

Media Data

LAMBDA, the magazine of HOSI Wien, is the oldest lesbian and gay magazine in the German-speaking world and has been published since 1979.

Until February 2018, LAMBDA was published under the name *LAMBDA Nachrichten*. LAMBDA is printed in a circulation of 2,500 copies and is issued four times a year. It is mailed to all members of HOSI Wien and its subscribers. Additionally, it is available free of charge in Austrian LGBTQ+ venues, shops, and bookstores, with a focus on Vienna.

The complete issue is also published online as a PDF in its original layout, including all advertisements, at <https://lambdanachrichten.at/>.

LAMBDA is an ideal medium for targeted marketing strategies, offering highly effective visibility. Special agreements are available for NGOs, cultural and social initiatives, as well as for LGBTQ+ venues and shops.

Publication Dates 2025

- March 7
- May 30
- September 5
- December 5

Printing Requirements

Booking Deadline: Advertisements must be booked four weeks before the publication date.

Submission Deadline: Print-ready files must be submitted three weeks before the publication date.

Technical Specifications:

- Color Space: CMYK
- Ads must include a 3mm bleed and be free of crop marks
- Minimum resolution: 300 dpi
- Accepted file formats: JPG, PDF, AI, PSD

Advertisement Prices

- Back Cover (U4) 210 x 297mm: €1,350
- Inside Front/Back Cover (U2/U3) 210 x 297mm: €1,075
- Full Page 210 x 297mm: €960
- Half Page Horizontal 210 x 148.5mm: €630
- Half Page Vertical 105 x 297mm: €630
- Third Page Horizontal 210 x 99mm: €430
- Quarter Page Horizontal 103 x 151mm: €380
- Quarter Page Vertical 52.5 x 297mm: €380
- Eighth Page Horizontal 210 x 37mm: €220
- Eighth Page Vertical 103 x 75mm: €220

Prices exclude taxes and fees.

Contact

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Imprint

Publisher & Media Owner:

Homosexuelle Initiative (HOSI) Wien – Austria's First Lesbian and Gay Association (ZVR: 524534408).

Member organization of:

- International Lesbian, Gay, Bisexual, Trans and Intersex Association (ILGA)
- International Lesbian, Gay, Bisexual, Transgender and Queer Youth and Student Organisation (IGLYO)
- European Pride Organisers Association (EPOA)

Disclosure in accordance with §25 Media Act: <https://www.hosiwien.at/offenlegung-lambda>