

maxima

WHAT REALLY INTERESTS WOMEN



MEDIA DATA 2019

CONTENTS

NEW: EXCLUSIVE TO BIPA

Beauty and health, fashion and trends, lifestyle, love and living: maxima covers all the topics that really interest BIPA customers. maxima is the perfect environment for women from 18 to 59, directly at the point of sale.

» **Top circulation:** One of Austria's highest-circulation women's and lifestyle magazines, with a print run according to the Austrian Circulation Survey (ÖAK) of 300,000 copies.

» **Top coverage:** Checked by MA (Media-Analyse): 8.9% in the female target group, 4.9% coverage overall.

» **Unique distribution system:** Nationwide distribution via all BIPA branches in Austria.

» **Top price-performance:** FREE to all BIPA advantage card holders. Every issue of maxima contains vouchers and competitions.

FACTS

CIRCULATION: 300,000 copies

FREQUENCY OF PUBLICATION: 10 x per year

PUBLICATION DEADLINES 2019:

	Booking deadline	Advertising copy deadline	Erscheinungsdatum
January/February	19.11.2018	26.11.2018	27.12.2018
March	21.01.2019	28.01.2019	28.02.2019
April	18.02.2019	25.02.2019	28.03.2019
May	18.03.2019	25.03.2019	25.04.2019
June	23.04.2019	29.04.2019	29.05.2019
July/August	20.05.2019	27.05.2019	27.06.2019
September	22.07.2019	29.07.2019	29.08.2019
October	19.08.2019	26.08.2019	26.09.2019
November	23.09.2019	30.09.2019	31.10.2019
December	21.10.2019	28.10.2019	28.11.2019

SPECIFICATIONS

SIZE: 144 inside pages + 4 cover pages

FORMAT: 210 x 274 mm

PRINTING: Cover: ISO Coated v2,
Inside pages: 4/4 colour, PSO LWC Improved

ADVERTS

PREMIUM PLACEMENT

U2 (inside cover) + page 3	420 x 274	€ 28.000,-
U2 (inside cover)	210 x 274	€ 13.600,-
U4 (inside cover)	210 x 274	€ 14.400,-

STANDARD-PLATZIERUNGEN

2/1 page		€ 22.400,-
1/1 page		€ 12.000,-
1/2 page	portrait/landscape	€ 8.000,-
1/3 page	portrait/landscape	€ 5.600,-

ADVERTORIAL

Prices as above plus the following design costs

2/1 page	420 x 274	€ 1.790,-
1/1 page	210 x 274	€ 990,-
1/2 page	210 x 134 / 99 x 274	€ 690,-

Format sizes: width x height in mm
+ 3 mm bleed incl. crop marks

All prices excl. 5% advertising tax and 20% VAT.

SUBMISSION:

Print-ready PDF/X-4 file, min. 300 dpi,
no special colours, fonts embedded
Email printing data to: anzeigen@maxima.co.at

CONTACT

RG VERLAG

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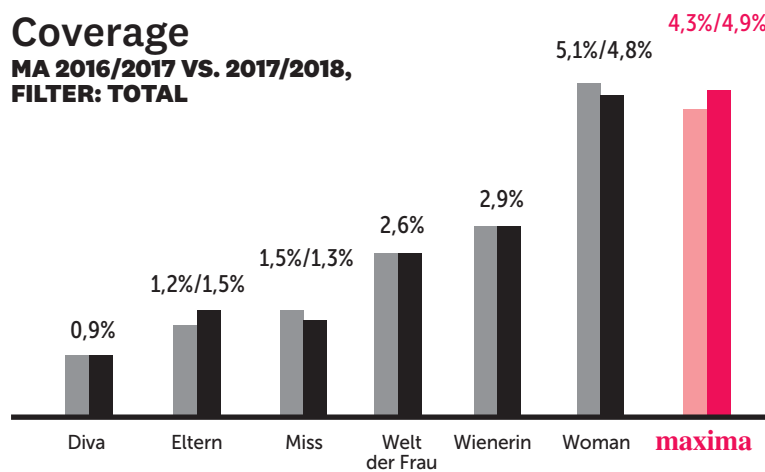
8,9%

COVERAGE
FILTER: WOMEN

MEDIA DATA 2019

Coverage

MA 2016/2017 VS. 2017/2018,
FILTER: TOTAL



MAXIMA

THE STRONGEST WOMEN'S MAGAZINE IN AUSTRIA

» With coverage of 4.9%, maxima is one of the most popular women's magazines in Austria, reaching 366,000 readers.

» Coverage of 8.9% in the female target group.

» 246,000 (3.3% of 4.9% of the total coverage) readers of maxima are exclusive readers.*

THE FEMALE TARGET GROUP

maxima readers are as diverse as maxima itself. They are modern, down-to-earth, self-confident, trend-conscious, active and are interested in issues that stimulate, make life easier, and impact on their everyday lives.

AGE GROUPS OF THE MAJORITY OF MAXIMA READERS

20-29: 10.9%

30-39: 11.6%

40-49: 10.3%

*This means that these readers do not read Woman, Wienerin, Miss, Wientive look, Diva or Eltern.

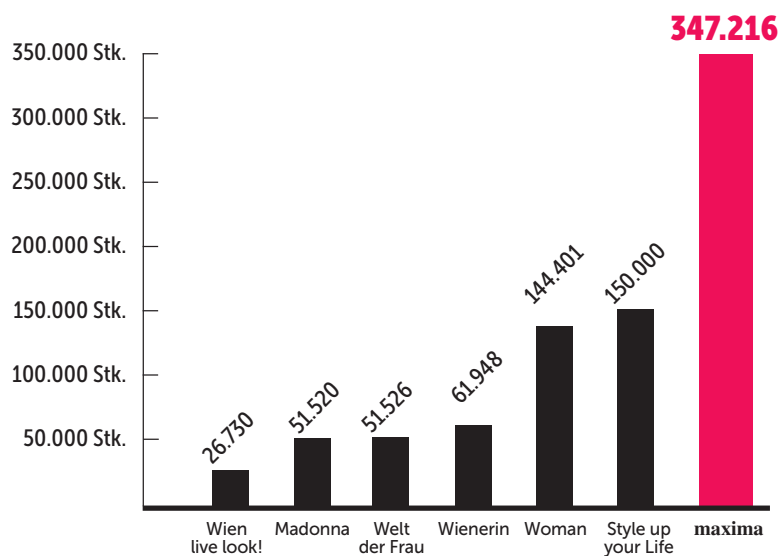
Source: Media-Analyse 2017/2018

Print run

372,523 COPIES

Distributed circulation

347,216 COPIES



Distributed circulation / ÖAK, 1st half-year 2018