



# NSIDE FESTIVAL HIGHLIGHTS

MEDIA INFORMATION 2010/2011

AUSTRIA.WIDE



The PREMIUM ART and LIFESTYLE MAGAZINE

# INSIDE FESTIVAL HIGHLIGHTS - Profile

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## **Austria's premium art and lifestyle magazine**

**ART and CULTURE** – the main topic is a preview of the most important festival, art and cultural events in Austria, clearly presented for each of the nine federal states. Celebrities give cultural tips and reveal their favourite places.

**INTERVIEWS** – Theatre makers, artists, cultural figures, unconventional thinkers and visionaries have numerous surprises up their sleeves as revealed in interviews and portraits.

**CUISINE** – The gourmet districts of Austria offer a wide variety of typical local specialities in distinctive cultural surroundings. Make the most of food and music at home with friends with the recipes and “new music” tips in Inside Festival – **HIGHLIGHTS**.

**LIFESTYLE** – In Inside Festival – **HIGHLIGHTS**, our discerning readers will find everything they need to know about the right outfit for special events along with valuable beauty tips for the time before the Festival and for their big appearance. Health and beauty trends such as modern energy sources, home design, city trips, books and much more – a contemporary, informative, trendy and interesting medium.

## **Spring HIGHLIGHTS**

**Publication date March 31**

Easter festivals, Whitsun festivals and other stage events, cuisine and nature – all offer scope for discovery in various regions. Design, golf, garden culture and architectural highlights are also featured as lifestyle enhancements.

## **Summer HIGHLIGHTS**

**Publication date June 15**

Festivals with opera, operetta and theatre tempt readers to take short breaks in attractive locations. Also features tips for outstanding hotels and restaurants, sights and galleries in each festival district.

## **Autumn HIGHLIGHTS**

**Publication date September 30**

Theatre, opera and concert directors present works from the coming season. Extra attention is paid to tips for autumn festivals, gourmet breaks, riding, lifestyle and cultural heritage.

## **Winter HIGHLIGHTS**

**Publication date November 15**

Previews of Advent and New Year concerts and of the ball season puts readers in the mood for the festive period. The focus is on gift ideas for people looking for something extraordinary and winter sports at the highest level.

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# Target group – NetWORK

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## Target group

The magazine is available throughout Austria and addresses the following target groups:

Festival public 35+

People with higher incomes 40+

People who enjoy culture, adventure and travel 40+

## The reader is

- Interested in all kinds of music from jazz to classical, in culture ranging from opera to musicals and from theatre to cabaret, in literature, architecture, design and in a sophisticated lifestyle.
  - Financially secure; he or she invests in financial products, real estate, art.
  - A typical representative of a cultivated lifestyle who likes to show this by means of travel, interior design, gourmet cuisine, fashion and body, and who takes active care of body and mind.
  - At home in Austria, South Germany, South Tyrol and the neighbouring South-East European areas.
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## NetWORK business and culture

Cultural travellers appreciate high standards of hospitality and regional specialities. Inside Festspiele – HIGHLIGHTS shows all the attractions tempting visitors to linger in the region a few days longer. Companies make an important contribution to cultural diversity by means of sponsorship. Successful companies are presented and praised for their cultural commitment in the rubric “Curtain please”.

## Added value for advertisers

Art, culture, cuisine as stimuli. The exciting anticipation of cultural events creates emotional openness in the reader. In this mood, they pay more attention to inserts and advertorials, which leave a correspondingly long-lasting impression.

## Promotion in the lifestyle rubrics from A-Z

Company WORTH • WORTH a trip • WORTH buying – fashion, jewellery, watches, beauty • WORTH driving – cars • WORTH enjoying – food and music, beverages, cuisine, fine dining • WORTH hearing - CD, hifi • WORTH investing – real estate, capital investments • WORTH keeping – cultural heritage • WORTH noting – architecture, design • WORTH reading – books • WORTH seeing • WORTHwhile future – high-tech, ecology • WORTHwhile knowledge • WORTHwhile living – interiors, gardens • WORTHwhile wellness – health, beauty, sport • and much more.

# Advertising fees – formats – discounts

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## Advertisements

1/1 page, trim	210 x 297 mm	€ 6,900.00
1/2 page, vertical	90 x 267 mm	€ 3,450.00

## PR in magazine layout

1/1 page	€ 4,140.00
1/2 page	€ 2,070.00
1/3 page	€ 1,380.00
1/4 page	€ 1,035.00
1/5 page	€ 828.00
1/6 page	€ 690.00
1/8 page	€ 518.00
Theme-specific print cost contributions from	€ 390.00

**Preferential placements** U4 and U2 +30% / U3 +20%

**Special rates** for advertorials in the art and culture columns.

**Discounts** when placing advertisement in 2 editions 25% / in 3 editions 30% / in 4 editions 35% (does not apply to cover pages).

All prices quoted exclude 5% advertising tax and 20% VAT.

**Payment terms** Invoices are due for payment without deductions 10 days after dispatch of the sample copy.

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# Print run – publication dates – distribution

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**Print run:** 50.000

**Circulation:** 150.000

**Format:** A4 / 210 x 297 mm

**Published:** quarterly

**Applicable period:** 3 months

## **Publication dates 2010/2011**

31<sup>th</sup> March

15<sup>th</sup> June

30<sup>th</sup> September

15<sup>th</sup> November

## **Print deadline 2010/2011**

15<sup>th</sup> March

31<sup>th</sup> May

15<sup>th</sup> September

30<sup>th</sup> October

## **Distribution in Austria**

- Sold by newspaper retailers
- Circulation among art and cultural institutions
- Dispatched to theatre ticket offices and cultural trip organisers
- Sent to certain successful personalities via cooperative partners
- Sent to 3,200 hair salons and 3,000 cafés in the capital cities of each state

## **Distribution in Germany**

- Sent to organisers of cultural trips
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# Publisher information – your Highlights team

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## **Media proprietor + editor**

**Kulturverlag Polzer GmbH**

**Managing director:** Dr. Bodo Polzer

**Address:** Franz-Hinterholzer-Kai 22, A-5020 Salzburg

**Phone:** +43 662 45 53 00 / **Fax:** +43 662 62 41 41

**E-mail:** kulturverlag@polzer.net / **Web:** www.polzer.net

**Skype:** kulturverlag\_polzer

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The owner-managed company has been accompanying cultural events since 1946. Initially operating as Kartenbüro (ticket office) Polzer, the cultural publishing company was spun off in 2000 and is directed by Dr. Bodo Polzer. The company has been publishing the Salzburg Festival magazines Inside Festspiele - **THE PROGRAM** and **Spektakel** since 1991; it has also relaunched **salon** and started publication of Inside Festspiele - **HIGHLIGHTS** covering Austrian lifestyle in 2006. A small series of specially selected books ranging from an updated version of Leopold Mozart's violin tutor via poetry by Peter Daniell Porsche to "Mannifeste" by Princess "Manni" zu Sayn-Wittgenstein have also been published by Kulturverlag Polzer.

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## **Editor-in-Chief**

**Dr. Angelica Pral-Haidbauer**

Mobile: +43 664 25 25 325

E-mail: a.pral@polzer.net

## **Editors**

**CLASSICAL // Dr. Christian Weingartner**

**THEATRE/JAZZ/NEW MUSIC// Mag. Markus Deisenberger**

**ART // Gudrun Weinzierl**

**BUSINESS & CULTURE //Mag. Eva Pfisterer**

**TOURISM / CUISINE / WINE // Dr. René Herndl**

**FASHION & BEAUTY// Dr. Angelica Pral-Haidbauer**

**VARIOUS// Mag. Angelika Huber**

**VIDEO RECORDING// Thomas Fortner**

# Technical data – print material

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**Magazine format:** A4 / 210 x 297 mm

**Print process:** Sheetfed offset, 4/4 coloured, ISO scale, sloping

**Paper core:** LWC glossy 60g

**Paper coating:** hf image print glossy 115g

**Finishing:** stapled (double)

**Digitale Daten** from InDesign CS 3, QuarkXPress 6.5, TIF, EPS, PDF / 300 dpi / CMYK. All fonts used are embedded.

## **Delivery**

PDF files for CtP production, 60 offset screen, data carrier (DVD or CD) with true-colour proof.

## **Benennung**

MagazineEdition\_Client\_Format

e.g. highlights\_client\_1x1.

Do not use special characters and spaces in file names.

## **Bleed**

All formats plus 5 mm bleed all the way round. Text and image elements relevant to the advertising must be located at least 10 mm away from the bleed. For double-page advertisements with motifs crossing the binding, take 4 mm offset per page into account.

## **Delivery of print material**

Kulturverlag Polzer GmbH

Franz-Hinterholzer-Kai 22

A-5020 Salzburg

Marian Tischler

Phone: +43 662 45 53 00

E-mail: m.tischler@polzer.net

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# General Terms and Conditions

**Kulturverlag  
Polzer GmbH**

**01.** For the purposes of the following General Terms and Conditions, the "advertisement order" is the contract relating to the publication of one or several advertisements by an advertiser or other advertising space purchaser in a printed publication for the purpose of dissemination.

**02.** Should an order not be executed for reasons which are not the publisher's responsibility, the client shall reimburse the difference between the discount granted and the discount corresponding to the actual purchase irrespective of any other legal obligations. The publisher expressly reserves the right to fulfil the contract.

**03.** Orders for advertisements which are expressly to be published solely in certain numbers, certain issues and certain places in the printed publication must be received by the publisher so far in advance that the client can be informed of any difficulty in executing the order in this way before the advertising deadline expires.

**04.** The publisher reserves the right to refuse advertisement orders – also individual views as part of a contract – on grounds relating to the content, origin or technical form in accordance with the publisher's standard regulations, if the content thereof violates legislation or official regulations or if the publication thereof would be unreasonable. The same applies to orders placed with branch offices, receiving offices or agents. The client shall be informed immediately if his order is refused.

**05.** The client shall be responsible for ensuring that the advertising text is delivered promptly and that the print material is unobjectionable. The publisher guarantees the print quality customary for the relevant publication as far as the print material submitted allows this. Should the publisher not receive the documents necessary for fulfillment of the order in due time before production begins, the publisher shall be deemed to have been authorised by the client to use the document which seems to be most suited to the advertisement design and to charge the advertising price agreed.

**06.** Sample copies may only be supplied before any product issued by the publisher appears if expressly requested and on payment of a fee. Should the client fail to return the sample before the deadline despite it having been delivered promptly, this shall be deemed to constitute approval for printing.

**07.** The client is responsible for ensuring that an exact setting copy is provided. The execution of an advertisement order merely comprises

the provision of the advertising space ordered. The publisher shall only accept responsibility for the print quality if the setting copy submitted includes a printout on original paper.

**08.** The client herewith assures the publisher that he is entitled to use the print material he supplies. On placing an advertisement order, the advertiser shall undertake to bear the costs of publication of a counter statement based on claims actually made in the published advertisement; these shall fall in line with the respectively valid advertising charge. Print material will only be returned to the client if specially requested. The publisher's obligation to retain documents ends after three months. Drafts, final artwork and setting copies produced by the publisher shall remain the property of the publisher. The client must obtain the publisher's express agreement before using these elsewhere.

**09.** The client shall bear the costs of layouts, consulting and the preparation of setting copies.

**10.** Should the advertisement be wholly or partly illegible, incorrect or incomplete, the client shall be entitled to claim a price reduction or publication of a perfect advertisement, but only to the extent to which the purpose of the advertisement was thwarted. Should any errors not be immediately recognisable in the print material and only come to light during the printing process, the advertiser shall not be entitled to make any claims in the event of the advertisement quality being insufficient. The publisher expressly disclaims all liability for the non-appearance of the advertisement; in any case, the publisher's liability is restricted in scope to predictable damage to the maximum amount charged for the advertisement in question. The publisher accepts no further liability. Complaints must be lodged within 10 days of the publication date.

**11.** A down-payment of 25% of the total amount shall become due on signing the advertisement booking form. All prices quoted exclude 5% advertising tax and 20% VAT.

**12.** Invoices are due for payment without deductions 10 days after dispatch of the sample copies.

**13.** In the event of default or extensions on payment, interest shall be charged at a rate of 10% p.a. plus any processing and collection costs. In the event of default on payment, the publisher is entitled to defer further execution of the current order until payment has been made and to request advance payment for any other advertisements. Should there be

justifiable doubt as regards the client's ability to pay, the publisher shall be entitled to make the publication of further advertisements dependent on advance payment and the settlement of outstanding invoices without consideration of any previously arranged payment term, also while the advertisement is running. In the event of insolvency or court-imposed settlements, all discounts shall be cancelled.

**14.** In the event of orders being rescinded, a fee amounting to 60% of the advertisement value shall be charged. Orders may only be cancelled before the advertisement deadline. Afterwards, 100% of the fee will be charged. Ad specials must be cancelled no later than 6 weeks before the publication date. Should these advertisements be cancelled any later, the actual costs incurred up until the time of cancellation shall be charged. Costs incurred by amendments to the version already agreed or to print material shall be paid for separately by the client.

**15.** It is herewith stated that planned PR reports about the client do not comprise part of this advertisement order.

**16.** Should photo or text changes be agreed, the client must present these amendments to the publisher in writing no later than the 1st of the preceding month. The client shall bear the costs of such amendments.

**17.** Any reduction in circulation shall only influence the contractual relationship in the event of a certain quantity having been guaranteed and this quantity declining by more than 20 per cent. Moreover, any claims to price reductions or compensation shall be excluded insofar as the publisher notifies the advertiser of the decline in circulation in such good time that the advertiser is able to withdraw from the contract before the advertisement is published.

**18.** Ancillary agreements shall only be valid if they are recorded in writing.

**19.** Individual terms or conditions which may be invalid shall not cause the entire contract to become invalid.

**20.** The place of jurisdiction is Salzburg.