 KB

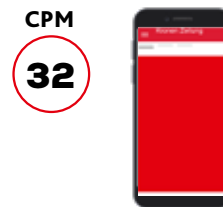


RECTANGLE CUBE

CPM ROS:
16.00

CPM Targeting:
20.00

Spezifikationen:
300 x 250 px
JPG, GIF, PNG | max. 40 KB
HTML5 | max. 150 KB



UNDERSTITIAL

CPM ROS:
32.00

CPM Targeting:
40.00

Spezifikationen:
320 x 480 px
JPG, GIF, PNG | max. 40 KB
HTML5 | max. 150 KB

DYNAMIC MOVING IMAGE



**PREROLL |
POSTROLL**

TKP
60

CPM ROS:
60.00

CPM Targeting:
75.00

Spezifikationen:
16:9 | mp4, VAST4
max. 5 MB
max. 30 seconds

OUTSTREAM

TKP
40

CPM ROS:
40.00

CPM Targeting:
50.00

Spezifikationen:
16:9 | mp4
max. 5 MB
max. 30 seconds



KNOWLEDGE BOX

Pre- & Post-Roll:

Pre- and post-rolls are comparable regular TV commercials. Pre-rolls are played before the actual video content, post-rolls after the content.

The spot length can be 5 to 30 seconds - the IAB recommends the use of a maximum of 15-second spots, as these can be placed on all media.

(Source: iab austria)

OutStream:

Video advertising runs outside of a stream. In-page or in-banner video placements are videos that run within classic banners and can in principle be integrated into any advertising space.

(Source: iab switzerland)



ADVERTORIAL

Creation and design of Advertorials in coordination with the customer.

Setup:
400.00



CPM
16

IMAGE/TEXT-TEASER

including all classic targeting options. You define in which region you want to address customers. This advertising medium can optionally link directly to your website or to an advertorial in the Krone.at-look & feel.

CPM:
16.00

CPM Targeting:
20.00



COMPETITION

Complete handling of smaller and larger competitions incl. suitable format creation, the further raffle and final evaluation.

For individual price information we are at your disposal on request.



NATIVE INTEGRATION

Native Teaser:
Native integration via content Management System possible on all channels and start pages.
CPM: 25.00
plus Setup: 400.00

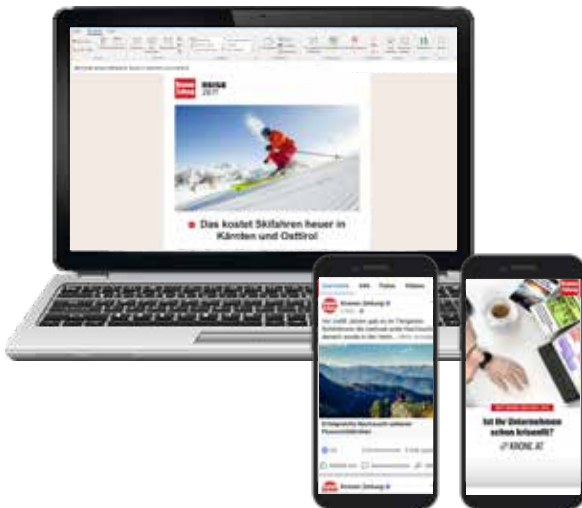
Social Media und Newsletter Integration:
Distribution of an editorial article on various krone.at social media channels and newsletters

from 300.00

**MOVING PICTURE
STUDIOPRODUCTION**

You need professional videos for your communication? Krone.at offers creative implementation of studio productions including logistical planning, conception and calculation. Whether modern studio talk or extensive documentation - we respond to your needs and create an individual concept for you. We will be happy to prepare your individual offer.

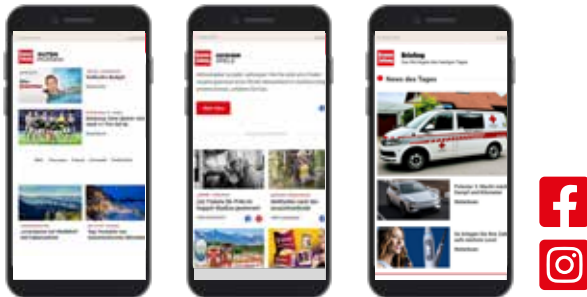




NEWSLETTER INTEGRATION

Integration in numerous topic-specific newsletter mailings possible. The advertising is linked to the editorial articles on krone.at.

From 700.00 (incl. setup), depending on the newsletter



**CONTENT DISTRIBUTION ON KRONE.AT
SOCIAL MEDIA CHANNELS**

(Facebook Feed/Story, Instagram Feed/Story)

The native integration is adopted directly and linked to krone.at social media channels as an editorial article linked to krone.at.

From 1.450.00 (incl. Setup)



**CUSTOMIZED
TIKTOK CONTENT**

Creation and posting in consultation with the client.

From 2.990.00 (incl. Setup)

Ready to
take off?
Book your online
campaign from
€ 500.00!

Discover Werbepilot - our solution for programmatic advertising placements. A digital flight for your company with customised campaigns that are professionally executed and land unerringly. Your advertising reaches exactly the right target group thanks to customised targeting.

PLACE ADVERTS ACCORDING TO YOUR NEEDS WITH OUR PACKAGES:

PRECISE

Reach your target group with timeless elegance and the highest quality on krone.at or kurier.at. The „Precise“ package offers the trustworthy environment of classic journalism to strengthen your brand image.

DIVERSITY

Expand your reach with the „Diversity“ package, which offers a balanced mix of MediaPrint’s own inventory and external reach.

BOUNDLESS

Discover endless possibilities in the DACH region with the „Boundless“ package, which offers you an outstanding combination of in-house inventory and extended international reach.

NATIONAL

Enjoy comprehensive media presence in Austria with the „National“ package. It offers a customised combination of your own inventory and selected Austrian portals.

FIND THE RIGHT ADVERTISING FORMAT FOR YOUR GOALS:

56.179
AI's for
€ 500.00



**MEDIUM
RECTANGLE**

300x250px

The basic product for high-quality content – your ticket to more views. Available on desktop and mobile devices.

TKP € 8.90

33.557
AI's for
€ 500.00



**HPA &
SITEBAR**

300x600px | 300x600px

The size of the half-page ad on desktop devices in combination with the HPA on mobile devices ensures you the undivided attention of your target group.

TKP € 14.90

40.000
AI's for
€ 500.00



**HPA & SITEBAR &
MEDIUM RECTANGLE**

300x600px | 300x250px

This duo provides effective targeting and offers more space for creative advertising. Available via desktop & mobile view.

TKP € 12.50



THE ULTIMATE PLATFORM FOR YOUR SPORTY BRAND PRESENCE

Get your brand successfully into the game with fan.at! Our portal shows exciting sporting events – from live streams and live tickers to the latest news from football and handball leagues. Your brand shines in real time with a broad target group. We cater to individual customer wishes and allow you to benefit from the advantages of a dynamic sports platform.

We offer a wide range of advertising options: From national packages and province sponsorships to individual leagues and all classic forms of advertising that you can also find at krone.at.



**Classic
Banner advertising**



**Native
integration**



Sponsoring



Product Placement



...are registered on fan.at and actively manage their individual team pages there in order to strengthen their presence in the sporting environment and address their own target groups directly.



...of the Austrian football leagues (♂, ♀ and youth) as well as the two highest Austrian handball leagues are broadcast live each season. The concentrated power of sport united on one platform!"



...per month, although the number is trending upwards. Almost a third of users are female. This diverse user base reflects the broad appeal and diversity of this platform.



...on our social media channels Instagram, Facebook and TikTok. This active participation builds regular engagement and an effective bond with potential customers.

GLOSSAR

CPM / TKP (Cost per Mille)	Price for 1.000 Ad Impressions of an advertising medium. calculation: Budget/Ad Impressions*1000
AI (Ad Impression)	The guaranteed visual contacts of your advertising medium.
Page Impression	The number of page views; general metric for online advertising.
Unique User	Individual person who has contact with a website within a certain period of time.
Unique Client	Devices (PC, tablet, mobile phone, etc.) from which a website is accessed.
Net Reach	Number of people from the target group who can be reached with the selected medium.
Native Advertising	A form of advertising that is similar in form and appearance to editorial content and is marked as advertising.
Frequency Capping	A technique for the precise control of the contact dose per user and campaign.
Targeting	Targeting is understood to mean target group-oriented advertising. Criteria according to which the target group for an online campaign can be „targeted“ are, for example, geographic or socio-demographic.
ROS (Run over Site)	The advertising booking is played out across the entire website (all editorial environments).

BOOKING CONDITIONS

General information

- All prices include frequency capping of your choice.
- Targeting options, such as socio-demographic targeting, geo-targeting or targeting in special subject areas subject areas 25 % surcharge.
- Minimum booking volume 1,000.00 net plus VAT.

Cancellation conditions

- Cancellation free of charge up to 14 days before the start of the agreed service provision.
- If the free cancellation period is not observed, the client shall pay 30 % of the net order value.
- In case of cancellation of an already running campaign, the delivered service plus 50 % of the remaining net order value will be charged.

Delivery of the advertising material

- Please send standard advertising media no later than 3 working days, special advertising formats and advertorials no later than 7 working days before the start of the campaign to dispo@krone.at.
- To ensure a timely campaign launch, HTML5 ads should be delivered as a streaming link.

Validity

- All prices in Euro plus 20% VAT and are valid from 1 January 2023 until revoked.
- Subject to changes, typesetting and printing errors. We reserve the right to refuse advertising placements without giving reasons.
- The general terms and conditions are available at www.krone.at/agb.

Information on online advertising media such as definitions and standardised forms of advertising can be found at www.iab-austria.at.

PRINT DATA REQUIREMENTS GENERAL INFORMATION



Paper format

Width 230/ 220 mm
(pre-fold of at least 10 mm),
Height 300 mm

Type area

196 mm wide x 270 mm high
4 columns, each 46 mm wide
(46 / 96 / 146 / 196 mm)

Block advertisements

Unless any fixed rates
are indicated, the prices for
advertisements are calculated –
acc. to the applicable ad rate –
from the respective prices per mm.

Calculated in 5 mm steps
At least 20/1-column

Public holidays

On public holidays, different
deadlines apply

Company head office

1190 Wien, Muthgasse 2

Internet

www.kroneanzeigen.at,
www.mediaprint.at

Prices subject to change; no liability
accepted for printing errors.

All rates applicable for b/w, 2c, 3c and
4c. Rates in euros plus advertising tax
and VAT.

All fixed formats indicated may only
be booked as such.

DESIGN COSTS

When placing ads in Krone Gesamt, Krone bunt and KRONE.TV
as well as in Länder and regional editions of the Kronen Zeitung:

	Design costs
1/1 page	350.00

For all other formats, the production costs will vary pro rata depending on the format.

PROMOTIONAL CAMPAIGNS

Editorially designed ads in compliance with the "Krone" layout
(no mention of prices) produced by our PR editorial team.

	Promotional Discount
Krone complete edition, Krone main edition, and Wien Krone, Krone bunt, KRONE.TV	25%
all other Austrian <i>Länder</i> and regional editions of the Kronen Zeitung	25%

SALES DISCOUNTS

The basis for calculating sales discounts is – once the final transaction has been confirmed in writing in advance – the total value of all advertisements placed in MediaPrint print products within one calendar year (gross rate acc. to applicable price list minus specific special discounts and similar), unless their eligibility for discounts was explicitly excluded in individual agreements. In general, text ads placed in the „Kronen Zeitung“, job ads placed in the „KURIER“ and promotional campaigns and any form of online or („Krone“) dispenser advertising are excluded from consideration for discounts.

Ad volume	Discount
from 10,000.–	2 %
from 60,000.–	4 %
from 120,000.–	6 %
from 180,000.–	8 %
from 240,000.–	10 %
from 320,000.–	12 %
from 400,000.–	14 %

BOX NUMBER FEE REPRO GUIDELINES FOR NEWSPAPER PRINT

	Fee
Dispatch	€ 8.30

Repro guidelines according to ÖNORM A 1503 and/or Allgemeine Richtlinien für den Zeitungsdruck der Interessensgemeinschaft Austria Druckstandard Zeitungen (newspaper printing standard). For detailed information, please refer to www.kroneanzeigen.at.

PROCESSABLE FILE FORMATS

We need your printing data in PDF, TIF or JPG format.

PDF data must meet the **PDF/X-1a:2001** standard.

Please comply with the following specifications:

- **PDF-Version 1.3**
- Full-page (one file per advertisement), without colour separation
- **No transparencies** (transparency has to be flattened so as to ensure that texts and vectors are not converted into image data. Required: high quality/resolution; nomenclature may vary depending on the specific software used).
- All **fonts must be embedded** or converted into paths.
- Reversed type: not smaller than 6 pt, no „light“ or serif typefaces
- No levels or comments
- Trapping (trim) and bleeding marks (outside bleed!) only for bleeding ads

TIF, JPG:

- Maximum quality with 300 ppi at print size (= effective resolution)
- Not recommended for ads with copy text in small font sizes

PICTURE EDITING – COLOUR MANAGEMENT – PRINTING SPECIFICATIONS

Image data in colour in CMYK mode only

Additional colours (Pantone, HKS, RAL etc.) or RGB data are automatically converted into the CMYK colour space required in each case. This may lead to deviations in reproduction, which is why we cannot provide any printing guarantee for this.

“OPEN” DATA

Image resolution: 300 ppi bei Abdruckgröße (= effektive Auflösung) auch für Transparenzreduzierung; 1200 ppi für Strichbilder

Recommended ICC profiles:

Daily newspaper*, Krone.TV* and Daily newspaper-Journals* ISOnewspaper26v4.icc (www.ifra.com)

Journals** ISOcoated_v2_300.icc (www.eci.org)

Krone Bunt*** SC paper (ECI).icc (www.eci.org)

Magazines** booklet: PSO LWC Improved.icc (www.eci.org)
cover (OFC, IFC, IBC, OBC):
ISOcoated_v2_300.icc (www.eci.org)

For proper colour reproduction the profiles have to be applied to the PDF and embedded as Output Intent.

Screen definition: 60 lpcm/150 lpi (*Sublima screen)

Total ink limit: *240 %, **300 % and ***270 %

*The General Guidelines for Newspaper Printing of IG Austria Druckstandard shall apply.

For “open” layout files, we will not assume any liability in case of deviating printing results. Please refer to item “Processable file formats” (see above).

OVERPRINTING / KNOCK OUT

The proper settings for overprinting/knock out must have been selected. Coloured or white text as well as diagrams/artwork against a coloured background **must not be set to “overprint”**. Please note that user programmes have different basic settings and automatic functions and are sometimes corrupt. **It is not possible to check results on the screen or by means of a conventional colour printout**, but only on printouts with colour separation (and/or proofs simulating separation).

Please prepare your printing data as specified below. For files not prepared according to the specifications indicated below, we are unable to assume any liability for printing results. Please note section “Processable File Formats” (see left side).

E-Mail

dispo@mediaprint.at

Your e-mail message should not be larger than 20 MB. Please add the usual two- or three-letter extension to your files (.pdf, .tif, .jpg) in order to avoid any misinterpretation or data corruption by diverging mail systems.

FTP-Server

Upon request, we will be pleased to send you the required access information.

Job title

For easy allocation, please indicate a meaningful job name/subject together with your transferred data: **“Customer publication date_medium”** (e.g.: Smith_2411_Krone)

Contact

Technical information:

Daniel Malis
Tel.: +43 (0)5 1727 23084
Ronald Rappel
Tel.: +43 (0)5 1727 23892

Quality assurance:

Simon Schmidt
Tel.: +43 (0)5 1727 23039

More information

For more detailed information on how to prepare your printing data, please refer to **www.ifra.com** and **www.eci.org** on the Internet.



CONTACT DETAILS AND FURTHER INFORMATION AVAILABLE AT:
BUSINESS.KRONE.AT

All bookings and advertisements are governed by the respectively current general terms and conditions (GTC) "Ads and advertising" of MediaPrint, available at business.krone.at/agb. Privacy policy for advertisements available at business.krone.at/datenschutz.

MediaPrint

MEDIAPRINT ZEITUNGS- UND ZEITSCHRIFTENVERLAG GES. M. B. H. & CO KG; MUTHGASSE 2, 1190 VIENNA; FN 3394T, DPR 0586668; GENERAL PARTNER: MEDIAPRINT ZEITUNGS- UND ZEITSCHRIFTENVERLAG GES.M.B.H., FN 72716K, DPR 0906719; REGISTERED OFFICES OF BOTH COMPANIES: A-1190 VIENNA, MUTHGASSE 2, VIENNA COMMERCIAL COURT;