

C/O VIENNA Magazine

**PORTFOLIO
2026/27**

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

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

These are our formats!



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



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



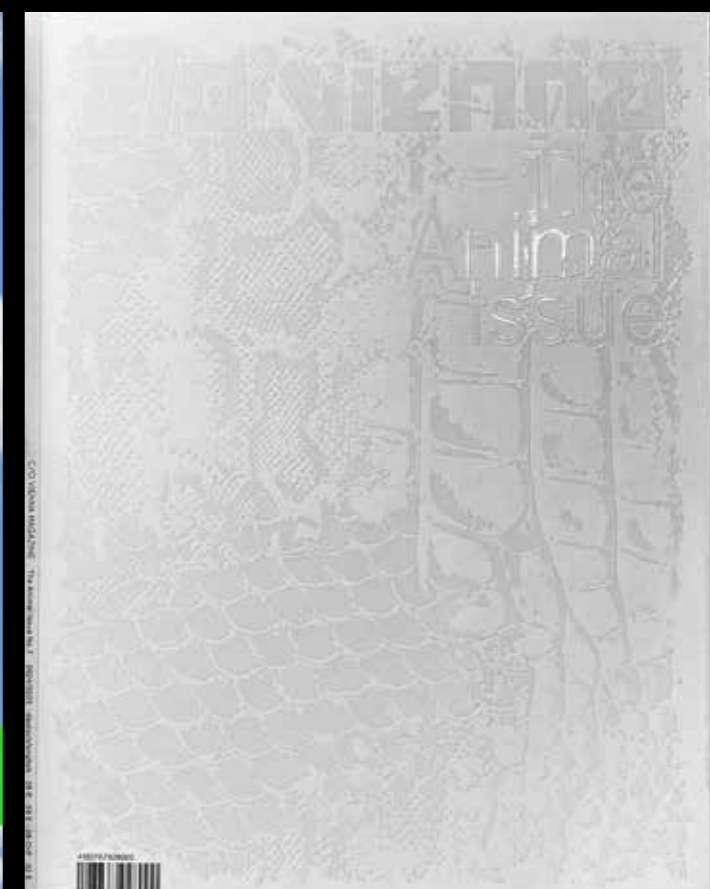
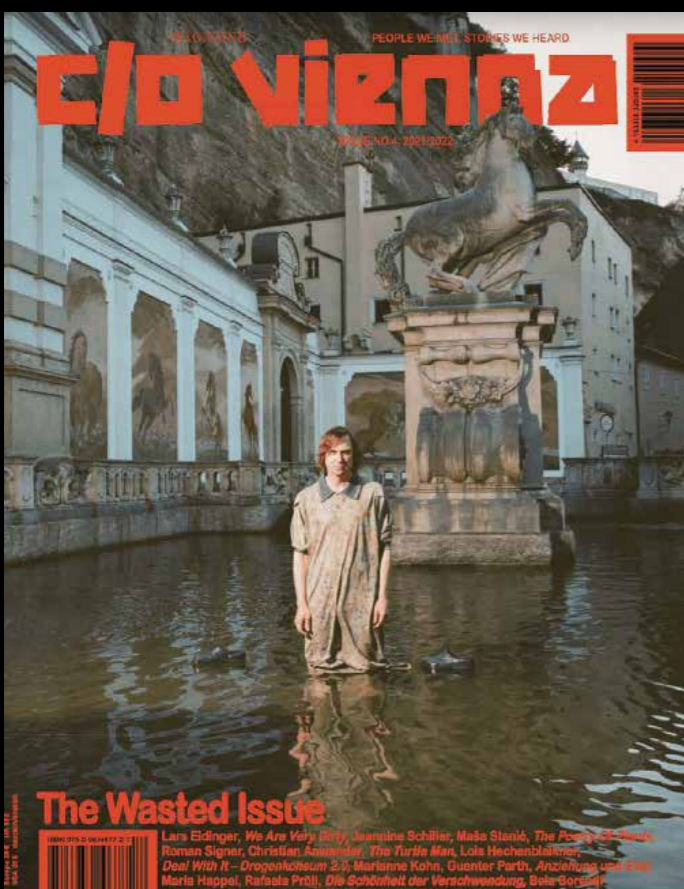
Online-Magazine
[\(click here\)](#)



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



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



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

C/O VIENNA

HOME MENU SEARCH DE



Mr. Eidinger

Text: Anja Mayer-Schl, Fotos: Mike Strack



The Soap&Skin

Text: Eva Hübner, Fotos: Janka Braxler, Styling: Sarah Zabel Brack



Who is **LARS EIDINGER**? Probably the most popular **WILLIAM** of German television, actor, photographer, DJ - together the omnipresent devotion. We talk about **BATS, EVIL, SELF-DESTRUCTION** and about **EIDINGER**.

When I was a child, I toyed with dirt. I killed the slugs. I bored with a bough in their spiracle." For almost 15 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 **SPRACKE** 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-CURE WITCHES**, talking trees, and how impressive and depressing rural life can be.

or seeing emerges: documentary photography, originally used for identifying enemies, becomes critical art about POWs, visibility, and the AESTHETICS OF HATE. Buy it here! (Photo: Courtesy Jonas Hoesli)



ANTIMATTER FACTORY

In her films, installations and sculptures, Argentinian artist **Mika Rotenberg** deals with the **EXPLOITATION** of people and resources. Discover people sneezing **STEAKS, RABBITS, PEARS** or whole meals. Bless you! Until August 10th, 2025 at Kunsthaus Wien, (© Lisa (Study #3), Mika Rotenberg, Antimatter Factory, Kunsthaus Wien, photo: Michael Goldgruber)



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 antifa(at)projects! (Graphic: @Trash for Fame)



It started in a Russian and Russian traditional dress, which was only known at the end of the 19th century. It is still played even as a festival dance in the Alps of other areas. Nevertheless, it was considered by the Nazis and is still regarded as a symbol of the "other".



**1X WEEK
GERMAN /
ENGLISH**

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

C/O VIENNA Culture Newsletter

**Save
the date!**

Parties. Events.
Great places.

**NOW
ALSO
AVAILABLE
IN ENGLISH**

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 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
VERWANDLUNG, die alles
verändert. Leitner taucht

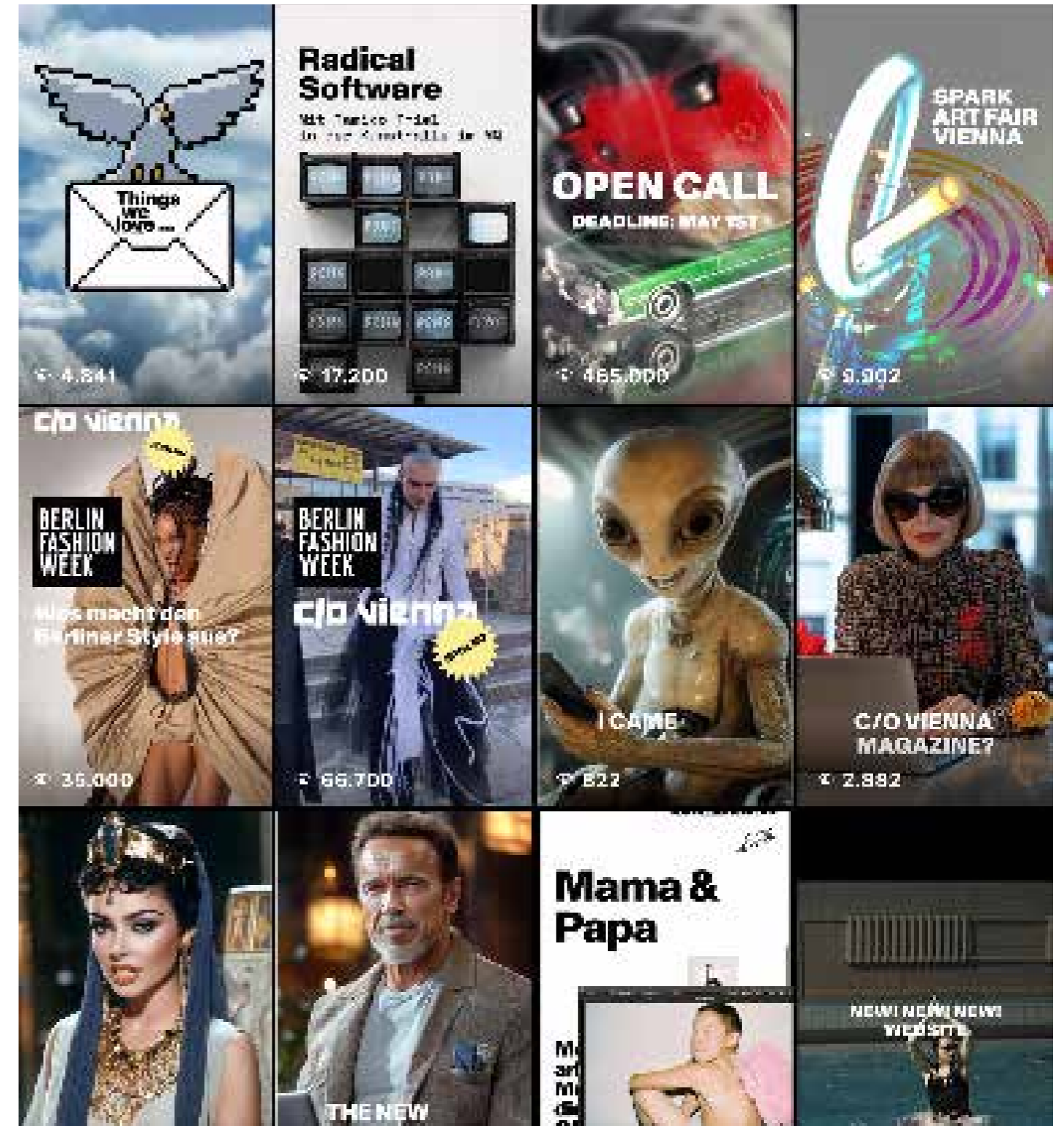
c/o vienna Books

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



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 ...

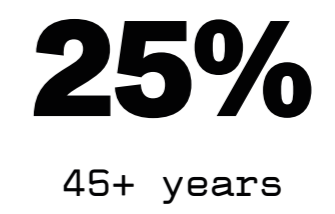
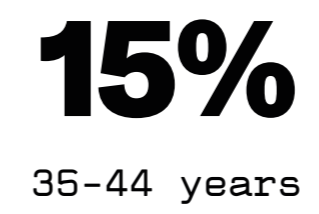
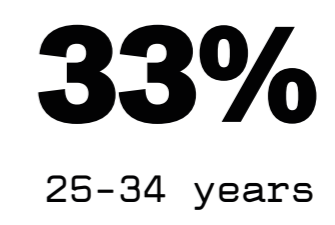
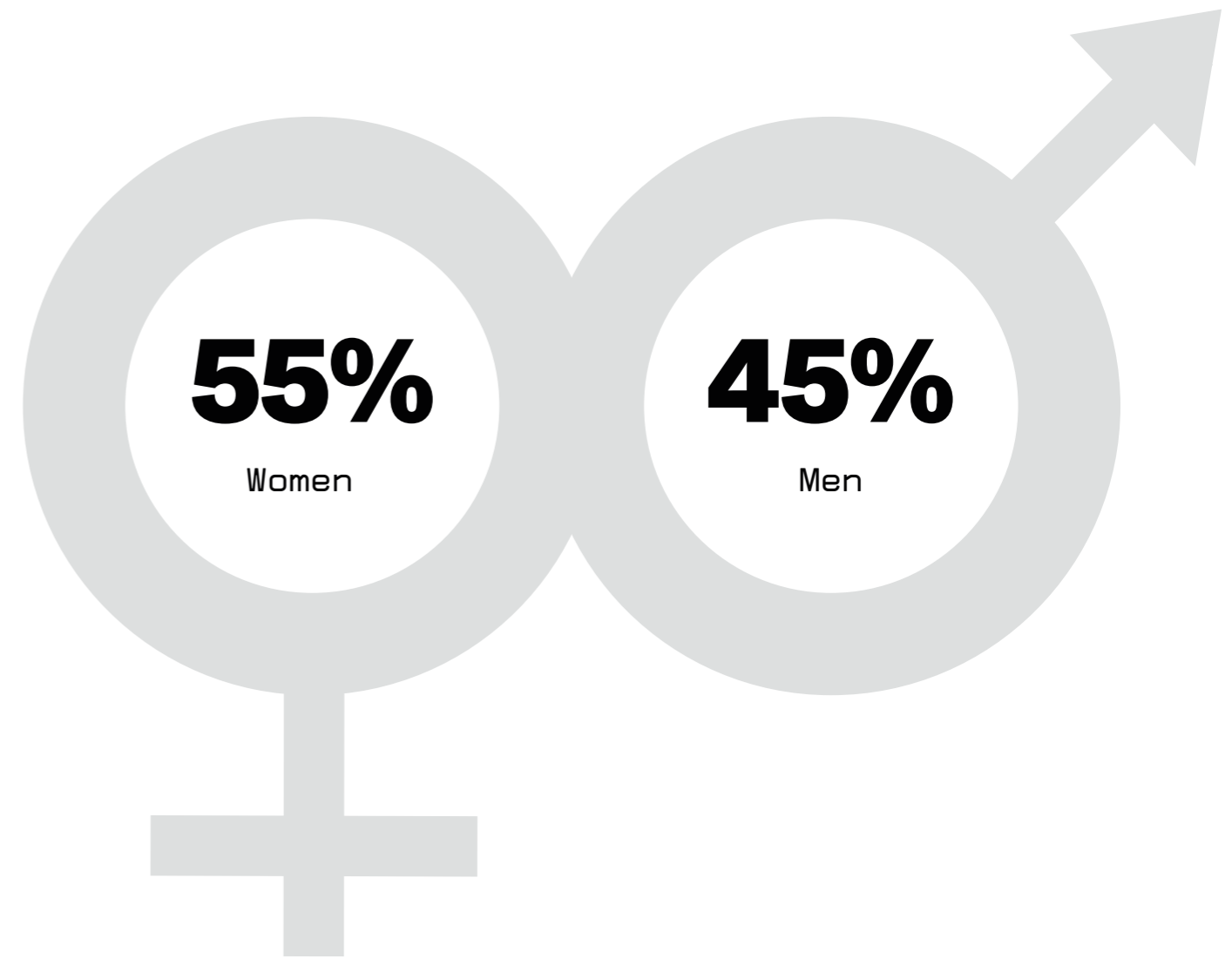


Facts & Figures

Who reads us?



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



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 %



33 K

Social Media reach

18 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

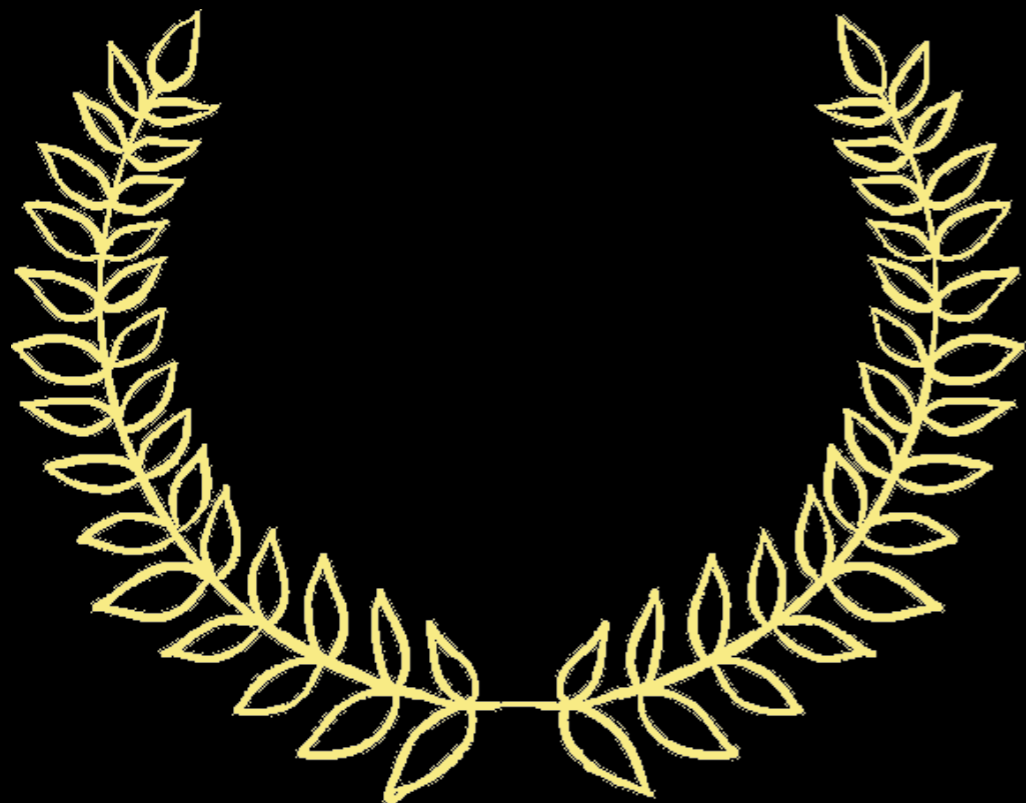
15 K

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
Hafı 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!

C/O Vienna Publishing

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