

Handelsagent

Brief characteristics:

The „Handelsagent“ is the official organ of the federal body of commercial agents – Austrias only magazine that reaches every commercial agent in Austria.

Permanent Categories:

Service – latest information, special offers for commercial agents, etc.

Economy – current developments and trends of the economic life, with a focus on commercial agents

Office – news around the office, organisation, software, PC, telecommunication, etc.

Law & Taxes – legal and tax information from lawyers and accountants

Car – car-tests and reports concerning new models and the car pool

Chamber/News – short reports, personnel matters and contact to the Austrian Federal Economic Chamber

Fixed dates for 2012:

February (RD 03.02.12)
 March (RD 02.03.12)
 April (RD 10.04.12)
 May (RD 04.05.12)
 June (RD 01.06.12)
 July/August (RD 06.07.12)
 September (RD 07.09.12)
 October (RD 05.10.12)
 November (RD 02.11.12)
 December/January (RD 07.12.12)

RD = release date
 Print materials about 3 weeks bevor RD

Print run:

9.900 copies

Publication frequency:

monthly

Print materials:

electronic, digital media (along with colourfast print-out) meeting the following technical specifications:
 resolution minimum 300 dpi

Format:

eps, jpg or tiff
 media: CD or e-mail

Magazine format:

210 mm width x 280 mm height
 type area: 179 mm width x 246 mm height

Your contact person:

Profitext Medienagentur
 A-1120 Vienna, Spittelbreitengasse 32/21
 t/f: +43 (1) 280 93 74

Gerhard Habciczek

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 e: profitext@chello.at

Bank details:

Raiffeisenregionalbank Wr. Neustadt, account number: 26.690, bank code number: 32937
 account wording: Profitext Medienagentur, Gerhard Habciczek
 IBAN: AT833293700000026690, BIC: RLNWATWWWRN
 UID-number: ATU 55301300

Advertising prices & formats

magazine size: 210 x 280

bleed: bleed advertisements must allow for 5mm trim

bleed advertisements

prices (euro)/4c

1/1 page
 type area:
 179 x 246
 bleed:
 210 x 280



2.900,-

1/2 page
 vertical
 type area:
 87 x 232
 bleed:
 104 x 280



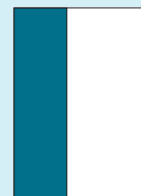
1/2 page
 horizontal
 type area:
 179 x 120
 bleed:
 210 x 132

1.880,-

bleed advertisements

prices (euro)/4c

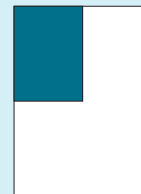
1/3 page
 vertical
 type area:
 56 x 232
 bleed:
 73 x 280



1/3 page
 horizontal
 type area:
 179 x 80
 bleed:
 210 x 93

1.200,-

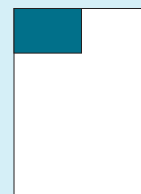
1/4 page
 vertical
 type area:
 87 x 120



1/4 page
 horizontal
 type area:
 179 x 58

1.090,-

1/8 page
 2 columns
 type area:
 87 x 58



1/8 page
 4 columns
 type area:
 179 x 28

490,-

Job advertisements:

For job advertisements or representation offers the prices above are reduced to 50%.
 Word advertisements euro 2,50,- per word, resp. flat price of euro 200,- with company logo.

All prices are subject to 5% Austrian advertising tax and 20% VAT.