



# c/o Vienna Magazine

PORTFOLIO  
2026



**A very important  
art magazine  
about very important  
people, places & projects.**

# CO-UIENNA.COM

C/O STANDS FOR “IN CARE OF”.

**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.”**

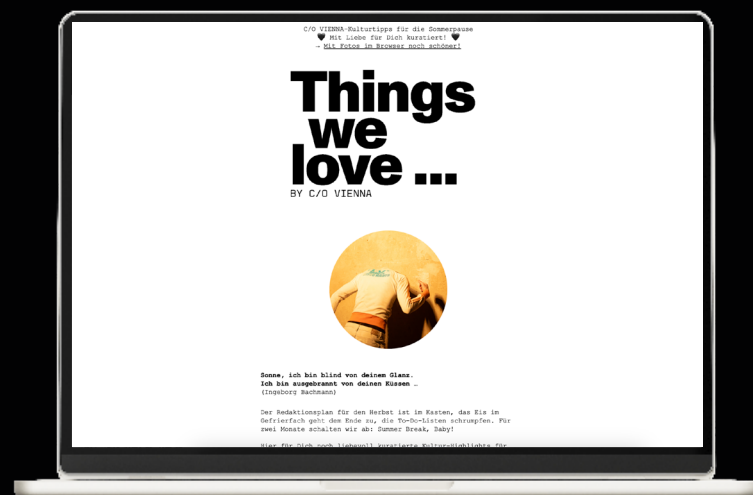
– PAGE, german specialist magazine for design,  
communication and media



# These are our formats!



**Online-Magazine**  
([click here](#))



**Culture Newsletter**  
([click here](#))



**Books**  
([click here](#))

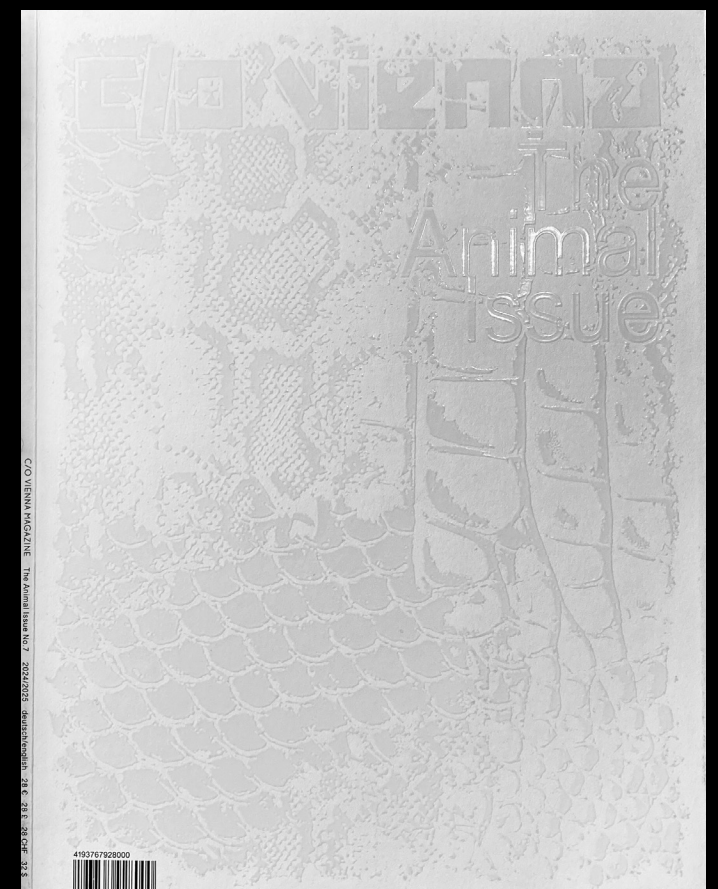


**Social Media Videos**  
([click here](#))



**Print-Magazine**  
([click here](#))





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.



# C/O VIENNA

## Online-Magazine

Interviews.  
Photo spreads.  
Opinions. Tips.

C-O-V-I-E-N-N-A-.C-O-M

1X WEEK  
GERMAN /  
ENGLISH

# C/O VIENNA

HOME MENU SEARCH DE



## Mr. Eidinger

Text: Antje Meyer-Sabé, Fotos: Maja Starč



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 Snapin, 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

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 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 devries, @MQFreiraum, @MQFreiraum)



ANTIMATTER 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, 2025 at KunstHausWien. (@ Lips (Study #3), Mika Rottenberg. Antimatter Factory, KunstHausWien, photo: Michael Goldgruber)



artist's mother, lobby @ Neue Galerie Graz am Universalmuseum Joanneum, Photo: Universalmuseum Joanneum/Lackner



FONT AGAINST FASCISM

The typeface "Department 161 Type" by designer and photographer **Pill 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.

**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.

**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



## 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  
verändert. Leitner taucht



# c/o vienna Books

WINNERS  
OF THE GOLDEN  
AND SILVER VENUS  
AWARDS

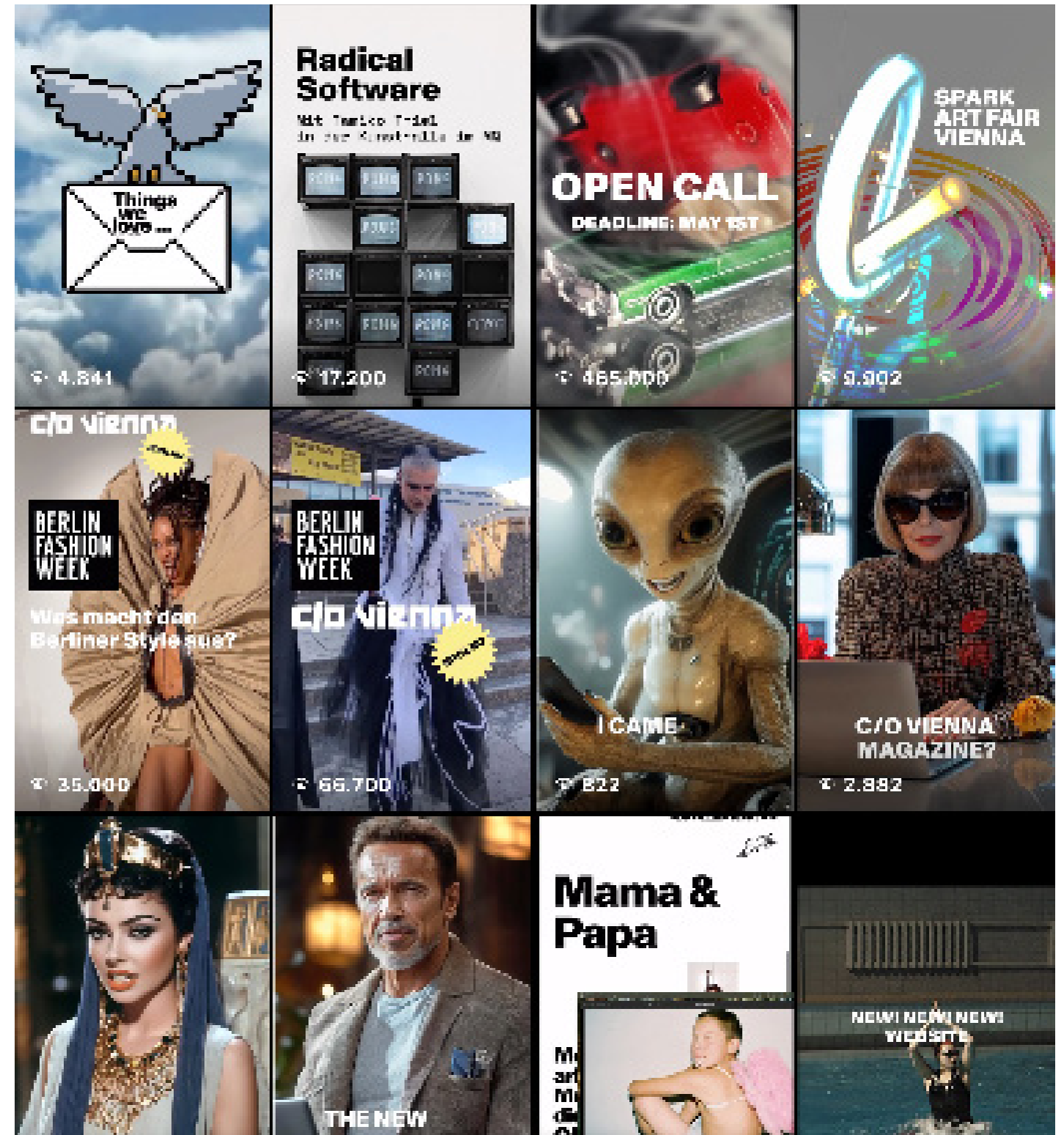


An additional offering to the glossy magazine: a subtle fusion of magazine and book, culture and science, pop and journalism, each with a specific focus. Issues on the topics of clouds, scars, and underwear have been published so far. The booklets have 124 pages, measure 9 x 16 cm, and cost 28 euros. They are published irregularly by the publisher itself and are created in cooperation with young graphic designers.

# C/O Vienna Videos

“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 Küntlerhaus! Great format!



**teglasy.hanna** AWESOME VIDEO! GREAT!  
Now I really want to shout around in a museum!

95 Wo. Gefällt 1 Mal Antworten



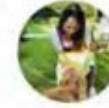
**samy\_bri\_maza** With you it's fun to walk through the museum

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

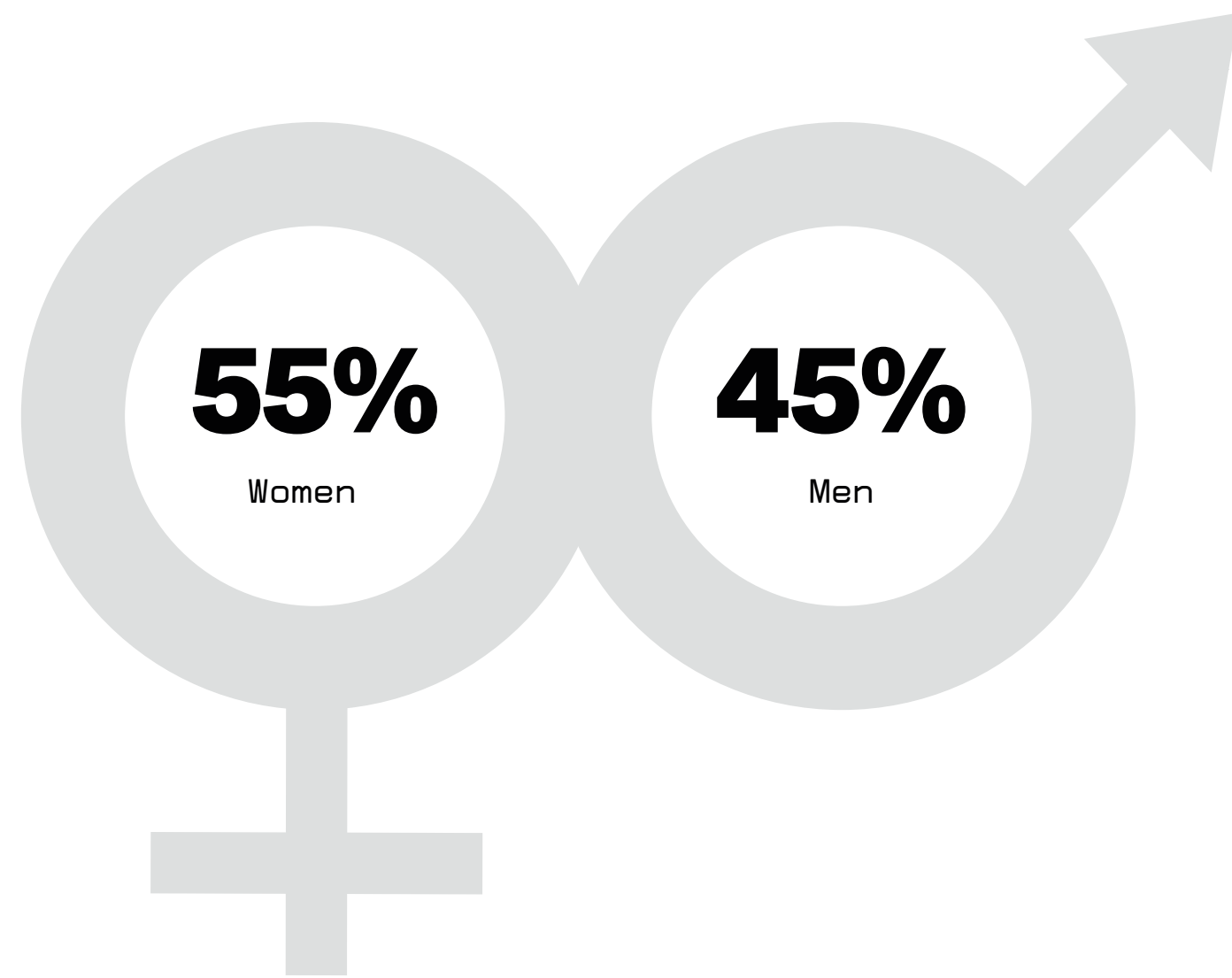


# Who reads us?



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

**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 ⓘ

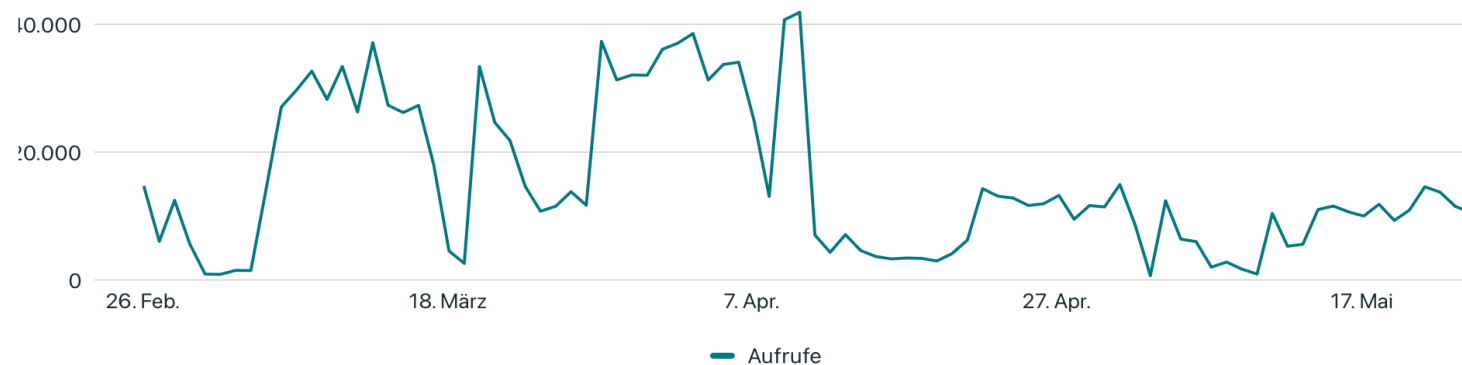
1,4 Mio. ↑ 29 %

Outreach ⓘ

677.084 ↑ 23,2 %

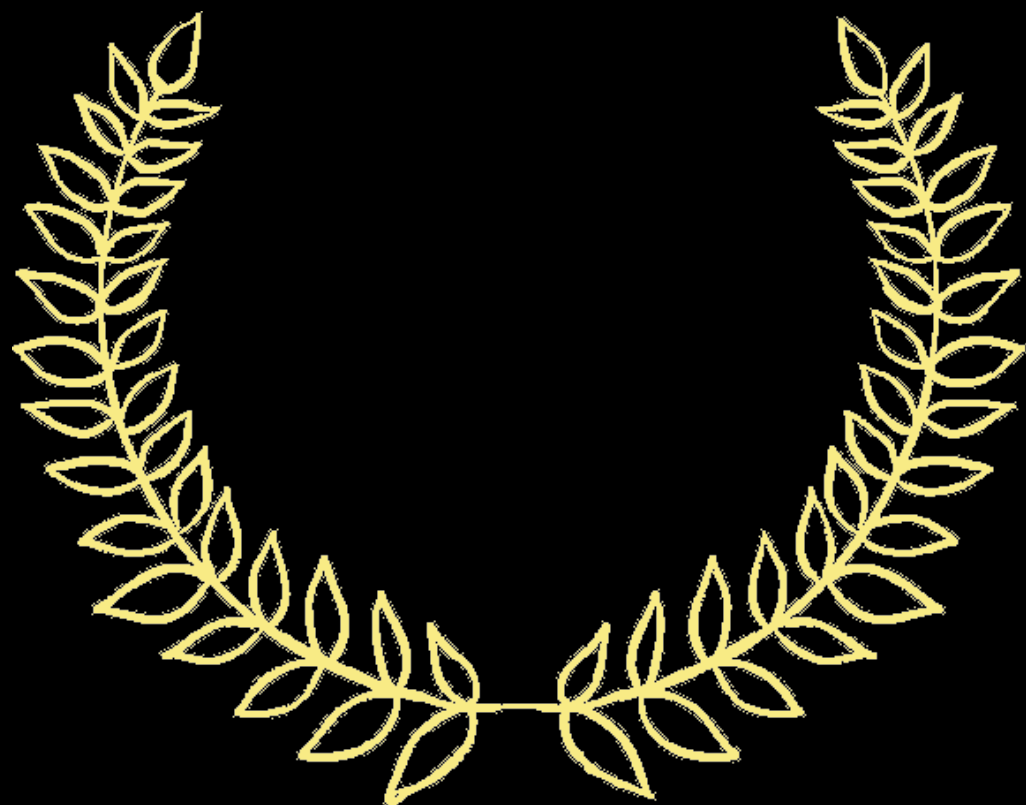
Content-Interactions ⓘ

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.**



# Who are we?



Editorial, graphics, art direction,  
marketing & organization

The founder and publisher is C/O Vienna Publishing by Redaktionsbuero Ost in Vienna and the Association for the Promotion of Independent Cultural Journalism in Austria.

The magazine was launched in 2016 and is financed by advertisements, grants, and collaborations. It has since become one of the most important independent cultural magazines in Austria.

It not only reports on the scene, but is also an important employer and international platform for creative people and their projects.

# Get in touch!

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