

What women are really interested in

**maxima**

**Media Kit 2025**

# maxima

## THE MAGAZINE

**maxima.** The magazine for beauty & travel, fashion & accessoires, lifestyle & celebrities, familie & health, living & decoration, female empowerment.

Entertaining stories, exciting interviews, trends, inspiration and service as well as an extensive range of vouchers combined in one magazine. For women who want to live and feel the pulse of the times.

**maxima. What women are really interested in.**

exclusively available at

**BIPA**



update



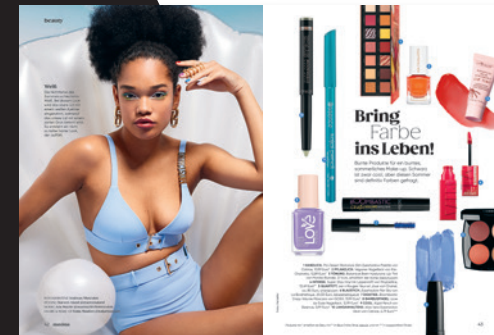
wellbeing



maxima  
THE CONCEPT



beauty



fashion



lifestyle



**219,078**

**copies  
print run  
per issue**

ÖAK 1st half 2024

**maxima**

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

**6.3 %**

**coverage in the  
category of women  
aged 20-49 years  
throughout austria**

Media Analysis 23/24  
filteres for women  
aged 20-49 years

**254,000**

**readers  
throughout  
austria**

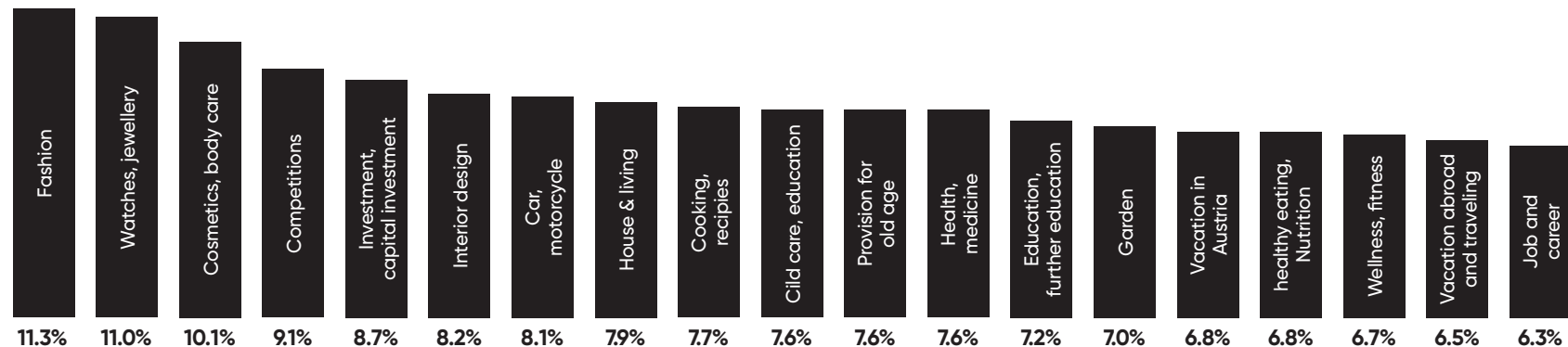
Media Analysis 23/24

# maxima

## THE TOPIC SCHEDULE

ISSUE	maxima TOPICS
January/February	horoscope for the year, <b>woman of the year</b> , sustainability
March	<b>spring &amp; summer trends</b> , World Women's Day, female empowerment, beauty inside & out
April	health & fitness, <b>Nutrition, self-care</b>
May	Mothers' Day, <b>family &amp; children</b> , mental health awareness month
June	men, Fathers' Day, travel, pride, <b>sun care, Make-up trends</b>
July/August	<b>summer horoscope</b> , love & sex, recreation & vacation, sustainability
September	<b>autuum &amp; winter trends</b> , books & streaming news, sustainability
October	work, careers, <b>parents &amp; education</b> , beauty inside & out
November	<b>wellness &amp; wellbeing</b> , <b>Nutrition</b> , living & design
December	christmas, <b>gift guide</b> , luxuries, advent calendar

## TOP-TOPICS – READERS ARE INTERESTED IN



Media analysis 23/24, Filtered for women

# maxima

## POINT OF SALE

We are where the target group is. Directly at the point of sale. **maxima is published 10x per year and is available throughout Austria in all BIPA shops.**

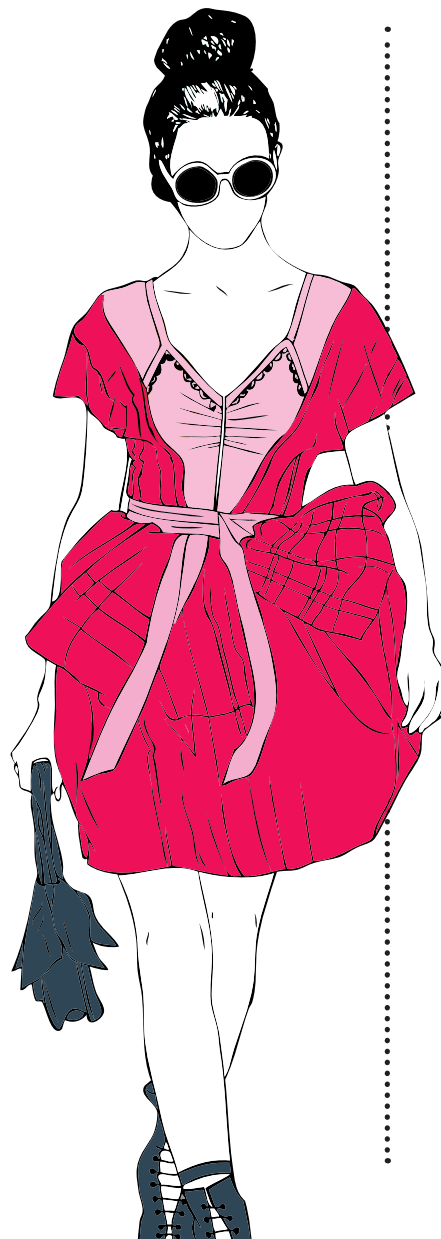
**maxima** is distributed each month to BIPA customers.

This strong circulation figure reflects the fact that **maxima** brings together all the subject areas that are important in the women's magazine market - included beauty, fashion and lifestyle and wide-ranging tips on the latest trends.

**219,078**

**copies  
print run  
per issue**

ÖAK 1st half 2024



## TARGET GROUP WOMEN



**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 und 59**



with a net monthly household income of 3,300 Euro and more

the women's magazine exclusively available at

**BIPA**



# Forms of advertising & Rates

## 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 MFC Paper (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.

### **Data submission (adverts)**

- » Send your data files to [marketing@maxima.co.at](mailto:marketing@maxima.co.at)
- » Please observe the deadline for sending your finished print-ready file (PDF).

### **Competitions / vouchers**

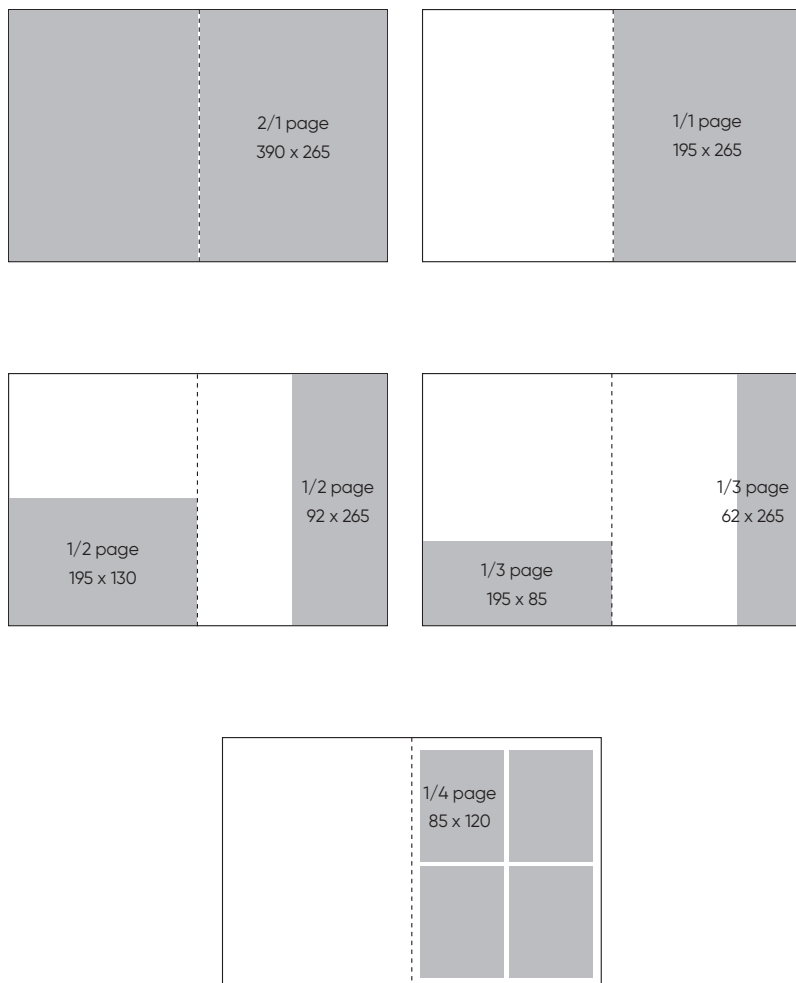
If you would like your advertisement to include a competition or voucher, please send a copy in advance so that we can check the legalities.

## DEADLINES 2025

ISSUE	BOOKING DEADLINE	ADVERTISING COPY DEADLINE READY-TO-USE PDF	PUBLICATION DATE
January/February	<b>18.11.2024</b>	25.11.2024	30.12.2024
March	<b>20.01.2025</b>	27.01.2025	27.02.2025
April	<b>17.02.2025</b>	24.02.2025	27.03.2025
May	<b>17.03.2025</b>	24.03.2025	24.04.2025
June	<b>22.04.2025</b>	28.04.2025	30.05.2025
July/August	<b>19.05.2025</b>	26.05.2025	26.06.2025
September	<b>21.07.2025</b>	28.07.2025	28.08.2025
October	<b>18.08.2025</b>	25.08.2025	25.09.2025
November	<b>22.09.2025</b>	29.09.2025	30.10.2025
December	<b>20.10.2025</b>	27.10.2025	27.11.2025



## maxima FORMAT



## PRICES

### PREMIUM PLACEMENT

<b>U2 + page 3</b>	390 x 265	€ 35,000,-
<b>U2</b>	195 x 265	€ 17,000,-
<b>U3</b>	195 x 265	€ 16,000,-
<b>U4</b>	195 x 265	€ 18,000,-

### STANDARD PLACEMENT

<b>2/1 page</b>	390 x 265	€ 28,000,-
<b>1/1 page</b>	195 x 265	€ 15,000,-
<b>1/2 page</b>	195 x 130 / 92 x 265	€ 10,000,-
<b>1/3 page</b>	195 x 85 / 62 x 265	€ 7,000,-
<b>1/4 page</b>	85 x 120	€ 5,500,-

Four quarter-pages are combined on one page and placed at the end of the magazine before the vouchers. Right of postponement: if fewer than four quarter-pages are booked, RG Verlag reserves the right to postpone the advertisements to a subsequent issue.

## INFO

### GENERAL

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

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

## PREISE

### INSERTS

per 1,000 copies up to 50 g	€ 125,-
per 1,000 copies up to 100 g	€ 145,-
<b>Minimal format</b>	105 x 148
<b>Maximum format</b>	180 x 244

**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	€ 135,-
per 1,000 copies up to 100 g	€ 160,-
<b>Minimal format</b>	148 x 210
<b>Maximum format</b>	195 x 265

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

**Minimum quantity:** 50,000 copies

### TOC (Tip-On-Card) / SACHET

TOC	€ 100,-
Sachet	€ 125,-

**Attention:** 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 2mm, at least one right-angled edge. Only after prior technical clarification with the printer.

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

# maxima

## COVER SPECIALS

### Individual special advertising forms

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



SPLITCOVER



TOC AM COVER

# 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](http://www.maxima.at)

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

**Price € 4,760,-**  
Incl. € 490,- handling fee



# maxima



The **maxima** magic moment is presented exclusively on a separate page. It gives partners the opportunity to show off their product or service to perfection and create awareness.

Readers can enter the competition online at [www.maxima.at](http://www.maxima.at).

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

**Price € 13,000,-**  
Incl. € 490,- handling fee



# maxima

## VOUCHER

The **maxima** voucher page is an established tool that has been an important pillar of **maxima** for years.

The vouchers provide an excellent opportunity to boost performance directly at the POS or in your online shop.

### Voucher sheet:

- » Front and back: Customizable, advertisement or advertorial
- » Voucher sheet with up to 4 vouchers
- » Voucher download at [www.maxima.at](http://www.maxima.at)

Please ask for a quotation.



# maxima

## ONLINE NATIVE ADVERTISING ARTICLE

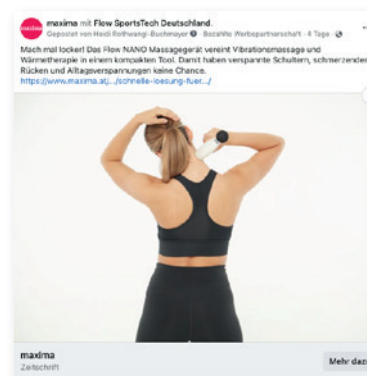
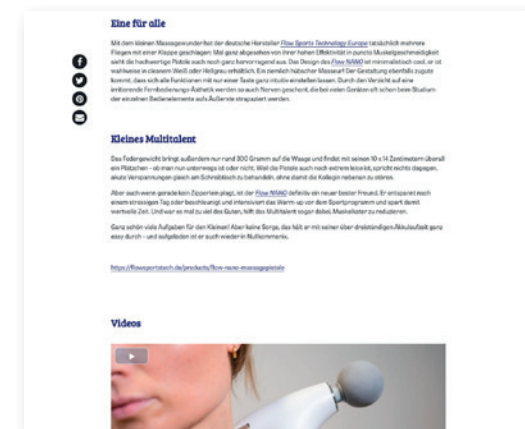
Good native advertising can do something that classic online advertising will never be able to do: create the willingness to accept brand messages and generate activity.

At eye level with the target group and with a content quality that is in the information overload relevance of our modern knowledge society and it provides orientation.

**Your brand messages are communicated to your target group with informative, advisory or entertaining content.**

- » Content production for maxima.at
- » Facebook-Posting
- » Instagram-Posting
- » Media budget to promote the content

**Price € 4,490,-**  
Incl. € 490,- handling fee



# 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.

### Your advantages

- » 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.
- » With our print run strength we ensure that your product reaches the readers.
- » maxima reaches your target group directly at the point of sale.



#### Michael Brugger

Leitung Marketing & Key Account Management  
m.brugger@rgverlag.co.at  
+43 2236 600-6748



#### Elisabeth Nunner

Stv. Marketing Leitung  
e.nunner@rgverlag.co.at  
+43 2236 600-6732



#### Heidi Rothwangl-Buchmayer

Senior Marketing & Sales Manager  
h.rothwangl-buchmayer@rgverlag.co.at  
+43 2236 600-6765



#### Wolfgang Asinger

Head of Events & Cooperations  
w.asinger@rgverlag.co.at  
+43 2236 600-6772



#### RG Verlag GmbH

Industriezentrum NÖ-Süd,  
Straße 3, Objekt 16  
2355 Wiener Neudorf

Heizwerkstraße 3, 1230 Wien  
(Büroanschrift)

[www.rgverlag.co.at](http://www.rgverlag.co.at)

## 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

led – 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.

### CREDITS

Vrinda Jelinek, iStock, shutterstock, Social Media

