

XTRA!

The largest queer magazine in Austria

XTRA! Association for information and prevention in the field of STD
1060 Vienna, Mariahilfer Gürtel 4
www.xtra-news.eu

Since 1992

Appearance: Periodic publication (ten times a year) | Online 24/7
Number of pages: 48 - 52 pages per issue
Printing: in color throughout, on art paper
Edition: 8.000 piece
Reach: 25.000 - 30.000 people
On time, exact, reliable!

Media Kit 2025



XTRA! - Austria's largest queer magazine

XTRA! is the Austria-wide queer scene magazine, which has been available since 1992. With colorful, entertaining and informative content, it reports on the gay and lesbian scene in Austria as well as on art, culture, national and international travel, health, book and music reviews, cooking, gastronomy, lifestyle, fashion, and much more, as well as national and international LGBTIQ+ events.

XTRA! is not only represented by the magazine, but also by a website worth seeing - www.xtra-news.eu - and has many subscribers in Austria and the surrounding countries. In addition, the magazine is available in cafes, bars, restaurants, shops, cinemas, sex shops, saunas, etc. as well as at queer events throughout Austria and abroad.

Contact | Contact person

Klaus Frimmel-Walser - production, marketing, advertising & advertising placement

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Harald Frimmel-Walser - editing, accounting

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Technical data

Booklet format: 210 x 297 mm, 48 - 52 pages

Type area: 192 mm x 267 mm

Color profile: CMYK (no special colors possible)

Advertisement order

The advertisement order is binding and is documented by means of an advertisement order regarding advertisement size, price, frequency, placement. Discounts, rebates, agency discounts are only granted following prior consultation and written agreement. Our general terms and conditions apply.

Discounts

If you place a binding order for several advertisements of the same size, published in consecutive issues of XTRA!, the following discounts apply: 3 advertisements - 10 percent discount, 5 advertisements - 15 percent discount, 7 advertisements - 20 percent discount, 9 advertisements - 25 percent discount.

Printing specifications

The ad can be sent as PDF, EPS, TIF, JPG and must correspond to the size of the booked ad size. TIF and JPG should have a resolution of at least 300 dpi. Fonts and images must be embedded in EPS. The color space is exclusively CMYK, no special colors are possible. We ask that you do not send ad data in Word and Powerpoint files, web resolution, RGB, etc.

If we create an ad using text, images, graphics or logos, this will be invoiced. The resolution of all images and graphics must be at least 300 dpi. The ad order and data transmission must be made 14 days before the respective editorial deadline.

Transmission of print data

The advert is sent to us by email to office@xtra-news.at – timely submission taking into account the editorial deadline. Adverts that arrive late must be announced to us in advance by telephone and confirmed by us, otherwise the advert cannot be included in the booked edition.

Placement of the advertisement | Placement guarantee

Advertisements are placed in the best possible way, unless there is a preference for a specific placement. In this case, the space available and, in particular, the layout of the magazine are decisive, so that no specific page can be guaranteed for the advertisement. If specific pages are ordered (right page, specific page, etc.), a surcharge of 20% is charged (placement guarantee). A specific placement of the advertisement must therefore be announced when ordering it and must also be feasible. Subsequent complaints will therefore not be accepted.

Bank details

IBAN: AT03 1400 0171 1006 1455, BIC (SWIFT): BAWAATWW

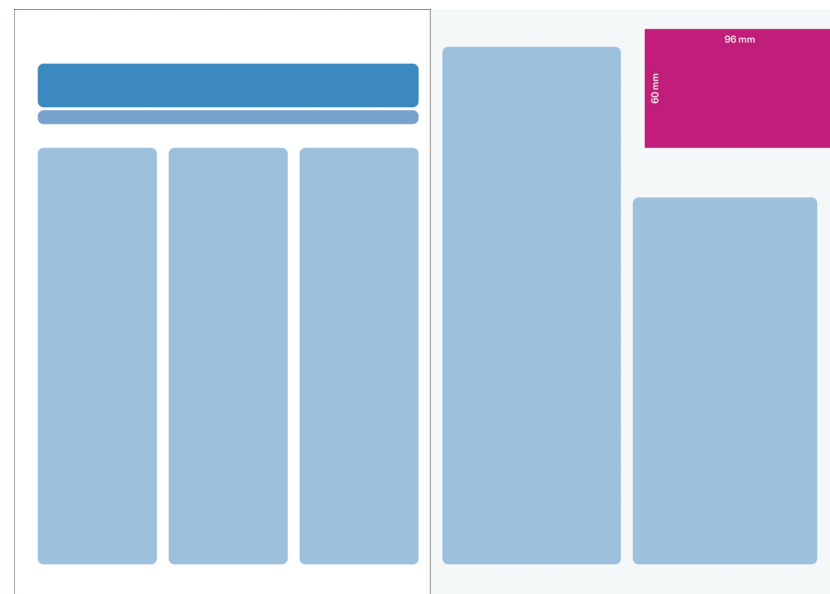
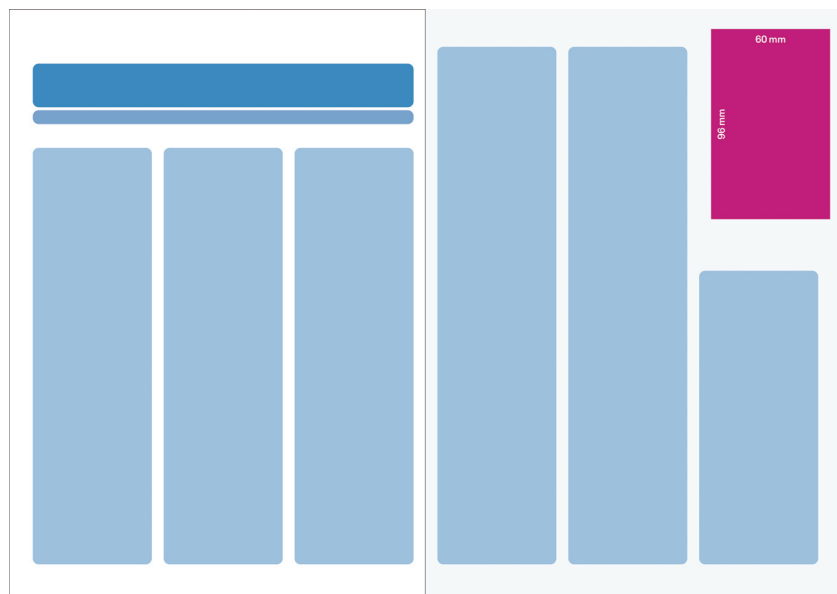
UID

ATU512440005

ZVR

902222225

Advertisements | Formats and prices 2025



1/8 advert portrait format

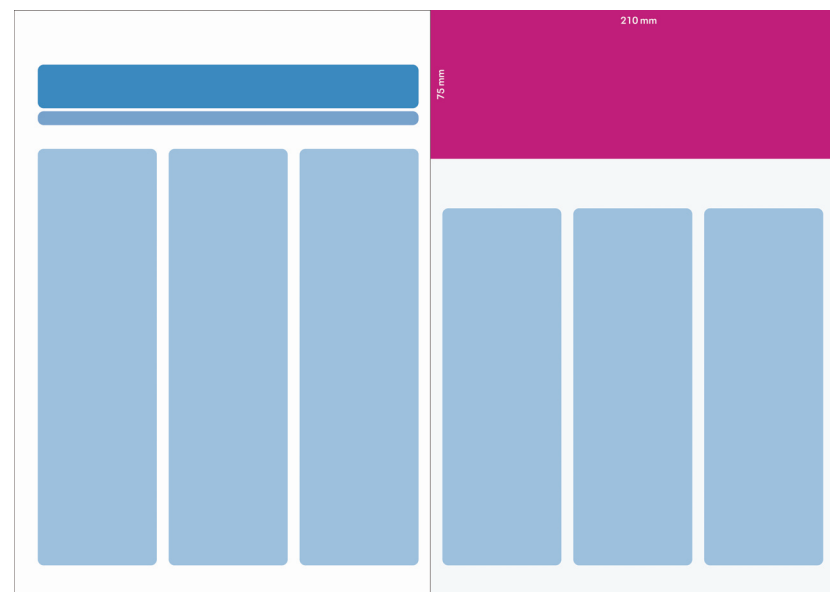
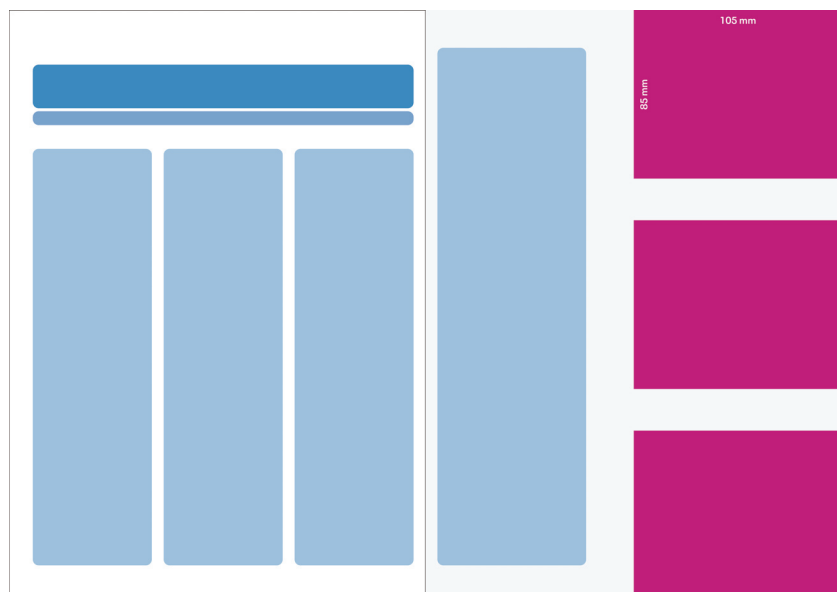
60 x 96 mm + 3 mm bleed (placed in the rate)

€ 300,00 ^{1) 2) 3)}

1/8 advert landscape format

96 x 60 mm + 3 mm bleed (placed in the rate)

€ 300,00 ^{1) 2) 3)}



1/6 advert landscape format

105 x 85 mm + 3 mm bleed (bled off)

€ 400,00 ^{1) 2) 3)}

1/4 advert long format

210 x 75 mm + 3 mm bleed (bled off)

€ 560,00 ^{1) 3)}

¹⁾ plus 5 % advertising tax and 20 % VAT

²⁾ 1/8 advert only available with annual booking!

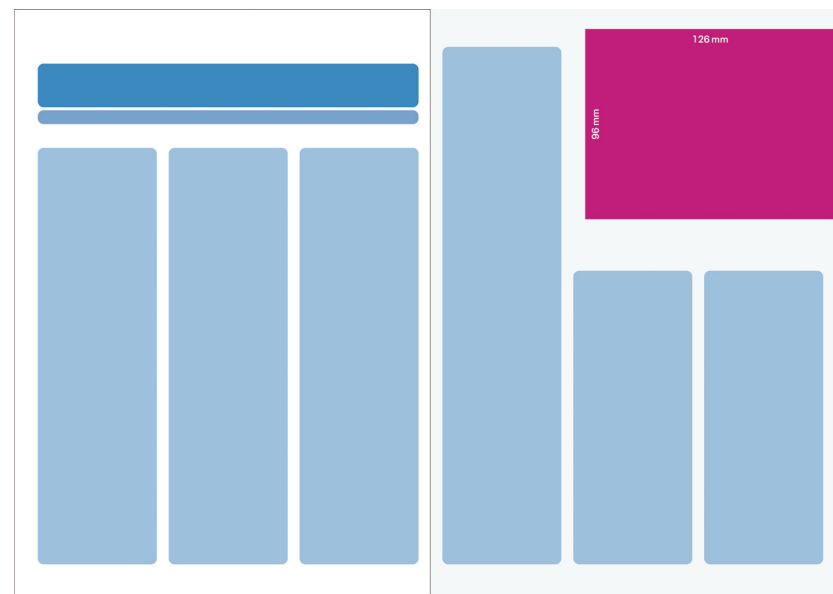
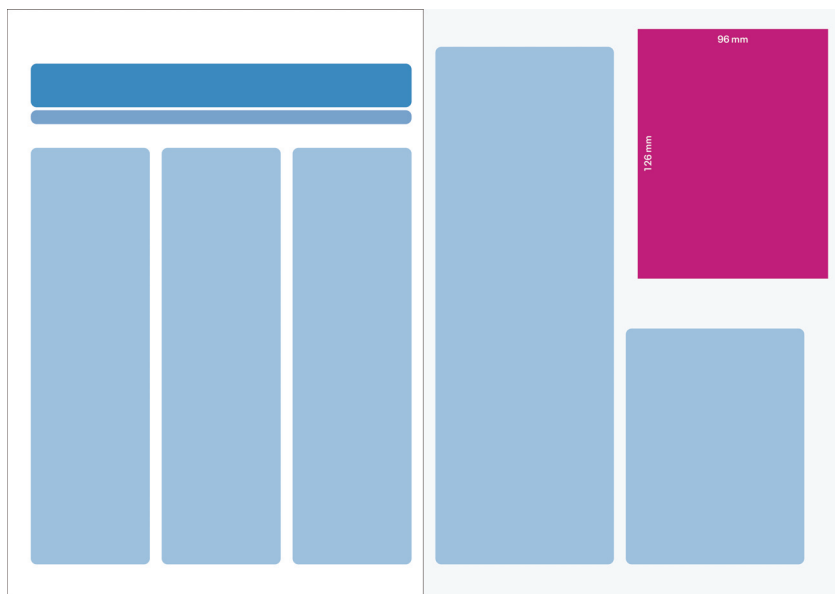
³⁾ placement right side plus 20% surcharge

⁴⁾ page 5, 7, U3, U4 only possible as 1/4 advert

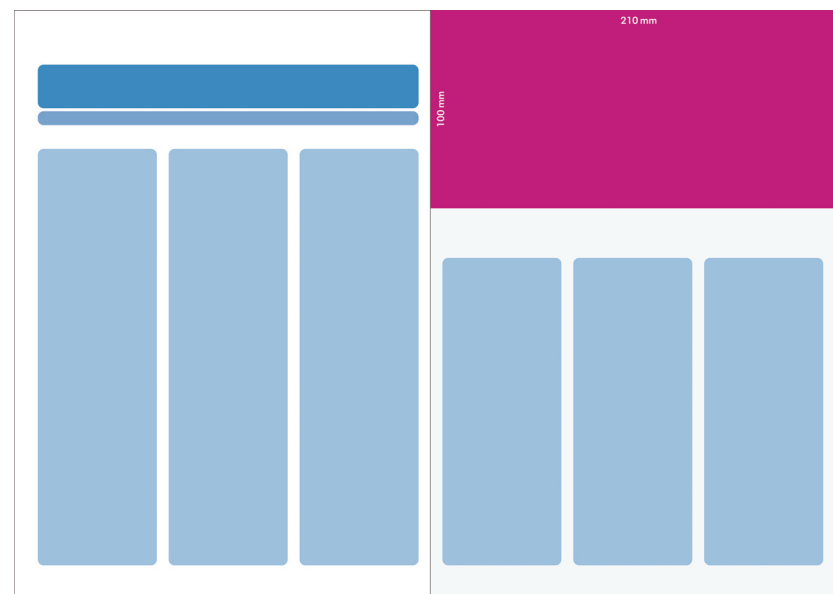
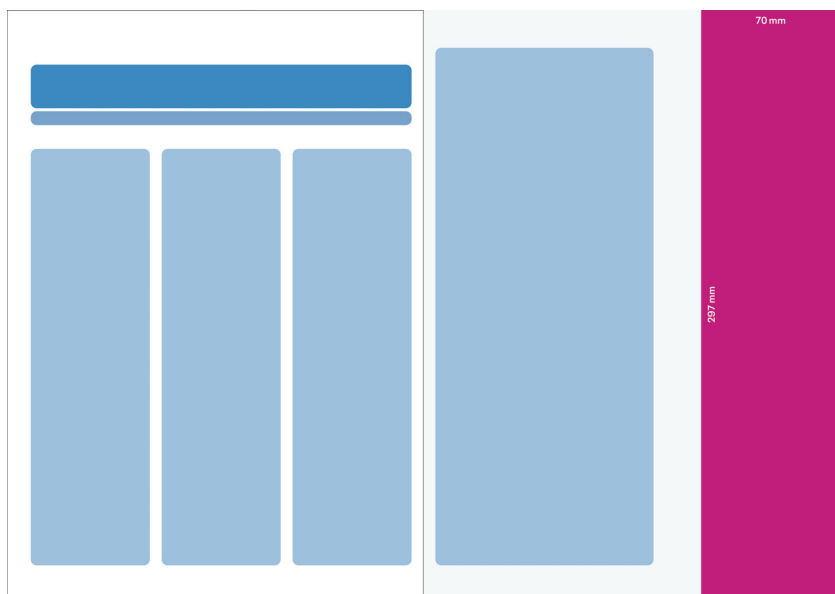
⁵⁾ only possible in the middle of the booklet

⁶⁾ advert or insert with 4 pages

Advertisements | Formats and prices 2025



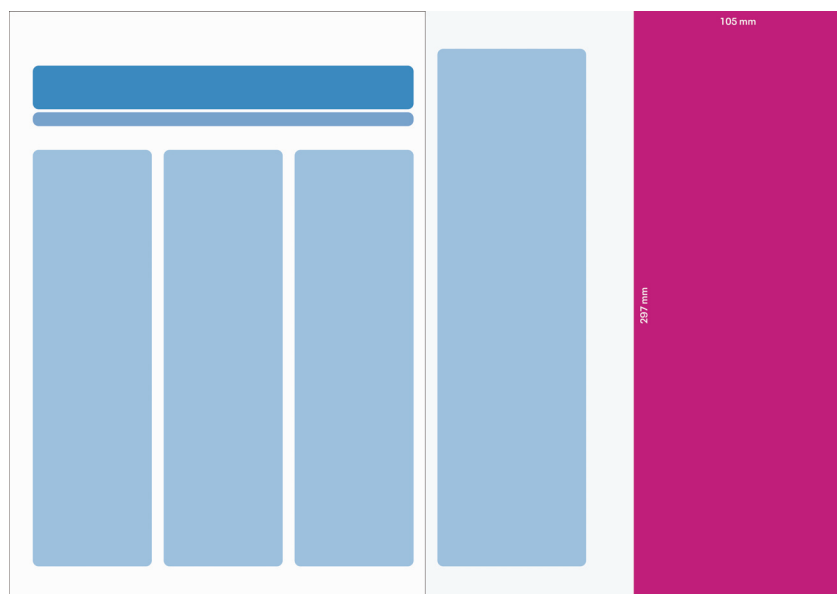
| | | |
|------------------------------------|---|---------------------------|
| 1/4 advert portrait format | 96 x 126 mm + 3 mm bleed (placed in the rate) | € 500,00 ^{1) 3)} |
| 1/4 advert landscape format | 126 x 96 mm + 3 mm bleed (placed in the rate) | € 500,00 ^{1) 3)} |



| | | |
|------------------------------------|--------------------------------------|---------------------------|
| 1/3 advert portrait format | 70 x 297 mm + 3 mm bleed (bled off) | € 740,00 ^{1) 3)} |
| 1/3 advert landscape format | 210 x 100 mm + 3 mm bleed (bled off) | € 740,00 ^{1) 3)} |

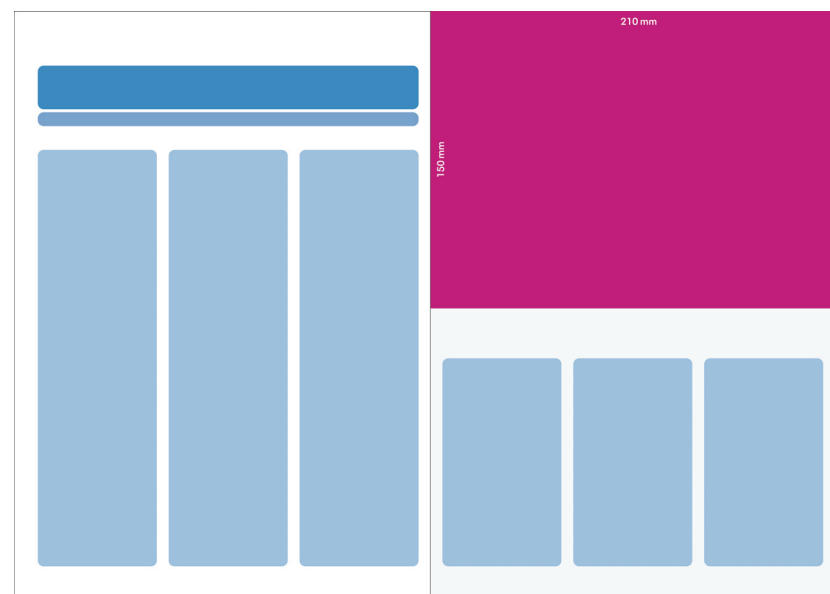
¹⁾ plus 5 % advertising tax and 20 % VAT | ²⁾ 1/8 advert only available with annual booking! | ³⁾ placement right side plus 20% surcharge |
⁴⁾ page 5, 7, U3, U4 only possible as 1/4 advert | ⁵⁾ only possible in the middle of the booklet | ⁶⁾ advert or insert with 4 pages

Advertisements | Formats and prices 2025



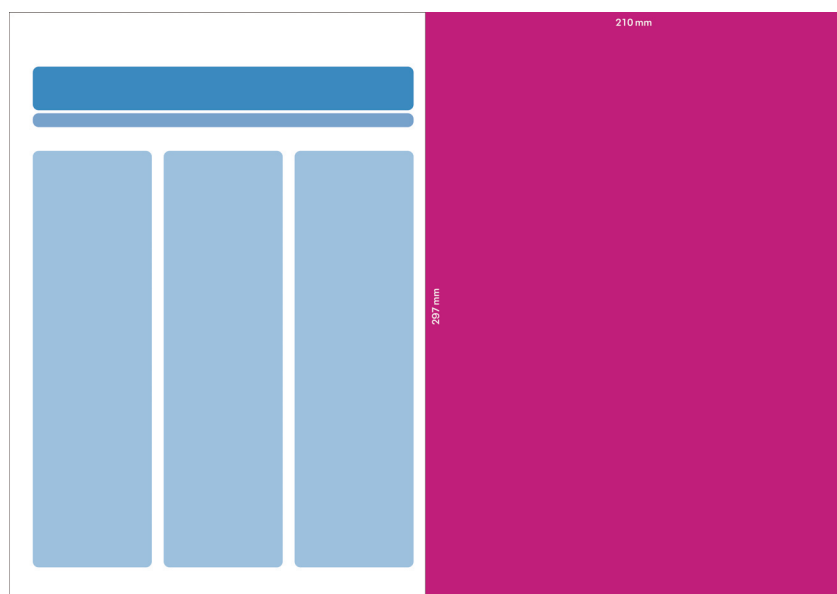
1/2 advert portrait format 105 x 297 mm + 3 mm bleed (bled off)

1/2 advert landscape format 210 x 150 mm + 3 mm bleed (bled off)



€ 990,00 ¹⁾

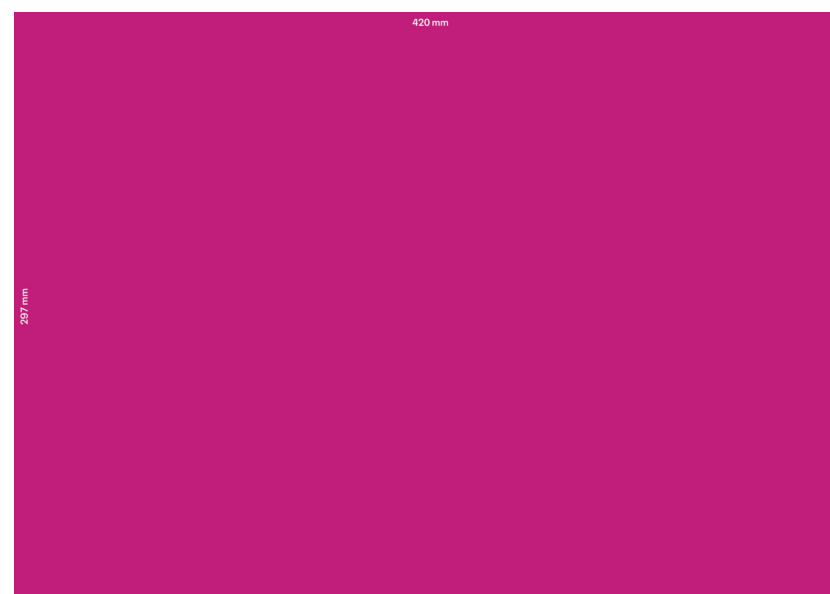
€ 990,00 ¹⁾



1/1 advert portrait format 210 x 297 mm + 3 mm bleed (bled off)

2/1 advert landscape format 420 x 297 mm + 3 mm bleed (bled off)

4/1 advert landscape format 420 x 297 mm + 3 mm bleed (bled off)



€ 1.230,00 ¹⁾

€ 1.950,00 ^{1) 4)}

€ 2.920,00 ^{1) 5)}

€ 4.370,00 ^{1) 5) 6)}

¹⁾ plus 5 % advertising tax and 20 % VAT

²⁾ 1/8 advert only available with annual booking!

³⁾ placement right side plus 20% surcharge

⁴⁾ page 5, 7, U3, U4 only possible as 1/1 advert

⁵⁾ only possible in the middle of the booklet

⁶⁾ advert or insert with 4 pages

Editorial dates | Editorial deadline & release date 2025

Valid from: November 15th, 2024

▶▶ XTRA! 409

Editorial deadline: January 3rd, 2025
Release date: January 17th, 2025

▶▶ XTRA! 414

Editorial deadline: June 27th, 2025
Release date: July 11th, 2025

▶▶ XTRA! 410

Editorial deadline: February 7th, 2025
Release date: February 21st, 2025

▶▶ XTRA! 415

Editorial deadline: August 8th, 2025
Release date: August 22nd, 2025

▶▶ XTRA! 411

Editorial deadline: March 14th, 2025
Release date: March 28th, 2025

▶▶ XTRA! 416

Editorial deadline: September 19th, 2025
Release date: October 3rd, 2025

▶▶ XTRA! 412

Editorial deadline: April 18th, 2025
Release date: May 2nd, 2025

▶▶ XTRA! 417

Editorial deadline: October 24th, 2025
Release date: November 7th, 2025

▶▶ XTRA! 413

Editorial deadline: May 23rd, 2025
Release date: June 6th, 2025

▶▶ XTRA! 418

Editorial deadline: November 28th, 2025
Release date: December 12th, 2025

Subject to change!