









Editors and advertising office:  
A-1190 Wien, Billrothstraße 55/1/Top 7  
Tel.: +43 (0) 699 150 25 366  
e-mail: [anzeigen@mediabiz.at](mailto:anzeigen@mediabiz.at)  
web: [www.mediabiz.at](http://www.mediabiz.at)  
Handelsgericht Wien DVR: 0550922  
UID: ATU12884306

# 2021 advertising rates

Formats	width/height (in mm)	basic price (b & w)	4C (colour)
	1/16 H: 45 x 54 T: 54 x 45	190 €	370 €
	1/8 H: 54 x 91 T: 91 x 54	360 €	650 €
	1/4 H: 43 x 244 T: 187 x 57 P: 91 x 119 bleed H: 55 x 282 format +3mm T: 210 x 79	499 €	1.215 €
	1/3 H: 58 x 244 T: 187 x 77 bleed H: 70 x 282 format +3mm T: 210 x 99	685 €	1.405 €
	1/2 H: 91 x 244 T: 187 x 119 bleed H: 103 x 282 format +3mm T: 210 x 141	825 €	1.545 €
	2/3 H: 120 x 244 T: 187 x 154 bleed H: 132 x 282 format +3mm T: 210 x 176	1.050 €	1.770 €
	1/1 187 x 244 (full page) bleed 210 x 282 format +3mm (magazine format)	1.455 €	2.175 €
	2/1	2.740 €	3.690 €
Cover (4c)		3.520 €	
Supplements		420 €	
Up to 20 g/piece		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](mailto:anzeigen@mediabiz.at) or +43 1 403 35 83 15.

Price list valid from January 1<sup>st</sup>, 2021

**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.

<i>Full pages:</i>	<i>Smaller than 1/1:</i>
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 in Adobe In-Design, Adobe Illustrator, Adobe Photoshop.  
(Unacceptable software among others: QuarkXpress, Corel Draw, Microsoft Publisher, PowerPoint and Word.)

**Basic format of print:**

Adobe InDesign (Platform: MacOSX)  
All 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](mailto: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](mailto:produktion@mediabiz.at), +43 (0) 699 150 25 366

**THE MEDIA BIZ Guide 2021**

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: Mai 14, 2021**

**Data delivery: Mai 21, 2021**

**Date of publication: June 18, 2021**

## 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	
MB April	15.3.	23.3.	2.4.	Prolight + Sound Frankfurt, preview Diagonale und Tricky Women, review CROSSING Europe Filmfestival Linz, preview	<b>VIRTUAL EVENTS / STUDIOS</b> <b>LIVE STREAMING</b> <b>INTERACTIVE DISPLAYS &amp; SCREENS</b> <b>LOCATION-BASED ENTERTAINMENT</b> <b>WIRELESS INTERCOM / COMMUNICATION</b> <b>MINI / POV / PTZ CAMS &amp; Accessories</b> <b>REMOTE PRODUCTION</b> <b>RACKS, CASES &amp; MOUNTS</b> <b>SPATIAL / IMMERSIVE AUDIO</b> <b>VIRTUAL, AUGMENTED &amp; MIXED REALITY, AI</b> <b>CAMERA CONTROL &amp; STABILIZING SYSTEMS</b> <b>LENSES</b> for film and video shooting <b>DISPLAYS, MONITORS &amp; VIDEO WALLS</b> <b>LIGHTING &amp; LIGHTING CONTROL</b> <b>DIGITAL SIGNAGE</b> <b>VIDEO- &amp; PROJECTION SYSTEMS</b> for presentations, control rooms and events <b>STORAGE, ARCHIVING &amp; RESTORATION</b> <b>HOLOGRAPHIC PROJECTION</b>	<b>CAMERA TECHNOLOGY &amp; SUPPORT</b> <b>LIGHT, LASER, SOUND &amp; VIDEO:</b> Tools for perfect shows <b>ELECTRO ACOUSTICS</b> for hotels, retail, sports, recreational and cultural facilities <b>CHARGERS, BATTERIES &amp; MOBILE POWER</b> <b>PRODUCTION SWITCHERS</b> and systems <b>ROBOTIC CAMERA SYSTEMS</b> <b>STUDIO &amp; AUDIO MONITORS</b> <b>MOTION CAPTURE:</b> tools and software for game design, VFX, VR, robotics, life science and stage <b>TEST &amp; MEASUREMENT</b> instruments <b>MIKING:</b> Solutions for various applications <b>PA-SYSTEMS</b> for small venues and mobile applications <b>AUTOMATION TECHNOLOGIES &amp; SERVICES</b> <b>ROOM ACOUSTICS &amp; AUDIO MEASUREMENT</b> <b>AUDIO MIXING CONSOLES &amp; DESKS</b>
MB May	7.5.	10.5.	21.5.	CROSSING Europe Filmfestival Linz, review ISE Integrated Systems Europe preview Stage Set Scenery preview Prolight + Sound Frankfurt, review		
Yearly guide	14.5.	21.5.	18.6.			
MB September	13.8.	17.8.	27.8.	IFA Berlin preview IBC Amsterdam, preview NAB Las Vegas, preview ISE Integrated Systems Europe, review Stage Set Scenery, review		
MB October	17.9.	21.9.	1.10.	NAB Las Vegas, preview Musikmesse Frankfurt, preview ISE Integrated Systems Europe, review II IBC Amsterdam, review		
MB November	15.10.	19.10.	29.10.	Tonmeistertagung (tmt31), preview IBC Amsterdam, review II Photo+Adventure Vienna, preview NAB Las Vegas, review		
MB December	19.11.	22.11.	3.12.	Musikmesse Frankfurt, review Tonmeistertagung (tmt31), review Tonmeistertagung review II		

**OWNER & PUBLISHER:** bergmayer & partner PRODUCER OG

**CIRCULATION:** Min. 6000 direct mailing + distribution at festivals & shows + MEDIA BIZ digital (on average 10.000 clicks per issue)

**MEDIA BIZ digital:** <https://www.mediabiz.at/digital.html>

**SUBSCRIPTION: Print or Digital:** Austria: € 37/students € 23; EU: € 48/students € 34; Europe (non-EU): € 59; Print + Digital: Austria: € 44/students € 29; EU: € 53/students € 39; Europe (non-EU): € 64;

**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, ...