

597921-2026 - Competition

**Austria – Business services: law, marketing, consulting, recruitment, printing and security –
Rahmenvertrag über die Erbringung von Dienstleistungen zur Produktion, Distribution und
technischen Kampagnenoptimierung für die Stadt Wien**

OJ S 167/2026 31/08/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Magistrat der Stadt Wien - Magistratsabteilung 53

Email: ausschreibung@shmp.at

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Rahmenvertrag über die Erbringung von Dienstleistungen zur Produktion, Distribution und technischen Kampagnenoptimierung für die Stadt Wien

Description: Ausschreibungsgegenständlich sind verschiedene definitive und optionale Produktions- und Distributionsleistungen für unterschiedliche Medien der Auftraggeberin sowie Leistungen zur technischen Kampagnenführung für digitale Kampagnen. Der Leistungsgegenstand teilt sich in drei Lose.

Procedure identifier: 4bccaa94-c24d-4ef7-860d-f887795cacab

Internal identifier: STW53/024

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79340000 Advertising and marketing services, 79800000 Printing and related services, 79810000 Printing services, 79811000 Digital printing services, 79820000 Services related to printing, 79821000 Print finishing services, 79822200 Photogravure services, 79822400 Lithographic services, 79822500 Graphic design services, 79823000 Printing and delivery services, 79824000 Printing and distribution services, 79971100 Book finishing services, 79416000 Public relations services

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Corruption: {0}

Fraud: {0}

Money laundering or terrorist financing: {0}

Participation in a criminal organisation: {0}

Terrorist offences or offences linked to terrorist activities: {0}

Child labour and including other forms of trafficking in human beings: {0}

Breaching of obligations in the fields of environmental law: {0}

Breaching of obligations in the fields of labour law: {0}

Breaching of obligations in the fields of social law: {0}

Agreements with other economic operators aimed at distorting competition: {0}

Grave professional misconduct: {0}

Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: {0}

Offence concerning its professional conduct in the domain of defence procurement: {0}

Conflict of interest due to its participation in the procurement procedure: {0}

Direct or indirect involvement in the preparation of this procurement procedure: {0}

Early termination, damages, or other comparable sanctions: {0}

Lack of reliability to exclude risks to the security of the country: {0}

Breaching of obligations set under purely national exclusion grounds: {0}

Breaching obligation relating to payment of social security contributions: {0}

Breaching obligation relating to payment of taxes: {0}

Business activities are suspended: {0}

Bankruptcy: {0}

Insolvency: {0}

Assets being administered by liquidator: {0}

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: {0}

5. Lot**5.1. Lot: LOT-7414**

Title: Los 1 Stadtzeitung der Stadt Wien

Description: Der Auftragnehmer ist für den Druck und die Lieferung der Stadtzeitung zuständig. Die Auftraggeberin hat das Recht, den Auftragnehmer mit Sonderdienstleistungen, wie etwa der Beklebung des Covers der Stadtzeitung der Stadt Wien mit Sonderwerbemitteln, zu beauftragen.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79340000 Advertising and marketing services, 79800000

Printing and related services, 79810000 Printing services, 79811000 Digital printing services, 79820000 Services related to printing, 79821000 Print finishing services, 79822200

Photogravure services, 79822400 Lithographic services, 79822500 Graphic design services, 79823000 Printing and delivery services, 79824000 Printing and distribution services, 79971100 Book finishing services, 79416000 Public relations services

Options:

Description of the options: Die Auftraggeberin hat das Recht, nicht jedoch die Pflicht, den Auftragnehmer mit der Inseratenakquise in der "Stadtzeitung der Stadt Wien" zu beauftragen. Nähere Ausführungen zu den Rahmenbedingungen bei Optionsziehung sind Pkt 1.3.2. des Teilnahmeantrags zu entnehmen.

5.1.2. Place of performance

Postal address: Rathaus Stiege 3

Town: Wien

Postcode: 1082

Country subdivision (NUTS): Wien (AT130)

Country: Austria

5.1.3. Estimated duration

Start date: 01/01/2027

Duration: 12 Months

5.1.6. General information

The names and professional qualifications of the staff assigned to perform the contract must be given: Request to participate requirement

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

Additional information: Nähere Ausführungen sind dem Teilnahmeantrag zu entnehmen.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 3

Maximum number of candidates to be invited for the second stage of the procedure: 3

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Konzept über die Leistungserbringung

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 25

Criterion:

Type: Quality

Description: Präsentation der Konzept samt Frage/Antwort-Runde

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 15

Criterion:

Type: Price

Description: Preis

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 60

5.1.11. Procurement documents

Deadline for requesting additional information: 16/09/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://shmp.vergabeportal.at/Detail/252791>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://shmp.vergabeportal.at/Detail/252791>

Languages in which tenders or requests to participate may be submitted: German

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 28/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Die Vergabe eines Auftrags darf ausschließlich an befugte, zuverlässige und leistungsfähige Unternehmer erfolgen (§ 20 Abs 1 BVergG 2018). Die Eignungskriterien sind losspezifisch festgelegt; es sind knock out-Kriterien. Wer sie zum Zeitpunkt des Ablaufs der Teilnahmefrist bzw in den in § 79 Abs 2 BVergG 2018 genannten Fällen innerhalb der dort vorgesehenen Frist nicht erfüllt, darf im weiteren Vergabeverfahren nicht berücksichtigt werden (§ 79 BVergG 2018). Sowohl der Unternehmer selbst als auch allfällige Subunternehmer müssen (für den von ihnen übernommenen Leistungsteil) geeignet sein. Näher Ausführungen sind Pkt 3. des Teilnahmeantrags zu entnehmen.

A non-disclosure agreement is required: no

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Verwaltungsgericht Wien

Information about review deadlines: Hinsichtlich der Nachprüfungsfristen darf insb auf § 19 WVRG und zur Gebührenkategorie auf § 1 WVPVO („Liefer- und Dienstleistungsaufträge für Wettbewerbe im Oberschwellenbereich“) hingewiesen werden.

5.1. Lot: LOT-0241

Title: Los 2 Mitarbeitermagazin der Stadt Wien

Description: Der Auftragnehmer ist für den Druck und die Lieferung des Mitarbeitermagazins der Stadt Wien zuständig.

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79340000 Advertising and marketing services, 79800000 Printing and related services, 79810000 Printing services, 79811000 Digital printing services, 79820000 Services related to printing, 79821000 Print finishing services, 79822200 Photogravure services, 79822400 Lithographic services, 79822500 Graphic design services, 79823000 Printing and delivery services, 79824000 Printing and distribution services, 79971100 Book finishing services, 79416000 Public relations services

5.1.2. Place of performance

Postal address: Rathaus Stiege 3

Town: Wien

Postcode: 1082

Country subdivision (NUTS): Wien (AT130)

Country: Austria

5.1.3. Estimated duration

Start date: 01/01/2027

Duration: 60 Months

5.1.6. General information

The names and professional qualifications of the staff assigned to perform the contract must be given: Request to participate requirement

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

Additional information: Nähere Ausführungen sind dem Teilnahmeantrag zu entnehmen.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 3

Maximum number of candidates to be invited for the second stage of the procedure: 3

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Deadline for requesting additional information: 16/09/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://shmp.vergabeportal.at/Detail/252791>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://shmp.vergabeportal.at/Detail/252791>

Languages in which tenders or requests to participate may be submitted: German

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 28/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Die Vergabe eines Auftrags darf ausschließlich an befugte, zuverlässige und leistungsfähige Unternehmer erfolgen (§ 20 Abs 1 BVergG 2018). Die Eignungskriterien sind losspezifisch festgelegt; es sind knock out-Kriterien. Wer sie zum Zeitpunkt des Ablaufs der Teilnahmefrist bzw in den in § 79 Abs 2 BVergG 2018 genannten Fällen innerhalb der dort vorgesehenen Frist nicht erfüllt, darf im weiteren Vergabeverfahren nicht berücksichtigt werden (§ 79 BVergG 2018). Sowohl der Unternehmer selbst als auch allfällige Subunternehmer müssen (für den von ihnen übernommenen Leistungsteil) geeignet sein. Näher Ausführungen sind Pkt 3. des Teilnahmeantrags zu entnehmen.

A non-disclosure agreement is required: no

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques**Framework agreement:**

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Verwaltungsgericht Wien

Information about review deadlines: Hinsichtlich der Nachprüfungsfristen darf insb auf § 19 WVRG und zur Gebührenkategorie auf § 1 WVPVO („Liefer- und Dienstleistungsaufträge für Wettbewerbe im Oberschwellenbereich“) hingewiesen werden.

5.1. Lot: LOT-5720

Title: Los 3 Technische Kampagnenoptimierung für digitale Kampagnen

Description: Zur Optimierung des Mitteleinsatzes sowie zur Erhöhung der digitalen Kampagnenindikatoren soll ein Dienstleister mit den Leistungen für technische Kampagnenoptimierung von digitalen Kampagnen der Stadt Wien beauftragt werden. Nähere Ausführungen sind Pkt 1.5. des Teilnahmeantrags zu entnehmen.

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79340000 Advertising and marketing services, 79800000

Printing and related services, 79810000 Printing services, 79811000 Digital printing services,

79820000 Services related to printing, 79821000 Print finishing services, 79822200

Photogravure services, 79822400 Lithographic services, 79822500 Graphic design services,

79823000 Printing and delivery services, 79824000 Printing and distribution services,

79971100 Book finishing services, 79416000 Public relations services

5.1.2. Place of performance

Postal address: Rathaus Stiege 3

Town: Wien

Postcode: 1082

Country subdivision (NUTS): Wien (AT130)

Country: Austria

5.1.3. Estimated duration

Start date: 01/01/2027

Duration: 60 Months

5.1.6. General information

The names and professional qualifications of the staff assigned to perform the contract must be given: Request to participate requirement

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

Additional information: Nähere Ausführungen sind dem Teilnahmeantrag zu entnehmen.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 3

Maximum number of candidates to be invited for the second stage of the procedure: 3

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Deadline for requesting additional information: 16/09/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://shmp.vergabeportal.at/Detail/252791>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://shmp.vergabeportal.at/Detail/252791>

Languages in which tenders or requests to participate may be submitted: German

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 28/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Die Vergabe eines Auftrags darf ausschließlich an befugte, zuverlässige und leistungsfähige Unternehmer erfolgen (§ 20 Abs 1 BVergG 2018). Die Eignungskriterien sind losspezifisch festgelegt; es sind knock out-Kriterien. Wer sie zum Zeitpunkt des Ablaufs der Teilnahmefrist bzw in den in § 79 Abs 2 BVergG 2018 genannten Fällen innerhalb der dort vorgesehenen Frist nicht erfüllt, darf im weiteren Vergabeverfahren nicht berücksichtigt werden (§ 79 BVergG 2018). Sowohl der Unternehmer selbst als auch allfällige Subunternehmer müssen (für den von ihnen übernommenen Leistungsteil) geeignet sein. Näher Ausführungen sind Pkt 3. des Teilnahmeantrags zu entnehmen.

A non-disclosure agreement is required: no

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Verwaltungsgericht Wien

Information about review deadlines: Hinsichtlich der Nachprüfungsfristen darf insb auf § 19 WVRG und zur Gebührenkategorie auf § 1 WVPVO („Liefer- und Dienstleistungsaufträge für Wettbewerbe im Oberschwellenbereich“) hingewiesen werden.

8. Organisations

8.1. ORG-1116

Official name: Magistrat der Stadt Wien - Magistratsabteilung 53

Registration number: 9110020116061

Postal address: Rathaus Stiege 3

Town: Wien

Postcode: 1082

Country subdivision (NUTS): Wien (AT130)

Country: Austria

Contact point: SHMP Rechtsanwälte GmbH (A-1010 Wien, Hohenstaufengasse 7);

Ansprechpersonen: Herr Univ.-Lektor RA Dr. Walter Schwartz und Frau RA Mag. Jacqueline Kachlyr-Poppe

Email: ausschreibung@shmp.at

Telephone: +43 151350050

Internet address: <https://www.wien.gv.at>

Roles of this organisation:

Buyer

8.1. ORG-4786

Official name: Verwaltungsgericht Wien

Registration number: 9110019835300

Postal address: Muthgasse 62

Town: Wien

Postcode: 1190

Country subdivision (NUTS): Wien (AT130)

Country: Austria

Email: post@vgw.wien.gv.at

Telephone: +43 1400038500

Fax: +43 140009938529

Internet address: <http://www.verwaltungsgericht.wien.gv.at>

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 4adfec16-b97a-45f0-87b9-36d51675b99d - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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