

MEDIA
DATA
2018

maxima

WHAT REALLY INTERESTS WOMEN



maxima

... is where the
target group is.
Directly at the
point of sale.

8,2 %

COVERAGE
IN THE CATEGORY
OF WOMEN
THROUGHOUT
AUSTRIA

Media analysis 2017, filtered for women



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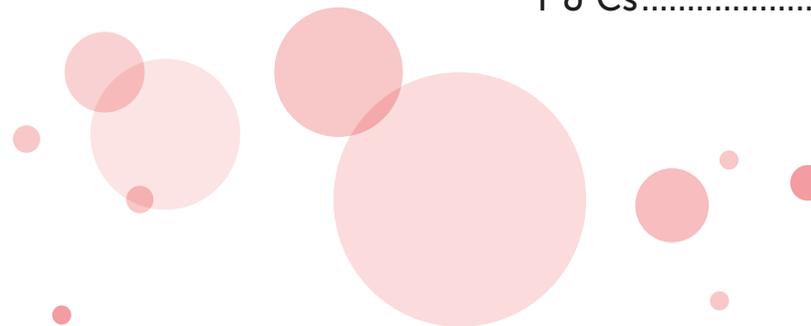
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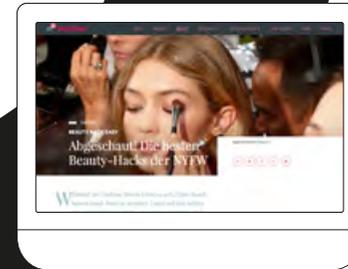
maxima
CROSSMEDIA



maxima
MAGAZINE



maxima
EVENTS



maxima
ONLINE

maxima - the magazine

maxima is one of the most popular women's magazines in Austria, covering **8.2 PERCENT** of women, its target group.

maxima delights readers of all ages. It focuses on leisure and travel, beauty, lifestyle and celebrities as well as on fashion and accessories. Articles about the family, living and interior design are also very popular.



THE WOMEN'S MAGAZINE EXCLUSIVELY FROM



MEDIA DATA 2018

maxima
the concept

trends
everything that's new and here to stay



fashion
everything that we wear for style and a special touch



food
everything that tastes nice and is good for us



beauty
everything that makes us beautiful, healthy and fit

lifestyle
everything that inspires us at home and on our travels



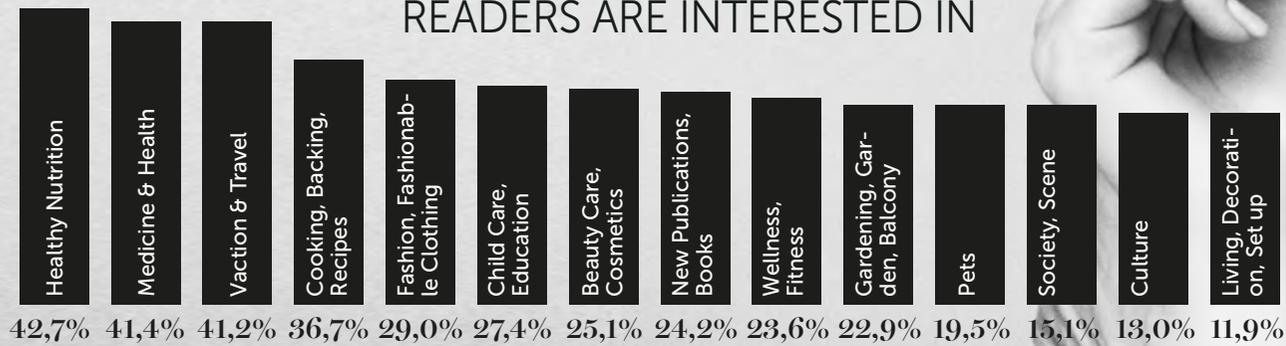
feel
everything that moves, attracts and excites us



ISSUE	maxima TOPIC	COOKBOOK TOPIC
January/February	Detox, love	Citrus fruits
March	Spring & summer trends, World Women's Day, Easter, dieting	Easter round the world
April	Shape issue, health & fitness	Middle East
May	Weddings, Mothers' Day, family & babies	Asparagus
June	Men, Fathers' Day, holidays in Austria	Cherries
July	Summer horoscope, books, love & sex	Beef
August	Dolce far niente	Raw food
September	Green issue, autumn & winter trends, wine & culinary delights	Cooking for 3 meals at once
October	Work, careers, money	Bread
November	Wellness, psychology, long-haul travel	15-minute meal
December	Christmas, gift guide, luxuries, parties	Advent calendar

Top-topics

READERS ARE INTERESTED IN



CAWI Print, total 2016



Recipe supplement

THE COOK-BOOK

SUSTAINABLE COOKING AND EATING

Creative ideas from our team as an insert in every maxima.



maxima green

The supplement devoted to REWE International's commitment to sustainability. Suggestions and ideas all driven by the desire to make the world a little bit better.



Bipa Beauty Book

The Bipa Beauty Book comes out six times a year – linked to festivals such as Mothers' Day, Fathers' Day and Christmas. The supplement is an ideal advertising platform for the latest Bipa products, linking them with hot topics and current trends.



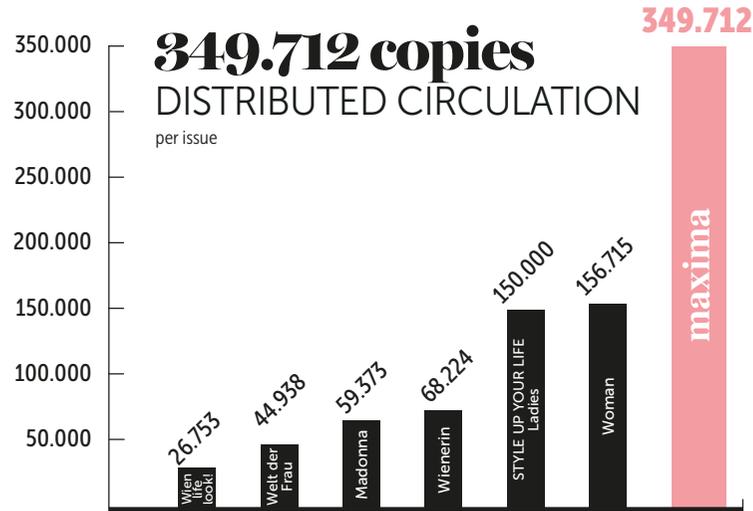
VOUCHERS

The exclusive shopping vouchers from Bipa, Billa, Merkur, Penny and Adeg are also a standard part of the magazine and particularly popular with our female customers



372.253 copies

PRINT RUN
per issue



Distributed circulation / ÖAK, 1st half-year 2017

We are where the target group is. Directly at the point of sale.

maxima is published 11 times a year and is available throughout Austria in around 3,000 branches of BIPA, BILLA, MERKUR, PENNY, ADEG.

300,000 copies of **maxima** are distributed free of charge each month to regular customers of Bipa. Another 50,000 copies are sold at the special price of EUR 1.00 in the branches of Billa, Merkur, Penny and Adeg. A further 20,100 copies in selected medical practices and hairdressing salons also boost circulation. This strong new circulation figure reflects the fact that **maxima** brings together all the subject areas that are important in the women's magazine market – covering everything from beauty, cooking and lifestyle topics to tips on the latest trends.

With a distributed circulation of 349,712 copies per month, **maxima** is the highest-circulation women's magazine in Austria.



Target group
WOMAN



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



Women from a range of social classes and life stages



aged between **18 and 59**



with a net monthly household income of **1,600-3,000 euros** and more throughout Austria.

8,2%
COVERAGE

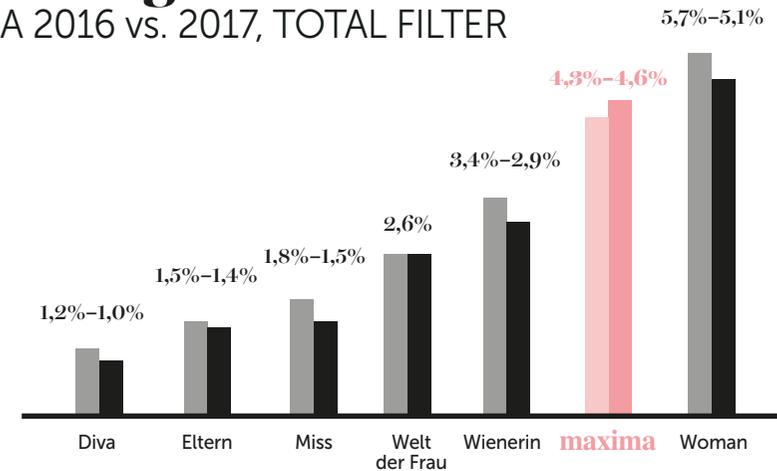
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Media analysis 2016, filtered for women



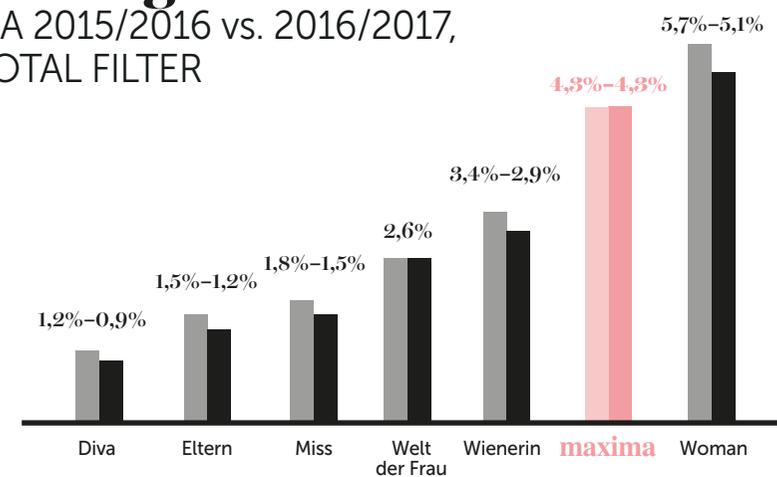
Coverages

MA 2016 vs. 2017, TOTAL FILTER

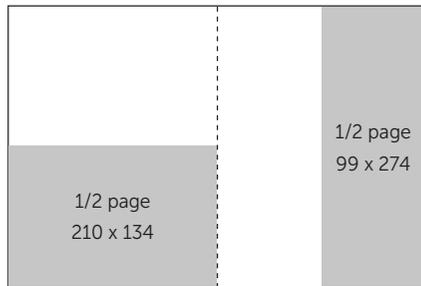
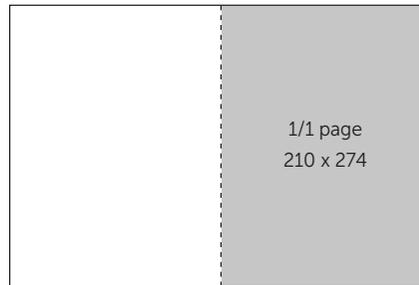
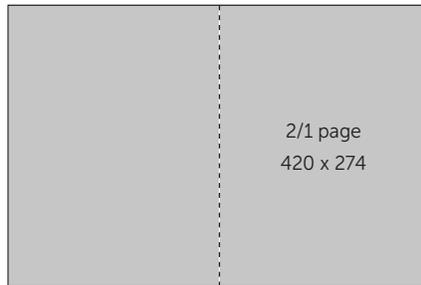


Coverages

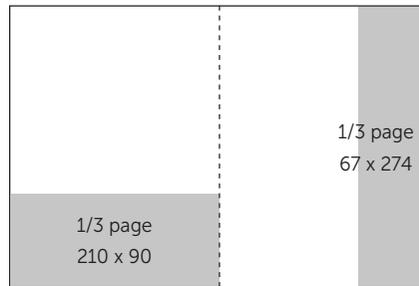
MA 2015/2016 vs. 2016/2017, TOTAL FILTER



maxima FORMATS



1/2 page
99 x 274



1/3 page
67 x 274



PRICES

Premium placement

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

Standard placement

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 cost

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,-

INFO

Print run

The monthly print run is 364,129 copies.*

General

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

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

Please note that we do not charge any agency commission.

* ÖAK, 1st half-year 2017

ADVERTISING FORMS

Individual special advertising forms

such as banderole, split cover, cover flap, etc. – please ask for a quotation.

INFO

General

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

All prices excl. 5% advertising tax and 20% VAT. Please note that we do not charge any agency commission.



INSERT



SPLITCOVER



TOC ON COVER

PRICES

INSERTS

per 1,000 copies up to 50 g | € 115,-

per 1,000 copies up to 100 g | € 135,-

Mini format | 105x14

Maximum format | 180x244

Insert: provided; inserted at unspecified point.
The longer side of the supplement must be the closed side.

Minimum quantity: 30,000 copies

GLUED-IN INSERTS

per 1,000 copies up to 50 g | € 125,-

per 1,000 copies up to 100 g | € 150,-

Mini format | 148x210

Maximum format | 210x274

Glued-in inserts: provided; between two sheet sections,
only after prior technical clarification

Minimum quantity: 50,000 copies

TOC (Tip-On-Card) SACHET

TOC | € 95,-

Sachet | € 115,-

NB: All variations only combined with ad space.

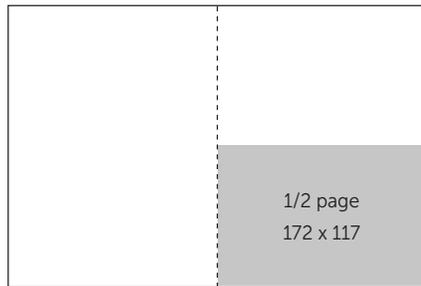
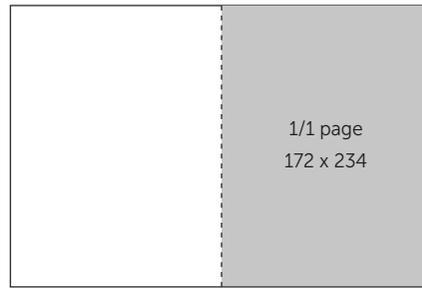
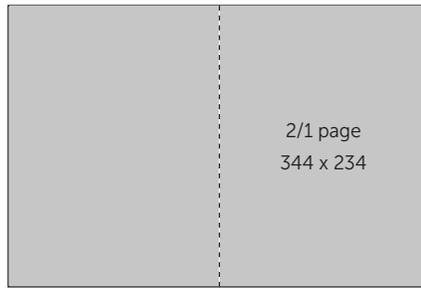
Minimum quantity: 50,000 copies

TOC: provided; start or end of sheet; machine processed

Sachet: provided; machine processed; start or end of sheet; if machine processed, sample no smaller than a credit card and no larger than A5. Max. thickness 2 mm, at least one right-angled edge. Only after prior technical clarification with the printer.



COOKBOOK FORMATS



PRICES

Standard placement

2/1 page		€ 12.300,-
1/1 page		€ 6.600,-
1/2 page	landscape	€ 3.500,-

INFO

Print run

The monthly print run is 364,129 copies.*

General

Format sizes: width x height in mm

+ 3 mm bleed incl. crop marks

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

Please note that we do not charge any agency commission.

* ÖAK, 1st half-year 2017



PRINTING

Lithography

- » Only printable **PDF/X4 files** *
- » **Embed** all fonts and images
- » **No layers** in PDF
- » Picture resolution **300 dpi**
- » **Colour profile:**
Cover: ISO Coated v2
Inside pages: PSO LWC Improved (ECI)
- » Data only in **4c CMYK**
(No special or RGB colours!)
- » PDF files must include at least a **3 mm bleed margin, corner marks and crop marks.**
- » Place important content 15 mm from all edges of the page, starting from the paper format. Colour bars, registration marks and trim marks should **ONLY** be positioned outside the bleed. Text and logos must be positioned at least 10 mm from the bleed. In the case of double pages, no bleed margin is necessary along the binding.

* PDF/X4 standard (see www.pdfx-ready.ch)

Data submission (adverts)

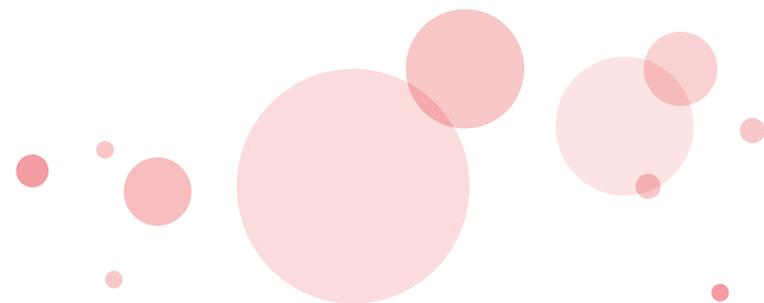
- » Send your data files to anzeigen@maxima.co.at
- » Please observe the **deadline for sending** your finished print-ready file (PDF).

Competitions / vouchers

If you would like your advertisement to include a competition or voucher, please send a copy in advance so that we can check the legalities.

DEADLINES 2018

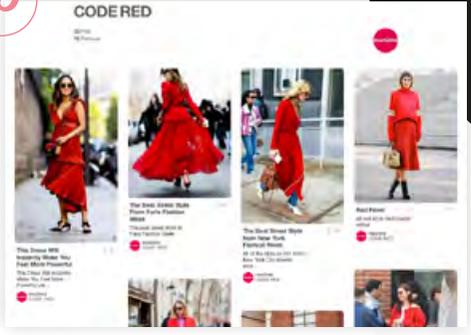
ISSUE	Booking deadline	Advertising copy deadline ready-to-use PDF	Publication date
January/February	20.11.2017	27.11.2017	28.12.2017
March	15.01.2018	22.01.2018	22.02.2018
April	19.02.2018	26.02.2018	29.03.2018
May	19.03.2018	26.03.2018	26.04.2018
June	23.04.2018	30.04.2018	30.05.2018
July	22.05.2018	28.05.2018	28.06.2018
August	18.06.2018	25.06.2018	26.07.2018
September	23.07.2018	30.07.2018	30.08.2018
October	20.08.2018	27.08.2018	27.09.2018
November	24.09.2018	01.10.2018	31.10.2018
December	22.10.2018	29.10.2018	29.11.2018



MEDIA DATA 2018

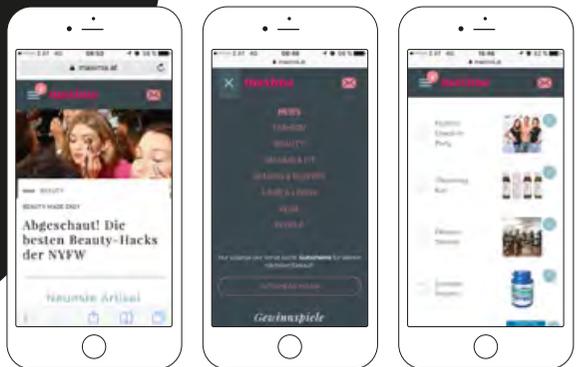
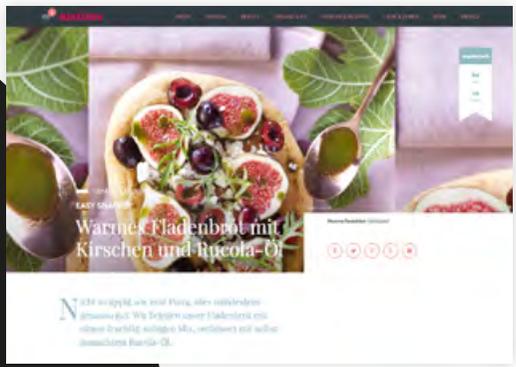


maxima SOCIAL MEDIA



maxima digital

WEBSITE maxima.at



maxima MOBILE

OPENING-
RATE UP TO
30 %

maxima.at IN FIGURES

UNIQUE
VISITORS
278.436
MONTHLY

51.106
NEWSLETTER
RECIPIENTS

PAGE
IMPRESSIONS
629.374
MONTHLY

36.200
FACEBOOK-
FANS

maxima.at has the latest beauty trends, people news, gripping items about love and tempting articles for readers' enjoyment.



ADVERTISING FORMS

GOOD NATIVE ADVERTISING can do what classical online advertising can never achieve:

it can not just utilise the willingness to receive brand messages but can actively create it.

On the same wavelength as the target group and with a content quality that is relevant and useful amid the information overload of our modern knowledge society.

Native advertising article

Your brand messages are communicated to your target group in an informative, advisory or entertaining manner.

- » Production of content (text & image)
- » Facebook posting
- » Media budget for advertising the content

Price EUR 4,490.-



Big story

The native advertising article is enriched with various elements (e.g. interviews, diagrams, video, key facts).

- » Production of content (text, image, graphics, videos)
- » Project management
- » Facebook posting
- » Media budget for advertising the content

Price from EUR 17,960.-

Section

Your company/brand gets its own section at maxima.at; this will contain at least four articles and can be branded in your own corporate design and with logo.

- » Production of content (text, image, graphics, videos)
- » Project management
- » Facebook posting
- » Media budget for advertising the content

Price from EUR 36,000.-

OTHER ADVERTISING FORMS



Maxima Deal

maxima vouchers are very popular with our readers and achieve a high redemption rate. Place your voucher in an ideal setting and benefit from our coverage.

- » Incl. newsletter mailing and Facebook posting
- » Media budget for advertising the content

Price EUR 6,000.-

Type test

maxima asks 4-8 questions to identify readers' needs and preferences. The user is then presented with the appropriate product with a link to the online shop or landing page. A popular tool for target-group-specific product placement.

- » Incl. newsletter mailing and Facebook posting
- » Media budget for advertising the content

Price EUR 5,490.-

Newsletter mailing

Your native advertising article is also sent to more than 46,000 newsletter recipients. **maxima** newsletters have an opening rate of up to 30%.

Price EUR 2,500.-

Facebook & Instagram

Your copy reaches specific target groups via our social media channels.

maxima
BLOGGER
FESTIVAL



maxima
CUSTOMER
EVENTS



maxima
the events

maxima
FASHION
CHECK-IN



maxima BLOGGER FESTIVAL

At the **maxima COMEPASS Blogger Festival** you can meet with large numbers of bloggers in a relaxed atmosphere – the perfect opportunity to showcase your brand. A pre-event campaign raises the necessary awareness. We shall be happy to devise your concept for a perfect campaign and the appropriate image for the event.

maxima FASHION CHECK-IN

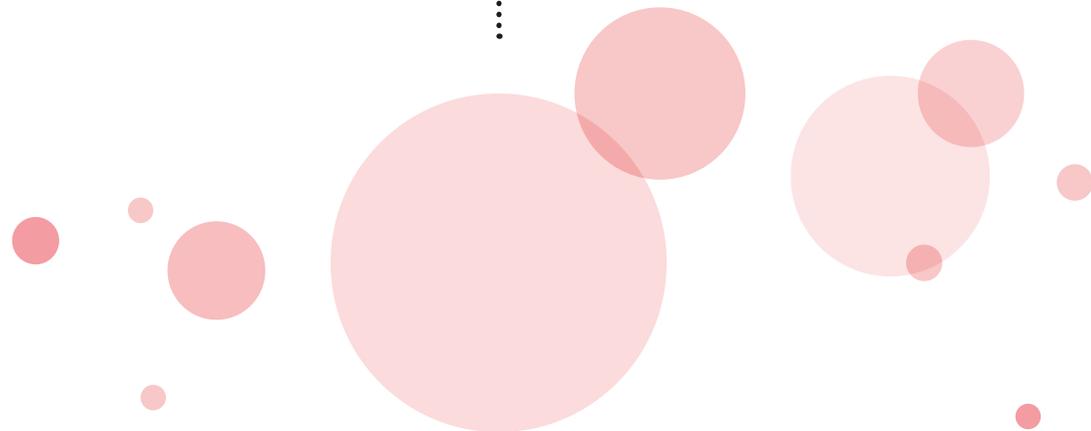
Be there with your brand when Fashion Check-in powered by **maxima** turns hotel rooms into pop-up boutiques.

Fashion show, international star guests and a party atmosphere

maxima CUSTOMER EVENTS

We handle your

- » **Concept**
- » **Planning**
- » **Implementation**
- » **PR**
- » **Follow-up**



maxima moments

The **maxima** moment appears in each issue of maxima. Each one presents the latest fashion, beauty and lifestyle trends related to a particular topic.

Readers can enter the competition online at www.maxima.at

- » Editorial article in the maxima print edition
- » Online article
- » Newsletter article
- » Facebook posting

Price EUR 4,760.-
incl. EUR 190.- handling fee



COOKBOOK QUIZ

The Cookbook is an insert in each issue of **maxima**. The quiz on the last page always involves an exclusive product presentation.

Readers can enter the competition online at www.maxima.at

- » Editorial article in the Cookbook in the print edition of maxima
- » 1 question in the quiz relates to the product
- » Online article
- » Newsletter article
- » Facebook posting

Price EUR 5,500.-
incl. EUR 190.- handling fee



MEDIA DATA 2018

maxima runs

In 2017 the maxima relay team ran the Vienna City Marathon for the second time. The team consists of: 4 female lifestyle/fitness bloggers.

Our "Healthy & Fit" section is the ideal place for your content marketing campaign.



- » **Print**
Advertorial
Product placement
Product test
- » **Online**
Native advertising article
- » **Video**
- » **Social media**
Facebook post with Als
Instagram post with Als
- » **Newsletter mailing**
to more than 46,000 contacts
- » **Bloggers**
Product placements in the channels of the social influencers
- » **Crossmedia competition**

Price EUR 2.500,-

FOLLOW maxima

How the competition works

The prize is the follow maxima car

Call to readers of the print and online editions of maxima to follow maxima to the shops and then ...

- » ... take a selfie
- » ... upload the picture to www.maxima.at/folgemaximazuxxx
- » ... get friends to vote for the picture (going viral!)

Benefits for customers

- » Stores are located by geotagging and displayed at www.maxima.at/folge-maximazuxxx
- » maxima calls on readers to come to the PoS in the stores



FOLLOW MAXIMA TO THE CUSTOMER

During the Follow maxima roadshow, **maxima** readers are encouraged to come to the shops to enter the 'Follow maxima to ...' competition.

- » **Print**
Image ad in maxima
PLUS: editorial follow-up report in 1 issue of maxima
- » **Online**
Landing page maxima.at/folgemaximazuxxx
Prominent placement in the menu at www.maxima.at
Homepage placement
- » **Newsletter**
Newsletter articles, hero placements (top and largest placement in the newsletter to 43,000 contacts)
- » **Facebook**
Postings to #folgemaximazuxxx on the maxima Facebook page with calls to come to the individual roadshow stops
- » **Instagram**
Postings on Instagram with #folgemaximazuxxx
- » **Media budget** for advertising the content

Price for

- Sampling: from EUR 1,000.-
- Location: from EUR 2,500.-
- Roadshow: from EUR 30,000.-

maxima FACTORY

This is where the right concept for your product or service is produced, prepared for publication and distributed to your target groups via the appropriate channels.

The benefits for you

- » We tell your brand story with the same passion and attention to our readership that we bring to our own editorial content
- » maxima is known among its readers as a quality medium – this ensures credibility.
- » You and your product appear in Austria's highest-circulation women's magazine.
- » maxima reaches your target group directly at the point of sale.



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General terms and conditions

PLACING OF ORDERS

- 1 The order with the Client shall only be concluded upon written acceptance (confirmation of order) by RG Verlag GmbH, editorial department maxima (hereinafter referred to as "maxima"). maxima's currently applicable General Terms and Conditions (GTC) and advertisement price lists shall apply. The Client's opposing or supplementing general terms and conditions of the Client or general terms and conditions which deviate from the GTC shall not be recognised and their application is hereby rejected.
- 2 If the order is accepted, maxima's advertisement orders must be processed at the latest within one year from acceptance.
- 3 The sales discounts referred to in the advertisement price list will only be granted for the advertisements that have appeared within the same calendar year.
- 4 No warranty is assumed for the inclusion of the advertisements in certain circulations.
- 5 The Client warrants that the piece received by maxima is free from third party rights (in particular copyright and ancillary copyright rights, trademark rights, personality rights). maxima is under no circumstance obliged to check the advertisement for its legal admissibility. The piece received may not contain any contents that breach statutory provisions (of a public-law or a private-law nature) or offend against good manners. The Client undertakes to indemnify, defend and hold harmless maxima of third-party claims including own costs of any representation that these assert on account of the publication of the advertisement.
- 6 In the event of changes of the advertising prices, the new terms and conditions shall enter into force also for current orders, unless the Client raises an objection in writing within 14 working days upon receipt of the changes.
- 7 If the printout of the advertisement is illegible, incorrect or incomplete, the Client shall be entitled – at maxima's option – to a reduction of

the payment or a replacement advertisement if the sense of the advertisement is decisively altered or the success of the advertisement is significantly impaired through errors by maxima. Each further liability (in particular for pecuniary losses, lost profit etc.) of maxima is excluded. In any case, the amount of maxima's liability shall be limited by the contract value of the magazine advertisement.

- 8 In the event of business disruptions or interference through force majeure, maxima shall be entitled to full payment or the published advertisements if the orders are fulfilled with 80% of the warranted print run. Greater reductions in circulations must be taken into account proportionately in accordance with the TAI in accordance with the calculation basis.
- 9 Advertisements which, due to their editorial layout, are not obviously recognisable as an advertisement must be identified as such by the Client.
- 10 Addendums to our terms and conditions shall only be binding if they are confirmed in writing by maxima.
- 11 PDF files must be sent by e-mail or CD-ROM. No warranty for the correctness and completeness is assumed by maxima without the sending of a proof.
- 12 maxima reserves the right to reject advertisement orders without indicating reasons also after the acceptance of the order.

PRINTING MATERIAL

- 1 The timely provision of the correct PDF file shall be incumbent on the Client. In the event of late delivery (i.e. delivery after deadline for the submission of printing material as per media data) maxima is entitled to use a Client's thematic focus already available to it, or it reserves the right to insert the magazine advertisement in one of the following circulations. If both is not possible, the advertiser shall be charged a 40 % cancellation fee.

- 2 The obligation to keep the PDF file safely shall end 6 months after publication, unless explicitly provided by a written agreement otherwise.
- 3 If no PDF file or an incomplete PDF file is delivered, the Client shall be informed by maxima immediately about the necessary handling. If the Client does not carry out the handling by itself, maxima's handling costs shall be on-charged to the Client.
- 4 In the event of defects in the provided PDF files, the Client shall not be entitled to a replacement magazine advertisement or a reduction in the payment.
- 5 Objections must be notified to maxima within 8 days after the publication date. Later complaints are not possible.

PLACEMENT

- 1 Placement requests are only binding in the event of the payment of a placement surcharge, excluding U2, U3, U4. These pages may be firmly placed only upon request. Otherwise maxima shall make every effort to fulfil without any obligation.

CANCELLATION

- 1 In the event of withdrawal of orders after the deadline for the submission of advertisements a cancellation fee of 15% of the value of the advertisement shall be invoiced.
- 2 The cost-free cancellation of an order may only be done up until the deadline for the submission of advertisements. In the event of cancellation after the deadline for the submission of advertisements (as per the media data) a cancellation fee of 40% of the value of the advertisement shall be invoiced.

CHARGING

- 1 Complaints in relation to the invoice shall only be recognised within 14 days from the date of issue.

- 2 In the case of unjustified agreements on discounts an adjustment charge shall be made after the end of the calendar year, whereby default interest in the amount of 12% p.a. shall be charged for the missing amount.
- 3 The Client shall receive a specimen copy after the publication of the advertising free of charge.

PAYMENT

- 1 Invoices shall be due immediately without cash discount deduction. The set-off against counterclaims is excluded.
- 2 In the event of default of payment, default interest in the amount of 12% p.a. and collection costs shall be charged.

DATA PROTECTION

The personal data sent by e-mail by the Client (among other things name, address, e-mail address) shall only be used for the correspondence and only for the purpose for which the Client has made the data available, in accordance with the Data Protection Act [Datenschutzgesetz]. maxima shall protect this with all its available resources against inadmissible access, against loss and alteration. The data shall not be disclosed to third parties, apart from where this is necessary for the purposes of and/or the sending of material to the Client (e. g. printworks, post office). The Client has the right to revoke this declaration of consent in writing at any time though notification to maxima.

MISCELLANEOUS

The exclusive legal venue shall be Vienna. Austrian law shall apply to the exclusion of UN Sales Law and its reference provisions, and should individual provisions in the GTC be or become invalid or unenforceable this shall not affect the validity of the GTC in other respects.

Price, printing and typographical errors reserved.

BILDNACHWEIS

Rafaela Pröll, iStock, shutterstock, Klaus Vyhnaek, Social Media, Peter Garmusch

maxima

MEDIA
DATEN
2018

maxima



