radio klassik
STEPHANSDOM

MEDIA KIT

2026

Three classics ...

radio klassik Stephansdom, the **magazin KLASSIK**, and our extensive **web portal** offer you a high-quality, informative platform with a clearly defined audience. We consistently meet our listeners and readers at eye level. In doing so, we create a relationship of trust across all media with qualitatively appealing as well as diverse features and programmes. Both new and experienced friends of classical music have appreciated this level of credibility for more than 27 years.

... and their message

FIND YOUR AUDIENCE ALL OVER AUSTRIA

As the only station for classical music, radio klassik Stephansdom has become an immediately familiar "oasis for the soul" in the Austrian private radio landscape over the last decades. Musical as well as cultural highlights harmoniously complement each other with perspectives on faith and current church news to form an unmistakable overall opus. After all, classical music plays a central role for almost **200,000* regular listeners** throughout Austria who are also interested in cultural topics and spiritual impulses.



PRODUCTS AND RATES: RADIO

All prices excl. production costs, 5% advertising tax, and 20% VAT. Special advertising formats available upon request

RADIO AD
€ 5.– per second
Positioned in commercial breaks
Production costs € 450.–

INFOMERCIAL
€ 160.– per broadcast
Positioned in radio programmes
Feature with purely editorial content.
90 seconds
"Presented by" insert
at beginning and end
Production costs € 450.–

THE RADIO KLASSIK EVENT TIP:
€ 600.– for 5 days
€ 1,050.– for 10 days
This tip will be included in the event calendar. Monday to Saturday at 07.30am and 06.30pm, 30 seconds each.
Production costs € 80.–

THE RADIO KLASSIK TIP: ECONOMY AND BUSINESS
€ 600.– for 5 days
€ 1,050.– for 10 days
This tip will be included in our calendar from Monday to Saturday, shortly after 10.00am and just before 07.00pm.
Production costs € 80.–

PATRONAGE ("Presented by" insert at beginning and end)
€ 120.– per broadcast
Positioned before and after a radio show/musical piece.
10 seconds per insert, direct invitations to purchase are not possible.
Production costs € 80.–

DEDICTATION ("Presented by" insert at beginning or end)
€ 80.– per broadcast
Positioned before or after a musical piece. 10 seconds per insert, direct invitations to purchase are not possible.
Production costs € 80.–

ALL FURTHER SPECIAL ADVERTISING FORMATS
like themed days/weeks, CD or concert recordings: rates upon request



PRODUCTS AND RATES: ONLINE

All prices excl. 20% VAT. Special advertising formats available upon request

FIGURES
Visits: 53,000 per month
Page Impressions: 148,000 per month
Pages/Visit: 2,8
Time/Visit: 2,4″

ONLINE ADVERTORIAL
€ 1,500.– per month
plus, a € 150.– handling fee

SUPERBANNER 970 × 90 PIXEL
€ 2,950.– per month

BUTTON 264 × 132 PIXEL
€ 1,500.– per month

EXQUISITE CLASSICAL MUSIC & CULTURE IN AN ATTRACTIVE SETTING

Four times a year, **magazin KLASSIK** brings current topics in art and culture to the point in a compact way. Lively interviews and inspiring food for thought, which also illuminate central topics of life such as religion, faith, and the creation of meaning from a fresh perspective, seamlessly continue the sophisticated and clear line of the classical radio station. In combination with an overview of radio klassik Stephansdom's programmes, this offer creates a coherent overall picture for our loyal listeners and readers that captivates their attention.

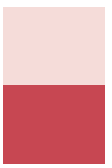
PRODUCTS AND RATES: PRINT

All rates excl. handling fees, 5% advertising tax, and 20% VAT. Special advertising formats upon request

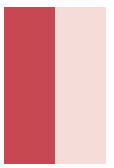
ADVERTISEMENT IN MAGAZIN KLASSIK



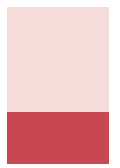
1/1 page
200 × 307 mm
€ 2,200.–



1/2 page
200 × 153.5 mm
€ 1,100.–



1/2 page
100 × 307 mm
€ 1,100.–



1/3 page
200 × 99.1 mm
€ 750.–

INSIDE COVER
(front or back): € 2,650.–
BACK COVER: € 3,100.–

CLASSIFIED AD IN MAGAZIN KLASSIK

200–700 characters (incl. max 40-character headline) + image
€ 390.–

ADVERTORIAL IN MAGAZIN KLASSIK

1/1 page 200 x 300 mm
€ 2,200.–
plus, a € 150.– handling fee

ADVERTISEMENT IN OPERA PROGRAMME

Format: 106 x 212 mm, enclosed 63 x 70 mm each
€ 400.–

SUPPLEMENT IN MAGAZIN KLASSIK

Minimum 5,000 units
Rate up to 20g: € 1,500.–
Rate per additional 1,000 units: € 290.–
Rate up to 40g: € 2,100.–
Rate per additional 1,000 units: € 400.–

SPLIT BANDEROLE MAGAZIN KLASSIK

Width: 50 mm
Minimum 5,000 units
Rate: € 3,000.–
Rate per additional 1,000 units: € 700.–

PUBLICATION DATES

4 x per year, each at the beginning of the month : March – June – September – December
Deadline: approx. 5 weeks prior to the respective publishing date
Deadline for print material: approx. 4 weeks prior to the respective publishing date

FIGURES

Print circulation: 11.000 per issue
Distribution: 6,000 magazines to radio klassik Stephansdom listeners by post
5,000 magazines distributed to media and cooperation partners

SPECIFICATIONS

Magazine format: 200 x 307 mm
Printing: four-colour offset
Page count: 64 pages minimum

DATA FORMATS

Printable PDF file, 3mm bleed and crop marks
Images: 300 dpi in their original size – print profile ISO Coated v2 300%
Data transmission: WeTransfer

On the same classical wavelength ...

This is what speaks for radio klassik Stephansdom – your benefits at a glance:

- Our close to 200,000* regular listeners are a clearly defined target group for your precisely targeted advertising
- Achieve an Austria-wide impact of your campaigns for success across all regions
- Benefit from cross-media advertising opportunities for your print, radio, and online campaigns for holistic presentations of your products and issues
- radio klassik Stephansdom can be received terrestrially in Vienna and Graz, as well as throughout Austria and worldwide with DAB+ via live streaming.

... as your audience

radio klassik Stephansdom listeners are highly-educated and are frequently listening to classical music.

EDUCATION:



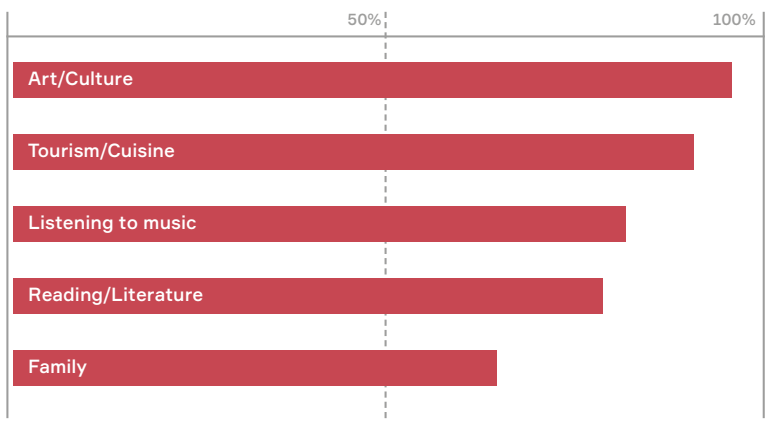
78% with Higher School Certificate

INCOME:



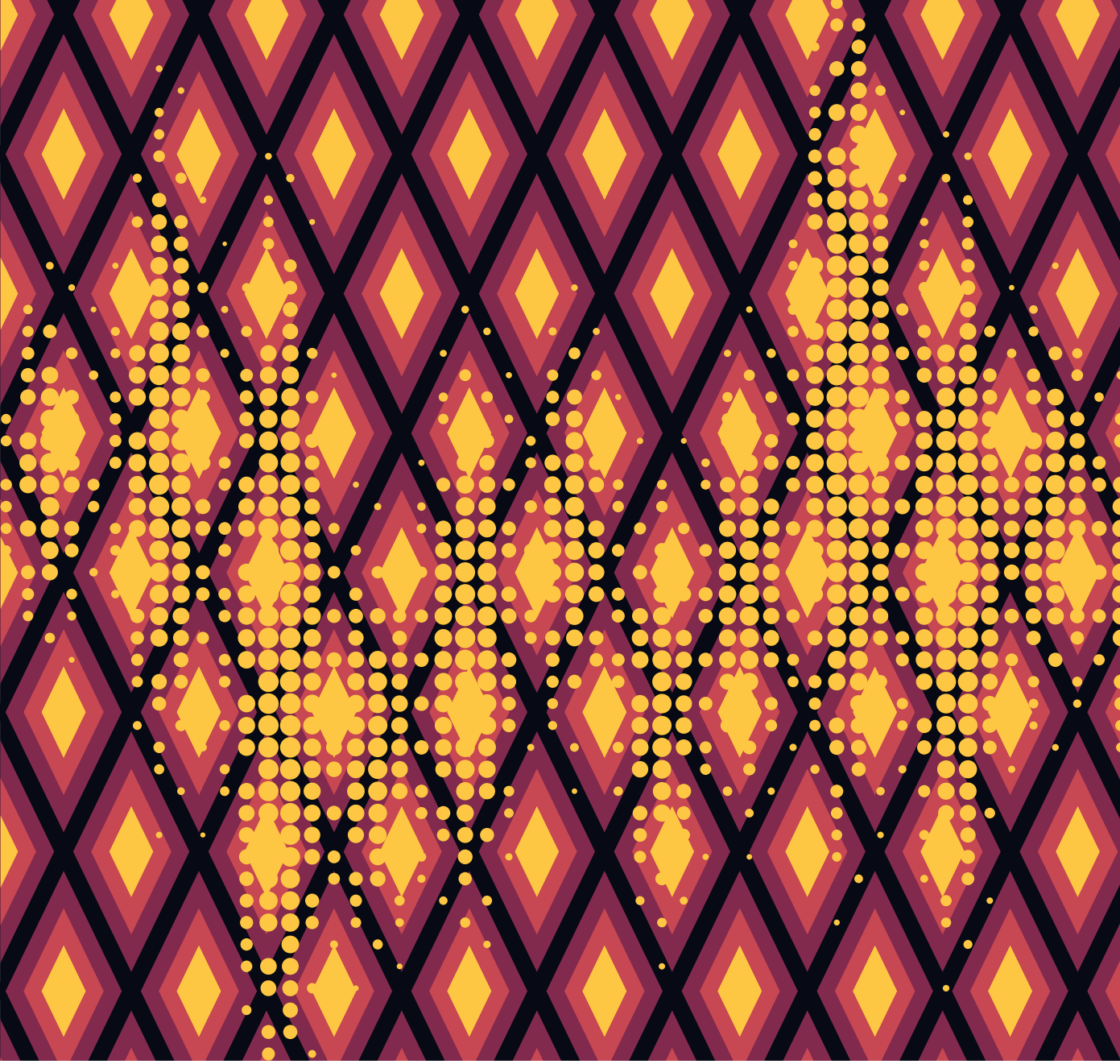
37% net household income over € 4,000.–

TOP INTERESTS of radio klassik Stephansdom listeners**



* Source: Image & Reach Survey Ipsos 2025

** of 14 enquired topics



CONTACT US

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