

# c/o vienna Magazine

MEDIAKIT PRINT 2026



# CO-UIENNA.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

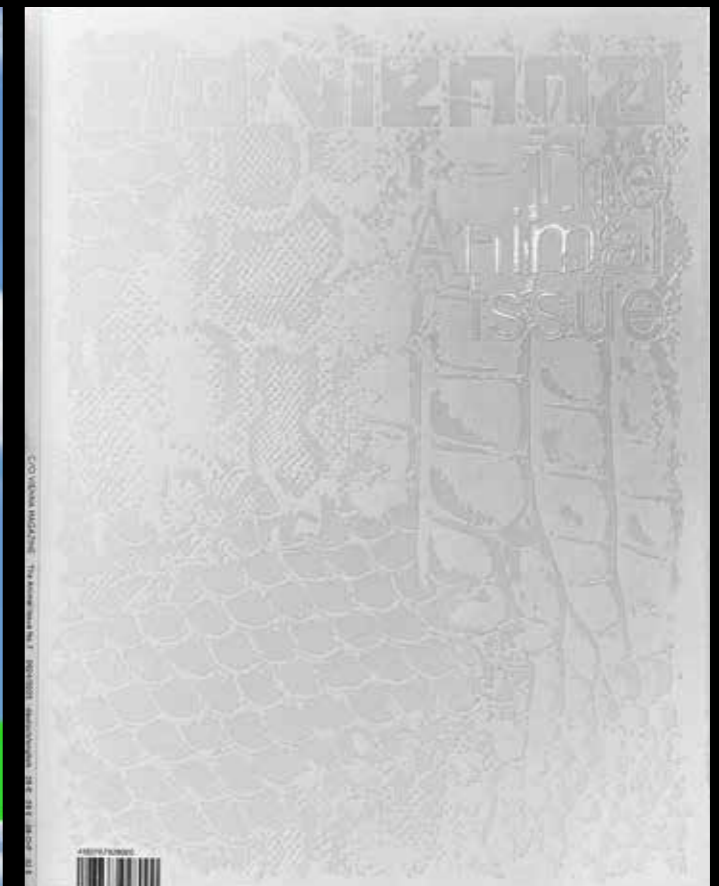
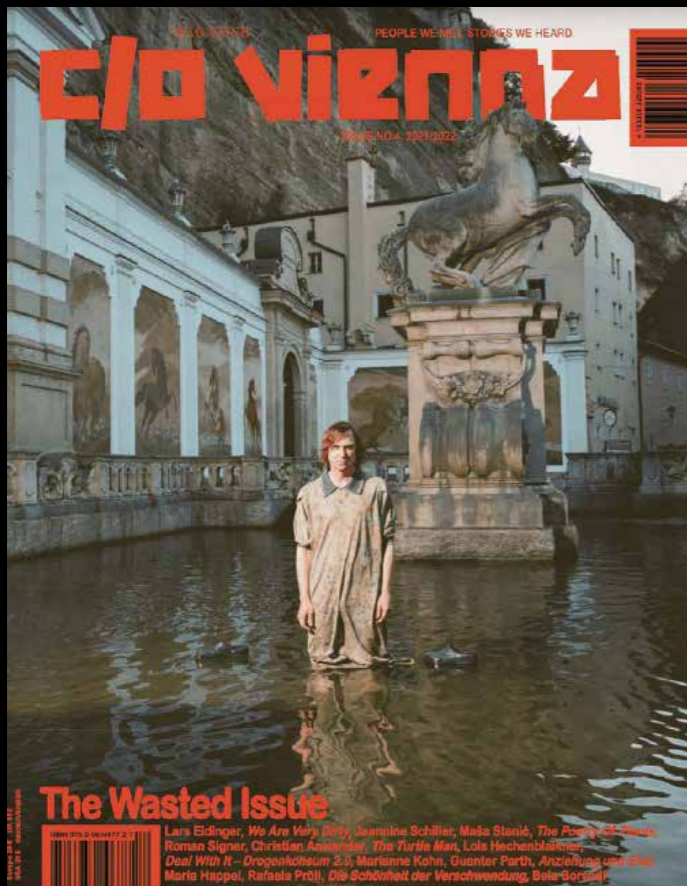
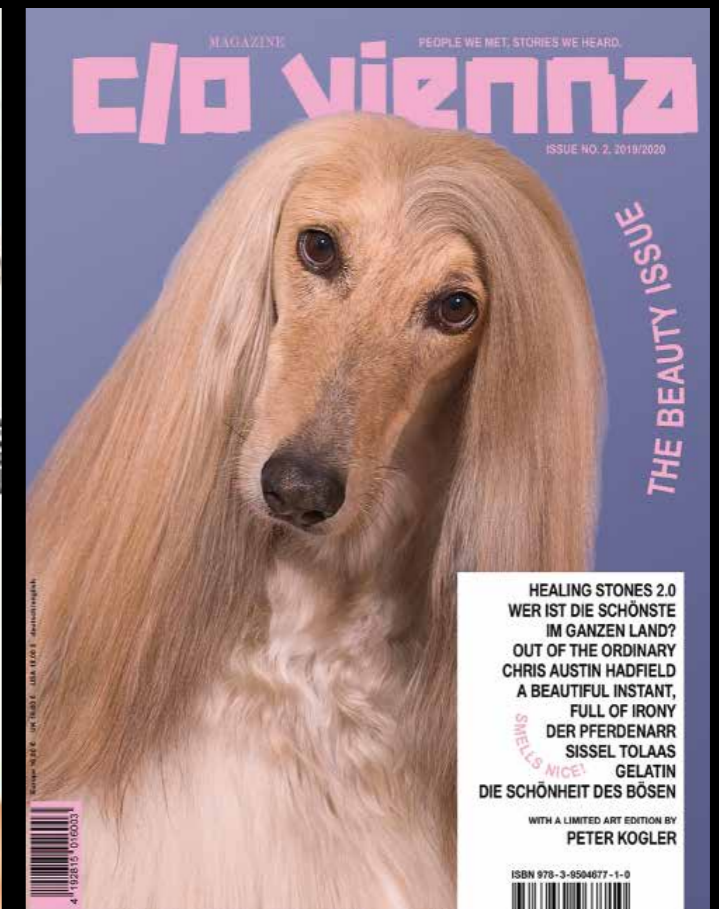
**“As a whole, C/O Vienna's design aesthetic and captivating content found within is explicitly deliberate – an ironic twist on traditional magazines and one that executed with complete charm.”**

– 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



The elaborately produced publication, designed by the graphic design agency *seite zwei*, appears once a year and is distributed internationally in the EU, UK, and USA. The print run is 5,000 copies with a length of 250 pages in English and German.

# Print with us!

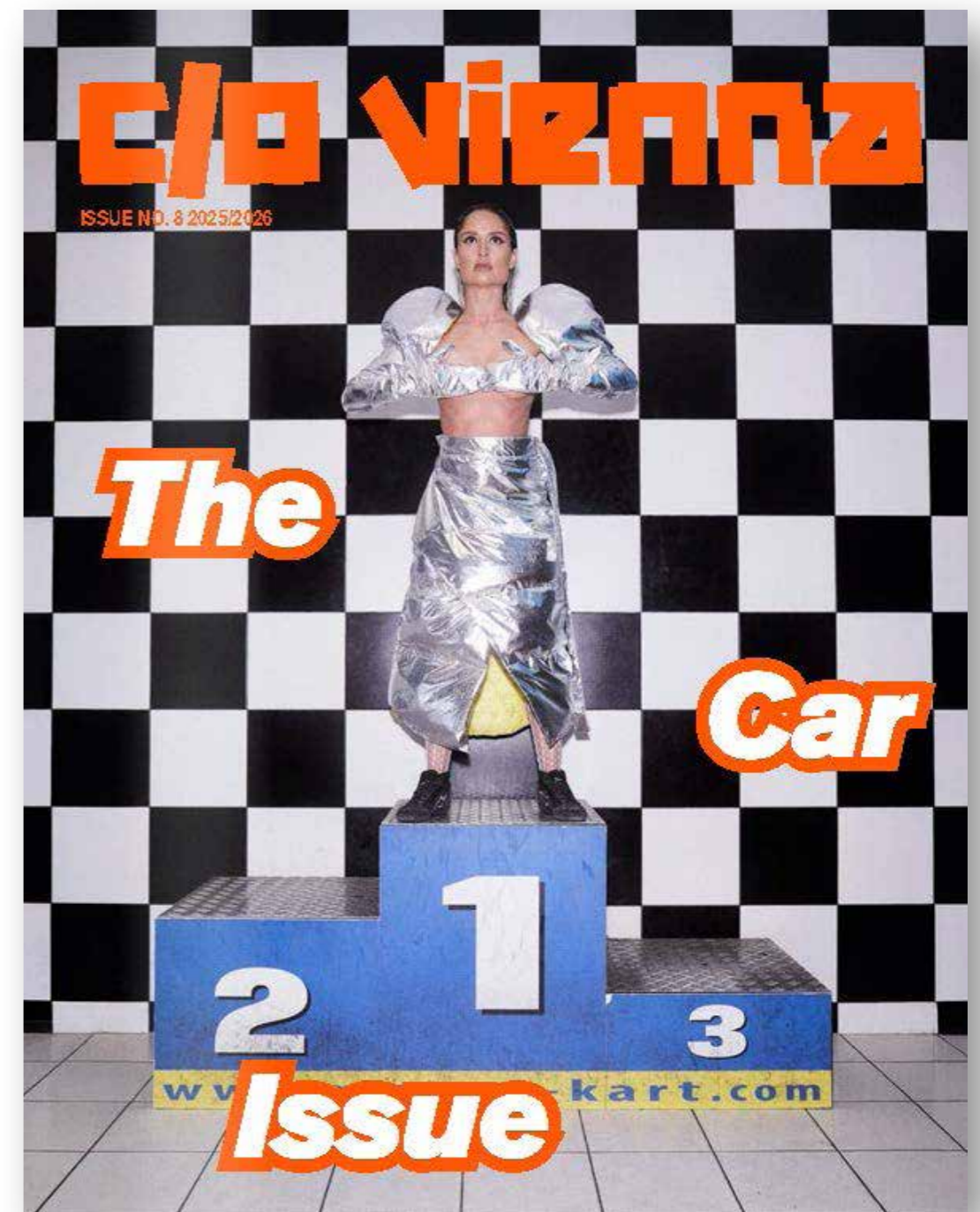
**LAUNCH  
APRIL  
2026**

## Interviews. Artworks. Photo spreads.

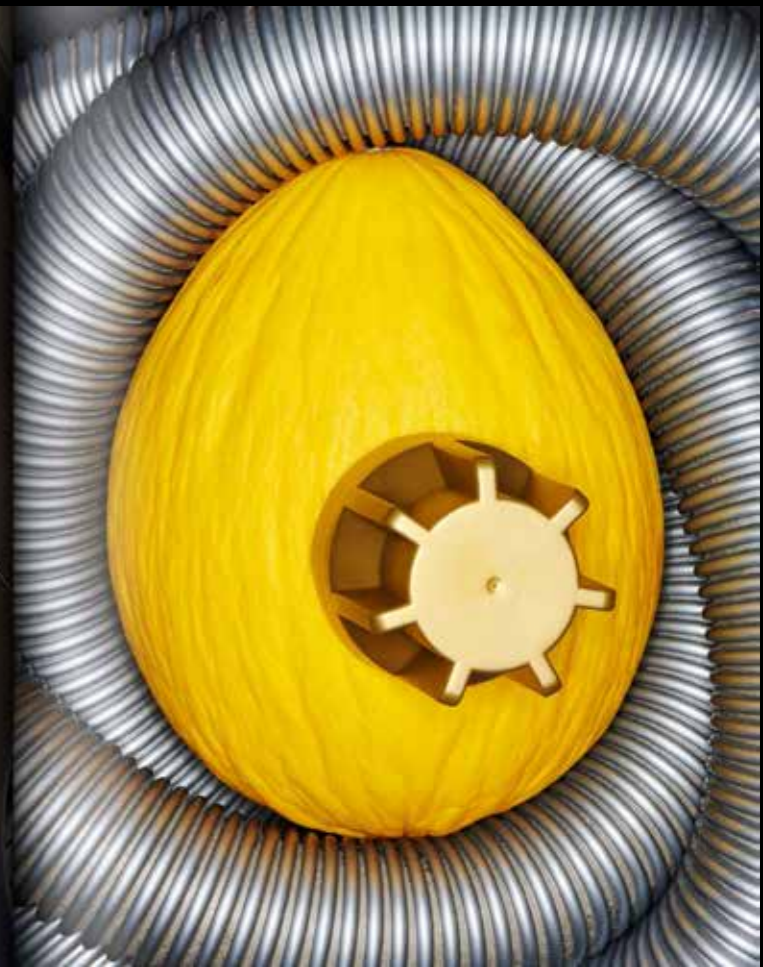
In our new print edition, we celebrate a cult object. It's sexy, it kills, it stinks: a technological marvel, an environmental villain, a status symbol—the car. A contradiction on wheels. An ode to freedom and speed – the epitome of capitalist consumerism.

Cars & Fetish, The Candy Shop, Fat Cars, Women & Wheels, Autobahn Churches, Female Racers, Auto-drom, and much more.

German & English, 230 pages.



**“Get Outta My  
Dreams, Get into  
My Car...”**



Radingdorf im Mühlviertel statt Miami: Robert Reindl verkauft von hier  
aus Maseratis, Ferraris und Porsches in die ganze Welt – absurd teure  
Traumwagen, die zugleich wunderschön, laut und sexy sind.

Text: Dávid Gajdos  
Artwork & Fotos: Bela Borsodi

BUGATTI VEYRON

Ferrari SF90

Strabale

Porsche

Carrera

Lamborghini

Huacacán 610-4

Synpdez

SUBARU IMPREZA

WRX 2,5 4WD

STI LIMITED

Masderali MC20

# Women

Sie fährt, sie fährt gut, sie fährt nicht.  
Sie lieben Autos, sie hassen sie. Wir haben die lustigsten und skurrilsten Auto-Anekdoten von fünf beeindruckenden Frauen aus Kunst, Musik, Wissenschaft, Gastronomie und Rennsport gesammelt. Mit Katharina Streit, Maria Fuchs, Corinna Kamper, Angela Stief und Sodl. Eine Fotostrecke von Hilde van Mas für das C/O Vienna Magazine.

Photography: Hilde van Mas  
Text: Antje Mayer Salvi



# HORSE

# POWER

# POWER

# HORSE

Fährt  
nicht,  
aber  
steht  
gut!

ANGELA  
STIEF



*Ada Zrelinska*



*Schwarze Erde, ausgebrannten Autos,  
verkohlten Straßenschilder.  
Wie Waldbrände ehemals malerische  
Tourismusorte zu surrealen Szenerien  
verwandeln. Eine Fotoserie der  
polnische Künstlerin Ada Zrelinska.*

# POST TOURISM

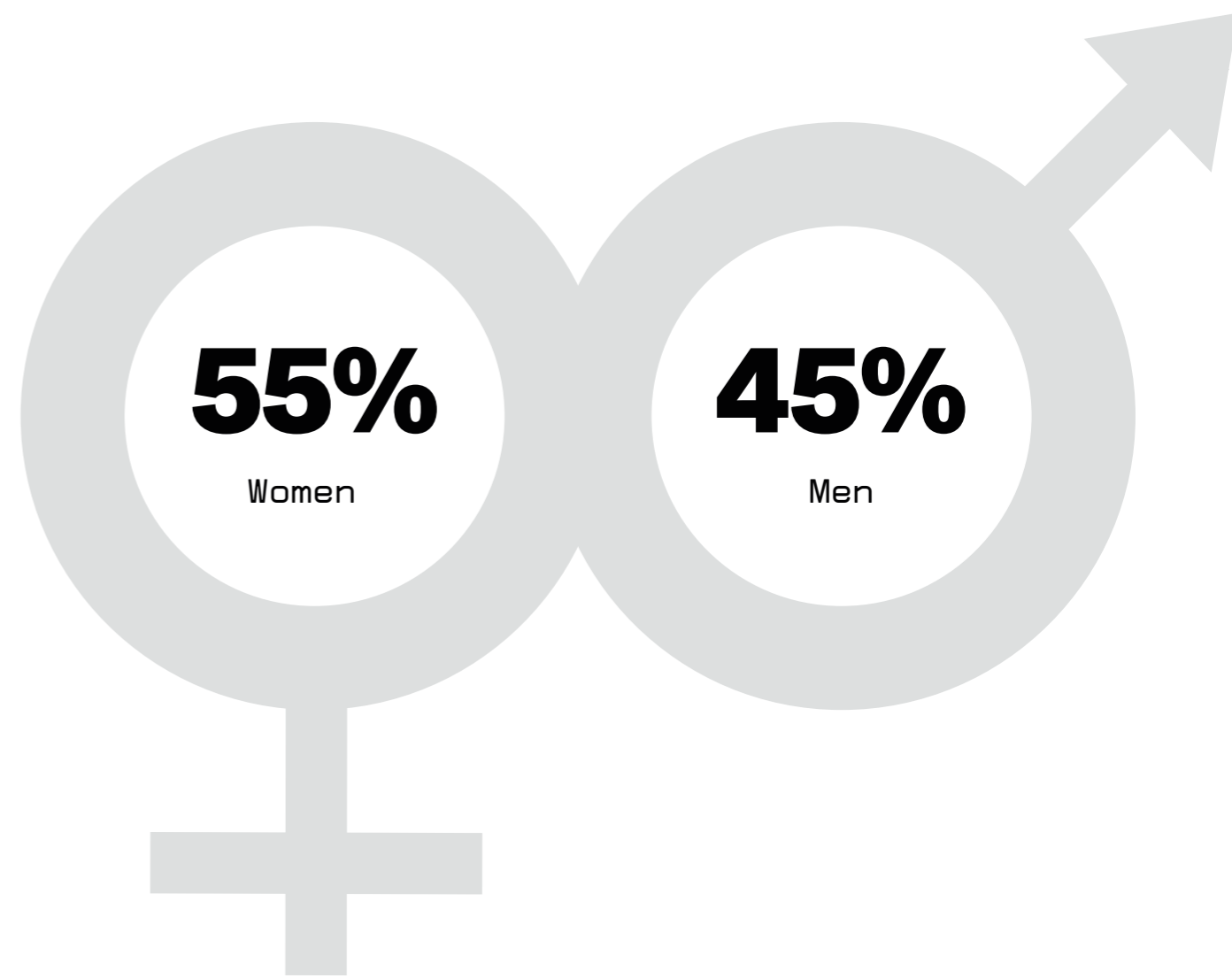
# Facts & Figures

# 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

30 K

Social Media  
reach

16,9 K

Instagram  
followers

700 K

Reach on  
Instagram per  
90 days

+ 300

Ø 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

Ø pages per  
website visit

90 days' outreach:

Content-Übersicht

Alle

Beiträge

Stories

Views

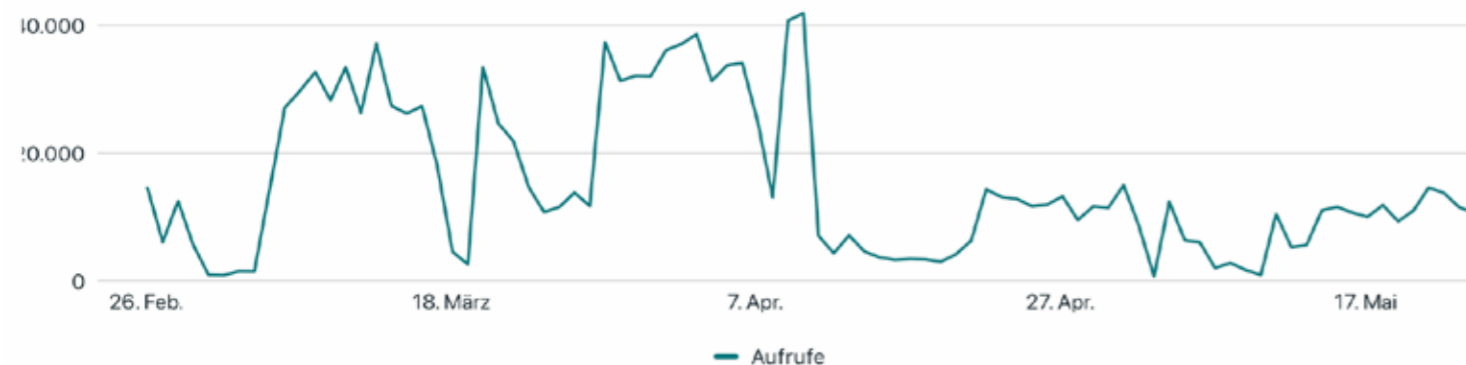
1,4 Mio. ↑ 29 %

Outreach

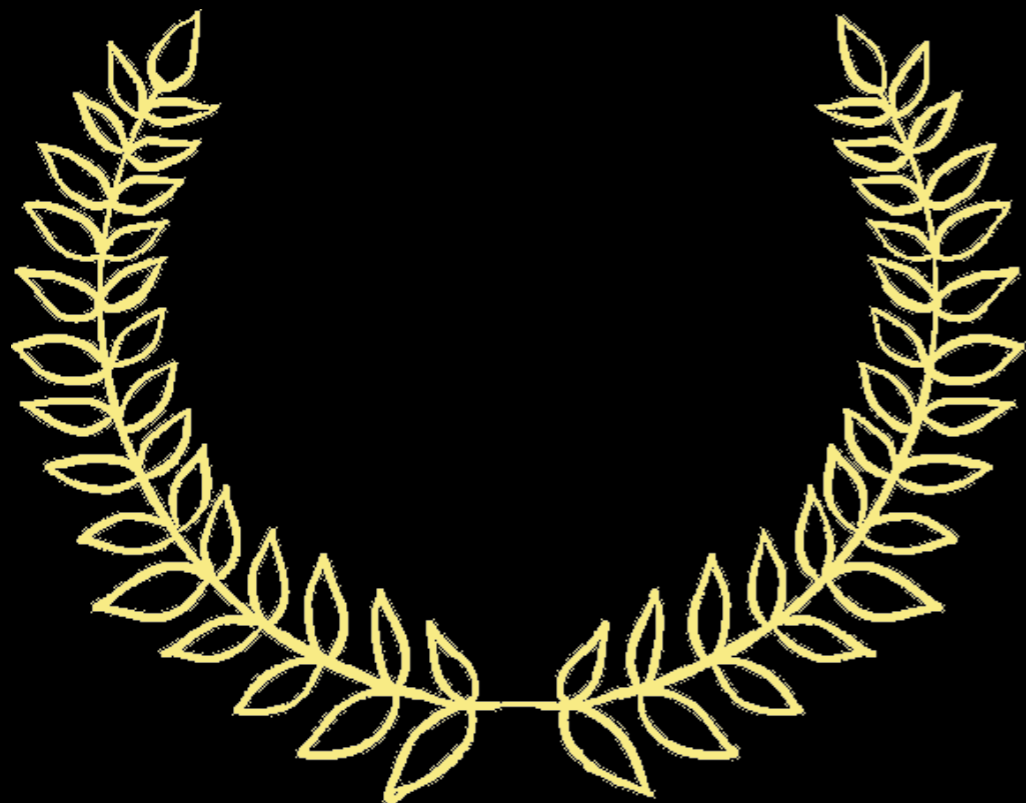
677.084 ↑ 23,2 %

Content-Interactions

7.886 ↑ 19 %



**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.

# Where can you find the magazine?

## International

RA & OLLY LTD Magazine Distribution, including museums, magazine stores, and concept stores in Germany, Austria, Switzerland, the USA, the UK, France, and

## Austria

Direct sales and PGV (including all Thalia shops) and in selected cultural and gastronomic establishments in Vienna, Bregenz, Salzburg, Innsbruck, Linz, and Graz.

## Germany Switzerland

Press Up (including train station shops in all major cities) and in selected cultural and gastronomic establishments in Leipzig, Berlin, Hamburg, Frankfurt, Munich, Zurich, etc.

# And here too ...

**Vienna Art Week.  
Parallel Vienna.  
Vienna Design Week.  
Art Basel. Spark Art  
Fair Vienna. Miss Read  
Berlin. Forward  
Festival.  
And many more.**

## Vienna

Softcover  
Walther König  
Ototo  
Haf! Books  
and others

## Paris

Palais de Tokyo  
Centre Pompidou  
After  
Bogopresse  
and others

## Berlin

do you read me?!  
Bücherbogen  
Voo Store  
Pro qm  
and others

## London

magCulture  
Serpentine Gallery  
Good News  
Reference Point  
and others

## NYC

Printed Matter  
and others

## Hamburg

Gudberg Nerger  
and others

## L.A.

Centerfold  
Daily Planet  
and others

## Bucharest

Dispozitiv  
and others

# **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.



Single page (1/1)

3.500 €



Spread

5.500 €



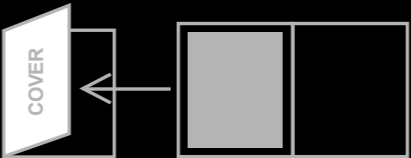
First page

4.200 €



Last page

4.200 €



U2/U3  
(Inside Cover/Back cover)

5.800 €



U4  
(Back cover)

7.500 €

# What we need from you!



## **Format**

210mm × 270mm  
+ 3mm bleed

## **Pictures**

300 dpi  
All fonts embedded  
No RGB Elements

## **Color profile**

ISO Coated v2  
300% (ECI)

# **Deadline: February 15, 2026**

**Please send to:**

**Elisa Promitzer**

**e.promitzer@co-vienna.com**

**+43 664 96 04 384**

# Get in touch!

## **C/O Vienna Publishing**

Publisher

Maria-Lassnig-Str. 33/2/37

A-1100 Vienna

## **Mag. Antje Salvi**

Editor-in-Chief

[a.salvi@co-vienna.com](mailto:a.salvi@co-vienna.com)

+43 676 70 82 199

## **Elisa Promitzer, BA**

Deputy Editor-in-Chief

[e.promitzer@co-vienna.com](mailto:e.promitzer@co-vienna.com)

+43 664 96 04 384

