

El Viena Magazine

A woman with dark hair, wearing a bright purple suit, a white blouse with small red dots, and black pointed-toe pumps, stands on a large, light-colored concrete structure. She is looking upwards and to the right, with her right arm extended. The concrete structure has a rough, textured surface and several large, irregular holes of different sizes. In the background, there is a dark building with a blue double door on the left and several windows. A large tree with green leaves is visible in the upper right corner. The overall atmosphere is dramatic and artistic.

**MEDIAKIT
ONLINE
2026**

c/o-utemra.com

C/O STANDS FOR "IN CARE OF".



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

weekly
ONLINE-MAGAZINE
weekly
NEWSLETTER
yearly
PRINT

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

“I really like the magazine. I think you've come up with a really interesting approach to publishing a local title ...”

– STEVE WATSON,
founder and director of
Stack Magazines

“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.

1X WEEK
GERMAN /
ENGLISH

c/o VIENNA

HOME MENU SEARCH DE



Mr. Eidinger

Text: Antje Mayer-Salvi, Fotos: Maša Stanic



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 Snapiro, Styling: Sarah Zukud-Bzoch



"When I was a child, I toyed with dirt. I killed the slugs I found with a bough in their spiracles." For almost 15 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 PLASCHI** 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

or 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)



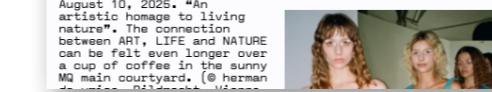
ALL THIS

The installations by Dutch
artist **Herman de Vries**
consist of **STONES**, **FLOWERS &**
WOODS - and are currently on
display at the **Fritschum** 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](#)

Artist **S. RÖCHER**, 1929 © Neue
Galerie Graz, 1929 © Neue
Universalmuseum Joanneum,
Photo: Universalmuseum
Joanneum/Lackner



FONT AGAINST FASCISM
The typeface "Department 161
Type" by designer and
photographer **Tim Kneze** aka
Trash for Fame is a type 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 **clindl** is a Bavarian
and Austrian traditional
dress, which was only
worn at the end of
the **NINETEEN** century,
when it is still
widely seen as a typical
folk costume.
Just in the minds of
tourists and vacationists. It was
very popular in the 1920s
and is still popular
nowadays. It's a cloth
wings to demonstrate a
sense of belonging to
the homeland.



c/o-**VIENNA**.com

c/o vienna Culture Newsletter

**Save
the date!**

Parties. Events.
Great places.

You need it!

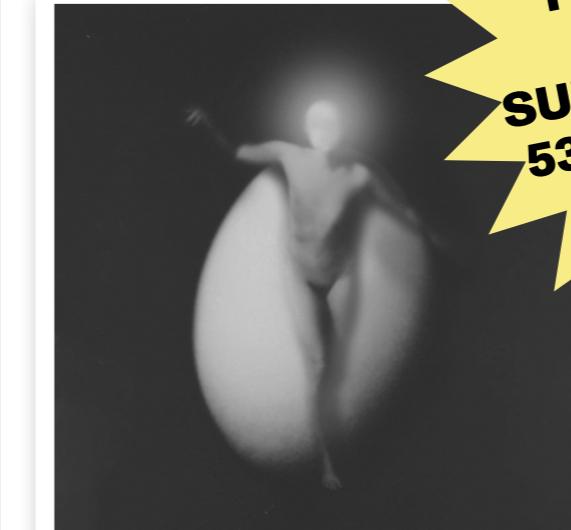
Books. Music. Films.

**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 - OMM &
UNTER FREIEM HIMMEL**

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



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

Sie ist bekannt für fantastischen, fluffig feminin verspielte Modedesigns. Zugegeben, die

Im Gespräch mit FALTER-

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-



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

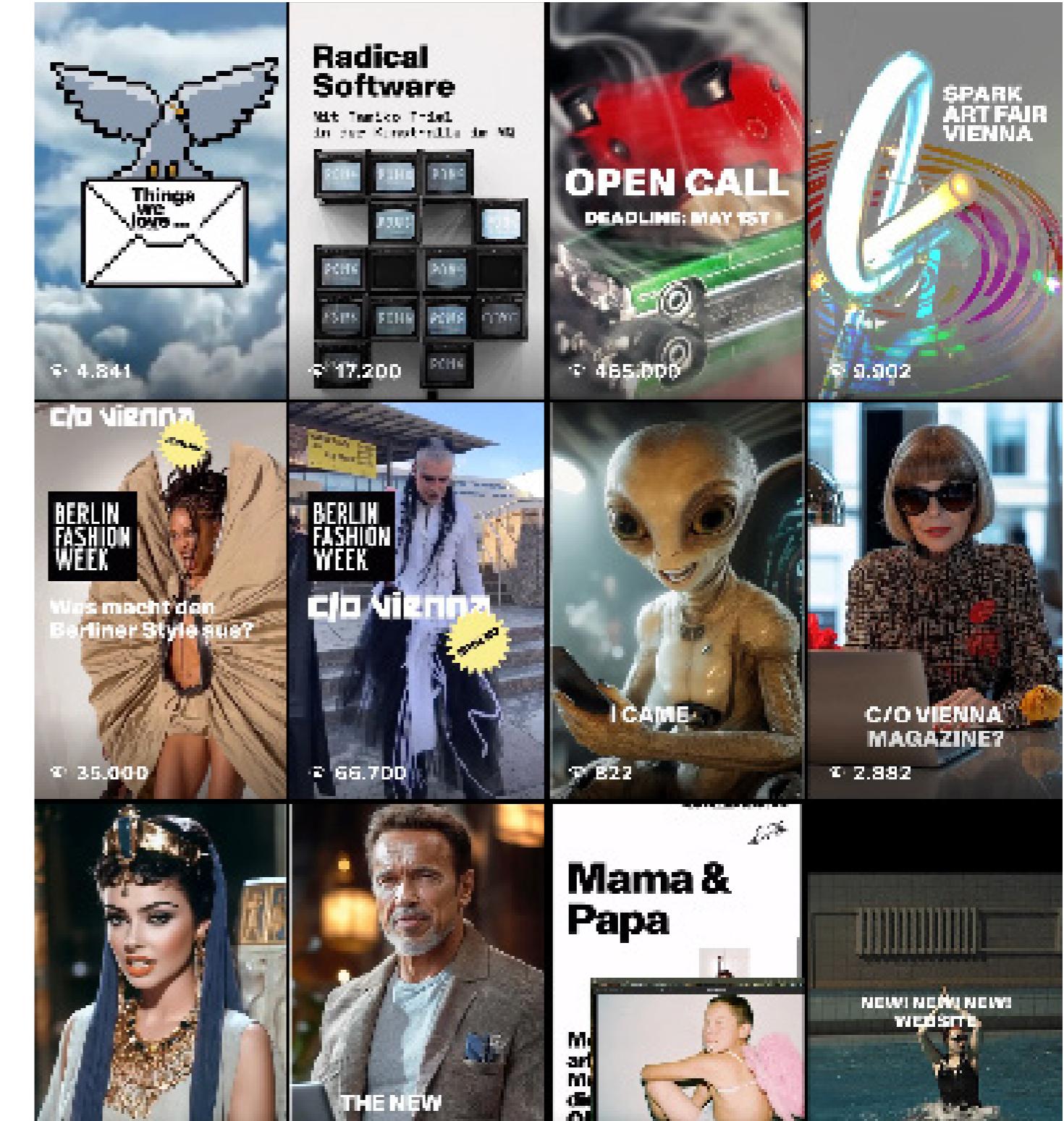
C/O vienna

Videos

FROM 1.850 €

"Hello, this is C/O Vienna Magazine!"

**Kunsthalle. MAK.
Spark Art Fair. Ö1.
Albertina.
Kunst Haus 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

KÜNSTLERHAUS
VEREINIGUNG

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



shes_rhain Ich liebs

3 Wo. Antworten



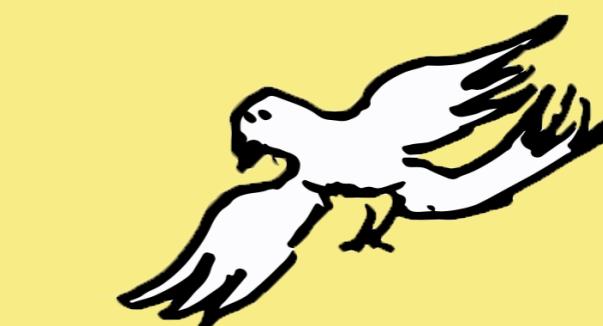
la.mariposa_ Love it

8 Wo. Gefällt 2 Mal Antworten Übersetzung



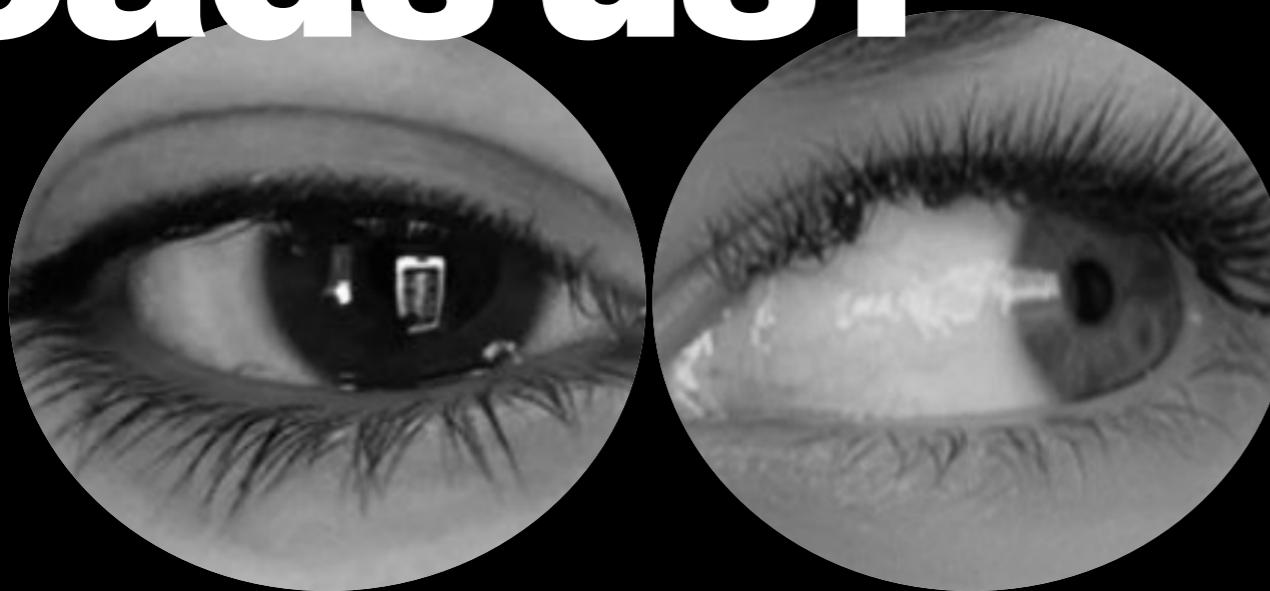
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7 Wo. Gefällt 2 Mal Antworten ...

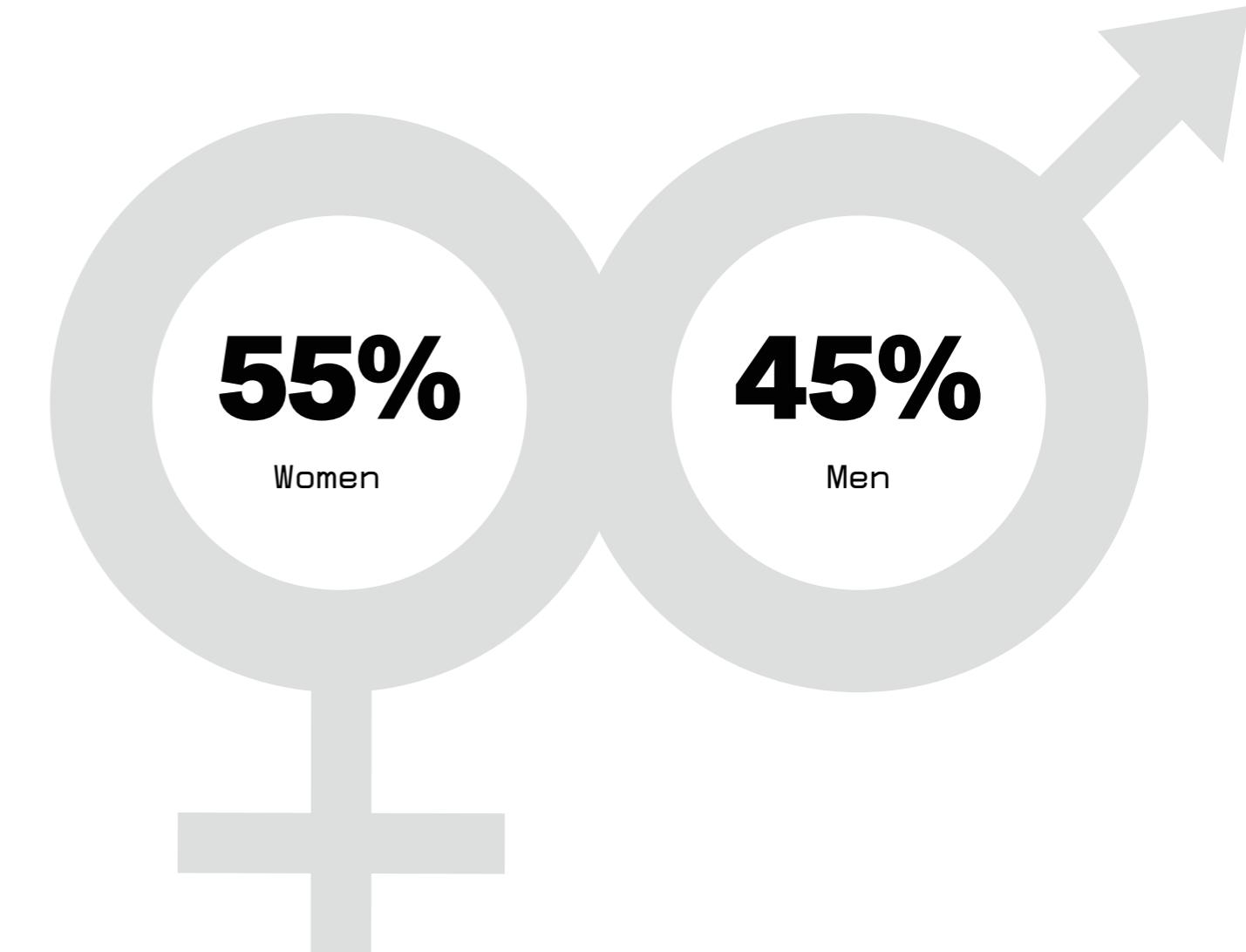


Facts & Figures

Who reads us?



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



27%

18-24 years

33%

25-34 years

15%

35-44 years

25%

45+ years

How many people read us?

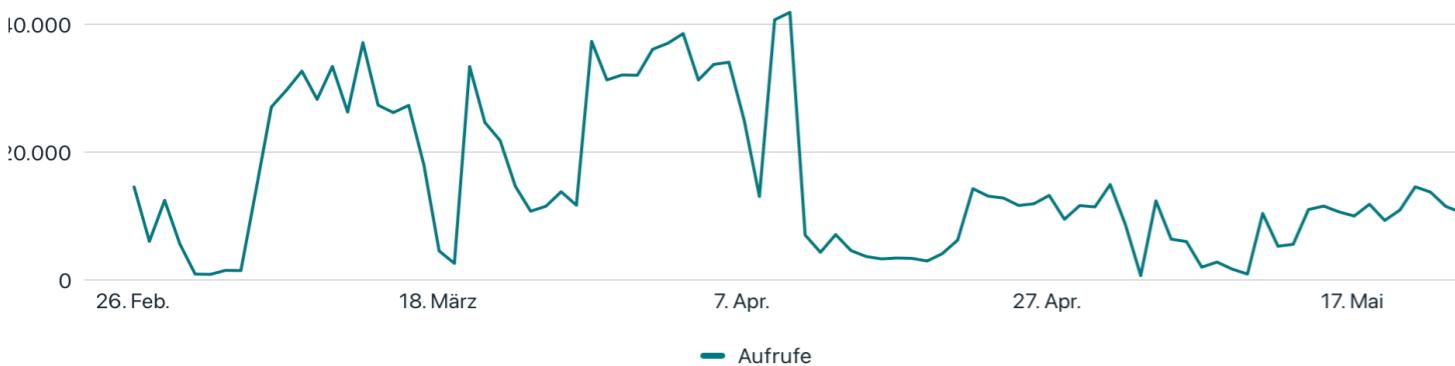


90 days' outreach:

Instagram

Alle Beiträge Stories

Views 1,4 Mio. ↑ 29 % Outreach 677.084 ↑ 23,2 % Content-Interactions 7.886 ↑ 19 %



30K

Social Media
reach

700K

Reach on
Instagram per
90 days

10K

Website unique
users per month

53%

Newsletter
open rate

15K

Facebook
followers

16,9K

Instagram
followers

+300

Ø Instagram
followers
per month

3,5K

Newsletter
subscriptions

70K+

Website page
views per month

4,2

Ø 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.

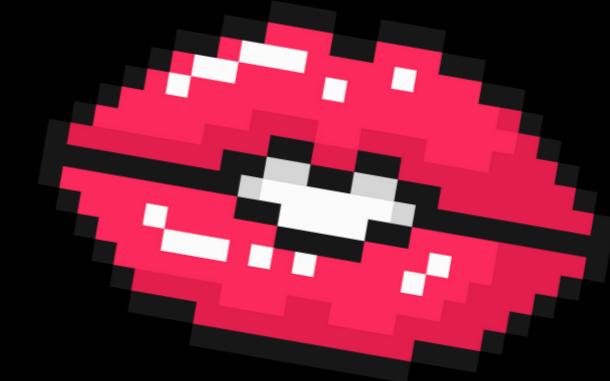
AWARD

„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.
Forward Festival. Spark Art Fair.
Dorotheum. Universität für angewandte Kunst
Wien. New Design University.
Wirtschaftsagentur Wien.
Vienna Contemporary. Vienna Design Week.
Vienna Art Week. Parallel Vienna.
Künstlerhaus. Erste Stiftung. u.v.a.m.**

Let's talk money.



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.

Bonus: Featured in online magazine recommendations.

850€

Media Cooperation

1.850€

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

Online Spot

900€

1/3 Ad

1.400€

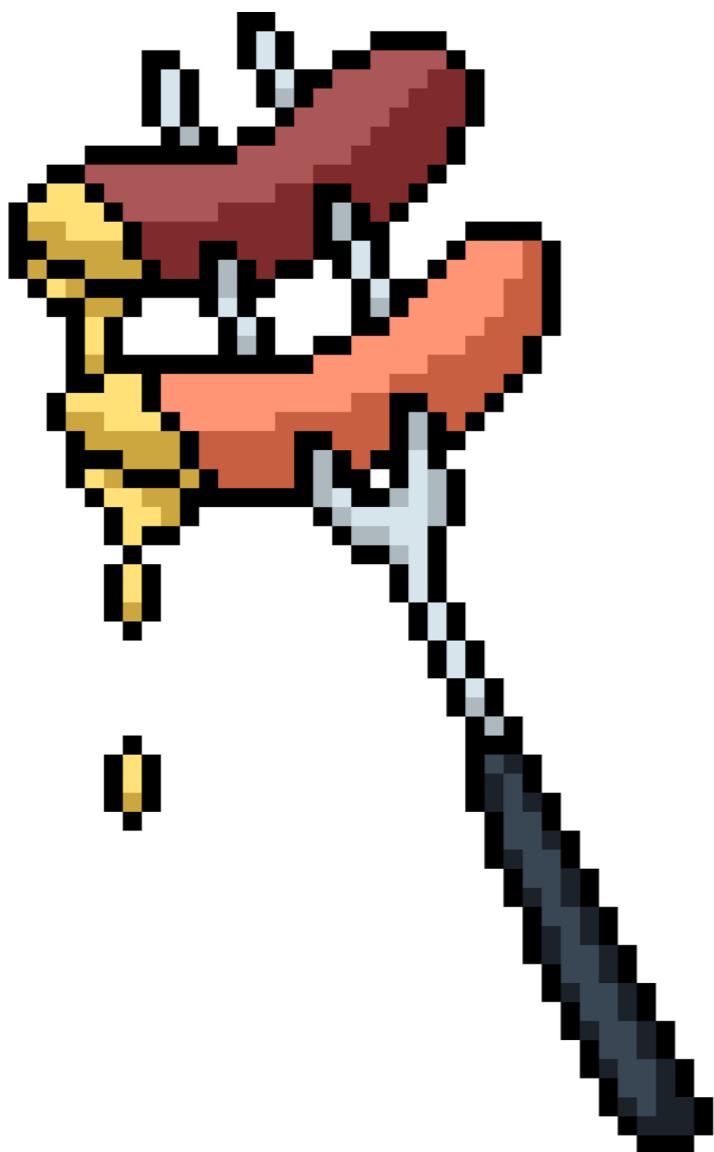
2/3 Ad

2.000€

3/3 Ad

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

Bestseller menus*



Large

- 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 €!

9.700 €

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 screenshots/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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C/O Vienna Publishing

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