

# SHOPPING GUIDE 2019



1000 Lifestyle Shops & Beauty Spots in Austria  
Special 2019: Vintage wear

## MEDIA DATA



The **SHOPPING GUIDE** is the perfect shopping assistant that leads you through Austria's fashion-, accessory- and beauty scene. It is aimed at those who place high value on these topics and understand them exactly in order to perfectly style their life.

Whether on the "Table" as print product or online on the tablet, the smartphone, the screen, face-to-face at fairs, fashion events or directly in the listed shops: potential customers cross-medially receive all the relevant information that will help to find the right purchasing decision.



## THE BEST LIFESTYLE SHOPS IN AUSTRIA

The SHOPPING GUIDE is - embedded in the SHOPPING GUIDE WORLD - Austria's most extensive and most established lifestyle guide (in German as well as English edition) since 14 years.

He is THE perfect printed companion for Austria's exciting fashion, accessory and beauty scene and he highlights only the best stores and addresses in each of these fields.

The once a year appearing guide (also available as a digital edition!) is supplemented with insider tips, shopping tours, product and store tests plus interesting novelties from the world of well-known brands in the WorldWideWeb at [shoppingguideaustria.at](http://shoppingguideaustria.at), on Facebook at [ShoppingGuideAustria](http://ShoppingGuideAustria) and on Twitter at [ShoppingGuideA](http://ShoppingGuideA). There is also the Shopping Guide App for Android and iOS for free, which acts as a mobile shopping assistant.

Irmie Schüch-Schamburek, trend expert, journalist, style book author and owner of Austria's largest personal shopping agency provides detailed shop descriptions including brands and assortment details, addresses and telephone numbers ..., which give this unique reference work a very personal touch and a high utility value.

## BEAUTY SPECIAL & SPECIAL TOPICS

The special topics featured in the SHOPPING GUIDE 2019 are the themes of vintage wear, as well as beauty docs and natural cosmetics.

## EXPERT TIPS

This editorial platform allows experts to describe in detail a brand or a treatment that is on offer at their institute or clinic.

These statements are underlined with a portrait picture and the exact address. Furthermore there is the possibility to personalise it with a picture of the treatment, the product or a logo.



## WHAT YOU WILL FIND

- 👄 Women's and men's fashion
- 👄 Austrian designers
- 👄 Traditional costumes
- 👄 Lingerie
- 👄 Accessories
- 👄 Jewellers
- 👄 Outlet Stores
- 👄 Department stores
- 👄 Shopping centres
- 👄 The best of the provinces
- 👄 Online shops

## KEY SUBJECTS

- 👄 Vintage/2<sup>nd</sup> Hand
- 👄 Beauty docs
- 👄 Natural cosmetics



## SHOPPING AWARD 2019

In 2019 the motto once again is “enjoy shopping”. The best in each category will receive the ENJOY AWARD 2019 and will be awarded at the annual SHOPPING GUIDE EVENT.

You will find the current ENJOY AWARD winners and also those from previous years at [shoppingguide.at](http://shoppingguide.at) or on Facebook / Shopping Guide Austria

## THE SHOPPING GUIDE-APP

Is shopping your passion? Our app guides you to the fashion hotspots all over Austria! Trend scout Irmie Schüch-Schamburek leads you to the trendiest fashion and accessories stores and reveals valuable fashion secrets.

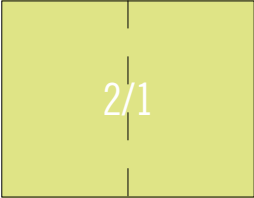


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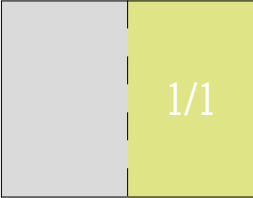


## PRICES AND FORMATS



**2/1**  
**Panorama page**  
270 x 210 mm  
**€ 9,000,—**

135 x 210 mm + additional margin of 3 mm  
Export as X3 Print-PDF



**1/1**  
**1/1 page**  
135 x 210 mm  
**€ 4,800,—**

135 x 210 mm + additional margin of 3 mm  
Export as X3 Print-PDF



**1/1 Promotion**  
(Editorial)  
135 x 210 mm  
**€ 3,600,—**

approx. 1,100 characters including spaces +  
1 to 3 printable photos and 1 printable logo  
Free design of the page and English  
translation included



**Logo with picture**  
+ activation of your URL  
at shoppingguideaustria.at  
**€ 599,—**

**Logo / Image:** at least 33 x 53.5 mm printable  
version. Logo preferred as vector file (eps).  
Including activation at shoppingguideaustria.at  
as well in the Shopping Guide App

## POSSIBILITIES OF COOPERATION

<b>BASIS PACKAGE</b>	200 guides with a special cover and logo 1/1 page advertisement or promotion	<b>€ 5,300,—</b>
<b>IMAGE PACKAGE</b>	300 guides with a special cover and logo 2/1 pages advertisement or promotion	<b>€ 9,600,—</b>
<b>SOLID PACKAGE</b>	500 guides with a special cover and logo 4/1 pages advertisement or promotion	<b>€ 14,600,—</b>

### SPECIAL COVER

Logo imprint on front page € 5 per copy. Minimum  
200 copies. Only in connection with a 1/1 page  
advertisement

### SPECIAL PLACEMENTS

including 1/1 page advertisement or promotion  
U4 ..... **€ 6,000,—**  
U2, page 3, U3 ..... **€ 5,520,—**

### PAYMENT CONDITIONS

2% discount for payment prior to publication.  
Payable within three weeks net. All prices are sub-  
ject to 5% advertising tax and 20% VAT.

### TERMINE

Sales price ..... **€ 14,90**  
Publication date ..... 3<sup>rd</sup> December 2018  
Printing deadline ..... 19<sup>th</sup> November 2018

### Target Group:

**88%** women, **72%** between 20 and 49 years of age,  
consumer-oriented, brand-oriented, has an above-average high income

## SALES

Book trade & online distribution (Amazon, medianet.at, shoppingguideaustria.at)

3.500 german  
2.500 english

Vienna's top hotels, touristic hotspots

3.500 german  
6.200 english

Media & company cooperations, lifestyle & fashion events

13.000 german  
3.300 english

(Vienna Business Agency / Expat Center, Vienna Airport, Vienna Fashion Week, Take Festival uvm.)

## CIRCULATION 32.000 PCS



**medianet**  
**SHOPPING GUIDE 2019**  
1.000 Lifestyle- & Beautyadressen in Österreich  
Special 2019: Vintage- und Anlassmode  
Beauty Docs & Parfümerien  
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