



What women are really interested in

**maxima**

**Media Kit 2026**

# maxima

## THE MAGAZINE

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

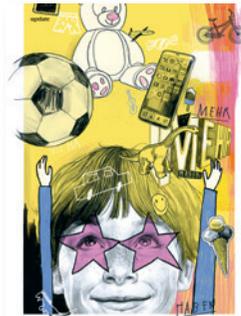
Entertaining stories, exciting interviews, trends, inspiration and service as well as an extensive range of vouchers combined in one magazine. For women who want to live and feel the pulse of the times.

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

exclusively available at



update



beauty

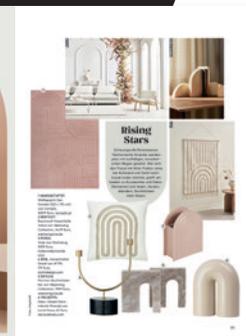
wellbeing



maxima  
THE CONCEPT



fashion



lifestyle

**178,224**

**copies  
print run  
per issue**

ÖAK 2025

**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 24/25  
filteres for women  
aged 20-49 years

**271,000**

**readers  
throughout  
austria**

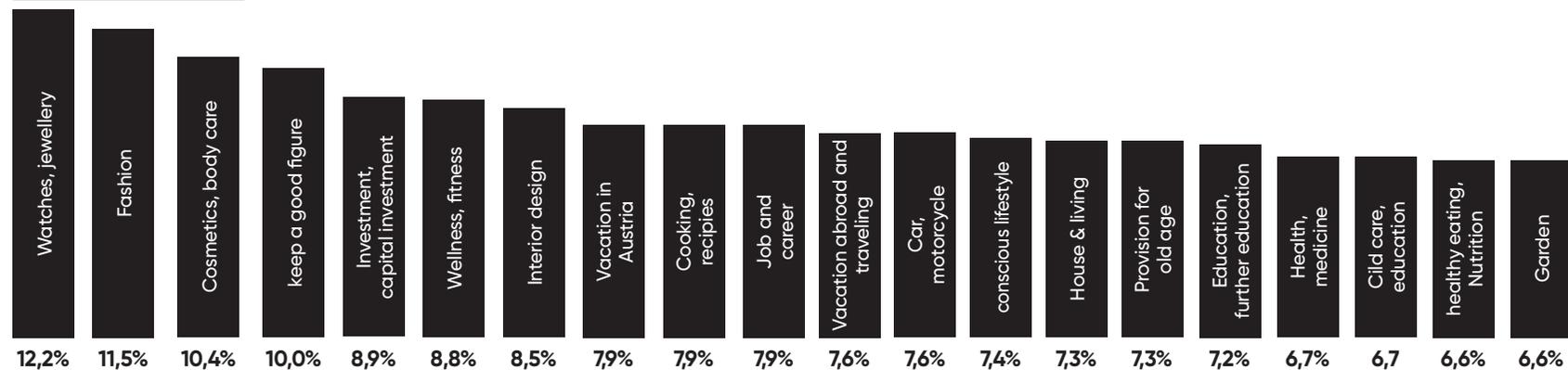
Media Analysis 24/25

# 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              | <b>30 years of maxima - special edition</b> , 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, Nutrition</b> , living & design   |
| December         | christmas, <b>gift guide</b> , luxuries, advent calendar   |

## TOP-TOPICS



MA 24/25, Filter Frauen

# 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.

**178,224**

**copies  
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per issue**

ÖAK 2025



## 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.

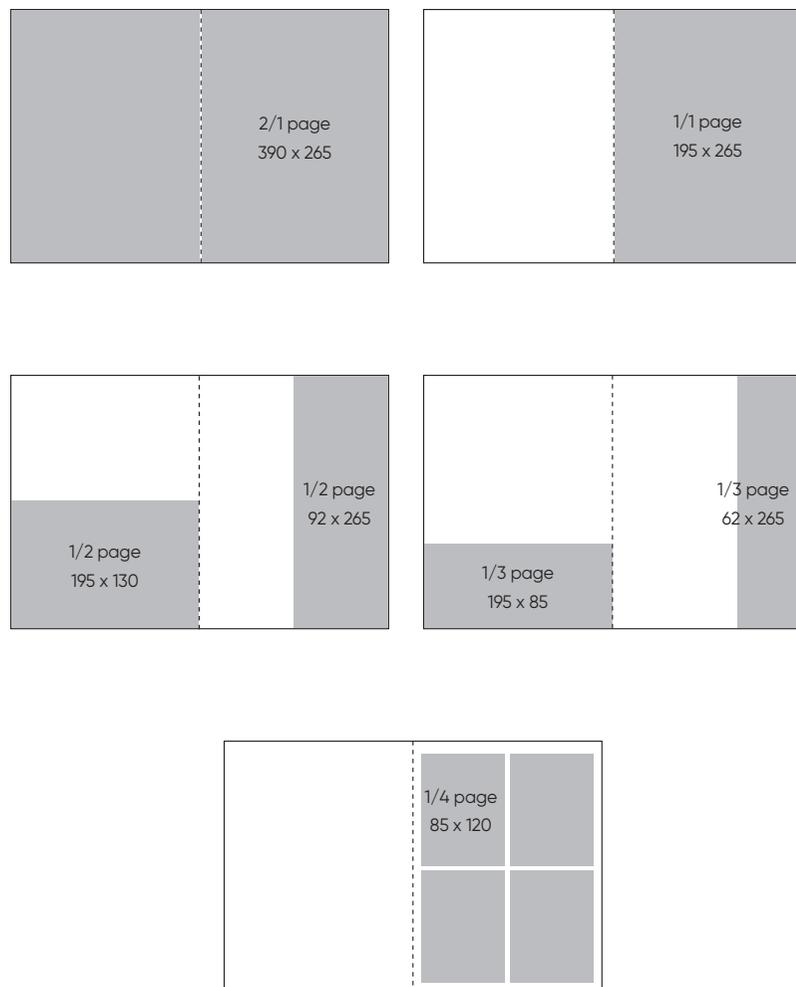
### **Data submission (adverts)**

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

## DEADLINES 2026

| ISSUE            | BOOKING DEADLINE  | ADVERTISING COPY DEADLINE<br>ready-to-use PDF | PUBLICATION DATE |
|------------------|-------------------|---|------------------|
| January/February | <b>17.11.2025</b> | 24.11.2025                                    | 30.12.2025       |
| March            | <b>19.01.2026</b> | 26.01.2026                                    | 26.02.2026       |
| April            | <b>16.02.2026</b> | 23.02.2026                                    | 26.03.2026       |
| May              | <b>23.03.2026</b> | 30.03.2026                                    | 30.04.2026       |
| June             | <b>20.04.2026</b> | 27.04.2026                                    | 29.05.2026       |
| July/August      | <b>18.05.2026</b> | 26.05.2026                                    | 25.06.2026       |
| September        | <b>20.07.2026</b> | 27.07.2026                                    | 27.08.2026       |
| October          | <b>17.08.2026</b> | 24.08.2026                                    | 24.09.2026       |
| November         | <b>21.09.2026</b> | 28.09.2026                                    | 30.10.2026       |
| December         | <b>19.10.2026</b> | 27.10.2026                                    | 26.11.2026       |

## 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.

## CONTACT

### **Media owner & publisher**

RG Verlag GmbH

Industriezentrum NÖ-Süd, Straße 3, Objekt 16, A-2355 Wr. Neudorf

Editorial address: Heizwerkstraße 3, A-1230 Wien

Tel. 02236 600-6730, Fax 02236 600-86733

E-Mail: [redaktion@maxima.co.at](mailto:redaktion@maxima.co.at),

[facebook.com/maxima.magazin](https://facebook.com/maxima.magazin), [instagram.com/maximamagazin](https://instagram.com/maximamagazin), [www.rgverlag.co.at](http://www.rgverlag.co.at)

Managing director **Barbara Reimond-Charamsa, Richard Heinschink** (commercial managing director)

**maxima is created in cooperation with  
BIPA Parfumerien Gesellschaft m.b.H.**

Industriezentrum NÖ-Süd, Straße 3, Objekt 16, A-2355 Wr. Neudorf

Managing director **Markus Geyer, Margit Reisinger, Daniela Reumann**

### **Advertising sales**

**Florian Widi**

Head of Media Sales

Mobile: +43 676 750 18 44

E-Mail: [f.widi@billa.at](mailto:f.widi@billa.at)

BILLA Aktiengesellschaft

Europalaza, Gebäude G, Am Euro Platz 2, Stiege 5, 8. OG, 1120 Wien

## 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

Theresa Kaindl, shutterstock