



FIRST – Austria's Personality, Lifestyle & Fashion Magazine

FIRST is the latest highlight in the Austrian magazine market. It is the perfect synergy of upscale journalism as well as opulent photo series on fashion, beauty and lifestyle.

Circulation:	40.000 copies
Publishing interval:	10 x a year
Core target group:	Premium segment (social-group A)

Our offer:

(Without any guarantee of positioning within the first half)

2/1- page 4C:	EUR 13.980,-
1/1- page 4C:	EUR 6.990,-
1/2- page 4C:	EUR 4.895,-
1/3- page 4C:	EUR 3.495,-

6-month package:

(Qualifying period: 01.01. - 31.07.2009 respectively 01.07.09 - 31.01.2010)

3 + 1 : EUR 20.970,- (EUR 27.960,- – 25,0%)

Annual package

(Qualifying period: 01.01.2009 - 31.01.2010)

4 + 1 : EUR 27.960,- (EUR 34.950,- – 20,0%)

7 + 3 : EUR 48.930,- (EUR 69.900,- – 30,0%)

9 + 5 : EUR 62.910,- (EUR 97.860,- – 35,7%)

6 + 4 Double page: EUR 83.880,- (EUR 139.800,- – 40,0%)

Contact:

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Evelyn Strohriegel (ext. 6304) and Michael Brugger (ext. 6307)

FIRST continued

Special Topics 2008:

- Fashion & Fragrances (26th of February)
- Cars & Yachting (30th of April)
- Living & Private Banking (25th of June)
- Travelling (25th of September)
- Watches & Jewellery (26th of November)

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