



C/O Vienna Magazine

**PORTFOLIO
2026/2027**

©Hilde Van Mas

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

CO-UIENNA.COM

C/O STANDS FOR “IN CARE OF”.



weekly
ONLINE-MAGAZINE

twice a month
NEWSLETTER

yearly
PRINT

Design. Art. Photography.
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

“And the coolest magazine ever is definitely C/O Vienna Magazine!!! What an amazing layout, and finally someone gets what I want!!! Love everything about it! ...”

– JOVANA REISINGER,
writer and filmmaker

“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

[\(click here\)](#)



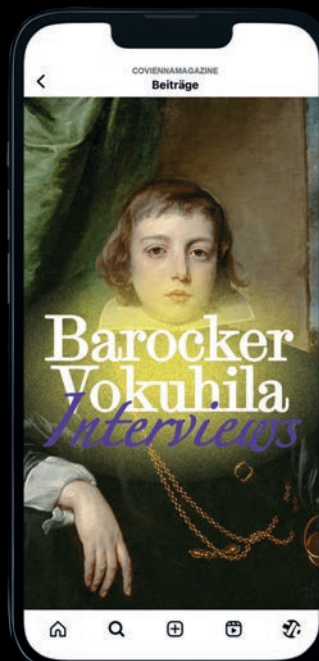
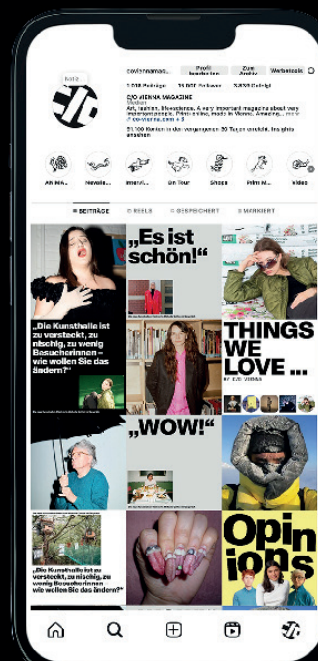
Culture Newsletter

[\(click here\)](#)



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.COM

1X WEEK
GERMAN /
ENGLISH

C/O VIENNA

HOME MENU SEARCH DE



Mr. Eidinger

Text: Anja Meyer-Sahl, Fotos: Mads Stenck



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 Smirnov, Styling: Sarah Zakut-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 **SPINACLE** read differently when you know that 30-year-old **ANJA PLASCHE** 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 Höschi)



ANTIMATTER FACTORY

In her films, installations and sculptures, Argentinean 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 Kunsthau Wien. (@ Lips (Study #3), Mika Rottenberg. Antimatter Factory, Kunsthau 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 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 de vries)

artist's mother, today's news Galerie Graz am Universalmuseum Joanneum, Photo: Universalmuseum Joanneum/Lackner



FONT AGAINST FASCISM

The typeface "Department 161 Type" by designer and photographer Till 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.

**NOW
ALSO
AVAILABLE
IN ENGLISH**

**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 - OMMM & UNTER FREIEM HIMME

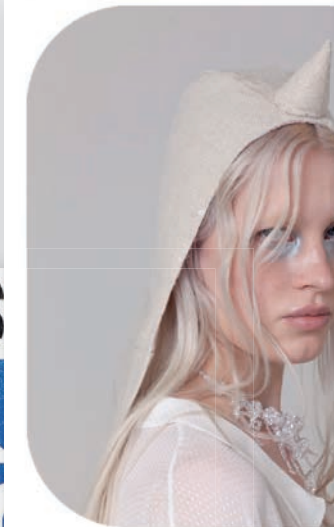
Wer sonst zwischen
und Afterhour sein
sucht - und dabei
eventuell) doch eh
inneren Mitte davo
findet hier einen
Sweetspot: Elektro
Beats und ruhiger Yoga-Flow
verschmelzen. Party und
Einkehr in einem! Maro,
Rapper bei der HipHop-Gruppe
PAN KEE BOIS & DJ beim



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

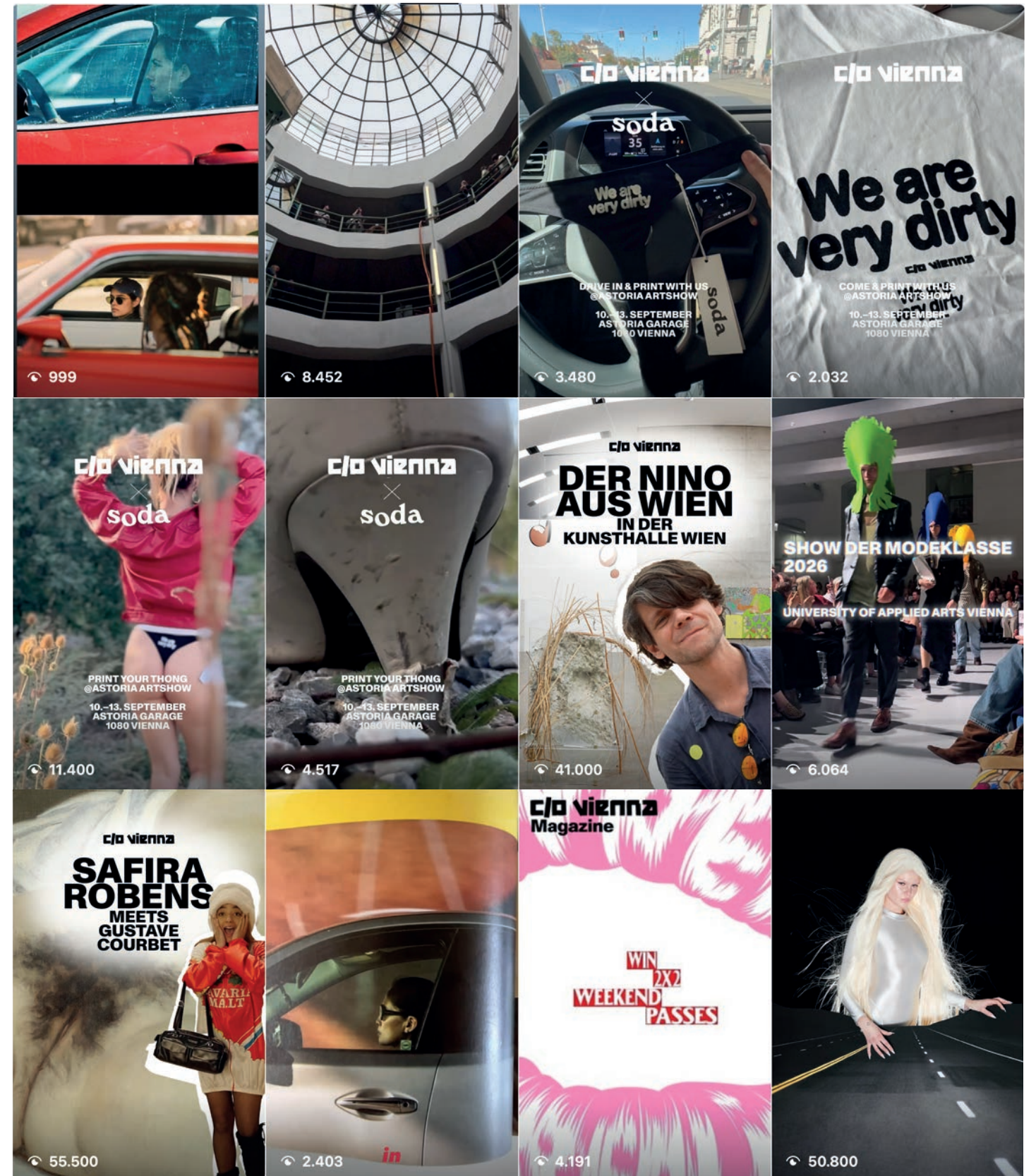


An additional offering to the glossy magazine: a subtle fusion of magazine and book, culture and science, pop and journalism, each with a specific focus. Issues on the topics of clouds, scars, and underwear have been published so far. The booklets have 124 pages, measure 9 x 16 cm, and cost 28 euros. 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.
Astoria Art Show.
Ö1. Albertina. Mumok.
Leopold Museum.
Kunsthhaus Wien.
Berlin Fashion Week.**



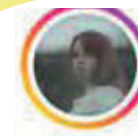
How do you like it?



bianca_sommersonne Great museum tour, thank you very much



joerg_vogeltanz The best artwork descriptions ever
8 Wo. Gefällt 3 Mal Antworten



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 ...

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

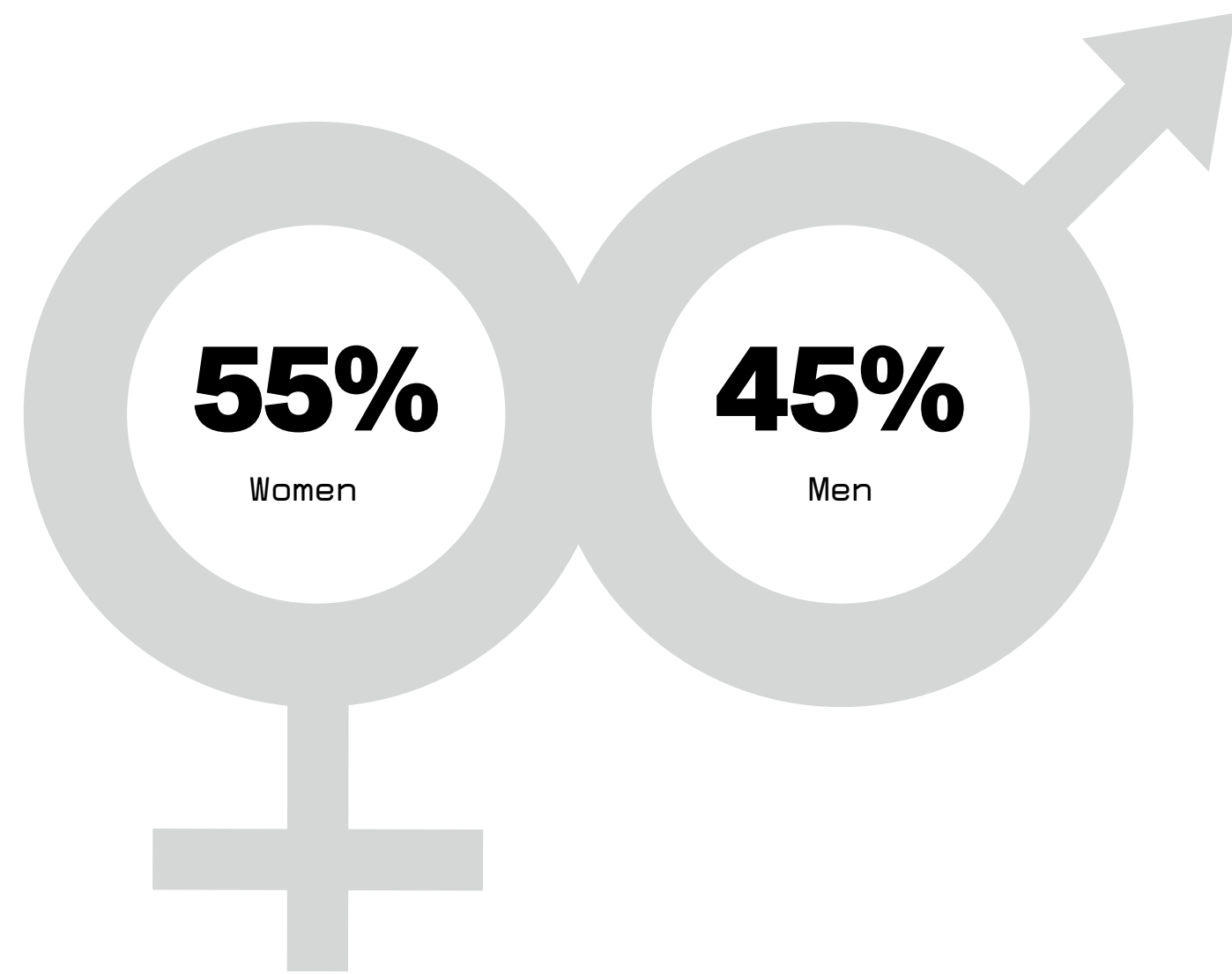


Who reads us?



**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

33 K

Social Media
reach

18,2 K

Instagram
followers

700 K

Reach on
Instagram per
90 days

+ 300

Ø Instagram
followers
per month

10 K

Website unique
users per month

3,2 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

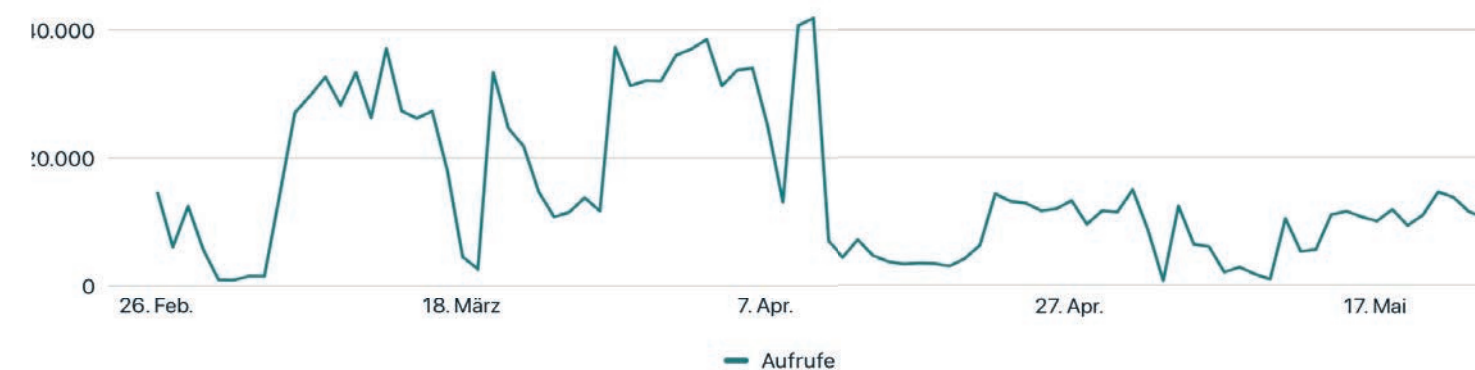
1,4 Mio. ↑ 29 %

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 other countries.

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 ...

**Biennale Venedig.
Astoria Art Show.
Frieze London.
Fashion Week Paris.
Vienna Art Week.
Salone de Mobile
Milano. Vienna Design
Week. Art Basel. 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.
Spark Art Fair. Ö1. Museion Bozen. Dorotheum.
Kunsthaus Bregenz. Universität für
angewandte Kunst Wien. Leopold Museum.
Mumok. Wirtschaftsagentur Wien. Kunst Haus
Wien. Wien Museum. Heidi Horten Collection.
Grieskirchner. Parallel Vienna. Künstlerhaus.
Erste Stiftung. And many more.**

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!

C/O Vienna Publishing

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