

Editors and advertising office:
A-1190 Wien, Billrothstrasse 55/1/Top 8
Tel.: +43/1/403 35 83 - 0
e-mail: anzeigen@mediabiz.at
web: www.mediabiz.at
Handelsgericht Wien DVR: 0550922
UID: ATU12884306

2017 advertising rates









THE MEDIA BIZ Guide 2017

The annual guide to the Austrian showbiz and media scene with more than 2000 entries (film-, TV-, video-, multimedia-, postproduction-, sound studios, wholesalers and retailers, rental studios, rental equipment, location services, organizations, broadcast companies, ...; camera operators, cutter, producer, sound engineers, etc.) is the perfect research tool for media professionals. Complete with company contact information and useful additional data, arranged in easy-to-find categories and alpha order, the MEDIA BIZ Guide has proved to be a helpful and essential tool for anyone working and interested in the media, cultural, entertainment and advertising industries. MEDIA BIZ offers a range of effective advertising options, which will keep working for you for a whole year throughout the German-speaking media world. This year-round presence makes even small budgets work for you, bringing your services and products into the limelight.

Place your ads before: December 16, 2016

Data delivery: January 20, 2017

Date of publication: February 28, 2017

Formats	width/height (in mm)	basic price (b & w)	4C (colour)
	1/16 H: 45 x 54 Q: 54 x 45	190 €	370 €
	1/8 H: 54 x 91 Q: 91 x 54	360 €	650 €
 bleed format +3mm	1/4 H: 43 x 244 Q: 187 x 57 P: 91 x 119 H: 55 x 282 Q: 210 x 79	499 €	1.215 €
 bleed format +3mm	1/3 H: 58 x 244 Q: 187 x 77 H: 70 x 282 Q: 210 x 99	685 €	1.405 €
 bleed format +3mm	1/2 H: 91 x 244 Q: 187 x 119 H: 103 x 282 Q: 210 x 141	825 €	1.545 €
 bleed format +3mm	2/3 H: 120 x 244 Q: 187 x 154 H: 132 x 282 Q: 210 x 176	1.050 €	1.770 €
 bleed format +3mm	1/1 187 x 244 (full page) 210 x 282 (magazine format)	1.455 €	2.175 €
	2/1	2.740 €	3.690 €
Cover (4c)		3.520 €	
Supplements Up to 20 g/piece		420 € per 1000 pieces	

formats & prices

For special or small formats, special colours, job advertisements or advertorials please do not hesitate to contact us: anzeigen@mediabiz.at or +43 1 403 35 83 15.

Price list valid from January 1, 2017.

discounts & additional charges

Additional charges for special placement:

Back Cover:

+ 50% of the basic price

Page 2 (front and back):

+ 15% of the basic price

other charges for special placement:

+ 10% of the basic price

Discounts:

always refer to the basic prices, and understood as booked for issues within one business year.

Full pages: *Smaller than 1/1:*

3-4 x 1/1: 5% 3-4 x: 3%

5-9 x 1/1: 8% 5-9 x: 5%

10 x 1/1: 12% 10 x: 10%

11 x 1/1: 15% 11 x: 12%

We do not grant discounts on additional charges for placement.

All prices in Euro.

5% special fee on ads is not included.

production data formats

Requirements and Delivery:

HighRes PDF-Files in **CMYK**.

Open files created either in QuarkXpress, Adobe Illustrator, Photoshop, Macromedia FreeHand or In-Design (Unacceptable software among others: Corel Draw, Microsoft Publisher, PowerPoint and Word.)

Basic format of print:

Adobe InDesign (Platform: MacOSX)

All four-color files, including logos, pictures, graphics, ... must be in CMYK (RGB and indexed colours are not accepted). Please do not forget embedding or adding all pictures and printer fonts necessary.

As a reference, please send us a printout of your advertisement or add a colour proof (4c print). Otherwise we cannot guarantee the correct processing of your data.

Pictures, graphics:

JPG (max. resolution), TIF, EPS, (300dpi)

Printing: offset printing

Magazine Format:

210 mm width x 282 mm height
Additional production costs (layout, scanning...) will be charged extra.

Delivery:

E-mail: produktion@mediabiz.at (max. 10 MB)

FTP-Server (Login and password on request)

Data medium (CD, DVD, ...)

to the postal address of MEDIA BIZ.

Contact: produktion@mediabiz.at, +43 1 403 35 83 15

deadlines & topics

MEDIA BIZ, the Austrian special interest magazine focussing on the professional AV industry, covers all aspects of the audio-visual industry with tips and reports on applications and installations, interviews, the latest industry trends, technologies and products concerning film & video, broadcast, IT, professional audio, music, (live) events, digital media, gaming, videoconferencing, digital signage, presentations, etc.

Issue	editorial deadline	print data delivery	dispatch date	scheduled topics / trade shows	TOPICS
MEDIA BIZ Guide 2017	16.12.	20.1.	28.2.	The annual guide to the Austrian media scene	
MB March	8.2.	13.2.	24.2.	ISE Integrated Systems Europe, review I Best of Events, review Prolight + Sound Frankfurt, preview Diagonale and Tricky Women, preview I Education for media professionals	SHOW NETWORKS & CONTROL SYSTEMS for events, theatres and retailers. INTERCOM & TALKBACK Systems for broadcast, conferences and events. DIGITAL SIGNAGE: Content creation & hard- & software for in- & outdoors applications. STUDIO & AUDIO MONITORS VIDEO- & PROJECTION SYSTEMS for stage, events, control rooms and presentations. CAMERA TECHNOLOGY & SUPPORT: From broadcast to DSRL VIRTUAL & AUGMENTED REALITY: Developments, applications and technology. AUDIO MIXING CONSOLES & DESKS ACTION CAMS CHARGERS, BATTERIES & MOBILE POWER STORAGE, ARCHIVING & RESTORATION MUSEUM TECHNOLOGY: User-centric digital services - audio guides, visualization, interactive systems and networked objects. OTT, IPTV & STREAMING. MIKING: Solutions for various applications. CINEMATIC VIDEO LIGHTING for HD and 4K Productions. ELECTRO-ACOUSTICS for hotels, shopping malls, sport-, recreational- and cultural facilities. PROTECTIVE BAGS & CASES RECORDING & MASTERING: Techniques, workflow, technology. DISPLAYS, MONITORS & VIDEO WALLS for in- and outdoor applications, content management, accessories, rigging. CABLES & CONNECTORS. LIVE VISUALS – Content, soft- & hardware for (interactive) multimedia performances. ROOM ACOUSTICS & AUDIO MEASUREMENT CAMERA CONTROL & STABILIZING SYSTEMS NETWORKED AUDIO & VIDEO TRANSMISSION. PROFESSIONAL WIRELESS PRODUCTION TECHNOLOGIES. LIGHT, LASER, SOUND & VIDEO: Tools for perfect shows. EMERGENCY & EVACUATION Systems for public facilities and events. IMMERSIVE MEDIA for arts, entertainment, education, games and interactive storytelling. PA-SYSTEMS for small locations, theatres, live-events and mobile applications. DIGITAL ASSET MANAGEMENT (DAM). 3D AUDIO. ANIMATION - Tools for tricks and effects. EDITING & GRAPHICS.
MB April	13.3.	17.3.	31.3.	ISE Integrated Systems Europe, review II Prolight + Sound Frankfurt, preview II NAB Las Vegas, preview CROSSING Europe Filmfestival Linz, preview	
MB May	20.4.	24.4.	5.5.	Prolight + Sound Frankfurt, review NAB Las Vegas, review I Stage Set Scenery Berlin, preview	
MB June/ Summer	15.5.	19.5.	2.6.	Prolight + Sound Frankfurt, review NAB Las Vegas, review II Stage Set Scenery Berlin, preview IFA Berlin, preview	
MB September	11.8.	18.8.	1.9.	IBC Amsterdam, preview Plasa London, preview Stage Set Scenery Berlin, review	
MB October	20.9.	25.9.	6.10.	IBC Amsterdam, review I Plasa London, review IFA Berlin, review	
MB November	18.10.	20.10.	3.11.	IBC Amsterdam, review II Photo+Adventure Wien, preview	
MB December	15.11.	17.11.	1.12.	Photo + Adventure Vienna, review Education for media professionals	

OWNER & PUBLISHER: bergmayer & partner PRODUCER OG

CIRCULATION: Min. 6000 direct mailing, additional distribution at festivals & shows, plus digital publication

SUBSCRIPTION: incl. guide € 47; Students € 31

TARGET AUDIENCE: Professionals, semi-professionals and everybody interested in the media, cultural and entertainment industries, e.g. film & TV professionals, musicians, producers, game designers, sound and lighting designers, directors, camera operators, cutter etc; hire and installation companies, resellers, advertising and event agencies, opinion leaders (trade and commerce, tourism, architecture, IT), planning agencies, event organizer, related institutions and organizations, universities, training institutions, ...