

# display

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COMMUNICATION  
POINT OF SALE  
MERCHANDISING

**Media data  
Print & Online**

**2025**



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Sign up for the  
newsletter here  
[display.de/newsletter](https://display.de/newsletter)

# display



## Print

Reach the  
decision makers!

# Facts and Figures

Information about display Verlag and display magazine

**display**  
Media data 2025  
effective from 01.01.2025

## **Magazine format**

210 mm wide, 297 mm high

## **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

## **Printing and binding process**

Cover: sheet-fed offset

Inside pages: web-offset

Binding: adhesive binding

## **Printing run**

10,500 copies (special exhibition print run +2,000)

## **Frequency of publication**

6 issues annually (bimonthly publication)

Date of publication: see schedule

Advertising deadline: see schedule

## **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

## **Terms of payment**

immediately upon receipt of the invoice

15 % agency commission

## **Bank details**

Mainzer Volksbank eG

IBAN: DE21551900000879535011

BIC: MVBMDE55

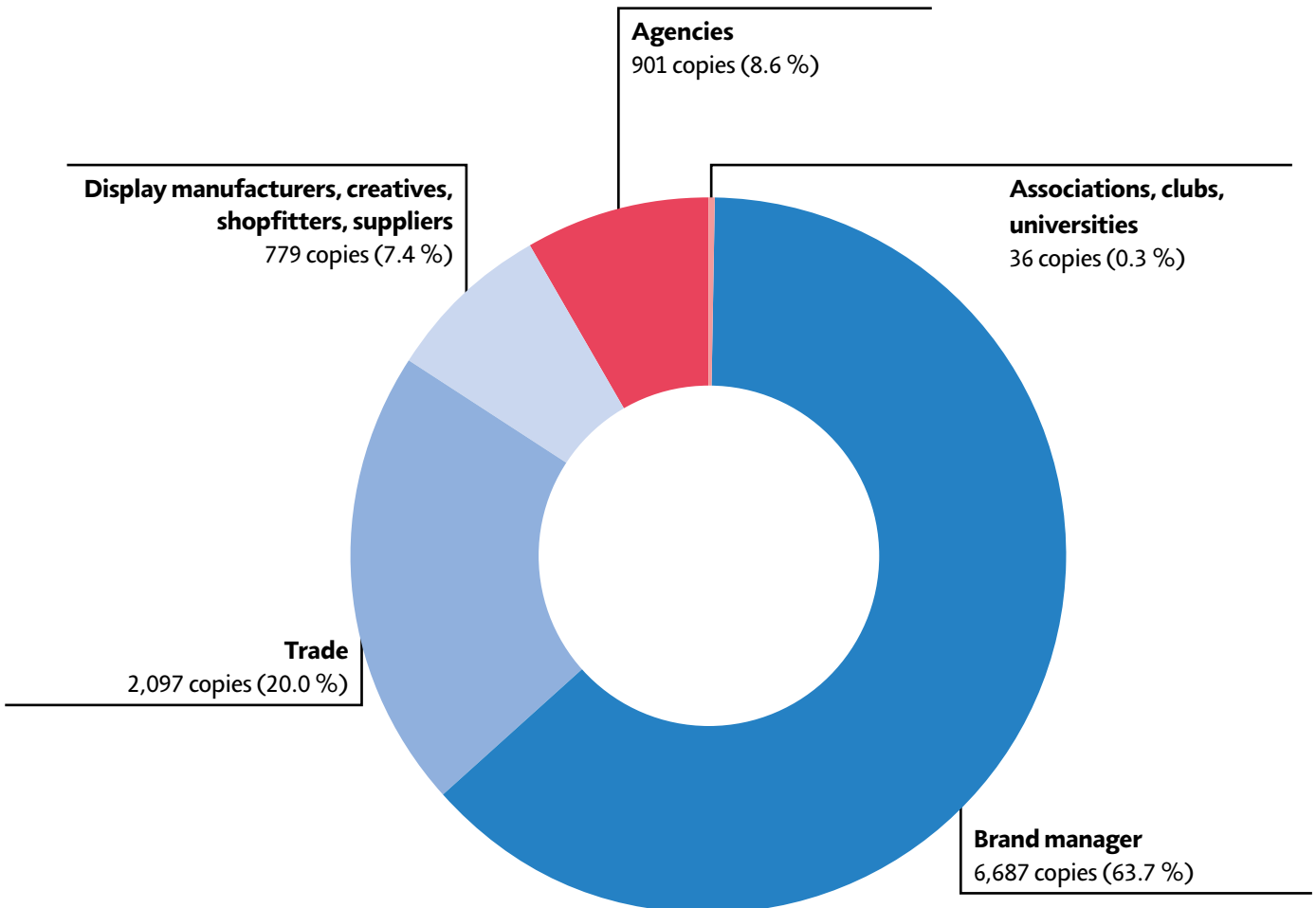
## **Prices**

the applicable VAT rate must be added to all prices.

## Who reads display?

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

**display**  
Media data 2025  
effective from 01.01.2025



**Total print run per issue: 10.500 (100%).**

**Specimen copies, sight copies, publishing service: 150**

**Up to 2,000 additional copies for display and dispatch at trade fairs.**

# Editorial plan 2025

These topics await you in 2025.  
Are we missing a topic? Let us know!

**display**  
Media data 2025  
effective from 01.01.2025

<b>1/2025</b>	Date of publication: Feb 3, 2025 Artwork deadline: Jan 17, 2025 Advertising deadline: Jan 13, 2025	Special: Shop Windows – Gateway to Purchase Focus: Advertising Monitor POS Check: Hair and Body Care Trade Fairs: Expo 4.0 (Preview), EuroCIS
<b>2/2025</b>	Date of publication: Apr 1, 2025 Artwork deadline: Mar 18, 2025 Advertising deadline: Mar 12, 2025	Special: Retail Media – Status Quo Focus: Printing and Processing – Print Wins POS Check: Spirits Trade Fairs: FESPA, ISE
<b>3/2025</b>	Date of publication: Jun 2, 2025 Artwork deadline: May 19, 2025 Advertising deadline: May 13, 2025	Special: Shop-in-Shop Systems: Brand Worlds in Retail Focus: Self Checkout and Sales Promotion – Rethinking POS Check: Sweet and Salty Snacks
<b>4/2025</b>	Date of publication: Aug 1, 2025 Artwork deadline: Jul 18, 2025 Advertising deadline: Jul 14, 2025	Special: Packaging/On-Pack Promotion – Special Purchase Impulse Focus: Trends at the POS POS Check: Garden & Terrace Trade Fairs: FachPack Preview
<b>5/2025</b>	Date of publication: Oct 1, 2025 Artwork deadline: Sep 17, 2025 Advertising deadline: Sep 11, 2025	Special: Lighting at the POS Focus: Decoration – Visual Merchandising POS Check: Paper, Office Supplies, and Stationery (PBS) Trade Fairs: display Superstar Award Preview
<b>6/2025</b>	Date of publication: Dec 1, 2025 Artwork deadline: Nov 17, 2025 Advertising deadline: Nov 11, 2025	Special: Store Construction – Storytelling at the POS Focus: Advertising Technology for Retail, Trade Shows, and Events POS Check: Gas Stations Trade Fairs: display Superstar Post-Report

## Would you like to know more?

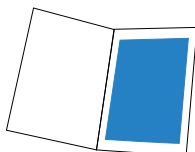
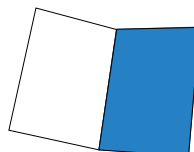
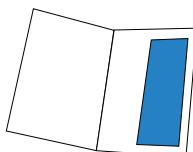
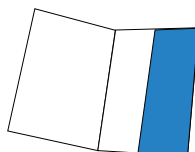
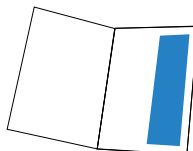
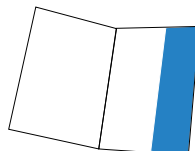
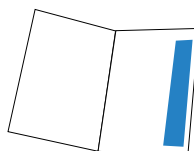
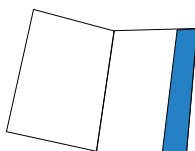
Our ad consultants will be glad to advise you:



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



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

Formats in type area		Formats with bleeds	
(Dimensions in width x height in mm, all CMYK)		Price type area plus 10 % (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: 5,445 Euro	format: 210 x 297 mm	price: 6,260 Euro
			
1/2 page			
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: 3,675 Euro
			
1/3 page			
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: 2,715 Euro
			
1/4 page			
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: 2,085 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.

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)	8,320 euro
Inside cover page (1/a1 advert)	6,960 euro
Inside back cover (1/1 advert)	6,420 euro
Back cover (1/1 advert)	8,230 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



## 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.

Price: 9,600 euro

Technical data: upon request

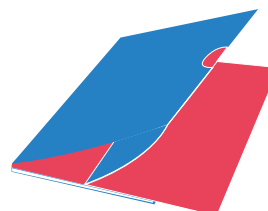


## Stretchable cover

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.

Price: 9,900 euro

Technical data: upon request

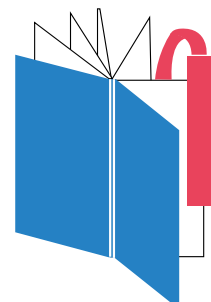


## Bookmark

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.

Price: 7,900 euro

Technical data: upon request

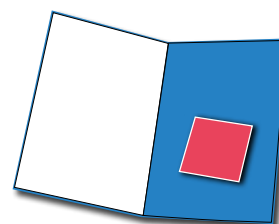


## Post-it

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!

Price: 6,600 euro + 1/1 page ad

Technical data: upon request



# Column entry

info@display.de

## 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 2025

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.

Email

Date, signature, company stamp

# display



## Online

## Facts and Figures

All data is from October 2024

**display**  
Media data 2025  
effective from 01.01.2025

### Visitors (monthly)

> 28.000

### Share of desktop visitors

61 %

### Share of mobile device visitors

39 %

### Page views (monthly)

> 114.000

### Average reading time for online articles

> 3 min 17 sek

### Newsletter recipients

> 7.000

### Average newsletter open rate

> 26 %

### Average newsletter click rate

> 33 %

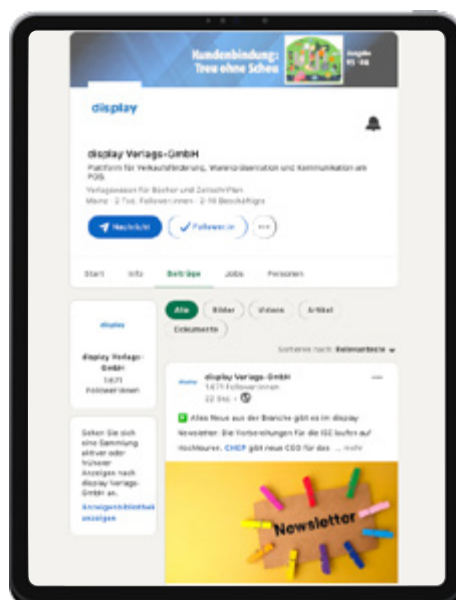
The leading industry website has changed, as everybody can see. Large photos, lots of news, background information and articles. Within seconds everybody knows what's going on in the industry. And the best: as a supplier you can profit from attractive advertising spaces placed in neighborhood of the content.



Visit us on LinkedIn to stay up to date with the latest trends.

Become a follower at  
<https://www.linkedin.com/company/display-verlags-gmbh>

Current number of followers: 1,671



**Become  
a follower here  
on LinkedIn**



## "L" ad – the big impact

With the L format you will be seen on every part of the website.  
For additional attention you can also book the background colour.

### Size

1.280 x 140 Px + 160 x 600 Px (length x height)

### Visibility

Homepage: all areas

Mobile: yes

Newsletter: yes

### Price

1,990 Euro per month plus VAT

display  
Media data 2025  
effective from 01.01.2025

L BANNER



## Full Banner – the big coverage

The full banner appears as the first element in the content area of the website. Additional coverage is gained by the e-mail-newsletter (more than 4,000 recipients) and being displayed within the content area on mobile devices.

### Size

1.280 x 140 Px (length x height)

### Visibility

Homepage: home and news

Mobile: yes

Newsletter: yes

### Price

First place: 1,990 Euro per month plus VAT

Second place: 1,690 Euro per month plus VAT

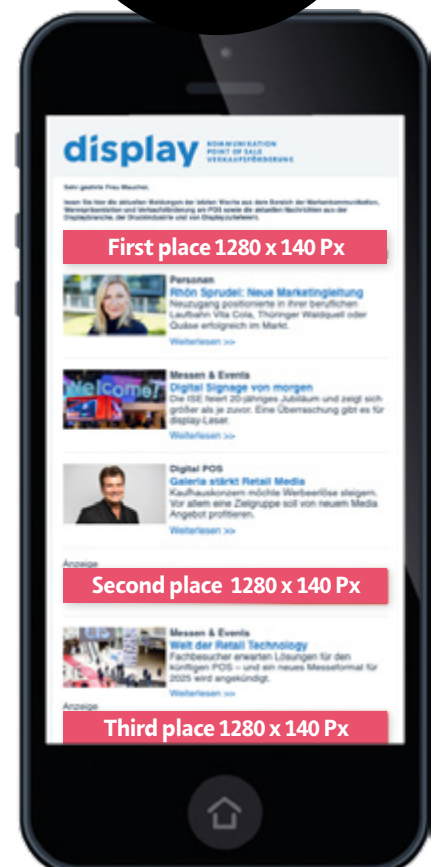
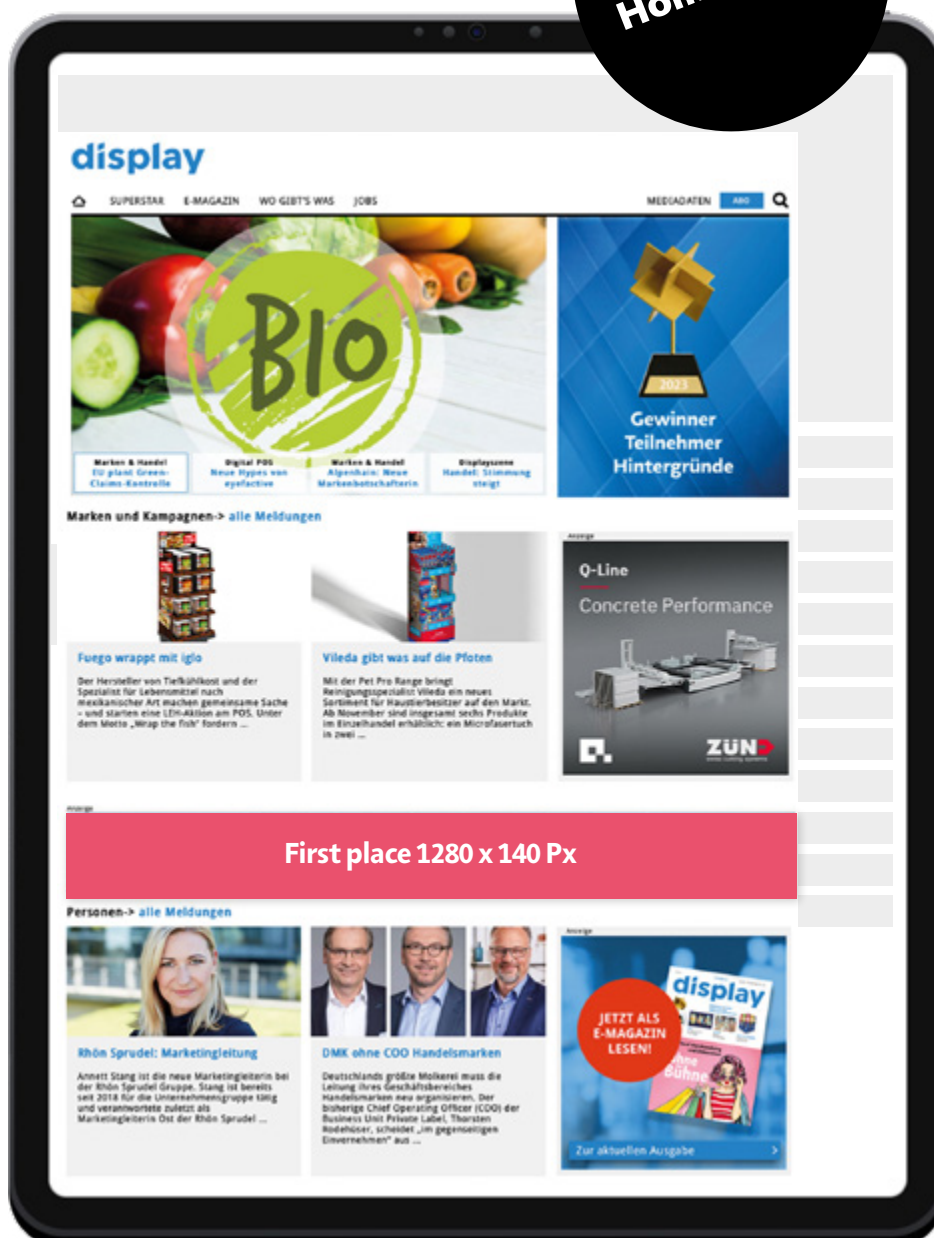
Third place: 1,490 Euro per month plus VAT

display  
Media data 2025  
effective from 01.01.2025

FULL BANNER

Home/News

Newsletter



# Content Ad – a true allrounder

The Content Ad provides you a large coverage.  
Your ad is the first promotional item on the right side of the website.

## Size

400 x 415 Px (length x height)

## First and second place

Homepage: all areas  
Mobile: yes  
Newsletter: yes  
Price: 1,690 Euro per month plus VAT

## Third place and following

Homepage: all areas  
Mobile: yes  
Newsletter: no  
Price: 980 Euro per month plus VAT

display  
Media data 2025  
effective from 01.01.2025

CONTENT AD

Home/News

Newsletter

first place  
400 x 415 Px

second place  
400 x 415 Px

first place  
400 x 415 Px

second place  
400 x 415 Px

## Half Content Ad – the small allrounder

Though the half content ad is smaller, it provides you with the same reach like its bigger brother.

### Size

400 x 200 Px (length x hight)

### Visibility

Homepage: all areas

Mobile: yes

Newsletter: no

### Price

770 Euro per month plus VAT

display  
Media data 2025  
effective from 01.01.2025

HALF CONTENT AD





## Online Partner – the fast lane to you

Your logo is being displayed underneath the L ad.

By clicking your logo the user will be forwarded directly to your website.

### Size

Standardized, send us your logo and the preferred URL for forwarding

### Visibility

Homepage: all areas

Mobile: no

Newsletter: no

### Price

200 Euro per month plus VAT

display  
Media data 2025  
effective from 01.01.2025

ONLINE PARTNER

Home/News



# You do not have an online ad?

For any technical details or advice concerning concept and production please refer to:

**display**  
Media data 2025  
effective from 01.01.2025

## **Contact**

Arne Reis  
Tel. +49 06131 94509-20  
E-Mail: reis@display.de

## **Technical requirements online advertisement**

1. Size: please use the correct size (Pixel) of your online ad
2. Supported file formats are: JPG, PNG or GIF (animated)
3. Flash files: as adobe flash files are not being displayed on iOS devices, we ask you to send us additional data in JPG, PNG or GIF files as fall back items
4. Colour: RGB Colour
5. Resolution: 72 dpi
6. File size max. 250 KB
7. Forwarding: tell us the preferred URL for forwarding
8. Flash data can not be integrated  
(alternatively HTML5)

## **Requirements HTML5 banner:**

1. Note banner size (pixels)
2. Files to include:
  - Mainfolder "name of the banner" with index
  - Subfolder "css" with css files
  - Subfolder "js" with JavaScript files
  - Subfolder "img" with image files
3. RGB color space
4. Maximum banner size 300 kb
5. Please supply the link

ONLINE AD

## **Like to know more?**

Ask our sales team:



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



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

## Advertorial – ONLINE first, PRINT second

**display**  
Media data 2025  
effective from 01.01.2025

With your advertorial, you secure your individual contribution within this editorial environment on the online platform [www.display.de](http://www.display.de) as well as in the print magazine display.

### Online Advertorial

Price: €1,990 plus VAT

Package Includes:

- Guaranteed reach of 500 views (clicks) within 12 months of publication.
- Text length: 3,000 to 3,500 characters.
- Publication in the display e-magazine: <https://www.display.de/magazin>.
- Inclusion of up to 10 photos/images.
- Option to embed a video.
- Tailored to your preferences regarding keywords, SEO titles, and meta descriptions.
- The online advertorial remains accessible on [www.display.de](http://www.display.de) for at least one year.
- One-time distribution of the online advertorial through the weekly newsletter (sent to over 7,000 recipients).
- One-time posting of the advertorial on social media (LinkedIn).
- The advertorial will be labeled as „Advertisement“ in compliance with legal requirements.
- Text, images, and, if applicable, videos are provided by the client.  
(Optional: The display editorial team can create a suitable text in consultation with the client for an additional €990 (net). Photo and video production services are available upon request and charged separately.)



ADVERTORIAL

### Additional Option: Print Advertorial

Price: €2,450 plus VAT

Package Includes:

- Publication in the next issue of display magazine, with a print run of 10,500 copies.
- Placement of a one-page advertorial in a suitable editorial context.
- Inclusion of up to 2 photos/images.
- The advertorial will be labeled as „Advertisement“ in compliance with legal requirements.

### Additional Option: Content Creation

- Text: €990 plus VAT
- Photo and Video Production: Priced based on effort



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.