



c/o vienna Magazine

MEDIAKIT
DIGITAL 2026/2027

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CO-UIENNA.COM

C/O STANDS FOR “IN CARE OF”.



weekly
ONLINE-MAGAZINE

twice a month
NEWSLETTER

yearly
PRINT

Design. Art. Photography.
Science. Fashion. Music.
Film. Young Talents. Party.

That's what others say ...

“C/O Vienna is a great magazine. Deep love, deep understanding, and utter devotion to art – it all comes together here ... It doesn't get any better than this.”

– SVEN REGENER, author and singer of
Element of Crime

“And the coolest magazine ever is definitely C/O Vienna Magazine!!! What an amazing layout, and finally someone gets what I want!!! Love everything about it! ...”

– JOVANA REISINGER,
writer and filmmaker

“As a whole, C/O Vienna's design aesthetic and captivating content found within is explicitly deliberate – an ironic twist on traditional magazines and one that executed with complete charm.”

– IT'S NICE THAT,
industry magazine from London



“For those interested in culture, C/O Vienna has become a real institution—and not just in Vienna.”

– PAGE, german specialist magazine for design,
communication and media

C/O VIENNA

Online-Magazine

Interviews.
Photo spreads.
Opinions. Tips.

C-O-VIENNA.COM

1X WEEK
GERMAN /
ENGLISH

C/O VIENNA

HOME MENU SEARCH DE



Mr. Eidinger

Text: Antje Meyer-Sabé, Fotos: Maja Stanić



Who is **LARS EIDINGER**? Probably the most popular **VILLAIN** of German television, actor, photographer, DJ - together the omnipresent devotion. We talk about **BATS, EVIL, SELF-DESTRUCTION** and about **EIDINGER**.

ART PHOTOGRAPHY

The Soap&Skin

Text: Eva Holzinger, Fotos: Xenia Smapro, Styling: Sarah Zakud-Bzoch



"When I was a child, I toyed with dirt. I killed the slugs, I bored with a bough in their spiracle." For almost 16 years, the exceptional Austrian artist **SOAP&SKIN** has been singing about death and pain, about nature and healing. Her voice pierces into us and cuts off our air, only to let us breathe better afterwards. The lyrics to **SPIRACLE** read differently when you know that 30-year-old **ANJA PLASCHG** grew up on a pig-fattening farm in a Styrian village with 200 inhabitants. A conversation about **SUGAR-CUBE WITCHES**, talking trees, and how impressive and depressing rural life can be.

MUSIC ART

of seeing emerges: documentary photography, originally used for identifying enemies, becomes critical art about POWER, visibility, and the AESTHETICS OF HATE. Buy it here! (Photo: Courtesy Jonas Höschl)



ALL THIS

The installations by Dutch artist **Herman de Vries** consist of **STONES, FLOWERS & WOODS** - and are currently on display at MQ Freiraum until August 10, 2025. "An artistic homage to living nature". The connection between **ART, LIFE and NATURE** can be felt even longer over a cup of coffee in the sunny MQ main courtyard. (@ herman de vries)



ANTIMATTER FACTORY

In her films, installations and sculptures, Argentinian artist **Mika Rotenberg** deals with the **EXPLOITATION** of people and resources. Discover people sneezing **STEAKS, RABBITS, PEARS** or whole meals. Bless you! Until August 10th, 2025 at KunsthausWien. (@ Lips (Study #3), Mika Rotenberg. Antimatter Factory, KunstHausWien, photo: Michael Goldgruber)



ARTIST'S MOTHER, 100% W REUSE Galerie Graz am Universalmuseum Joanneum, Photo: Universalmuseum Joanneum/Lackner



FONT AGAINST FASCISM

The typeface "Department 161 Type" by designer and photographer Till Kraus aka Trash for Fame is free for everyone fighting against the nonsense that's ruining the world. Download it [HERE](#) and use it for antifascist projects! (Graphic: @Trash for Fame)



A dirndl is a Bavarian and Austrian traditional dress, which was only invented at the end of the **NINETEENTH CENTURY**, yet today it is still widely seen as a typical Alpine costume - but just in the minds of urban summer vacationists. It was venerated by the Nazis and is still popular nowadays among right-wingers to demonstrate a sense of belonging to the homeland.



C/O VIENNA Culture Newsletter

**Save
the date!**

Parties. Events.
Great places.

**NOW
ALSO
AVAILABLE
IN ENGLISH**

You need it!

Books. Music. Films.

**Did you
know?**

Jobs. Calls.

Every two weeks, we send out a newsletter - guaranteed to be produced without AI - with thoughtfully curated cultural recommendations for Vienna and the world to over 3,500 readers. Tips for young people and anyone who doesn't have time for bad art.

**FROM 850 €
3.500
SUBSCRIPTIONS
53% OPEN RATE**



→ einreichen bis 31. Juli

TEIL DER HAUPTAUSSTELLUNG BEIM ROTLICH WERDEN!

Wie sieht Le
Aussterben a
für analoge
fordert Foto
auf, Projekt
die sich mit
Erneuerung n
Konflikten o
Katastrophen
Mindestens e
Arbeitsschri
Die besten 2
werden im No
der Akademie
Künste Wien
Jetzt mitmac



→ am So, 29. Juni

CLUBASANA - OMMM & UNTER FREIEM HIMME

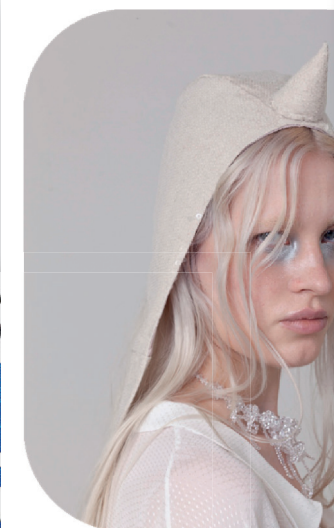
Wer sonst zwischen
und Afterhour sein
sucht - und dabei
eventuell) doch eh
inneren Mitte davo
findet hier einen
Sweetspot: Elektro verändert. Leitner taucht
Beats und ruhiger Yoga-Flow
verschmelzen. Party und
Einkehr in einem! Maro,
Rapper bei der HipHop-Gruppe
PAN KEE BOIS & DJ beim



INTERESSANT, DU, FAKTISCH ... Edek Bartz erzählt: Wiens wilde 70er & 80er

Als DJ, KONZERTMANAGER,
KURATOR und SZENE-INSIDER
hat EDEK BARTZ Wiens
Aufbruch in die POPMODERNE
wie kaum ein anderer
geprägt. HENDRIX, ZAPPA,
PINK FLOYD nach WIEN holen?
Für ihn Alltag. Mit PETER
ALEXANDER quer durch
DEUTSCHLAND touren?
Selbstverständlich. FALCO
nach JAPAN begleiten und
dafür sorgen, dass er es
trotz wilder Eskapaden
abends wieder auf die Bühne
schafft? Ehrensache.

Im Gespräch mit FALTER-



THE LAST UNICORN Spring-Summer Koll 2025 der österreich Modedesignerin Flo Leitner

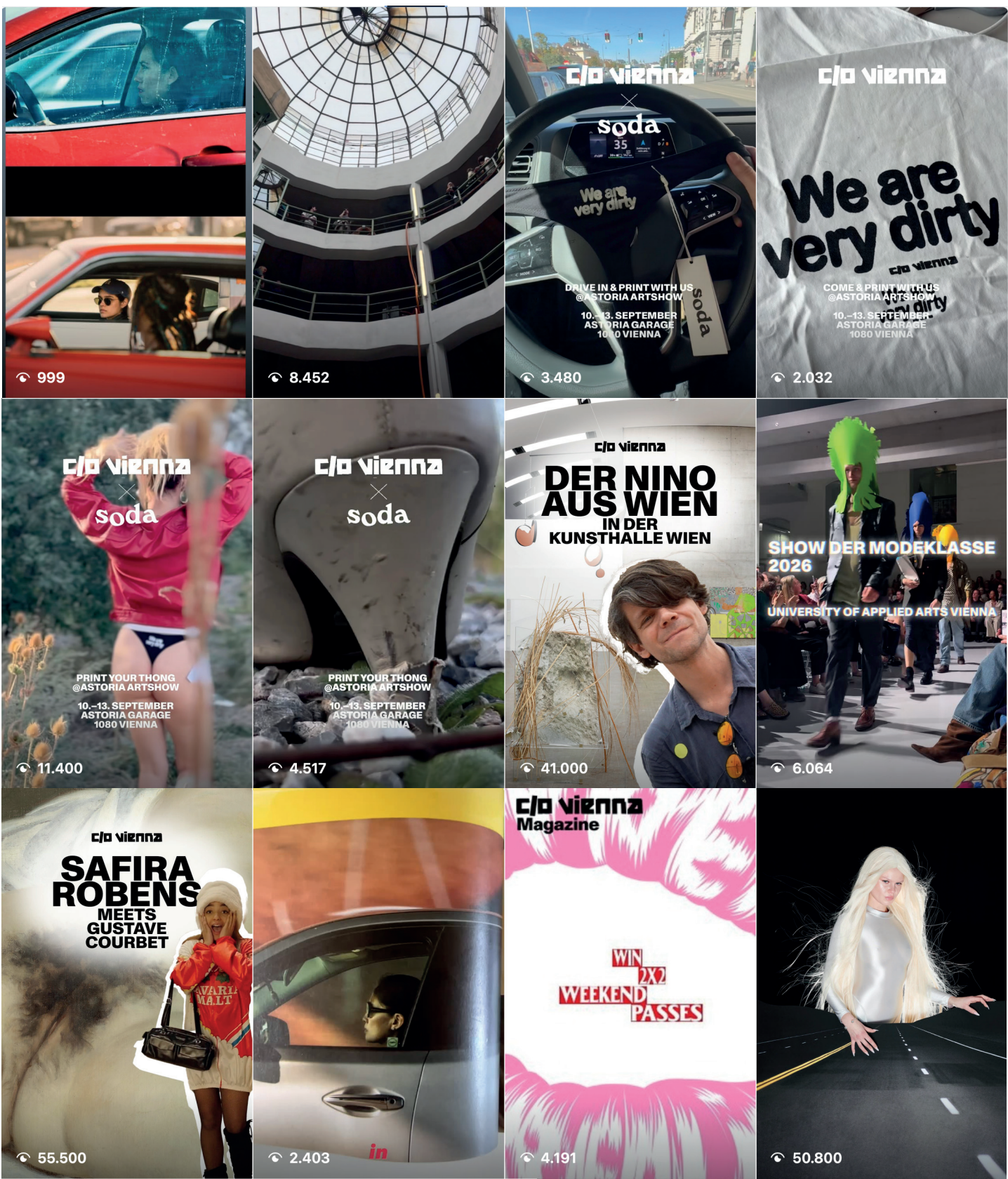
Sie ist bekannt fü
fantastischen, flo
feminin verspielte
Modedesigns. Zugegeben, die
Outfits muss man tragen
können, aber der große
Auftritt ist Dir damit
sicher. Das Thema ihrer
allerneuesten Kollektion ist
ein EINHORN auf der Suche
nach SEINESGLEICHEN, ein
Roter STIER als dunkler
Gegenspieler und eine
VERWANDLUNG, die alles

C/O Vienna Videos

FROM 1.850 €

“Hello, this is C/O Vienna Magazine!”

Kunsthalle. MAK.
Astoria Art Show.
Ö1. Albertina. Mumok.
Leopold Museum.
Kunsthhaus Wien.
Berlin Fashion Week.



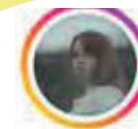
How do you like it?



bianca_sommersonne Great museum tour, thank you very much



joerg_vogeltanz The best artwork descriptions ever
8 Wo. Gefällt 3 Mal Antworten



shes_rhayn Ich liebs 🥰
3 Wo. Antworten



la.mariposa_ Love it 🥰😂
8 Wo. Gefällt 2 Mal Antworten Übersetzung



911er 🙌🙌🙌🙌🙌
7 Wo. Gefällt 2 Mal Antworten ...



lorenaa_st love this format!
112 Wo. Gefällt 2 Mal Antworten ...

KÜNSTLERHAUS
VEREINIGUNG

kuenstlerhauswien Not everyone can claim to have had their hair cut in front of the grand staircase at the Küntlerhaus! Great format!



teglasy.hanna AWESOME VIDEO! GREAT!
Now I really want to shout around in a museum!
95 Wo. Gefällt 1 Mal Antworten



samy_bri_maza With you it's fun to walk through the museum
8 Wo. Gefällt 2 Mal Antworten

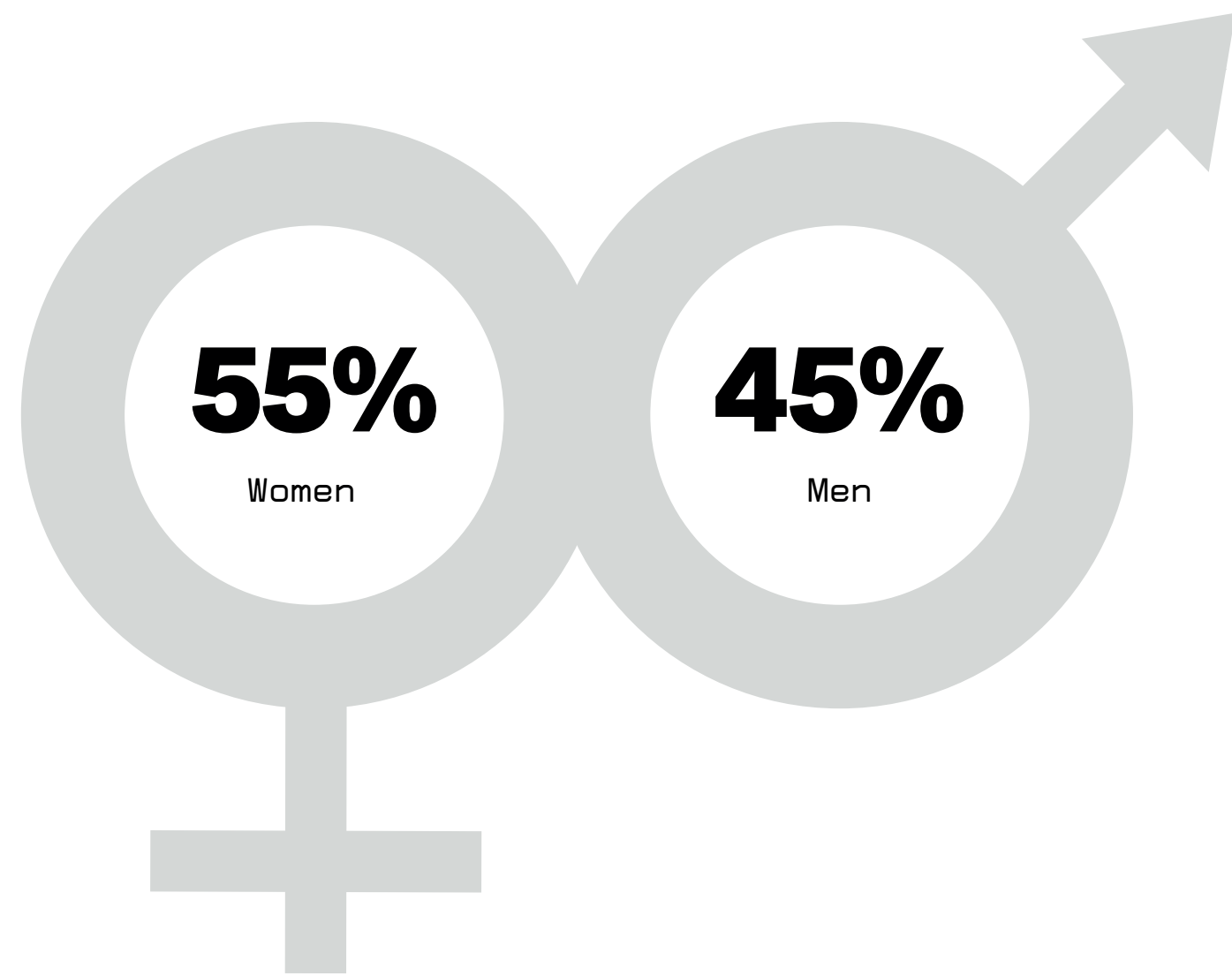


Who reads us?



**Young. Creative.
Educated. Socially
engaged. Critical.
Innovative. Urban.**

**OUR
READERS**



27%

18-24 years

33%

25-34 years

15%

35-44 years

25%

45+ years

How many people read us?

ONLINE

90 days' outreach:

Content-Übersicht

Alle

Beiträge

Stories

Views

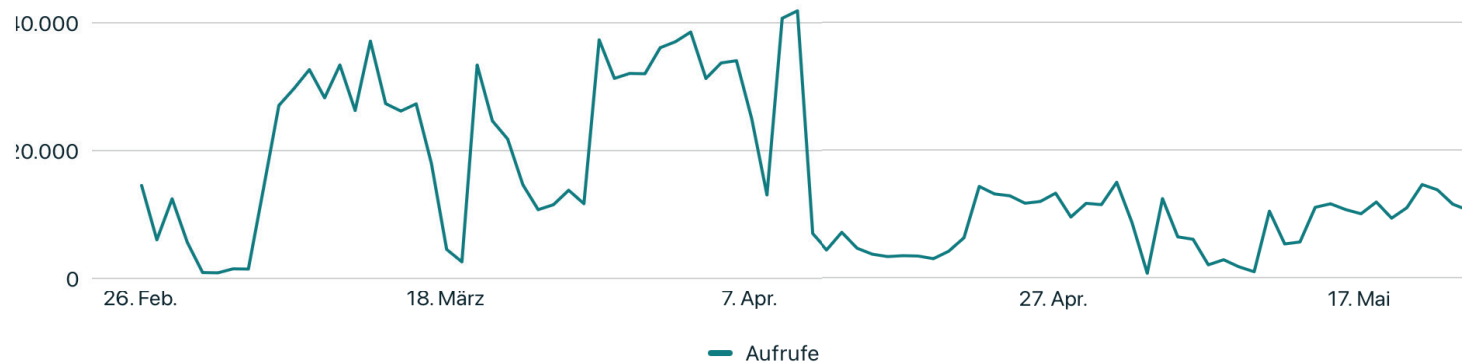
1,4 Mio. ↑ 29 %

Outreach

677.084 ↑ 23,2 %

Content-Interactions

7.886 ↑ 19 %



33 K

Social Media
reach

18,2 K

Instagram
followers

700 K

Reach on
Instagram per
90 days

+ 300

Instagram
followers
per month

10 K

Website unique
users per month

3,2 K

Newsletter
subscriptions

53 %

Newsletter
open rate

70 K+

Website page
views per month

15 K

Facebook
followers

4,2

pages per
website visit

**Gold, silver,
bronze,
and
everything in
between!**



GOLDEN PIXEL AWARD

Austria. 2025.

GOLDEN VENUS

„Graphic Communication &
Editorial Design“. CCA. Austria. 2024.

SILVER VENUS

„Art Direction“. CCA.
Austria. 2024.

BRONZE

„Editorial“. ADC. Germany. 2022.

SILVER VENUS

„Editorial & Communication Design“.
CCA. Austria. 2021.

NOMINATION

Willy-Fleckhaus-Award.
Germany. 2020.

BRONZENER NAGEL

„Typography“. ADC. Germany. 2020.

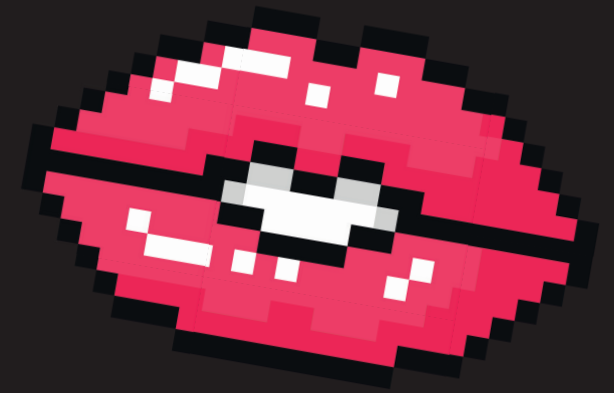
AWARD

„Editorial“. ADC. Germany. 2020.

SILVER VENUS

„Editorial & Communication Design“.
CCA. Austria. 2019.

They ride (already) with us!



**Kunsthalle Wien. MAK. Ars Electronica.
Donaufestival. Art Basel. Vitra. Alfa
Romeo. Belvedere. Laufen. Vöslauer.
Spark Art Fair. Ö1. Museion Bozen. Dorotheum.
Kunsthaus Bregenz. Universität für
angewandte Kunst Wien. Leopold Museum.
Mumok. Wirtschaftsagentur Wien. Kunst Haus
Wien. Wien Museum. Heidi Horten Collection.
Grieskirchner. Parallel Vienna. Künstlerhaus.
Erste Stiftung. And many more.**

Let's talk money.



C/O VIENNA

HOME MENÜ SUCHE EN



Social Media

Our bestseller! Here you can reach our 16.6K followers!

750 €

Post or three stories

999 €

Post and story

Newsletter

3,500 subscribers. 53% open rate. Weekly. German & English.

850 €

Media Cooperation

Become a partner for an editorially independent contribution (interview, video, report, portrait). Four weeks on the home page.

1.850 €

Online Spot

Three weeks on the billboard on the homepage of the online magazine. Price for billboard video on request.

900 €

1/3 Ad

1.400 €

2/3 Ad

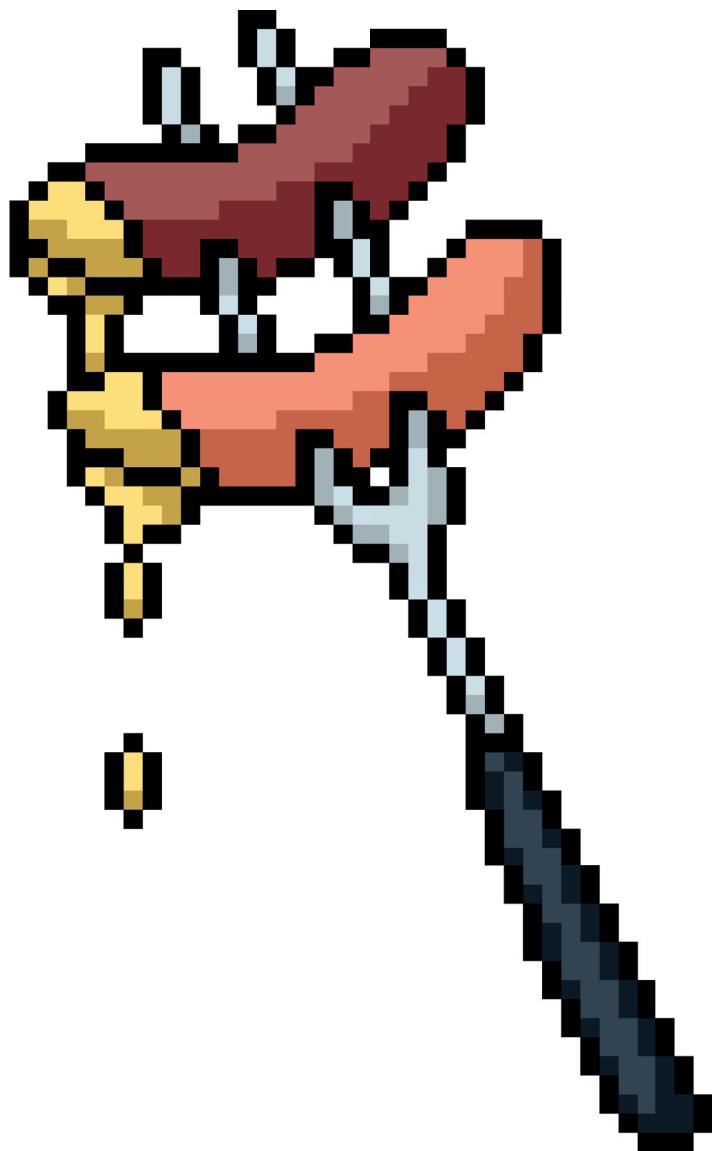
2.000 €

3/3 Ad

10% discount on five products. All prices exclude 20% VAT.

Bestseller menus*

ONLINE



Large

9.700 €

- 4 social media posts, 750 € each
- 2 newsletters, 850 € each
- 2 online spots, 900 € each
- 2 media cooperations, 1.850 € each

Ideal for museums and festivals!
You save 500 €!

Medium

4.800 €

- 2 social media posts, 750 € each
- 2 newsletters, 850 € each
- 2 online spots, 900 € each

You save 200 €!

Small

3.150 €

- 2 social media post, 750 € each
- 1 newsletter, 850 € each
- 1 online spot, 900 € each

You save 100 €!

You will receive a detailed report every quarter on reach and engagement rates, including screen-shots/documentation for your press kit.

*Ingredients can be chosen freely; advance payment

What we need from you!



Newsletter

max. width 600 px

max. 1 MB

png or jpg

Social Media

Post: 1080 x 1350 px

Story: 1080 x 1920 px

png or jpg

Online Spot

1/3: 800 x 1000 px

2/3: 1600 x 1000 px

3/3: 2400 x 1000 px

jpg or webP

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