

Welcome!

TO THE GRAND ONLINE AUCTION

WE OFFER

Advertising in Austria's most
widely distributed* newspaper

50% discount** on your advertisements
Free participation

WE WANT

You!

Merchants and service providers with high-quality
offerings for the Krone Online Auction

04 – 14 OCTOBER 2025
14 – 24 MARCH 2026

*Source: MA 2024, margin of fluctuation +/- 0,7 %

**See p. 2

HOW TO TAKE PART

>> UPLOADING YOUR OFFERING

As a participating merchant, you will receive personal access data for the auction merchants portal. You can upload and manage your offerings there. Tip: Use appealing photos and make sure that the description of the product or service is accurate. Your offerings will best be found if you take care to place them in the appropriate category.

>> ADVERTISING

At least one of your offers will be printed in the auction journal, which will be enclosed with the Kronen Zeitung throughout Austria on the day the auction starts. In addition, the auction will be advertised extensively in the Kronen Zeitung, in the Kurier and at krone.at.

>> AUCTION PERIOD

The auction will run for 11 days at krone.at/auktion. The starting price for all offers will be 50 percent of the retail price.

>> BID ACCEPTANCE

Bidders whose bids are accepted will receive a payment request from MediaPrint / Kronen Zeitung.

>> PAYMENT

After payment has been made to MediaPrint, the bidder will receive a certificate by email, which serves as confirmation of payment. You will receive an email with the name of the bidder, the certificate number and the amount of the highest bid. You can also view the status of your offers (bid accepted or not, cancelled, paid) at any time in the auction merchants portal.

>> HANDING OVER THE PRODUCT

The bidder will present you with the certificate and will receive the product. The certificate will always be just a confirmation of payment and therefore neither a voucher nor an invoice. You must present the highest bidder with an invoice for the amount paid (starting price minus auction discount = price).

>> YOUR AUCTION PROCEEDS

From approximately 3 weeks after the auction ends, you will be able to redeem your auction proceeds for communication services in the "Krone" brand world.

>> YOUR BENEFIT: 50% DISCOUNT!

YOU WILL RECEIVE A 50% DISCOUNT ON ALL DISCOUNTABLE ADVERTISING SERVICES THAT ARE PAID FOR WITH KRONE ONLINE AUCTION PROCEEDS. The higher the prices that your auctioned items achieve, the more advertising you will receive. So, it pays to choose your best-quality items for the auction!



CALCULATION

SAMPLE CALCULATION

You submit offerings with a total value of € 1,200.00 (incl. VAT) for the auction. In total, you generate € 900.00 (incl. VAT), which the bidders transfer to MediaPrint. The entire amount without any deductions is credited to your customer account with us.

You now receive a 50% discount on all discountable placements, which are settled using auction proceeds. The total invoice (incl. advertising tax) is offset against the gross proceeds from the auction. In this example, you place an advert at the tariff price of € 1,000.00. After deduction of the rate, levies and taxes, you still have € 270.00 in your customer account for your next placement.

€ 1.200,00 Gross product price (incl. VAT)

€ 900,00 Gross proceeds generated

€ 1.000,00 Net rate

- 50 % Fixed auction discount

€ 500,00 Net amount

+ € 25,00 5% advertising tax

€ 525,00 VAT base

+ € 105,00 20% VAT

€ 630,00 Invoice amount

€ 900,00 Customer account balance

€ 270,00 Auction proceeds still available

RULES

1. The offered goods must be new.
2. The retail price indicated must be correct (no "auction mark-ups").
3. No partial service vouchers.

RULES & DATES

TOP-OFFERS SPRING 2025



This voucher was auctioned off at 94,8% of the standard price. Attractive travel offers are good sellers and achieve high premiums.



This voucher was auctioned off at 94,4% of its value. The Krone Online Auction is a great platform for events and leisure activities of all kinds.



This regional specialty was auctioned off at 93.3% of the regular retail price. Culinary delights, food and drinks are very popular with our bidders.

DATES

AUTUMN 2025		SPRING 2026
11 September 2025	Closing date for printing - offerings must have been uploaded and approved in order to be considered for the auction catalogue.	19 February 2026
01 October 2025	Last chance to upload and approve offerings for the auction (appearing online only).	11 March 2026
04 October 2025	Start of the auction - auction journal is enclosed with the Kronen Zeitung throughout Austria.	14 March 2026
14 October 2025	Last day of the auction, from 4 p.m. to 9 p.m.	24 March 2026
About 4 weeks after the auction: The proceeds are credited to your customer account; valid for: 12 months.		

CONTACT AND INFORMATION

Hotline: +43(0)5/1727 23800 or serviceauktion@krone.at
You can reach us on Mo. - Th.: 8 a.m. - 5 p.m.; Fr.: 8 a.m. to midday