



EXPLORE / R



THE VIENNA HOUSE MAGAZINE

2017 MEDIA KIT



VIENNAHOUSE.COM

DISCOVER THE WORLD OF VIENNA HOUSE

Discover the world, with joy, curiosity, style and a casual attitude. That's **EXPLORE/R**, the travel and lifestyle magazine from Vienna House. The world in its exciting diversity reflected in city portraits, travel reports, encounters and columns about design, culture, arts & crafts, adventure and wellness. As a building block of the Vienna House content marketing concept, it defines and transports the repositioning of the brand in a way that is as entertaining as it is informative. **EXPLORE/R** magazine intensely and boldly embodies the brand values – down to Earth, enjoyment, refinement and exploration – and makes it possible to literally experience the lifestyle of the hotels. A relaxed and at once powerful and confident magazine with maximum clarity and a look that goes beyond the actual hotel happenings.



"Fresh and attention-getting, appealing and relevant, a completely surprising hotel magazine. **EXPLORE/R** entertains readers on their tour through the world of Vienna House." bcm Jury



BASICS

PRINT CIRCULATION

25,000 copies

CLOSE TO THE READER!

8 countries in Europe with 34 locations

EXPLORE/R provides 12,000 magazines to selected doctor's offices, cafés, hairdresser salons and business and VIP lounges at international airports in addition to the regular hotel distribution. Further readership is created through media cooperation with exclusive trade fairs and other partners.

EXPLORE/R MAGAZINE

FREQUENCY:

3–4 issues a year

Bilingual English/German

NUMBER OF PAGES: 100 pages

PRICE: free

TECHNICAL SPECIFICATIONS

MAGAZINE FORMAT: 220 x 280 mm

LIVE AREA: 185 x 240 mm

PRINTING: 4-colour (Euroscale) offset printing

BINDING: Adhesive binding

PRINT DATA

PDF/x-3; resolution 300 dpi; colours CMYK, colour profile ISO Coated v2 300 % (ECI); bleed: min. 5 mm trim allowance on all sides; for advertisements with bleed format, important advertising elements (text or image) must be placed at least 10 mm from the net format. Please save double pages as single pages. Colour application: max. 300 %; fonts: black on overprint; fully embedded or converted into paths/curves. Closed file formats (printable PDF or EPS) on a storage medium.

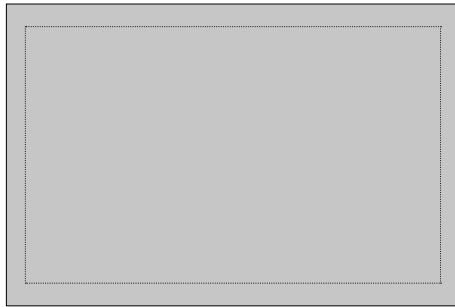
Please also send:

- a data delivery note including the relevant information
- a colour reliable standard digital proof that matches the final data, created at 100 % size and with colours according to Euroscale; colour-related claims will not be recognised if a colour reliable proof is not supplied.

ADVERTISING MATERIALS

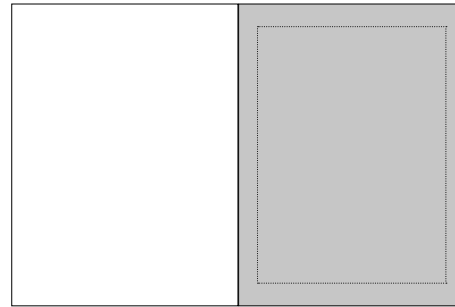
Please send the advertisements by e-mail to anzeigen@redindians.de

ADVERTISING FORMATS & PRICES



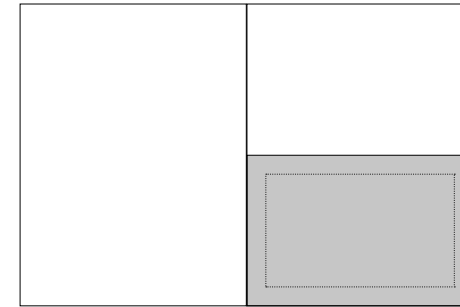
2/1 DOUBLE PAGE SPREAD

BLED OFF: 440x280 mm
LIVE AREA: 400x240 mm
PRICE: EUR 5,000,-



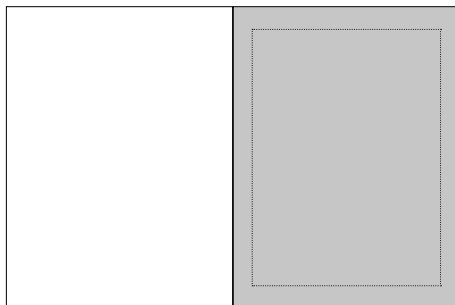
1/1 INSIDE PAGE

BLED OFF: 220x280 mm
LIVE AREA: 185x240 mm
PRICE: EUR 3,100,-



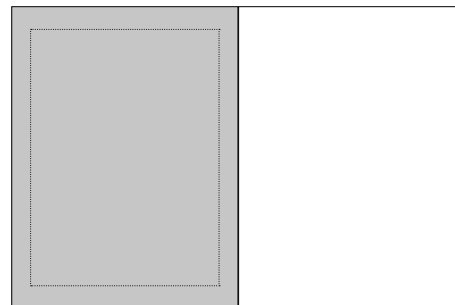
1/2 INSIDE PAGE (LANDSCAPE)

BLED OFF: 220x140 mm
LIVE AREA: 185x120 mm
PRICE: EUR 2,200,-



OUTSIDE BACK COVER

BLED OFF: 220x280 mm
LIVE AREA: 200x260 mm
PRICE: EUR 4,000,-



1/1 INSIDE COVER (FRONT OR BACK)

BLED OFF: 220x280 mm
LIVE AREA: 200x260 mm
PRICE: EUR 3,500,-

All prices are exclusive of 5% advertising tax and 20% VAT.

SPECIAL ADVERTISING FORMS:

Please contact us for cost quotations and consultation on individual advertising campaigns and exclusive special forms of advertising such as supplements, inserts (loose or bound), promotions or advertorials.

PUBLISHING CALENDAR



ISSUE	LAUNCH DATE	MATERIALS CLOSE
01/2017	1 April	20 March 2017
02/2017	15 July	20 June 2017
03/2017	15 October	20 September 2017

CONTACT

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GENERAL TERMS & CONDITIONS

THESE GENERAL TERMS AND CONDITIONS APPLY TO THE CONCLUSION OF ADVERTISING CONTRACTS, SPECIAL INSERTS AND THIRD-PARTY ENCLOSURES.

1. Any advertisement contract with regard to the following Terms & Conditions is a contract over the publication of advertising space of an advertiser or other purchaser of advertising space for the purpose of circulation.
2. No guarantees are made with regards to the acceptance of ads for definite placements.
3. Ads can be cancelled up to the ad close date with Vienna International Hotelmanagement AG (Media Production). Only cancellations in writing will be considered valid. Cancellations are not permitted for special advertisements if the space has been reserved in advance.
4. The client is wholly and entirely responsible for the content and usage rights of any and all text and/or image material they provide. The client accepts responsibility for any and all consequences and damages that might arise for Vienna International Hotelmanagement AG from the publication and distribution of such content, especially those arising from infringements on publication laws and regulatory laws or regulations. The client agrees to pay the publication costs for a retraction in accordance with the applicable advertisement rate. Vienna International Hotelmanagement AG reserves the right to reject ads due to their content, origin or technical details according to uniform, objectively justifiable principles.
5. The client is responsible for the punctual delivery of faultless print data, inserts or supplements.
6. Printing proofs are only provided upon specific request. The client agrees to pay the costs of such and is responsible for the accuracy of the returned proof. Should the proof remain unreturned before the deadline, this will be taken as a confirmation to print the ad as originally received.
7. The publisher warrants the faultless typographical representation of the ad. Incompatible or damaged print data will be promptly returned to the client, the cost of which will be the responsibility of the client.
8. In the event that an ad is completely or partly printed unreadable, incorrectly or incompletely, the client may lay claim to a cost reduction or to a repayment, unless the deficiencies insignificantly damage the ad's purpose. Any complaints pertaining to deficiencies must be of a cogent basis and be received by the publisher, in writing, within 2 weeks of having received the appropriate invoice.
9. Should any deficiencies only become apparent at the time of publication but be traceable back to the print data, the client will have no claim.
10. The liability for direct or indirect damages resulting from breach of contract are limited to the net price of the ad in question, unless it can be proven that the damages have arisen from deliberate violation or gross negligence as it pertains to the contract.
11. All rates listed within the price list are net and will be payable including the lawfully required VAT and advertising tax upon receiving of an invoice, unless an individual agreement for payment extension or instalments has been reached in writing.
12. Any costs for any changes to originally agreed upon implementations are the responsibility of the client.
13. Responsibility for the storage of print data ends upon publication, unless another agreement has been explicitly reached.
14. Any changes to the advertisement price list also apply to ongoing contracts.
15. Technical changes to the magazine, for example the paper format, are at the sole discretion of Vienna International Hotelmanagement AG.
16. A reduction to the printing run only affects the contract when the circulation has been guaranteed and the actual circulation represents this figure, less at least 50%.
17. In case of delays in payment, interest as well as retrieval costs will be additionally payable. Should any payment not be forthcoming, Vienna International Hotelmanagement AG may, at its discretion, discontinue any ongoing activities of the contract in question until such monies have been paid as well as demand advance payment for any outstanding advertisements. In addition, Vienna International Hotelmanagement AG reserves the right to revoke any discounts or price reductions and calculate the said order based on the advertisement price list.
18. Vienna International Hotelmanagement AG will deliver a copy of the magazine after publication and receipt of invoice payment.
19. Any costs incurred for composition work, for example client requested corrections, will be paid for by the client.
20. Should the publication not be published due to acts of God, strikes, acts of terror or similar, the publisher's responsibility to the client shall be considered void.
21. The invalidity of any clause(s) will not affect the overall validity of these General Terms & Conditions.
22. Place of fulfilment and court of jurisdiction is Vienna.

TERMS OF PAYMENT:

Payments are due net without deductions upon invoice receipt.