

MEDIA KIT 26/27

GUIDED Vienna 26/27

A6 · POCKET FORMAT

Advertising options for brands, products,
stores, events and fairs



30,000

copies per print run

since 2011

guiding through the city

100+

stores & ateliers

20+

design hotels & tourism

2,500

newsletter subscribers, ~50 %
open rate

3,500+

followers on Instagram &
Facebook

DATES

Publication date

September 2026

Distribution

September 2026 – August 2027

Ad deadline

28 August 2026

AT A GLANCE

WHAT

The curated design shopping guide for Vienna – printed in A6 pocket format, extended by website, newsletter and social media.

WHERE

30,000 copies in 100+ stores & ateliers, 20+ design hotels, Vienna Tourist Board, City Hall, gastronomy & culture. From 2026: 100 additional locations via the Flyerpromotion display network.

WHY

Recommendation instead of ad pressure: a credible editorial environment, image transfer and a loyal community.

WHO

Editorially selected independent stores, labels, events and fairs – curated and published by GUIDED since 2011.

WHEN

Published in September 2026, distributed until August 2027 – year-round presence instead of short campaign windows.

HOW

Choose a format, deliver your material, done – book directly with Bernhard Eder. Ad deadline: 28 August 2026.

TARGET AUDIENCE

Design-minded Viennese and international visitors with a feel for quality – people looking for independent shops, special things and individual discoveries instead of mainstream and chains. Bilingual (DE/EN), GUIDED reaches locals and tourists alike – right at the point of interest, where things are discovered and bought.

PRINT FORMATS & RATES

Magazine in DIN A6 pocket format · trim size 105 x 148 mm portrait

Advertising

Events & Stores*



1/1 page (bleed)

DIN A6 · trim size 105 x 148 mm
data format 109 x 152 mm · +20 % on cover pages

€ 1,790

€ 650



1/2 page (A7)

trim size 74 x 105 mm · divided horizontally
data format 78 x 109 mm

€ 1,050

€ 450



Splitter ad, ½ page

trim size 52.5 x 148 mm · divided lengthwise
data format 56.5 x 152 mm · editorial section

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€ 450

* Stores: independent only, no chains

Data format = trim size + 2 mm bleed per side · keep important text & logos at least 3 mm from the edge.

SPLITTER AD SPECIFICATIONS

- Shop section, editorial: 1 photo (300 dpi, approx. 52.5 x 43.5 mm), text max. 285 characters
- Event section, editorial: announcement in English with text & logo, approx. 500 characters
- AD ½ page: print-ready PDF, 300 dpi · availability in the event section on request
- For editorial splitter ads, monolingual text (en) is recommended; translation by GUIDED

All rates subject to change, in €, plus 5 % Austrian advertising levy (print) and 20 % VAT. The current terms and conditions apply: guided-shopping.at

NEWSLETTER

2,500 subscribers · open rate above 50 % · published every two weeks

Newsletter feature prominent placement, approx. 400 characters · 4 features per issue	€ 290
Banner 1/1 landscape width 560 px · minimum booking: 3 insertions	€ 495
Banner 1/2 portrait (9:16) width 264 px · minimum booking: 5 insertions	€ 330
Standalone newsletter exclusive mailing on your preferred date, approx. 500 characters	€ 690

Lead time usually 7 working days · 1 revision round · material as per spec sheet

SOCIAL MEDIA

2,300 followers on Instagram · 1,200 active followers on Facebook

Social media post 1 feed post + 1 story placement	€ 290
Social media reel 1 reel (edited from provided material) + 1 story	from € 390
Social media premium 1 reel incl. on-site production + post + stories · limited	from € 990
Standalone NL + reel editorial & graphic production included	on request

Additional effort (complex editing, on-site shoots etc.): € 90 net/hour

CONTACT & BOOKING

Bernhard Eder contracting partner & media owner

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Individual cooperation and partnership packages on request.

Ad deadline: 28 August 2026