

# c/o vienna Magazine

**MEDIAKIT  
ONLINE  
2025/26**

# CO-UTENNA.COM

C/O STANDS FOR "IN CARE OF".



weekly  
ONLINE-MAGAZINE

weekly  
NEWSLETTER

yearly  
PRINT

**Design. Art. Photography.  
Architecture. 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

**“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

# C/O VIENNA

HOME MENU SEARCH DE



## Mr. Eiding

Text: Anja Meyer-Sahl, Fotos: Mado Staudl



Who is **LARS EIDINGER**? Probably the most popular **WILLAM** 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 Haldinger, Fotos: Kerin Smapin, Styling Sarah Zakal-Brosch

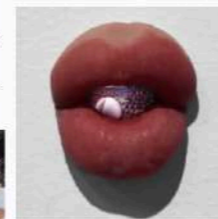


"When I was a child, I toyed with dirt. I killed the slugs. I bored with a bough in their spiracle." For almost 10 years, the exceptional Austrian artist **SOAP&SKIN** has been singing about death and pain, about nature and healing. Her voice pierces into us and cuts off our air, only to let us breathe better afterwards. The lyrics to **SPRACLE** 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

**1X WEEK  
GERMAN /  
ENGLISH**

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 Jones Hbachl)

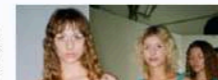


ANIMATTER FACTORY

In her films, installations and sculptures, Argentinian artist **Mika Rottenberg** deals with the **EXPLOITATION** of people and resources. Discover people sneezing **STEAKS, RABBITS, PEARS** or whole meals. Bless you! Until August 10th, 2026 at Kunsthaus Wien. (@ Lips (Study #3), Mika Rottenberg, Animatter Factory, Kunsthaus Wien, photo: Michael Goldgruber)

ALL THIS

The installations by Dutch artist **Herman de Vries** consist of **STONES, FLOWERS & WOODS** - and are currently on display at M3 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 M3 main courtyard. (@ herman



artist's mother. 1500 @ Neus Galerie Graz an Universalmuseum Joanneum, Photo: Universalmuseum Joanneum/Leckner

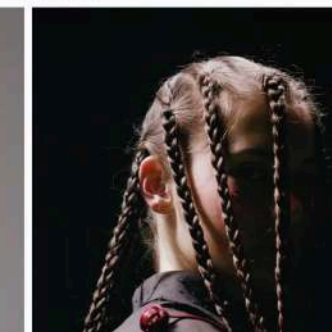
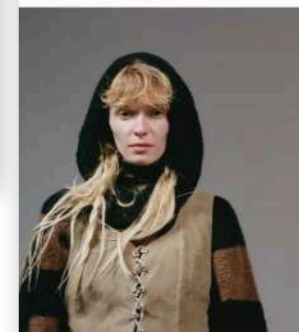


FONT AGAINST FASCISM

The typeface "Department 161 Type" by designer and photographer **Illl 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)



I stood in a Bavarian and Austrian traditional dress, which was only invented at the end of the **19TH CENTURY**. Yet today it is still widely worn as a typical Alpine costume - not just in the hills of urban summer vacationists. It was created by the Marie and is still popular among right-wingers to demonstrate a sense of belonging to the locality.



**Interviews.  
Photo spreads.  
Opinions. Tips.**

# C-O-V-I-E-N-N-A.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 sein  
sucht - und dabei  
eventuell) doch eh  
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 österreich  
Modedesignerin Flo  
Leitner**

Sie ist bekannt für  
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  
findet hier einen  
VERWANDLUNG, die alles  
verändert. Leitner taucht



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

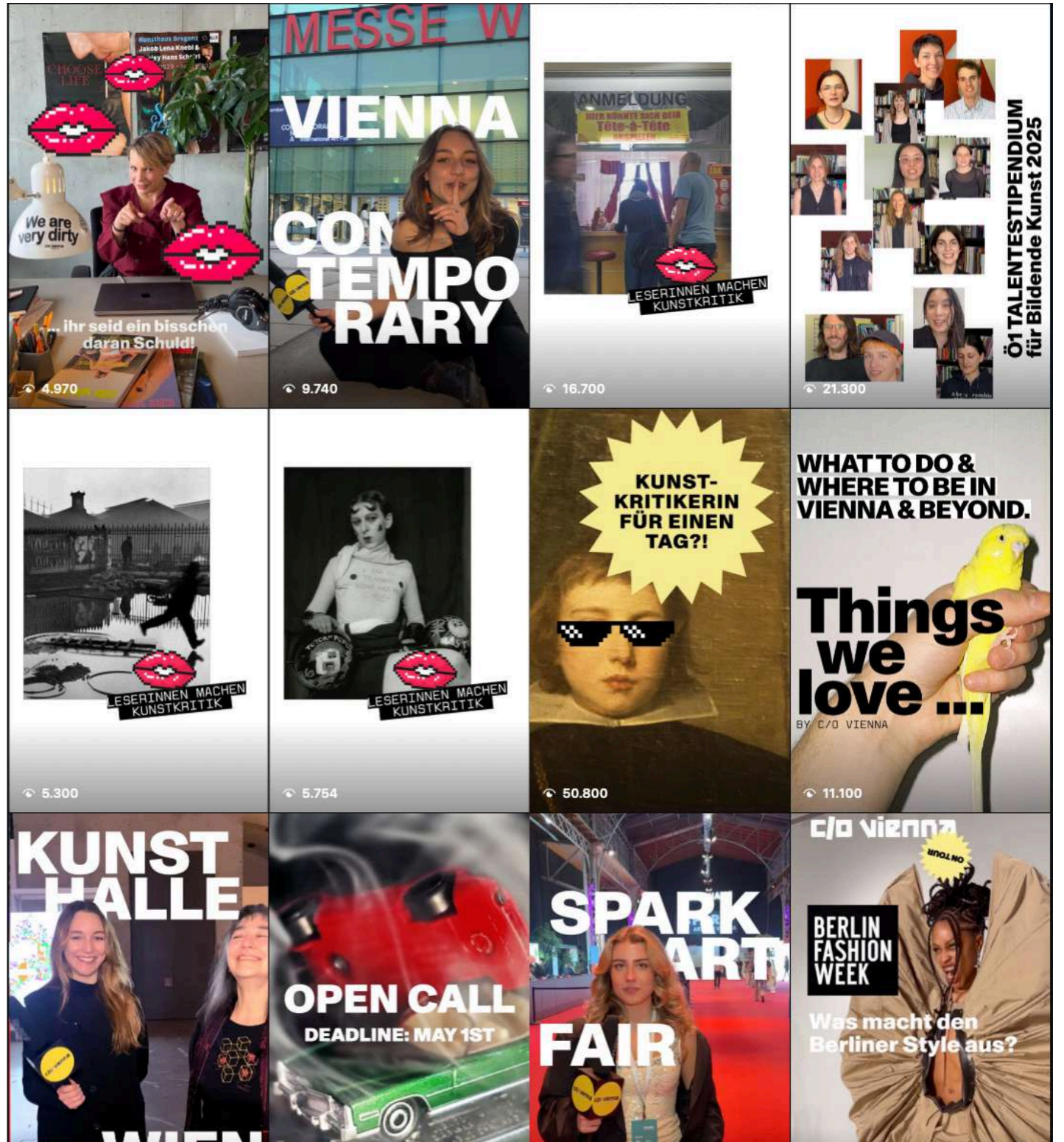
Als DJ, KONZERTMANAGER,  
KURATOR und SZENE-INSIDER  
hat EDEK BARTZ Wiens  
Aufbruch in die POPMODERNE  
wie kaum ein anderer  
geprägt. HENDRIX, ZAPPA,  
PINK FLOYD nach WIEN holen?  
Für ihn Alltag. Mit PETER  
ALEXANDER quer durch  
DEUTSCHLAND touren?  
Selbstverständlich. FALCO  
nach JAPAN begleiten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

# 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



**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



**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 ...

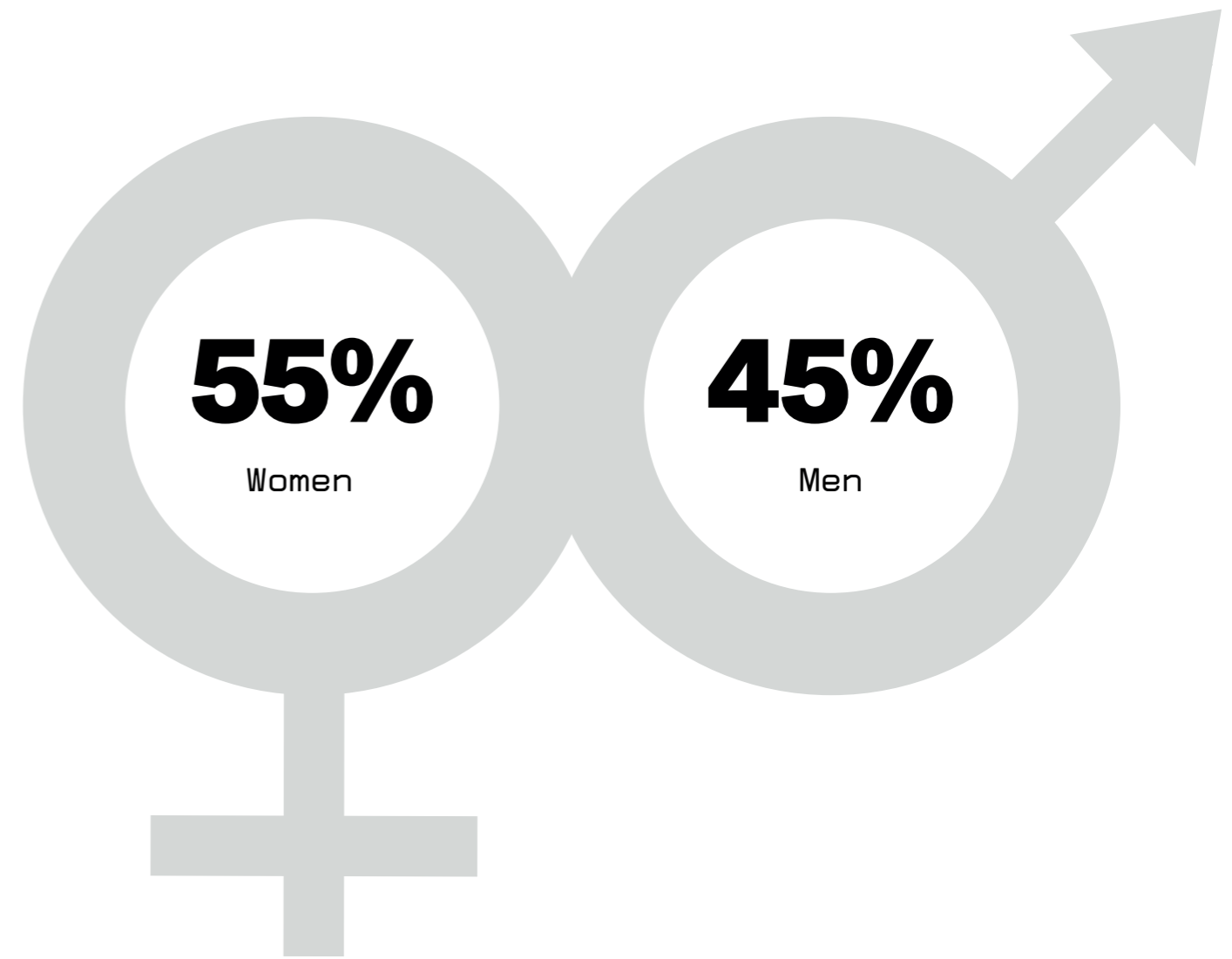


# Facts & Figures

# 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:

Content-Übersicht

Alle Beiträge Stories

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



**30 K**

Social Media reach

**17 K**

Instagram followers

**700 K**

Reach on Instagram per 90 days

**+ 300**

∅ Instagram followers per month

**10 K**

Website unique users per month

**3,5 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 PIXELAWARD**

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.

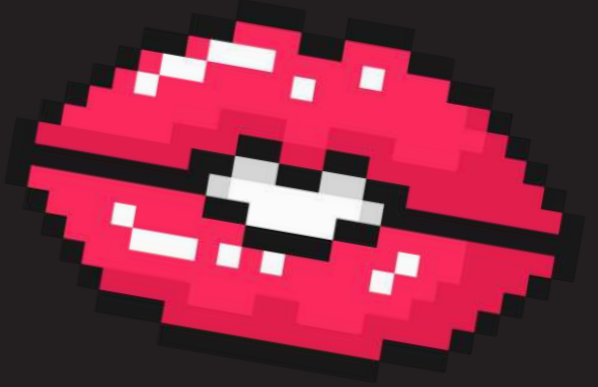
**AWARD**

„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.



# C/O VIENNA

HOME MENÜ SUCHEN 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.

Bonus: Featured in online magazine recommendations.

**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

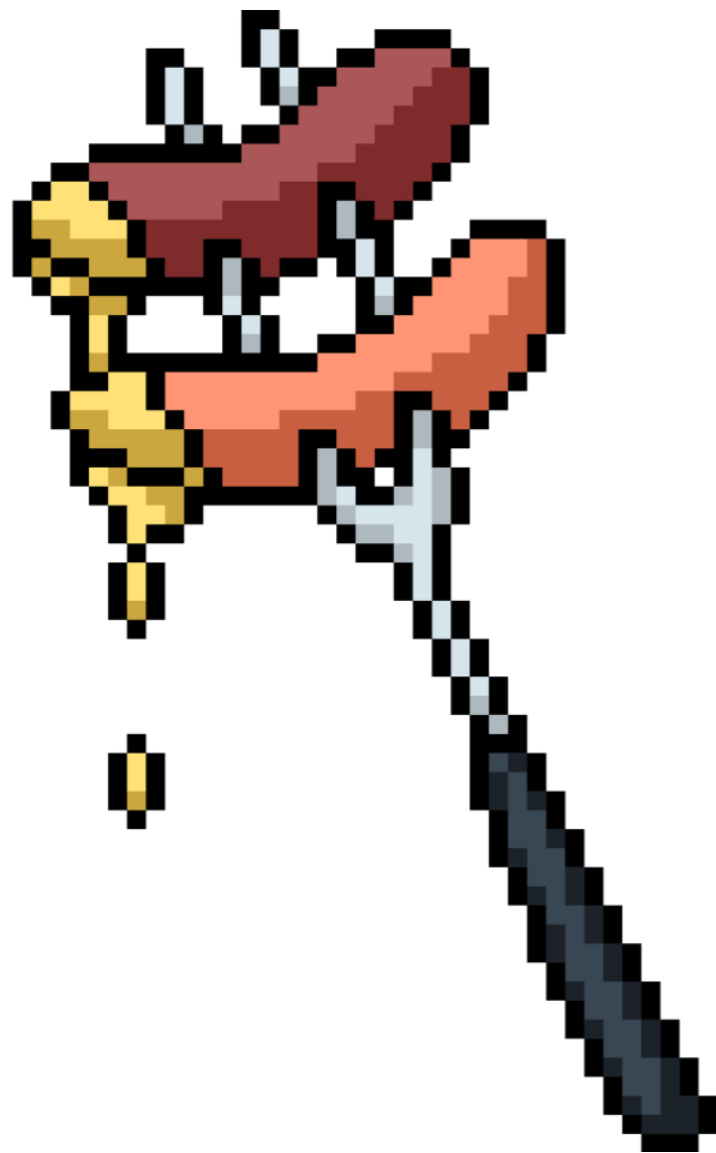
**2.000 €**

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 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 jpp

## **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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