

ARTIST ALLEY SPECIAL OFFER 2016

VIECC-magazine's exclusive highlight for all artist alley exhibitors

Dear Vienna Comic Con exhibitor,

one year after a successful start, we are glad to announce that the Vienna Comic Con experience is coming back to Reed Exhibitions Messe Wien on november 19 and 20. This fall PPH Media Verlag will again publish the official „VIECC Vienna Comic Con magazine“, the ultimate and only official guide to this years Vienna Comic Con: Besides the latest trends from video games & cosplay, films & series,

graphic novels & artists, it also serves as a service guide with everything visitors need on-site. As an artist alley exhibitor you now have the chance to acquire **advertising space for very special rates** in the upcoming VIECC Vienna Comic Con magazine 2016. Please note that the following rates are only available for exhibitors and are not accessible for third parties.



Vienna Comic Con magazine 2016 Handy, contemporary, and up-to-date for the target audience. It will be in a comic book-like format, which will also make it easy and practical to use and easy to carry. Distribution will be carried out in waves: first, as the teaser-tool for the upcoming event, followed by the second wave to support the convention as an information- and service-tool. The entire print run of 70,000 copies will be distributed to 500 outlets. The target group is between the ages of 14 and 29. The distribution strategy includes the entire spectrum of the target group in Austria, and especially in the eastern part of the country with a concentration on Vienna and the surrounding areas. The format, quality, production and feel are reminiscent of an actual comic book.

Please feel free to contact us anytime.

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Factors

Target Group	VIECC Visitors between the ages of 14 and 29
Publication Date	November 10th, 2016
Print run	70.000 copies
Format	DIN A5, 148x210 mm, bled off
Publiation Deadline	October 20th, 2016
Distribution:	The magazine will be distributed to places where the target group can easily find it. Distribution will include highly frequented Cineplexx and Constantin Film cinemas. The magazine will also be distributed in popular bars and cafés, cultural venues, shops and stores popular with the target group, and at the Vienna Comic Con itself, where some 25,000 visitors are expected.

Exclusive Exhibitor Offer (Net prices!)

Thumbnail picture + text (see dummy above)	50,— EUR
Big picture + text (see dummy above)	150,— EUR
4c, best placed in the artist alley category	

We're looking forward to work with you and your brand.