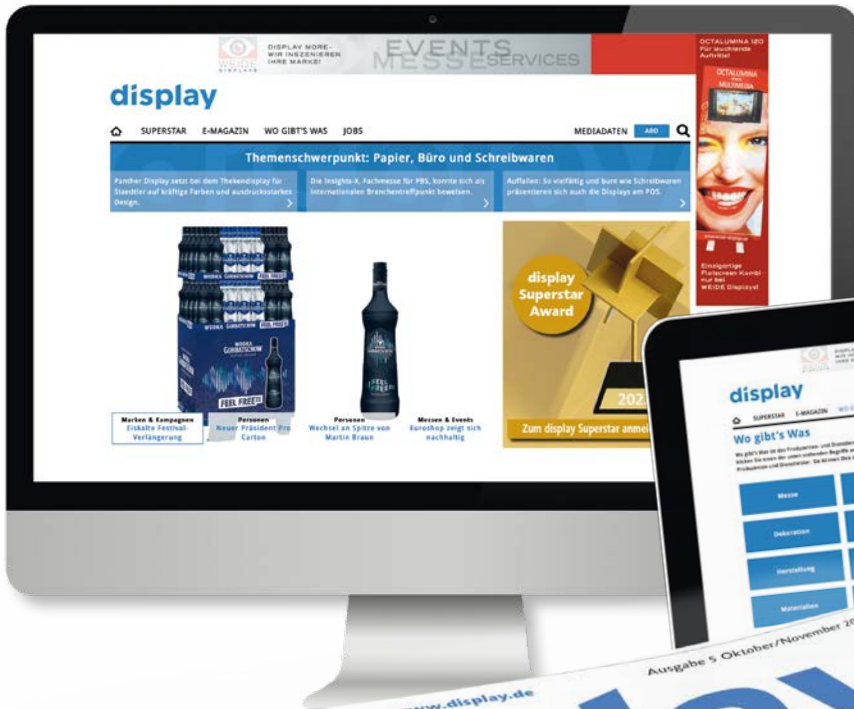


# display



# display

COMMUNICATION  
POINT OF SALE  
MERCHANDISING

Media data 2023

Effective from January 2023

## 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:** 11,000 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: DE2151900000879535011  
BIC: MVBMD55
- 9) **Prices:** the applicable VAT rate must be added to all prices.



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

# display

## Editorial plan 2023

1/2023	Date of publication: 1 Feb 2023 Artwork deadline: 18 Jan 2023 Advertising deadline: 13 Jan 2023	Special: The checkout zone - More turnover in the end Focus: Light at the POS (Euroshop) POS Check: Confectionery Trade fairs: Euroshop, Wetec
2/2023	Date of publication: 3 April 2023 Artwork deadline: 17 March 2023 Advertising deadline: 13 March 2023	Special: Digital solutions in retail Focus: Print in new forms POS Check: Wine Trade fairs: Fespa, Interpack
3/2023	Date of publication: 1 June 2023 Artwork deadline: 18 May 2023 Advertising deadline: 12 May 2023	Special: Measuring the space - POS in figures Focus: Pride Month POS Check: Travel Trade fairs: Cosmetic Business, Empack
4/2023	Date of publication: 1 Aug 2023 Artwork deadline: 18 July 2023 Advertising deadline: 12 July 2023	Special: Outdoor advertising - Making it big Focus: Multisensory marketing POS Check: Spices
5/2023	Date of publication: 2 Oct 2023 Artwork deadline: 18 Sept 2023 Advertising deadline: 12 Sept 2023	Special: Decoration and visual merchandising Focus: Digitalisation of handouts - smartphone as a new channel POS Check: Dinner Trade fair: Preliminary report display Superstar Award
6/2023	Date of publication: 1 Dec 2023 Artwork deadline: 17 Nov 2023 Advertising deadline: 13 Nov 2023	Special: Display trends Focus: Sustainability in retail POS Check: Jewellery

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



**Sales director:**  
Thomas Bohnhof  
Tel. +49 (0) 4531 89786-11  
Mobil +49 (0) 174 3157940  
E-Mail: bohnhof@display.de



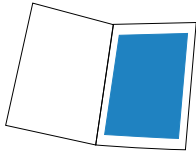
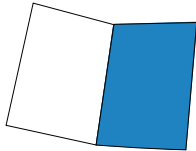
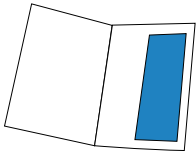
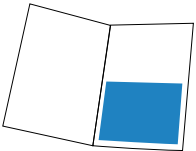
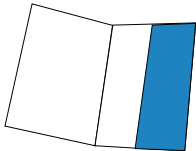
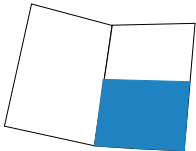
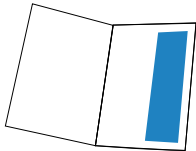
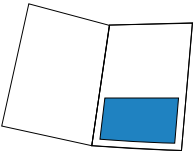
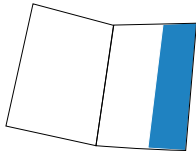
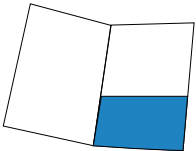
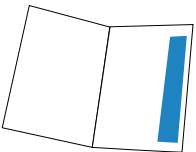
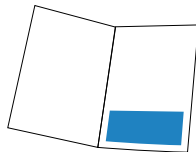
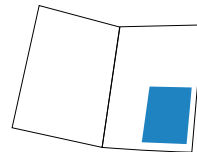
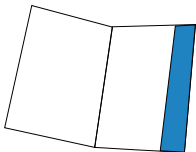
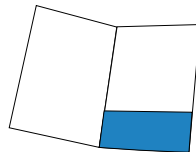
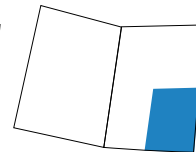
**Sales:**  
Marina Hermann  
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**Sales:**  
Martina Dzyk  
Tel. +49 (0) 4531 89786-13  
Mobil +49 (0) 171 3331192  
E-Mail: dzyk@display.de

# display

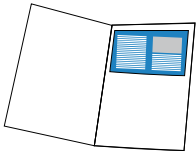
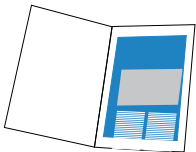
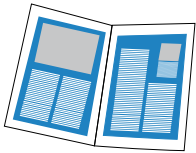
## Advertising prices

<b>Formats in type area</b> (Dimensions in width x height in mm, all CMYK)	<b>Formats with bleeds</b> Price type area plus 10 % (dimensions in width x height in mm, all CMYK, plus 3 mm bleed on the outer edges)
<b>1/1 page</b>	
format: 187 x 255 mm price: 5,445 Euro	format: 210 x 297 mm price: 5,990 Euro
	
<b>1/2 page</b>	
vertical: 91 x 255 mm horizontal: 187 x 125 mm price: 3,195 Euro	vertical: 105 x 297 mm horizontal: 210 x 148 mm price: 3,515 Euro
 	 
<b>1/3 page</b>	
vertical: 59 x 255 mm horizontal: 187 x 85 mm price: 2,360 Euro	vertical: 70 x 297 mm horizontal: 210 x 99 mm price: 2,600 Euro
 	 
<b>1/4 page</b>	
vertical: 43 x 255 mm horizontal: 187 x 64 mm vertical 2-column: 91 x 125 mm price: 1,815 Euro	vertical: 52 x 297 mm horizontal: 210 x 74 mm vertical 2-column: 105 x 148 mm price: 1,995 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.

# display

## Special forms of advertising prices

Sponsored Content		Advertorial
<b>News (approx. 1/3 page)</b>		
<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><b>Price: 1,765 Euro plus VAT</b></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><b>Price: 2,350 Euro plus VAT.</b></p>
<b>Whole page (1/1 page)</b>		
<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><b>Price: 3,830 Euro plus VAT</b></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><b>Price: 5,450 Euro plus VAT.</b></p>
<b>double page (2/1)</b>		
<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><b>Price: 5,760 Euro plus VAT</b></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><b>Price: 8,890 Euro plus VAT.</b></p>
<b>Creation costs</b>		
<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): 350 Euro plus VAT.            Whole page (approx. 3,000 characters): 990 Euro plus VAT            Double page (approx. 6,000 characters): 1,390 Euro plus VAT</p>		

# display

## 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)	8,230 euro
Inside cover page (1/1 advert)	6,860 euro
Inside back cover (1/1 advert)	6,320 euro
Back cover (1/1 advert)	8,130 euro

### Supplements

Supplements are printed material not bound into the magazine

Price up to 25 g: 495 euro for thousand items (normal printing run 11,000 copies/special exhibition print run + 2,000 copies)

for each additional 5 g: 90 euro for thousand items (normal printing run 11,000 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: 590 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.

#### Booking per year

5 %	from 7,500 Euro
10 %	10,000 Euro
15 %	15,000 Euro
20 %	20,000 Euro

# display

## 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 removed.

Technical data: upon request

Price: 9,600 euro

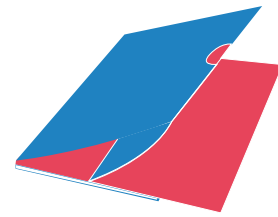


### Stretchable cover

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

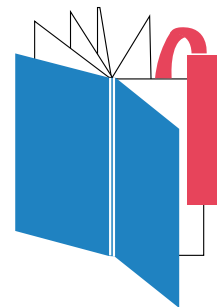


### Bookmark

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: 7,900 euro

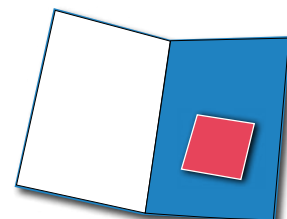


### Post-it

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: 6,600 euro + 1/1 page ad



# display

Column entry

FAX +49 4531 89786-22

## WO GIBT'S WAS – SECTOR

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 2023

Per column entry 140 euro + VAT  
Additional logo 25 euro + VAT  
Additional XL logo 40 euro + VAT  
Each additional line 14,00 euro + VAT

Specification for logo: please send us your logo as high resolution PDF or JPEG (300 dpi) 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?

View current reader data online at [www.display.de/mediadaten](http://www.display.de/mediadaten)

Target groups	copies	per cent
Agencies	947	8.2 %
Associations, clubs, universities	48	0.4 %
Brand manager	7,174	62.4 %
Trade	2,429	21.1 %
Display manufacturers, creatives, shopfitters, suppliers	902	7.9%
<b>Total print run per issue</b>	<b>11,500</b>	<b>100 %</b>
<b>Specimen copies, sight copies, publishing service</b>	<b>176</b>	
<b>Up to 2,000 additional copies for display and dispatch at trade fairs.</b>		

## 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.