

display

COMMUNICATION
POINT OF SALE
MERCHANDISING

Media data 2021

Effective from January 2021

Reach the decision makers!

- 1) **Magazine format:** 210 mm wide, 297 mm high
- 2) **Printing area:** 187 mm wide, 255 mm high
Number of columns (text): 3 – column width: 59 mm
Number of columns (column entries) 4 – column width: 43 mm
- 3) **Printing and binding process:**
Cover: sheet-fed offset
Inside pages: web-offset
Binding: adhesive binding
- 4) **Printing run:** 11,500 copies (special exhibition print run +2,000)
- 5) **Frequency of publication:** 6 issues annually (bimonthly publication)
Date of publication: see schedule page 2
Advertising deadline: see schedule page 2
- 6) **Managing director:** display Verlags GmbH
Editor-in-chief and managing director: Simon Dietzen
Dekan-Laist-Straße 17
55129 Mainz
Germany
Tel. +49 6131 95836-0
Fax +49 6131 95836-6
- 7) **Terms of payment:** immediately upon receipt of the invoice
15 % agency commission
- 8) **Bank details:** Mainzer Volksbank eG
IBAN: DE21551900000879535011
BIC: MVBMD55
- 9) **Prices:** the respectively valid legal Value Added Tax will be added to all prices



See current media
data online at
www.display.de
www.display.de/mediadaten/
[media-rates-english/](http://www.display.de/media-rates-english/)

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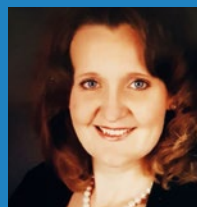
Editorial plan 2021

1/2021	Date of publication: 3 Feb 2021 Artwork deadline: 21 Jan 2021 Advertising deadline: 18 Jan 2021	Special: Store concepts of the future – dynamic and adaptable Focus: Sales promotion trends 2021 – POS communication in the new year POS Check: Everything for breakfast
2/2021	Date of publication: 1 April 2021 Artwork deadline: 17 March 2021 Advertising deadline: 11 March 2021	Special: Product presentation on the shelf: the shelf experience Focus: Large Format Advertising – communication with emotion at the POS Focus: Top or Flop – Stories, trends and occasions for POS promotions POS Check: DIY market/DIY
3/2021	Date of publication: 28 May 2021 Artwork deadline: 14 May 2021 Advertising deadline: 11 May 2021	Special: Sustainable sales promotion Focus: Smart printing and processing – flexible and agile at the POS POS Check: Non-alcoholic beverages (soft drinks) Trade fairs: Integrated Systems Europe (ISE), Cosmetic Business
4/2021	Date of publication: 2 Aug 2021 Artwork deadline: 20 July 2021 Advertising deadline: 13 July 2021	Special: Instore Communication – penetrating the market Focus: Window Display – the promising exterior Focus: Cross selling promotion – strong together POS Check: European football championship & Olympic Games Fair: Fachpack
5/2021	Date of publication: 1 Oct 2021 Artwork deadline: 17 Sept 2021 Advertising deadline: 20 Sept 2021	Special: The power of packaging Focus: Space miracle – displays for counter and cash desk POS Check: Organic Food
6/2021	Date of publication: 1 Dec 2021 Artwork deadline: 17 Nov 2021 Advertising deadline: 10 Nov 2021	Special: Sales promotion at fresh food counters, refrigerated and frozen areas Focus: Display technology POS Check: magazines and books

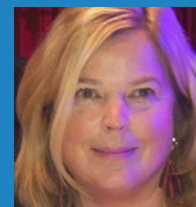
Would you like to know more? Our ad consultants will be glad to advise you:



Direktor Vertrieb:
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E-Mail: bohnhof@display.de



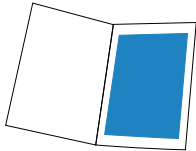
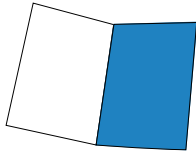
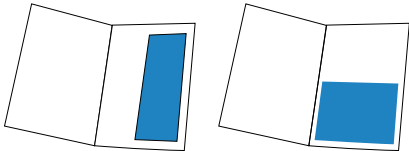
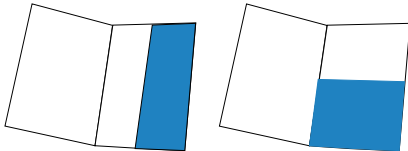
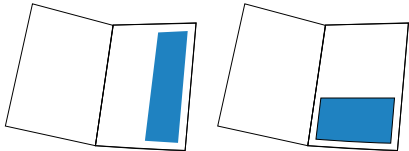
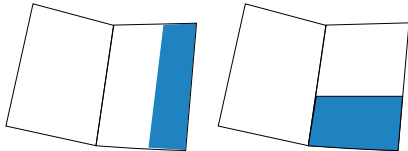
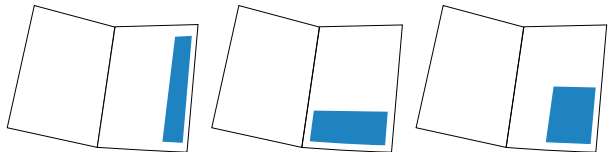
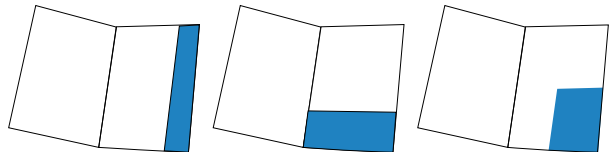
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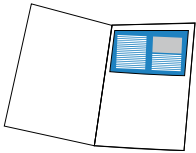
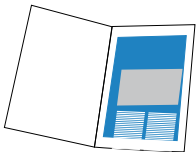
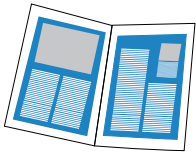
Advertising prices

Formats in type area (Dimensions in width x height in mm, all CMYK)		Formats with bleeds Price type area plus 12 % (dimensions in width x height in mm, all CMYK, plus 3 mm bleed on the outer edges)	
1/1 page			
format: 187 x 255 mm	price: 4,850 Euro	format: 210 x 297 mm	price: 5,420 Euro
			
1/2 page			
vertical: 91 x 255 mm horizontal: 187 x 125 mm	price: 2,830 Euro	vertical: 105 x 297 mm horizontal: 210 x 148 mm	price: 3,160 Euro
			
1/3 page			
vertical: 59 x 255 mm horizontal: 187 x 85 mm	price: 2,100 Euro	vertical: 70 x 297 mm horizontal: 210 x 99 mm	price: 2,350 Euro
			
1/4 page			
vertical: 43 x 255 mm horizontal: 187 x 64 mm vertical 2-column: 91 x 125 mm	price: 1,615 Euro	vertical: 52 x 297 mm horizontal: 210 x 74 mm vertical 2-column: 105 x 148 mm	price: 1,800 Euro
			

Please deliver the advertisement data as high-resolution PDF (X4 Standard, 300 dpi, trim for bleed ads all-side 3 mm) in the CMYK color space. Fonts must be embedded or converted into paths.

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Special forms of advertising prices

Sponsored Content		Advertorial
News (approx. 1/3 page)		
<p>Topic agreement with the editorial staff and creation of an editorial report (text with 800-900 characters including spaces) by the editorial staff of display while maintaining journalistic standards. A note "sponsored content" above the text indicates that the choice of topic is made in consultation with the editorial team. Layout and typesetting according to the design and editorial guidelines of display magazine.</p> <p>Price: 1,565 Euro plus VAT</p>		<p>The topic as well as the content can be chosen freely. Layout and typesetting do not follow the design and editorial guidelines of display. Text and images are supplied by the customer and edited by display on request. In the magazine, the text is marked with the word "advertisement". Optionally, the text and the image(s) for the advertorial can be created by display's editorial team (see creation costs).</p> <p>Price: 2,350 Euro plus VAT.</p>
Whole page (1/1 page)		
<p>Topic agreement with the editorial staff and creation of a full page article (text with 3,000-3,600 characters including spaces depending on the number of photos used) by the editorial staff of display while maintaining journalistic standards. A note "sponsored content" above the text indicates that the choice of topic is made in consultation with the editorial team. Layout and typesetting according to the design and editorial guidelines of display magazine.</p> <p>Price: 3,630 Euro plus VAT</p>		<p>The topic as well as the content can be chosen freely. Layout and typesetting do not follow the design and editorial guidelines of display. Text and images are supplied by the customer and edited by display on request. In the magazine, the text is marked with the word "advertisement". Optionally, the text and the image(s) for the advertorial can be created by display's editorial team (see creation costs).</p> <p>Price: 5,450 Euro plus VAT.</p>
double page (2/1)		
<p>Topic agreement with the editorial staff and creation of a double page article (text with 5,500-6,000 characters including spaces depending on the number of photos used) by the editorial staff of display while maintaining journalistic standards. A note "sponsored content" above the text indicates that the choice of topic is made in consultation with the editorial team. Layout and typesetting according to the design and editorial guidelines of display magazine.</p> <p>Price: 5,560 Euro plus VAT</p>		<p>The topic as well as the content can be chosen freely. Layout and typesetting do not follow the design and editorial guidelines of display. Text and images are supplied by the customer and edited by display on request. In the magazine, the text is marked with the word "advertisement". Optionally, the text and the image(s) for the advertorial can be created by display's editorial team (see creation costs).</p> <p>Price: 8,890 Euro plus VAT.</p>
Creation costs		
<p>Creation of suitable text and editing of the image material for the advertorial. Consultation with the client and editing. Not included: possible travel expenses. News (approx. 1,000 characters): 290 Euro plus VAT. Whole page (approx. 3,000 characters): 790 Euro plus VAT Double page (approx. 6,000 characters): 1,190 Euro plus VAT</p>		

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Special formats and placements

Special placement

Opening package

1/3 page advert editorial (format see previous page) + 1/1 page advert table of content (advertisement printed across the gutter, 233 x 297 + 3 mm trimming above and below)

Opening package (1/3 editorial + 1/1 table of content)	7,990 euro
Inside cover page (1/1 advert)	6,470 euro
Inside back cover (1/1 advert)	5,940 euro
Back cover (1/1 advert)	7,890 euro

Supplements

Supplements are printed material not bound into the magazine

Price up to 25 g: 390 euro for thousand items (normal printing run 11,500 copies/special exhibition print run + 2,000 copies)

for each additional 5 g: 70 euro for thousand items (normal printing run 11,500 copies/special exhibition print run + 2,000 copies)

All prices are subject to changes – postal fees are subject to changes!

A magazine with supplement will be wrapped in a PE skin foil (distribution safety)

Maximum size: DIN A4 (210 x 297 mm)

Delivery to printing house

Bound-in supplements

Supplements are printed material bound into the magazine Price:
upon request

Format: 210 x 297 mm plus 5 mm head trimming
Delivery free printer

Glued-in inserts

A glued-in insert is a supplement attached to the magazine with a sticking pad. 1/1 advert with tip-on post-card or DVD
Price: 325 euro for thousand items plus price for a 1/1-page advert (see page 2) – page insert

Tipped inserts are only possible at certain places in the magazine

All prices are subject to changes – postal fees are subject to changes!

Only possible with a 1/1-page advert

Delivery free printer

Discounts

Frequency discounts for purchase within one calendar year applicable. Supplements, bound-in supplement and glued-in inserts are excluded from discounts.

Frequency discounts

3 times	5 per cent
6 times	10 per cent

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Special advertising formats

Banderole

No one can easily get past your advertisement. A banderole wrapped around the magazine carries your advertisement so, that it strikes every reader's eye. To open the magazine your advertisement must be first re- moved.

Technical data: upon request

Price: 8,600 euro

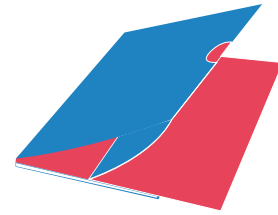


Stretchable cover

Pull out all the stops of the communication resources. Place your ad on a folding you can pull out from the cover of the magazine with a tab printed with your logo. Surprise the readers with a giant advert.

Technical data: upon request

Price: 9,900 euro

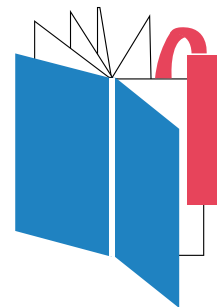


Bookmark

Here you are! Guide the reader every time he opens the magazine to your advertisement. The bookmark will be inserted or glued where your advertisement is. Every now and then the reader comes across your advertisement.

Technical data: upon request

Price: 6,900 euro

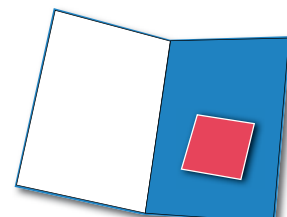


Post-it

Give the reader something to think about. A post-it note is glued to your full-page ad that summarizes the key data of the advertisement. The reader can take out the post-it and put it anywhere. Your advertisement can reach places you would not have dreamed of!

Technical data: upon request

Price: 5,600 euro + 1/1 page ad



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Column entry

FAX +49 4531 89786-22

WO GIBT'S WAS – THE INDUSTRY COMPASS

See and be seen! This is where the display industry compass "Wo gibt's was" offers support. Everyone has something special and many look for that special thing. The ideal solution: a column entry in display.

- We herewith order the column entry/ entries as as afore mentioned. The entry/entries runs/run for 1 year (six issues) and will be automatically prolonged for the following six issues, if not cancelled in writing 3 months prior to date of expiry. Text contents can be changed from issue to issue, column/s can be freely selected. If the text differs please fill out a order sheet per entry.

section

A.
B.
C.
D.

10 lines each 36 characters incl. spaces

1
2
3
4
5
6
7
8
9
10

Price 2021

Per column entry 115 euro + VAT
Additional logo 25 euro + VAT
Additional XL logo 40 euro + VAT
Each additional line 11,50 euro + VAT

Specification for logo: please send us your logo as high resolution PDF or JPEG (300 ppi) in CMYK colour range. Fonts have to be embedded or converted into paths.

Invoice address

Company	_____
Department	_____
Name	_____
Street/P.O. Box	_____
Postcode/City	_____
Country	_____
Tel.	_____
Fax	_____
Email	_____

Date, signature, company stamp

display

Who reads display?

current print run is online viewable www.display.de/mediadaten/auflage/

Target groups	copies	per cent
Brand manager, representatives of brand	7,166	62.3 %
Trade manager, commerce	2,433	21.2 %
Display producers, creative minds, shop fitters, suppliers	891	7.7 %
Agencies	962	8.4 %
Specimen copies, publisher reserve	176	1.5 %
Associations, universities	48	0.4 %
Total print run per issue 2,000 additional copies when trade fair attendance	11,500	100 %

Terms and conditions

1. All advertisements are accepted subject to the conditions of the applicable price list and to these general terms and conditions. When changing the advertising rates the amended terms and conditions shall also apply to running orders.
2. The publisher reserves the right to refuse publication of any advertisement in its sole discretion. The customer shall be notified immediately of this.
3. Orders must be processed within one year after closure of the contract. Discounts apply only to irrevocable orders placed in advance. If the contract is not fulfilled, which the publisher is not responsible for, the client has to refund the discount he has been granted.
4. Placement wishes of clients are accepted without obligation. For binding placement instructions, which are part of the accepted order, a surcharge of 20 per cent is levied on the advertising price. Placement instructions with no mark-up can only be accepted as customer's wish.
5. In the case of wholly or partly illegible, incorrect or incomplete printing of the advertisement, the client has the right to a price reduction or a replacement advertisement, but only to the extent to which the purpose of the advertisement was impaired. Further liability of the publisher is excluded.
6. Proofs are provided only on request. In the case that the client will not return the proofs on time the permission for the print will be considered given.
7. Invoice and courtesy copy will be sent within three days after the appearance of the ad. Payment must be made within the period specified in the price list. If payment is delayed or deferred, interest in amount of 2 per cent above the current discount rate of Deutsche Bundesbank in addition to debt collection costs shall be charged. In the case of bankruptcy and legal settlements in bankruptcy, any discounts shall be cancelled.
8. The customer shall bear the costs for significant changes and for costs incurred in sending lithographs, designs and drawings.
9. The obligation to retain the printing documents shall expire three months after insertion of the last advertisement.
10. In the event of force majeure, any obligation of the publisher shall be nullified.
11. The place of contractual fulfilment and exclusive court of jurisdiction for both parties is Mainz, for a not registered merchant (in terms of the HGB), if the claim is followed by collection procedure.