

# GOLDEN

Reise- & Lifestylmagazin für die besten Jahre

Age



Valid  
from 1.6. 2017

ENGLISH VERSION

MEDIA DATA 2017

Online & Print



[www.goldenage.eu](http://www.goldenage.eu)

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Targeted, efficient and sustainable advertising with

# GOLDEN Age



We offer you various opportunities for your advertising in the **target group of the Golden Agers**, both in our **printmagazine, published every season**, as well as on our **website** and on our **social media platform**.

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**Reise- & Lifestylmagazin für die besten Jahre  
(Travel- & Lifestyle Magazine for the best years)**

... is aimed at people in the second half of life, who like to actively organize their leisure time.

Nowadays people in the second half of life have all options open, and they have more purchasing power than ever before. This target group attaches great importance to high quality, is brand-affine and ready to spend more money on higher-value services and products.

### FEELING YOUNG AT HEART

According to studies, GOLDEN / BEST Ager feel 10 - 15 years younger and therefore want to be addressed "young". The subjectively experienced age of a person characterizes his or her lifestyle and therefore their consumer behavior.

**With your ad, your report, your PR or your special enclosure in**



**you can reach this target group efficiently without any scatter loss and  
advertise targeted and sustainable.**

### Our MISSION

The GOLDEN Age magazine is published as a print magazine and online for people in their second half of life, who are either still in employment or already in retirement, for people who enjoy life, like to travel, to be inquisitive and always open to new things.

The GOLDEN Age magazine is sold as a print magazine in the free sale 4 times a year (one each season) and sent to many interested subscribers.

The GOLDEN Age magazine also offers an online presentation with exciting content on a user friendly and fully responsive website and on various social media platforms.

### Our VISION

As a long-term future vision, the GOLDEN Age magazine will be available in the main German speaking countries. At present, it is available in Austria on free sales in several book shops and tobacconists and in Germany via the platform Readly as an online magazine. Subscriptions can be delivered to any country worldwide.

## Key Data

**Volume :** 12<sup>th</sup> year of publication 2016 (first edition: fall 2006 )

**Published:** 4 times a year\* = 1 issue per season

**Edition:** 25.000

**Printing Process:** Offset printing 4 C

**Size:** 200 mm x 270 mm

**Pages:** 52 - 84 pages (incl. Cover)

**Sales Price:** PRINT € 3.60 incl. VAT



## Distribution

### Golden Age ist distributed as

- By post , personally addressed to subscribers and additionally various associations
- The distribution especially in areas with a majority 45Plus circle of readers, in order to increase the popularity level
- As inserts in "MORAWA reading circles", which are placed in coffee houses, at doctors, hairdressers, hotels etc. (e.g. with Magazine Trend, Stern and others)
- On free sale in tobacconists, MORAWA- and THALIA bookstores
- As e paper on Readly, an e magazine flat rate platform (<https://de.readly.com/products/magazine/golden-age-1>)



**Also available as E-Paper**

## Digital Presence

Parallel, we intensify the distribution of GOLDEN Age as e-paper as well as our online presence. In order to present our Internet presence on all types of devices in an intuitive and user-friendly way, our website is designed responsively. Golden Age is present on Facebook, Instagram and Pinterest.

### Dates of our print magazine GOLDEN Age 2017

Issue	Printing material due to	Printing Date	Distribution
Spring	14.02.2017	21.02.2017	KW09 / KW10
Summer	16.05.2017	23.05.2017	KW22 / KW 23
Fall	15.08.2017	22.08.2017	KW35 / KW 36
Winter	14.11.2017	21.11.2017	KW48 / KW 49





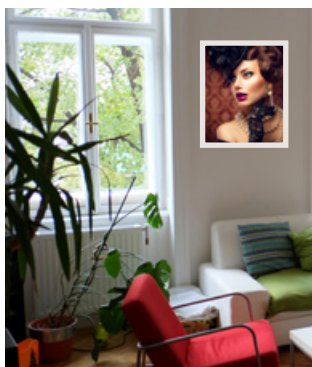
### Travel & Pleasure

Reports, city trips, long-distance travel, special-interest travel, hotel tips, events, art, theater, music, culinary



### Healthy & Active

Health and wellness, nutrition, diet, sports & fitness, mental fitness, time out



### Home / Design

Architecture, building, residential and decorative, garden, real estate



### People / Society

Companies, career, profession, love & relationships, leisure & hobby



### Fashion / Beauty

Fashion, jewelery, accessories, styling tips, cosmetics, make-up



### Trends / News

Current topics and research reports, insurances



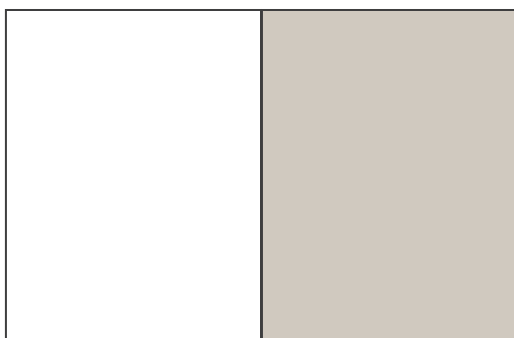
### Technics/ Mobility

Cars, motor bikes, smartphone, tablet and PC, EDV, Hardware, Software



### Environment/ Nature

Sustainable Living, green lifestyle, protection of nature and environment



1/1 page 270 mm x 200 mm

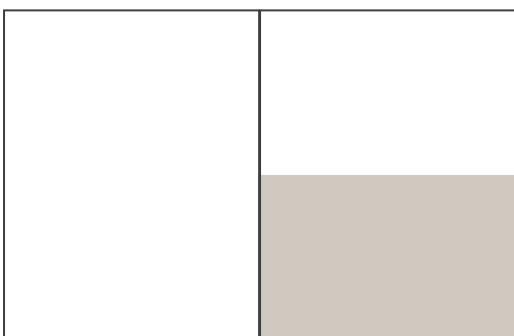
€ 3.850,- per issue

## SPECIAL CONDITIONS for multiple bookings! \*

2 x per year	- 5%
3 x per year	- 10%
4 x per year	- 15%

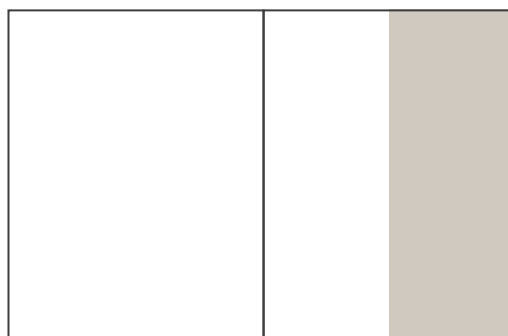
**SURCHARGE FOR C2/ C3: 30%, C4: 40%**

**Surcharge for desired placement: 10%\***



1/2 page landscape 135 mm x 200 mm

€ 1.950,- per issue

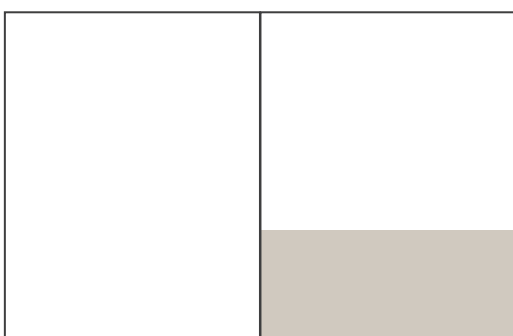


1/2 page portrait 270 mm x 98 mm

€ 1.950,- per issue

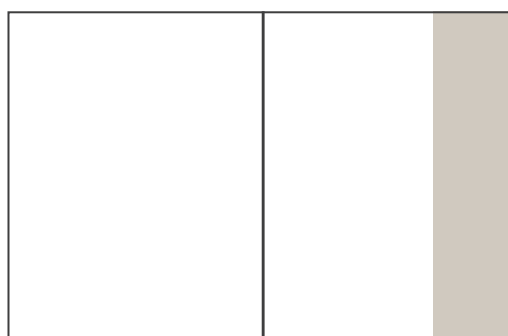


**Creative  
Advertisements**  
We design  
your ads!  
More on page 11



1/3 page landscape 90 mm x 200 mm

€ 1.300,- per issue



1/3 page portrait 270 mm x 69 mm

€ 1.300,- per issue

## Loose or bound inserts

Price depending on size, number and weight. For more information on the delivery of your advertisement printdata, please refer to our technical data sheet.

All prices exclude the legal charges and taxes. Our terms and conditions can be found in German language on [www.goldenage.eu](http://www.goldenage.eu)

\* Except booked desired placement, the positioning of the advert in the magazine may vary from that shown in the graphic.

## Inspire confidence through advertorials

Advertorials are designed to look like editorial copy. Advertorials inspire confidence and are perfect to inform and entertain readers, as well as promote your product or service. The advertorial helps you connect with readers through story. According to surveys, readers tend to respond very well to ads that look like articles.

**An Advertorial increases the credibility and attention for the message to be conveyed.**

**SILENT SPA**  
in der Therme Laa

Die **Therme Laa** und **Silent Spa** hat einen neuen Bereich für Ruhe und Entspannung erhalten! Wie Wasserläufer sind die 4 Entspannungsbereiche um ein Zentrum herum angelegt, jedes Bereich mit einem anderen Grundthema, das für Ruhe, Entspannung und ein neues Bild zu formen.

**Die einzigartige Architektur**  
schafft Ruhe und Ruhe. Die Gesamtanlage von Entspannung, dem Bereich von hochwertigen Materialien und dem harmonischen Aussehen, bildet die einzigartige Atmosphäre, die sich auf einen Aufenthalt in der Therme Laa auswirkt. In der Mitte steht das Zentrum der Ruhe, das die Besucher in Ruhe und Entspannung versetzt. Die **SILENT SPA** hat ein Zentrum der Ruhe, das die Besucher in Ruhe und Entspannung versetzt. Die **SILENT SPA** hat ein Zentrum der Ruhe, das die Besucher in Ruhe und Entspannung versetzt.

Ab 3. Dezember 2016 wird das **SILENT SPA** als **Oase Ruhe und eigenständiger Spa-Bereich** der **Therme Laa** ergänzt.

**Profi-Grilltopf, zur Verfügung gestellt von NAPOLEON Grills**  
**Grillen für „faule Intelligente“**  
frei nach Adi Matzek

„Faule Intelligente“ grillen indirekt bei einem Grilltopf mit mehreren Brennern und der Grilltopf ist mit einem Grillnetz ausgestattet und hat die unteren Brenner entfernt. So wird der Grilltopf mit einem Grillnetz ausgestattet und hat die unteren Brenner entfernt. So wird der Grilltopf mit einem Grillnetz ausgestattet und hat die unteren Brenner entfernt.

Ab 3. Dezember 2016 wird das **SILENT SPA** als **Oase Ruhe und eigenständiger Spa-Bereich** der **Therme Laa** ergänzt.

## Advertorials

Double page	€ 3.500,-
1 page	€ 2.000,-
1/2 page	€ 1.200,-

## Special Pages / Promotions

**Weingenuß**  
In Österreich

7200 Liter Wein werden in Österreich produziert, was dem meisten Wein in Europa entspricht. In Österreich wird Wein in 13 Bundesländern produziert. Die Weinproduktion ist ein wichtiger Bestandteil der österreichischen Wirtschaft. Die Weinproduktion ist ein wichtiger Bestandteil der österreichischen Wirtschaft.

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**Niederösterreich**

Wochenendtrip & Kurzurlaub  
Ausgang für Körper, Geist & Seele

Wochenendtrip & Kurzurlaub  
Ausgang für Körper, Geist & Seele

**Burgenland**

Wochenendtrip & Kurzurlaub  
Ausgang für Körper, Geist & Seele

Wochenendtrip & Kurzurlaub  
Ausgang für Körper, Geist & Seele

**Steiermark**

Wochenendtrip & Kurzurlaub  
Ausgang für Körper, Geist & Seele

Wochenendtrip & Kurzurlaub  
Ausgang für Körper, Geist & Seele

**Carinthia, Limone**

Wochenendtrip & Kurzurlaub  
Ausgang für Körper, Geist & Seele

Wochenendtrip & Kurzurlaub  
Ausgang für Körper, Geist & Seele

**Wien**

Wochenendtrip & Kurzurlaub  
Ausgang für Körper, Geist & Seele

Wochenendtrip & Kurzurlaub  
Ausgang für Körper, Geist & Seele

**Geschenkideen für sie und ihn**

**ISPIRIA ERNSTEIN-ARMAND**  
Armband aus Bernstein. Das natürlich-ergiebige Armband besteht aus verschönligten Bernsteinsteinen und handgeformten Silbersteinen in Blau.

€ 149,-  
Zu bestellen unter [www.ispiria-erstein.com](http://www.ispiria-erstein.com)

**LUCIA DI SANTO GELFASCE**  
Eine Goldkette besteht aus silbernen Silbersteinen, in der alle natürlichen Silbersteinen in der Welt zu finden sind. Die Kette ist aus Silbersteinen und Silbersteinen.

€ 129,-  
Zu bestellen unter [www.ispiria-erstein.com](http://www.ispiria-erstein.com)

**BERNSTEIN COLLIER**  
Bernstein Collar aus handgeformten Bernstein.

€ 219,-  
Zu bestellen unter [www.ispiria-erstein.com](http://www.ispiria-erstein.com)

**CASALINI CHINESE**  
Wunderschöne Chinesen in Weißgold mit Karneol.

€ 309,-  
Zu bestellen unter [www.ispiria-erstein.com](http://www.ispiria-erstein.com)

**SILVIA SALZ PARFUM**  
Armband aus Bernstein. Das natürlich-ergiebige Armband besteht aus verschönligten Bernsteinsteinen und handgeformten Silbersteinen in Blau.

€ 149,-  
Zu bestellen unter [www.ispiria-erstein.com](http://www.ispiria-erstein.com)

## Product Placement & Promotions

### Price on request

**We would be happy to advise you on our different design and placement options**

The team of GOLDEN Age can optionally help you optimize or create a text for your advertorial. Prices for text creation of advertorials depend on the number of pages. Please contact our editorial team for further information (see page 12)

All prices exclude the legal charges and taxes. Our terms and conditions can be found in German language on [www.goldenage.eu](http://www.goldenage.eu)



## Highly increasing visitor numbers of our GOLDEN Age website

**Sensational 147.843 WEB views  
In May 2017!!!**



## ADVERTISING ONLINE

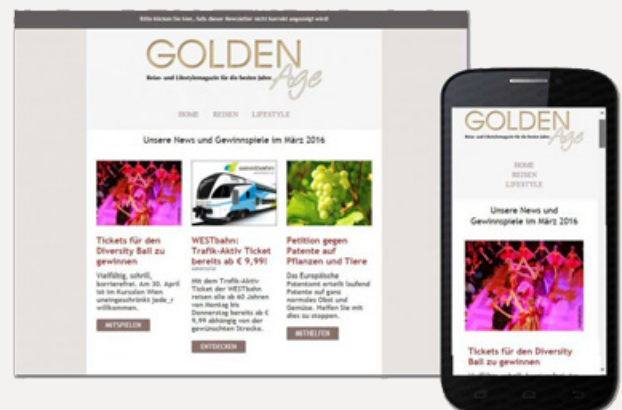
Our Website offers several advertising opportunities: Online Advertorials, that are perfect to inform and entertain readers, as well as to promote your product or service.

You can combine your Online Advertorial with our Newsletter, which has an even higher impact. Furthermore we offer banners in different sizes. Since it is a responsive web design, the presentation of your advertising may vary depending on the respective output medium and the screen resolution.

## GOLDEN Age Newsletter | ~15.000 Subscribers (May 2017)

### The newsletter as a multiplier!

**Present your company  
or your event  
in our newsletter or in a  
special newsletter!**



The previous newsletters were opened by an average of **at least 50% of all recipients** with **a longer retention period** and at least 1 link was clicked on (usually 2 to 3 links).

**Of the new newsletter subscribers, 84% stay longer on the newsletter, 70% always click on multiple posts.**



## Advertorial Standard:

Placed on a sub-page in a category that matches your theme, text length about 4.000 - 10.000 characters (incl. spaces), up to 12 images, displayed in a gallery or placed in the text, prize draws or videos can also be included

€ 185,-

## Advertorial Plus:

*Published in Slider on the home page - for more attention\**

(\*Graphical example see next page), linked to a sub-page in a category that matches your theme, text length about 4.000 -10.000 characters (incl. spaces) up to 12 images, displayed in a gallery or placed in the text, prize draws or videos can also be included

€ 290,-

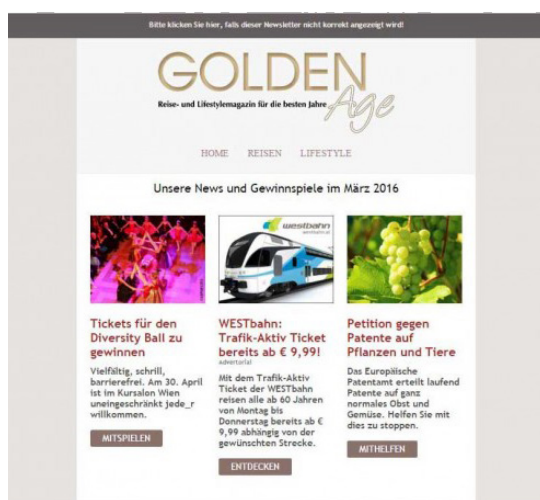
## Newsletter-Advertorial

**NEWSLETTER to our subscribers**

incl. Advertorial to a sub-page in a category that matches your theme

€ 490,-

**Duration: 6 weeks**



Example Newsletter



Example Advertorial with photo gallery

## GOLDEN Age Special Newsletter

**NEWSLETTER to our subscribers**, 1 complete newsletter exclusively with your marketing information. You can directly link from the GOLDEN Age Special Newsletter to an individually designed page on our GOLDEN Age website and from there to different websites or information. On our GOLDEN Age website you can also include photo galleries, prize draws and videos as a reinforcement of the advertising effect.

**Version A as described above: Link from the newsletter with additional advertorial on one specially designed page of our website (duration: 6 weeks)**

€ 735,-

As an alternative to the version with the advertorial page on our GOLDEN Age website, you can also link directly from the GOLDEN Age Special Newsletter to one or more pages defined by you.

**Version B: Link from the special newsletter to a page you have defined:**

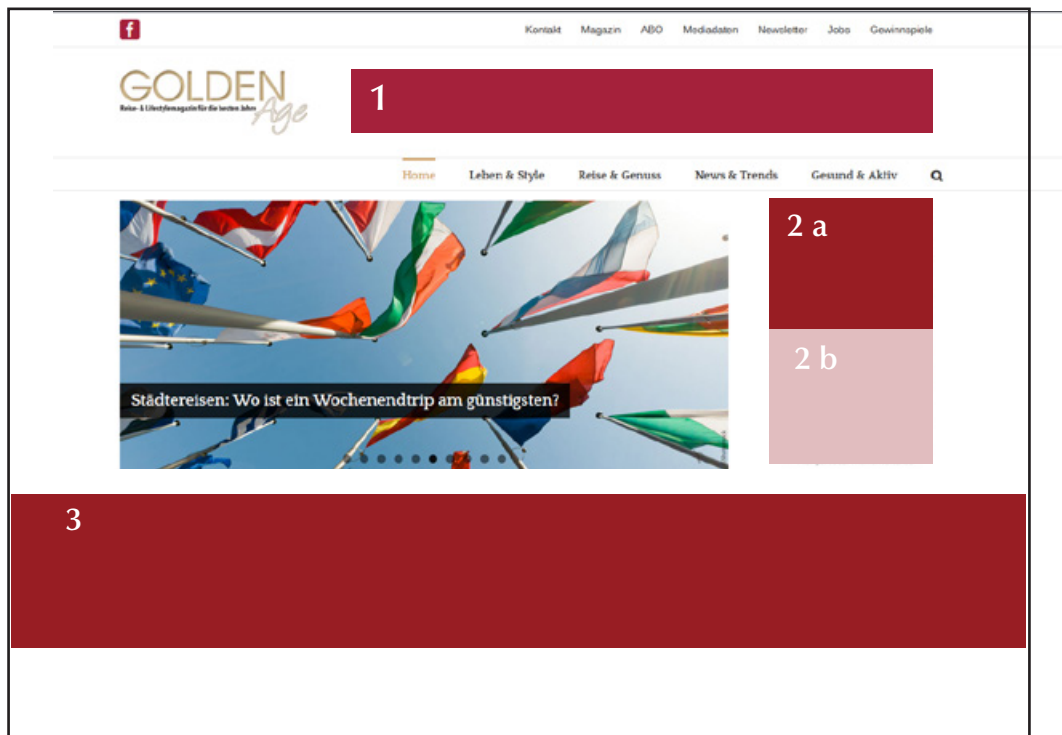
€ 620,-

All prices exclude the legal charges and taxes. NO advertising tax in Austria for online advertising !  
Our terms and conditions can be found in German language on [www.goldenage.eu](http://www.goldenage.eu)

## PRICES WEB BANNER ONLINE

Duration: 6 weeks

Valid from June  
2017!



## PRICES WEB BANNER ONLINE

Preise verstehen sich für fertig gelieferten Banner auf einer von Ihnen gewählten Unterseite.  
Gerne gestalten wir Ihre statischen Banner zum Fixpreis von EURO 85,-  
Dynamische und andere Bannervarianten auf Anfrage.

1. Header Banner	Height 800 px, Width 87 px	€ 450,-	Appears on the Landing Page and on all sub-pages
2 a. Sidebar Banner	Height 800 px, Width 712 px	€ 220,-	Surcharge for Landing Page/any other sub-page + 10%
2 b. Sidebar Banner	Height 800 px, Width 1509 px	€ 285,-	Surcharge for Landing Page/any other sub-page + 10%
2 c. Sidebar Banner*	Height 800 px, Width 2136 px	€ 330,-	Surcharge for Landing Page/any other sub-page + 10%
3. Superbanner	Height 2.500 px, Width 330 px	€ 330,-	Surcharge for Landing Page/any other sub-page + 10%

\* Images and texts are supplied by the customer, any purchase of artwork, illustrations, etc.  
is excluded in the price, prices are exclusive of Austrian VAT

Please find more information on our technical data sheet.

All prices exclude the legal charges and taxes. Our terms and conditions can be found in German language on [www.goldenage.eu](http://www.goldenage.eu)

GOLDEN Age Publisher &amp; Advertising Agency



*No ready-designed ad or fancy a fresh, new look ?*

We design your ads and online banners.



\* Images and texts are supplied by the customer, any purchase of artwork, illustrations, etc. is excluded in the price, prices are exclusive of Austrian VAT

*Effective Advertising for your business!*

Raise awareness and maximum interest to your target audience!

More information on [www.artemedia.eu](http://www.artemedia.eu)

## CONTACT



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Owner of artemedia, advertising agency

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