

# NEW BUSINESS



## Media Kit 2025

All the information you need for your successful media presence.

We have been supporting our clients on their way to the top for more than 30 years.

**TOP**  
**BUSINESS**  
**IN GOOD COMPANY**

**EXCITING REPORTS, INTERVIEWS AND TOPICS.**  
**THE PERFECT ENVIRONMENT FOR YOUR BUSINESS.**

The graphic features the word 'TOP' in large, bold, gold letters. A gold crown is positioned above the letter 'O'. Below 'TOP', the words 'BUSINESS' and 'IN GOOD COMPANY' are stacked in smaller, bold, gold letters. At the bottom of the graphic, two lines of text in white, bold, uppercase letters read: 'EXCITING REPORTS, INTERVIEWS AND TOPICS.' and 'THE PERFECT ENVIRONMENT FOR YOUR BUSINESS.'

**Topics.** Business & industry–close up and personal **Formats.** Classic & special formats  
**Dates.** Monthly (11 x per year) **Circulation.** Austria-wide & regional **Reach.** Top decision-makers **Prices.** Fair & transparent

Target-oriented. **Comprehensive.** Effective.



The **NEW BUSINESS** magazine for entrepreneurs has been providing valuable information about top companies for its readers and clients for more than 30 years. The magazine highlights the companies' performance characteristics, portrays winners of the industrial and business world and provides numerous interesting and valuable suggestions for the B2B target group of decision-makers, managers and opinion leaders with dozens of special interest topics due to its 'magazine-within-the-magazine' structure.

As a monthly magazine **NEW BUSINESS** focuses on topics that are essential and very helpful for every entrepreneur, freelancer and everybody who considers taking the plunge into the business world. From individual cover stories and comprehensive special topics to special editions: we deliver the necessary tips, tricks and information for your knowledge lead and competitive edge.

The **NEW BUSINESS** publishing company works with renowned cooperation partners such as the Austrian Federal Economic Chamber to ensure target-oriented marketing and top-rate target audiences for its clients. Due to years of distribution of our magazine via the newspaper 'WirtschaftsBlatt' we established a healthy base of independent, financially strong and economically important subscribers which we can offer you in addition to our **NEW BUSINESS** subscribers.

**More than 1,000 clients are already working successfully with our services – make our services work for you too!**



Target-oriented. **Industry-specific.** Effective.

**NEW BUSINESS specials focusing on individual Austrian provinces**

**NEW BUSINESS** presents one specific Austrian province in nine of its eleven issues every year – these specials are published in the magazine itself and as an independent production run. The **circulations** of these independent production runs range from 15,000 to 45,000 (depending on the size of the respective province). They are compiled in cooperation with the respective provincial government and the local Chambers of Commerce. These issues are distributed via the local magazines of the local Chambers of Commerce.

**Therefore you achieve and benefit from a perfectly structured reach in the national and regional B2B sector!**



**NEW BUSINESS Innovations**  
**Journal for innovation, technology & industry**

The business world is always in motion. Every day thousands of companies further establish our country's outstanding reputation around the world with their products and services. **NEW BUSINESS Innovations** has become a top-class trade magazine and presents exactly those companies with industry-specific special topics including automation, plant engineering, CNC, energy, metrology, environmental technology, high-tech and many more. **NEW BUSINESS Innovations** is a **supplement** to regular issues of **NEW BUSINESS** and distributed separately as a stand-alone issue on high-quality printing paper.

**This is a unique opportunity: a business magazine and trade magazine - all in one!**



**NEW BUSINESS Guides**

Our industry guides with up-to-date, practice-oriented and user-friendly topics including IT & telecommunication, logistics, automation, facility management, environmental technology and many more are top-quality reference books to provide you with even better information for your B2B communication.

**You reach exactly those readers who are really interested in your services and products!**





Target-oriented. **Compact.** Effective.



**NEW BUSINESS PDF-Newsletters**

**NEW BUSINESS News**

Up-to-date business info, portraits of top companies and industries, hotel tips, dates & events: we created the compact PDF newsletter NEW BUSINESS News in addition to our NEW BUSINESS print magazine to provide our readers with even faster access to interesting business news. These newsletters are published every second Tuesday evening/Wednesday morning.

The illustrated NEW BUSINESS News has already more than 45,000 online subscribers – in Austria and abroad.

[www.newbusinessnews.at](http://www.newbusinessnews.at)



**EXPORT today**

EXPORTER'S weekly was yesterday – EXPORT today is today! EXPORTER'S weekly was a weekly PDF-newsletter which has been published by the New Business publishing house and its partner company CPG on behalf of the **Austrian Federal Economic Chamber (AWO)** since 2005. As it turned into one of the most successful PDF-newsletter in Austria, we decided to rename it to **EXPORT today** in 2012.

Events, tips, dates, export-stars and companies on the rise: **EXPORT today** focuses on export - the key issue of today's business world.

**EXPORT today** is published every Thursday evening/Friday morning and has already become a vital source of information and news for more than 40,000 successful companies!

[www.exporttoday.at](http://www.exporttoday.at)

**Circulation of provincial specials in the respective newspapers of the local Chambers of Commerce**



- 45.000 Vienna
- 45.000 Lower Austria
- 15.000 Burgenland
- 45.000 Upper Austria
- 35.000 Styria
- 20.000 Carinthia
- 30.000 Salzburg
- 30.000 Tyrol
- 20.000 Vorarlberg

**Distribution of provincial specials**

NEW BUSINESS's provincial specials reach your specific target group nationwide as well as in the respective provinces: our target group-oriented nationwide distribution network via magazines of the respective provincial chambers of commerce guarantee the best-possible awareness in one of the best B2B target groups of this country.

**Provincial specials are created in cooperation with the respective provincial institutions and the Austrian Federal Economic Chamber.**

Target-oriented. **Powerful.** Effective.

**Circulation and distribution of NEW BUSINESS magazine**

11 issues of NEW BUSINESS are published every year with a **circulation** of 55,000 per issue. These issues are accompanied by separate special issues that focus on individual federal provinces (additional circulations range from 15,000 to 45,000 per special issue).

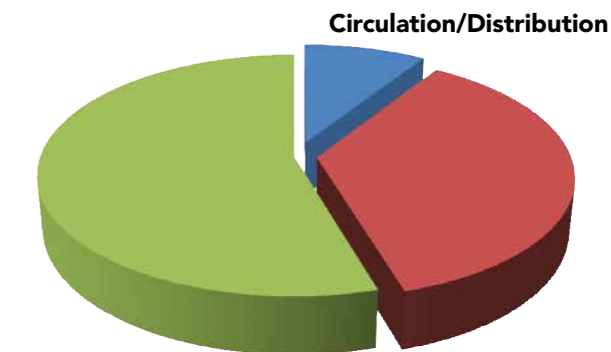
Our readership consists of important private and industrial companies. Due to years of distribution of our magazine via the newspaper 'WirtschaftsBlatt' we established a healthy base of independent, financially strong and economically important subscribers which we can offer you in addition to our NEW BUSINESS subscribers. After precise research we also bought thousands of personalised addresses of the most important industries from the European market leader Schober Group.

The age of our **average target group** ranges from 25 to 60. Our readers are either entrepreneurs or in executive positions (managing directors, board members, authorised officers, CIO's, management assistants, assistants to the executive board, marketing directors, purchasing directors, etc.)

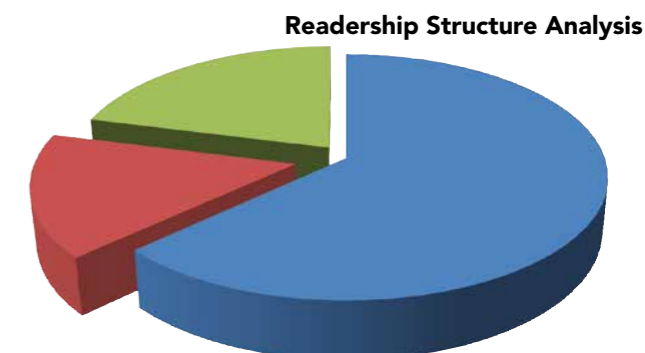
We cover a heterogenous range of industries: from traditional industrial enterprises to lawyers, tax consultants, logistics specialists, car suppliers, marketing or service companies and tourism businesses. Our addresses are personalised – you will reach small-scale businesses as well as world's largest companies with our NEW BUSINESS pool.

NEW BUSINESS can offer you 65,000 distinguished readers - if we include provincial special issues, you will even reach up to 110,000 readers!

**We guarantee a top-rate and powerful target group for your commercial success!**



- 20.000 Subscribers, incl. former WirtschaftsBlatt-combo subscribers
- 30.000 Schober Group's personalised addresses
- 5.000 Kiosks and other distribution channels



- 16 % Executive Employees / Co-deciders
- 21 % Commercial/Technical Executives
- 63 % Managing Directors/Board Members/Company Owners



- 28 % Industry/Energy/Environment
- 20 % Transport/Logistics
- 20 % Technology/IT/Telecommunications
- 15 % Trade/Commerce
- 8 % Money/Credit/Insurance Business
- 5 % Research/Development
- 4 % Others (lawyers, business consultants, architects, tourism industry, municipal institutions)

# Target-oriented. **Personable.** Effective.

**What our customers say about us (excerpts):**



Congratulations to Mr. Lorin Polak and his team on the 30th anniversary of NEW BUSINESS! Being in business for such a long time is a great achievement and a validation to your dedication and passion for the industry. Over the past 30 years, the media industry has also undergone major changes. But your ability to adapt and address relevant issues has made you an important voice in the industry. Here's to more successful years and many more milestones!  
**Martin Kohlmaier, Chairman of the Board ABB AG Austria**



At NEW BUSINESS they work with heart and mind - flexible and uncomplicated, but nevertheless with the utmost care and precision. The customer service is exemplary. Mr. Polak and his team are competent contact persons, when it comes to current topics that move the Austrian economy and industry. ACREDIA congratulates cordially to successful 30 years.  
**Stefan Lindlbauer, Marketing, Communication & Digital, Head of Department, Spokesman ACREDIA Versicherung AG**



The NEW BUSINESS magazine convinces in every issue with its informative reporting with highest journalistic quality. A particular highlight is always the special guides, which provide a comprehensive overview. What simply inspires me is the cordiality and appreciation HOW you, the entire team around you, dear Lorin Polak, make every one of your magazines the subject of your heart. Here's to the next 30 years NEW BUSINESS as it is.  
**Ruth Moss, Head of Marketing & Communications CRIF GmbH**



30 years - that is a very special company anniversary for which we would like to congratulate Lorin Polak and his team. Every single issue of NEW BUSINESS is exciting, opinion-forming and worth reading. The personal commitment and competence of each individual makes NEW BUSINESS a special partner, that we have trusted for many years. We would like to take this opportunity to thank them for their support in placing our topics perfectly on the market and look forward to continuing our friendly cooperation.  
**Alexandra Bruckmüller, Field Marketing Manager & Assistant HR EPLAN GmbH**



Congratulations to NEW BUSINESS on its 30th anniversary. With entrepreneurial courage and confidence Lorin Polak started this publishing house and developed it into an important pillar of Austrian business reporting. Industry-specific topic guides, such as the Automation Guide, also offer formats that are precisely tailored to our target groups. All in all, an excellent environment to position our brand and diverse activities. We would like to thank them for their many years of cooperation, which we have greatly appreciated.  
**Thomas Lutzky, General Manager Phoenix Contact GmbH**



For three decades now, NEW BUSINESS has been providing relevant information for entrepreneurs, decision makers and opinion leaders. The business magazine delivers exciting reporting, backed by thorough research work, ambition and know-how. I would like to congratulate you on your 30th anniversary and wish you all the best for the future!  
**Heinrich Schaller, President Raiffeisenlandesbank OÖ**



Rittal congratulates NEW BUSINESS magazine, its owner Lorin Polak and the editorial team on its 30th anniversary! What began as an adventure has been continued for 30 years with a high degree of professionalism and competence. And: with a very cooperative, even friendly, collaboration. The editorial team has made a name for itself for exciting and high-quality researched information on current topics. Please keep it up!  
**Andreas Hrzina, Head of Marketing Region South East Europe/Head of Product Management Austria, Associate Director RITTAL GmbH**



NEW BUSINESS celebrates its 30th birthday and we congratulate you! Quality, transparency and journalistic are clearly in focus at NB - criteria that cannot be taken for granted and for which we at SALESIANER appreciate this publishing house. The cooperation has always been professional, customer-oriented and friendly. Thanks to the magazine's large readership, nationwide distribution, and cross-industry coverage of the magazine, we always find suitable topics to convey our messages in the best possible way. We say „THANK YOU“ for the cooperation and wish Lorin Polak and the entire team all the best for the next 30 years!  
**Natascha Schuster, Head of Marketing and Communication SALESIANER Group**



NEW BUSINESS is a fixed starter for us when it comes to communication towards the industry. Lorin Polak's professional cooperation and personal commitment is great fun and that's why we cooperate with the magazine for years. The topics are always on the pulse of the times and that makes the magazine an indispensable reading for the industry. Congratulations on the 30th anniversary and continued success!  
**Martha Salaquarda, Head of Marketing & Communications VERBUND Energy4Business GmbH**

For more opinions of our clients please go to: <https://www.newbusiness.at/kunden-ueber-uns>

# Topics. Dates.

Issue	Key Topics*	Date of Publication	Copy Deadline**
1	'Best of Leading Companies' Research & development Review and outlook	20. 12. 2024	12. 12. 2024
2	IT Guide Education and further training Metering & Production Metrology	07. 02. 2025	29. 01. 2025
3	Metal, production, engineering Safety for Entrepreneurs Province of Carinthia	07. 03. 2025	26. 02. 2025
4	FACILITY MANAGEMENT Guide SMART AUTOMATION Fair Province of Lower Austria	04. 04. 2025	27. 03. 2025
5	LOGISTICS Guide Energy, environmental protection Province of Vienna	09. 05. 2025	30. 04. 2025
6	AUTOMATION Guide Plastic and Packaging Province of Burgenland	06. 06. 2025	28. 05. 2025
7/8	ERP & CRM Industry Province of Tyrol	04. 07. 2025	25. 06. 2025
9	EDUCATION-Guide Robotics for industry Province of Upper Austria	01. 09. 2025	20. 08. 2025
10	IT & Software solutions Estate and economic site Austria Province of Styria	01. 10. 2025	19. 09. 2025
11	ENVIRONMENTAL TECHNOLOGY & ENERGY Guide, Top industry-ranking Province of Vorarlberg	24. 10. 2025	15. 10. 2025
12	INDUSTRY Guide Building, Traffic & infrastructure Province of Salzburg	21. 11. 2025	12. 11. 2025
1/2026	'Best of Leading Companies' Research & development Review and outlook	19. 12. 2025	10. 12. 2025

\* Please note that due to space limitations we can only list a small excerpt of our focus areas. Other interesting topics gladly on request.

\*\* Please send us PR documents at least 10 days before the printing deadline!

## Specifications. Rates.

Format	Type Area (width & height in mm)	Trim (width & height in mm)	Rates (in €)
2/1	395 x 250 Guides: 276 x 190	420 x 280 296 x 210	<b>9.500,-</b>
1/1	185 x 250 Guides: 128 x 190	210 x 280 148 x 210	
1/2	wide: 185 x 120 tall: 90 x 250 Guides: 128 x 95	wide: 210 x 135 tall: 100 x 280 148 x 105	<b>3.300,-</b>
1/3	wide: 185 x 80 tall: 60 x 250	wide: 210 x 94 tall: 70 x 280	
1/4	DIN: 90 x 123 wide: 185 x 60 tall: 43 x 250	DIN: 105 x 140 wide: 210 x 70 tall: 52 x 280	<b>2.150,-</b>

**GUIDES:** For many years now, our topic-specific **NEW BUSINESS industry guides** in practical A5 format have been delighting our customers and readers for many years. Important topics are presented in an up-to-date, competent and comprehensible manner. **All guides are distributed foil-sealed with the respective NEW BUSINESS main magazine.**

**PRICES AND BOOKING OPTIONS FOR YOUR ONLINE PRESENCE**  
please inquire directly at [marketing@newbusiness.at](mailto:marketing@newbusiness.at)

Rates for special placements (flap, banderole on a cover, split cover, etc.) are available upon request. All rates are net prices and do not include any statutory taxes or duties.

**PLACEMENT SUPPLEMENTS & SUPPLEMENTS:** please see last page for more detailed information.

## The. **New Business.** Team.



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**JULIA TERESA FRIEHS**  
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Over. 30 years. Magazine-experience.

High-quality. Competent. High-class.



## Production:

### Printing data:

Please send all necessary data before the respective print deadline.

You can send data files up to 20 MB by e-mail to the following address:  
grafik@newbusiness.at

Alternatively, please send your files via WeTransfer or FTP. Please send a mail to our graphics department before sending your data files.

gabriele.sonnberger@newbusiness.at

### File formats:

Advertisements with bleed format must have a 3 mm trim per bleed edge. Elements running into bleed must allow at least 8 mm from the trim.

## SPECIAL PLACEMENT SURCHARGES 1/1 4C

Inside front cover +20%

Inside back cover +15%

Back cover +25%

### File types:

Printable PDF (300 dpi + registration marks based on PDF-X3:2002)), Adobe InDesign, Adobe Photoshop (\*.psd, \*.eps, \*.tiff), Adobe Freehand (\*.eps), Adobe Illustrator (\*.eps).

For promotions, always send all necessary image files, logo and - when needed - fonts.

### Print process:

Four-colour web offset  
60 grid

### Terms of payment:

2% cash discount for payment within 10 days. Otherwise the full invoiced amount is due within 30 days.

### Publisher's post address:

NEW BUSINESS Verlag GmbH  
Kutschkergasse 42/Top 13, A-1180 Vienna  
Phone: +43 1 235 13 66-0  
www.newbusiness.at

### Place of publication:

NEW BUSINESS Verlag GmbH  
Kutschkergasse 42/Top 13, A-1180 Vienna  
Place of fulfillment and place of jurisdiction is the seat of the publisher.

## INSERTS (all rates are net prices and do not include any statutory taxes or duties)

up to 20 gram € 410.-/thousand

up to 30 grams € 450.-/thousand

up to 40 grams € 470.-/thousand

Rates for special placements (flap, banderole on a cover, split cover, etc.) are available upon request.

## Terms and Conditions:

### Order placement

- Orders are subject to the general terms and conditions, the currently valid rate card for advertisements and our order confirmation
- The publisher reserves the right to reject advertising orders – including individual advertisements during the terms of an order – at its own discretion. The client will be notified of the rejection.

### Order processing

- Advertisements shall be placed within one calendar year if collectively agreed discounts were received. The discount year may commence at the publication date of the first advertisement at the client's request.
- If an agreed order volume is not reached within the discount year due to one or more cancellations of publications the discount agreement remains unaffected by this.
- If an annual order is not fulfilled due to no fault of the publisher, the client must reimburse the publisher for the difference between the discount granted and the discount actually accepted.
- No guarantee can be given for the placement of advertisements in specific issues or specific places of an issue. The publisher reserves the right to reject the processing of accepted orders for technical or other reasons for which the client shall have no claim for compensation.
- Competitive exclusion cannot be agreed by the publisher.
- Text advertisements and advertisements which are not recognisable as advertising will be marked with the word 'Anzeige' ('Advertisement').
- The publisher guarantees the correct reproduction of the advertisement. Variations in tonal value shall be within the tolerance range of the printing process. Unsuitable or damaged advertisement data will be returned to the client. If an advertisement proves to be illegible, incorrect or incomplete, and where defective copy is not to blame, the client shall be entitled to price reduction or additional insertion of the advertisement, but only to the extent to which the message of the advertisement was compromised. The publisher's liability shall not extend beyond the scope indicated above.

- If the material contains defects that are not immediately noticeable, but become apparent only during printing, the client shall not be entitled to assert any claims for inadequate printing.
- The publisher accepts no liability in the case of changes or cancellations requested by telephone.
- Proofs shall only be made available at the client's explicit request. The client shall be deemed to have given approval for printing if the proof is not returned by the deadline specified by the publisher.
- The obligation to hold printing material in safekeeping shall expire three months after the publication of the last advertisement.
- Objections must be reported within eight days after the publication date.

### Charging and payment

- If the client does not pay in advance, the invoice is payable within the period indicated in price list.
- Advertisements may be produced without the base colour black; this does not affect calculation of the costs of the advertisement.
- The publisher is entitled to make the publication of further advertisements subject to the settlement of outstanding invoices.
- In case of delayed payment or failure to pay on the part of the client, the publisher is entitled to impose interest for delayed payment in the amount of 4 percent as well as collection costs. The publisher may suspend the execution of the order until payment is received.
- The costs of final artworks or other printing materials shall be borne by the client.
- If printing materials for colour advertisements consists of more than three colour elements the additional production costs for every additional colour image shall be charged separately.
- The client shall bear any additional costs incurred by late delivery of printing materials (three weeks before publication date).
- In the event of changes to the advertisement price list, the new conditions also have immediate validity for contracts which are already in force.
- In case of operational disturbances or force majeure the publisher is entitled to full payment of the adver-

tisements published if 80 percent of the print run assured for the advertising order is met. For lower percentages, payment shall be calculated accordingly.

- The client shall receive a free sample after the publication of the advertisement.
- Advertising orders must be placed in writing and must be accepted in writing by the publisher; place of fulfillment is the seat of the publisher.
- The client guarantees the publisher and its staff, particularly the responsible editor, that the advertisement does not violate any legal provisions and that no rights of third parties are violated. The client shall hold the publisher and its staff harmless from and against any claim or cause of action arising out of the published advertisement and make full amends for any disadvantages that they suffer. The publisher and its staff shall not be obliged to check the advertisement or counterstatements accordingly.
- Free cancellations of booked advertisements by the client are possible until four weeks prior to the advertising deadline. For cancellations received after the advertising deadline, the client shall be obliged to pay the full amount of the order placed.
- Court of jurisdiction shall be Vienna.

### Privacy and declaration of consent for advertising information

- The client expressly agrees to the storage and processing of data he/she provided, in accordance with EU-GDPR, as well as the transmission of advertising material, including mass transmissions (via e-mail, phone, fax, text messaging/MM, newsletter) by NEW BUSINESS Verlag GmbH regarding products and promotions. This consent can be revoked at any time with future effect and free of charge. Your data shall not be forwarded to third parties without your explicit permission.
- Please contact us at any time if you have any further questions regarding this subject by sending an e-mail to: datenschutz@newbusiness.at  
For all further information regarding our privacy policy please go to:  
www.newbusiness.at/impresum-datenschutz