### MEDIA KIT 2022/23

- \* A BRAND NEW SHOPLIST FOR VIENNA!
- \* A SHOP GUIDE RETHOUGHT AS A NEWSPAPER.
- \* HIGH QUALITY DESIGNED PRINT PRODUCT FOR LOCALS AND TOURISTS.
- \* BRANDS & PRODUCTS
  CAN APPEAR
  2X A YEAR WITH
  SEASONAL OFFERS.

\* A CROSS-MEDIA PRODUCT MADE FOR A TOP TARGET GROUP. \*DISTRIBUTED AT OVER 200 OF THE MOST POPULAR AND RELEVANT LOCATIONS IN VIENNA. ON AN ONGOING BASIS.

#### THE NEW VIENNA SHOPLIST

petit connaisseur\* offers a curated shoplist with shops & labels from Vienna.

Designed for modern families who like to shop individually and are looking for something special.

Our focus is on kids, food and lifestyle.

It is mainly about shops that are independently run and stand out for their individual style and personality.

You will find more than 120 shops in this shoplist. The directory is constantly updated and expanded.

#### PRINT PRODUCT

#### The Family Paper

Format Berlin Size: w315 x h470 / 20 pages

#### TARGET GROUP

- Modern families in Vienna / Tourists
- Lifestyle affine, enjoyment-oriented, consumerist and versatile interested
- Between 30 and 55 years

#### CIRCULATION

40,000 copies in Vienna per year (20,000 copies per issue) Published: October 2022, May 2023

#### DISTRIBUTION

The Family Paper by petit connaisseur\* is available free of charge at more than 200 participating stores, at family/children-friendly institutions, art and culture, hotels and cafes, as well as tourist information. An external direct marketing partner ensures that it is distributed on an ongoing basis.

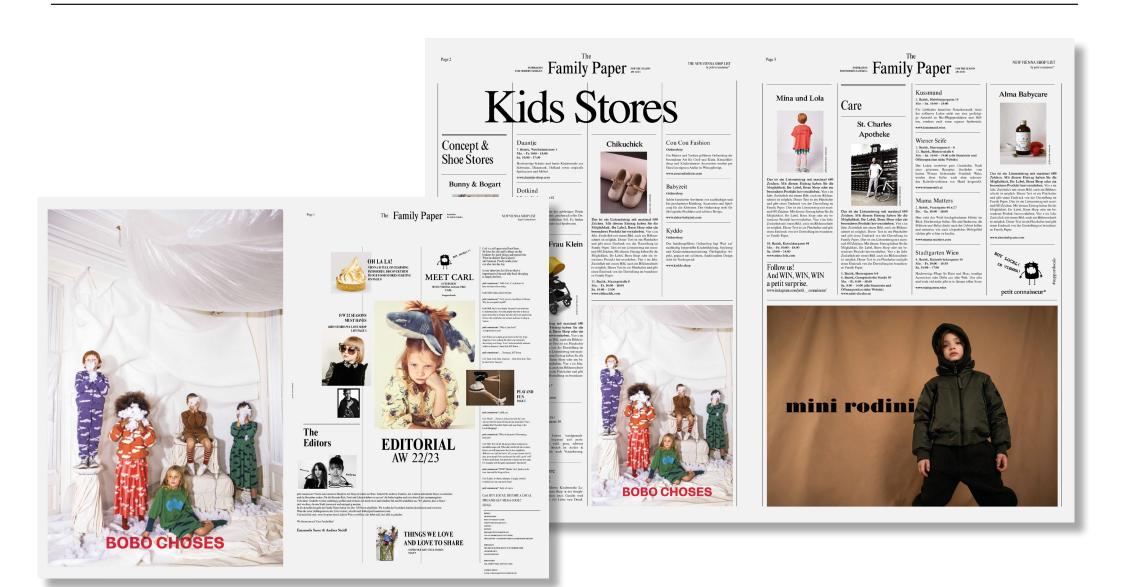
#### SOCIAL MEDIA

On request

#### **NEWSLETTER**

4 x per year









### MEDIA KIT 2022/23





#### 1/1 AD

in the respective format (type area): w290mm x h440mm /4C

€ 2.500,-

#### 1/4 AD

in the respective format (type area): w137mm x h195mm /4C

€ 1.250,-

#### 1/2 AD

in the respective format (type area): w282mm x h195mm /4C

€ 1.850,-

### MEDIA KIT 2022/23



**SPECIAL COVER ADVERTISEMENT**ON REQUEST

### MEDIA KIT 2022/23

ADVERTISEMENT PRICES & FORMATS



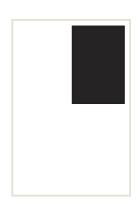
1/1 AD in the respective format (type area): w290mm x h440mm /4C

€ 2.500,-



1/2 AD in the respective format (type area): w282mm x h195mm /4C

€ 1.850,-



1/4 AD

in the respective format (type area): w137mm x h195mm /4C

€ 1.250,-

U2/U3 +25% / U4 +30%

DISCOUNT EARLY BOOKING DISCOUNT ADVERTISEMENT

**OCTOBER 2022 ISSUE** 

- 5 %

All prices are quoted before deduction of all discounts.

For print advertisements, an additional 5% advertising tax is charged.

Prices in Euro. Subject to changes, typesetting and printing errors.

Date / Name in Block Letters / Signature

#### **ADVERTISEMENTS**

#### Family Paper application form 2022/23

	e made by post or by e-mail to hello@petitconnaisseur.com. participation are deemed to have been accepted in the case of	fixed participation	(also in the case of mail registration).
Company name / Company designation		First name / Surname / Marketing Manager	
Invoice Adress / Pos	tcode / City		
	to participate bindingly in Family Paper and order the follow AT/excl. 5% advertising tax)	ving advertisement	placement*.
ISSUES / PRIN	JT ADS.		
☐ Issue 2022 / October 2022 - AW/22 23		☐ Issue 2023 / May 2023 - SS/23	
☐ 1/1 ☐ 1/1 U4 ☐ 1/1 U2/U3 ☐ 1/2 ☐ 1/4	290mm (w) x 440mm (h) 4C EUR 2.500,- 290mm (w) x 440mm (h) 4C 30 % Supplement 290mm (w) x 440mm (h) 4C 25 % Supplement 282mm (w) x 195mm (h) 4C EUR 1.850,- 137mm (w) x h195mm (h) 4C EUR 1.250,- * Delivery of the advertise	1/1	290mm (w) x 440mm (h) 4C EUR 2.500,- 290mm (w) x 440mm (h) 4C 30 % Supplement 290mm (w) x 440mm (h) 4C 25 % Supplement 282mm (w) x 195mm (h) 4C EUR 1.850,- 137mm (w) x h195mm (h) 4C EUR 1.250,-
Included in the prices are: The Family Paper by petit connaisseur* is available free of charge and with a bi-annual presence in over 200 participating stores, at family/children-friendly institutions, art and culture, hotels and cafes, as well as tourist information.  An external direct marketing partner PETER FUXX ensures continuous distribution. Printing costs: Circulation 20,000 pcs.  Terms of payment: Payable within 14 days after receipt of invoice. In the event of late payment, the legally prescribed reminder costs including a processing fee of EUR 50.00 shall be incurred. Invoices are payable and actionable in Vienna (place of performance and jurisdiction Vienna). Austrian law shall apply.  Advertising and editorial deadline: 3 weeks before publication of the print version. The exact date will be announced. Corrections received after approval must be invoiced at a flat rate of EUR 50. If the printed version is already at the printers, the costs of the requested changes must be paid by the advertiser.  Content and photo rights:: By providing text and display for the Family Paper, the company guarantees the correctness of the content and the use of the photo rights for the Family Paper print version and on the website for the respective duration of Family Paper. petit connaisseur* assumes no liability for this. The photographer and/or the copyrights can be displayed. The company verifies the accuracy of the information at the time of print approval.		The general terms and conditions of petit connaisseur* apply.  www.petitconnaisseur.com/privacy-policy/  Rates valid until revoked according to current price list. All prices are plus 20 % VAT.  Print titles are subject to an additional 5 % advertising tax. Subject to changes, Subject to typographical and printing errors. Prices in EURO.  In the event of cancellation after the advertising deadline, the agreed order value will be will be charged. All prices are quoted before deduction of all discounts. The conditions of participation shall be deemed to have been accepted in the event of fixed participation.  petit connaisseur* reserves the right not to publish Family Paper in case of too few advertisers. In this case, payments already made will be refunded 100%.	

### Contact & Infos

#### **Publication date:**

October 2022 May 2023

#### Advertising deadline:

3 weeks before publication / date to be announced

#### Info on printing, paper, delivery dates:

Format Berlin Size: (w315 x h470 mm) 52 g/sqm Newspaper print Enhanced ISO 69 4/4-colour (Euroscale) isoNewspaper26v4

Printing process: Newspaper printing (ColdSet)

Data delivery: Advertisements: Delivery of the advertisement as a finished print PDF, 4c

#### **Contact:**

Andrea Steidl hello@petitconnaisseur.com