

c/o vienna Magazine

MEDIAKIT PRINT 2025/26



CO-UPCENNA.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

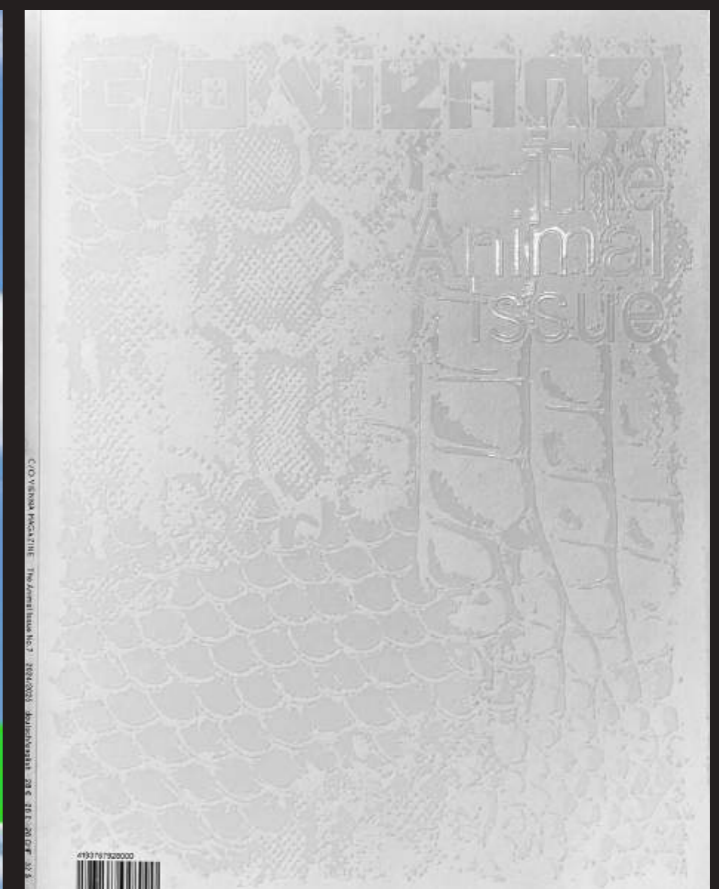
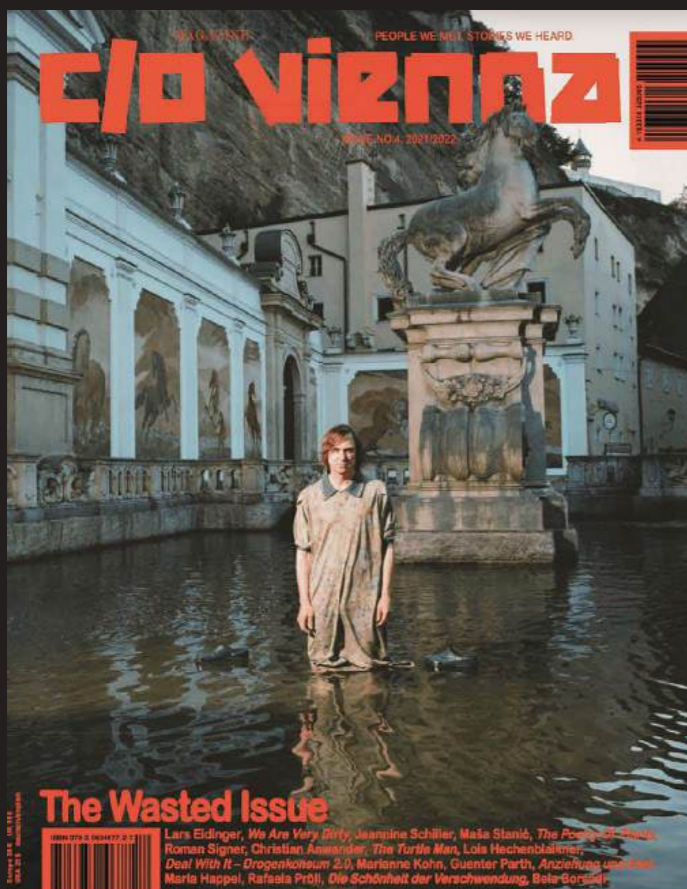
“As a whole, C/O Vienna's design aesthetic and captivating content found within is explicitly deliberate – an ironic twist on traditional magazines and one that executed with complete charm.”

- 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



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!

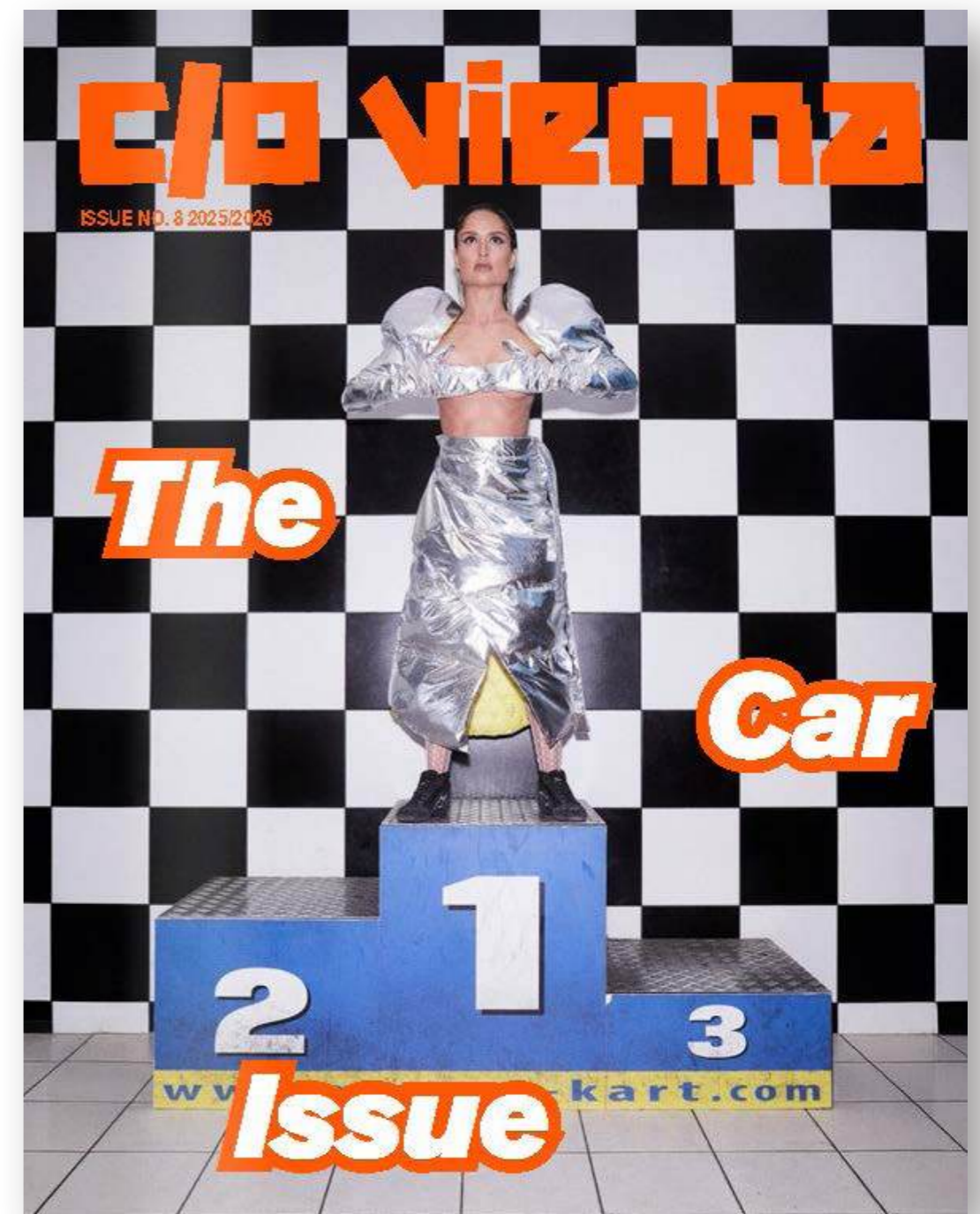
**LAUNCH
APRIL 20
2026**

**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, Autodrom, 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.

BUGATTI VEYRON

FERRARI SF90

STRABALE

PORSCHE

CARRERA

Lamborghini

Azucán dp 670-4

Snyder

SUBARU IMPREZA

WRX 2,5 4WD

STI LIMITED

Maserati MC20

Text: Dávid Gajdos

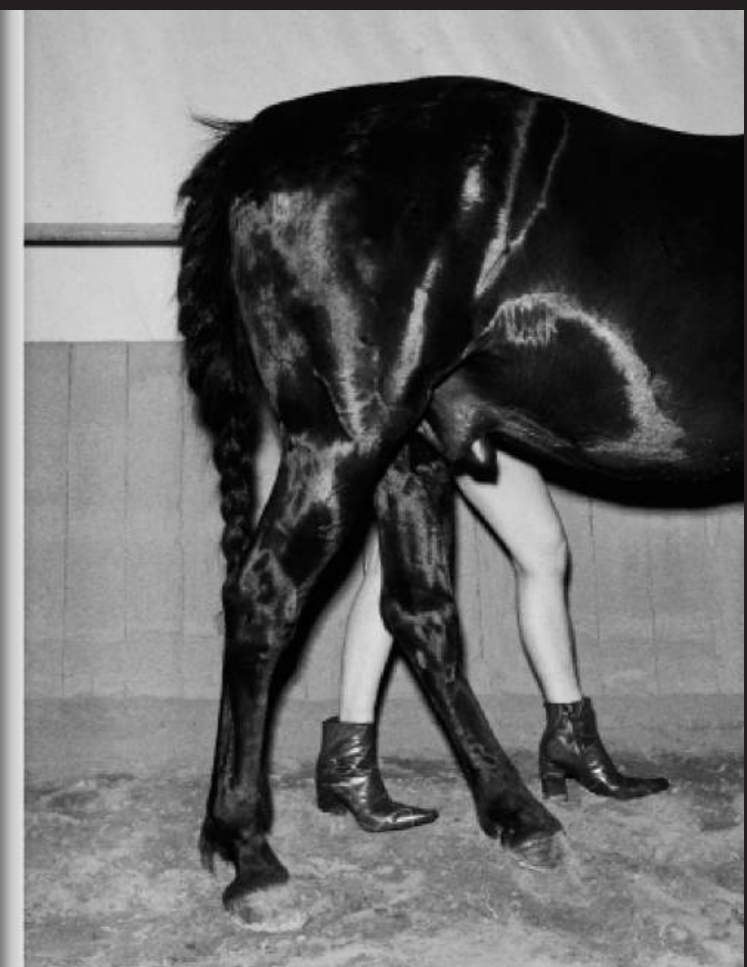
Artwork & Fotos: Bela Borsodi

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 Zielińska



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

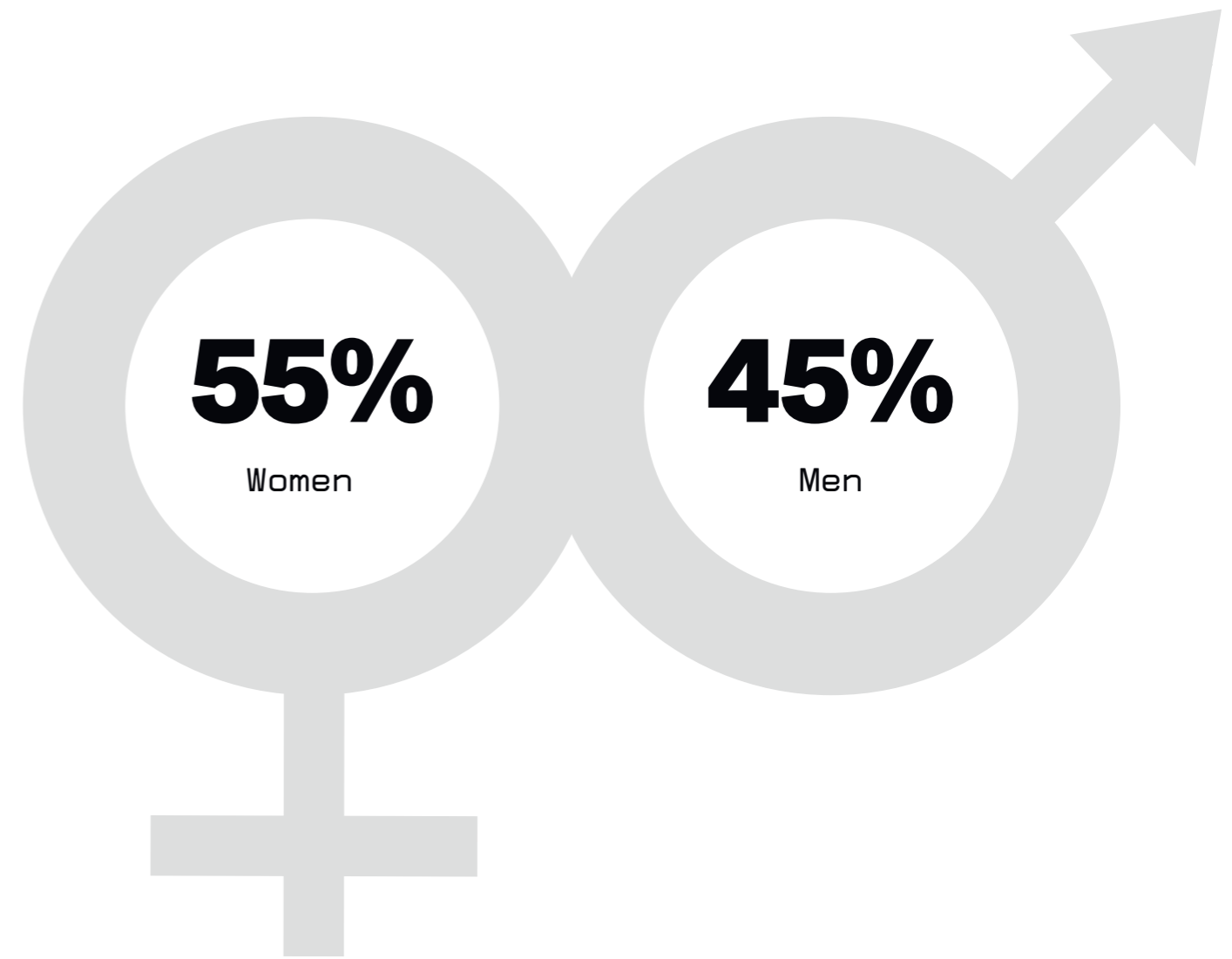
POST TOURISM

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.

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

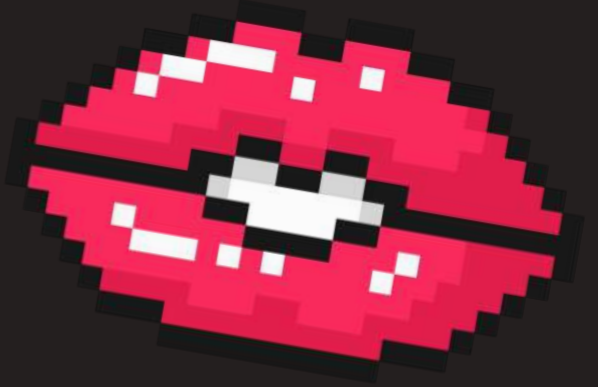
L.A.

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: March 26, 2026

Please send to:

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Get in touch!

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