

display

COMMUNICATION
POINT OF SALE
MERCHANDISING

**Media data
Print & Online**

2026

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Sign up for the
newsletter here
display.de/newsletter

display

display
Media data 2026
effective from 01.01.2026



Print

Reach the
decision makers!

Information about display Verlag and display magazine

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

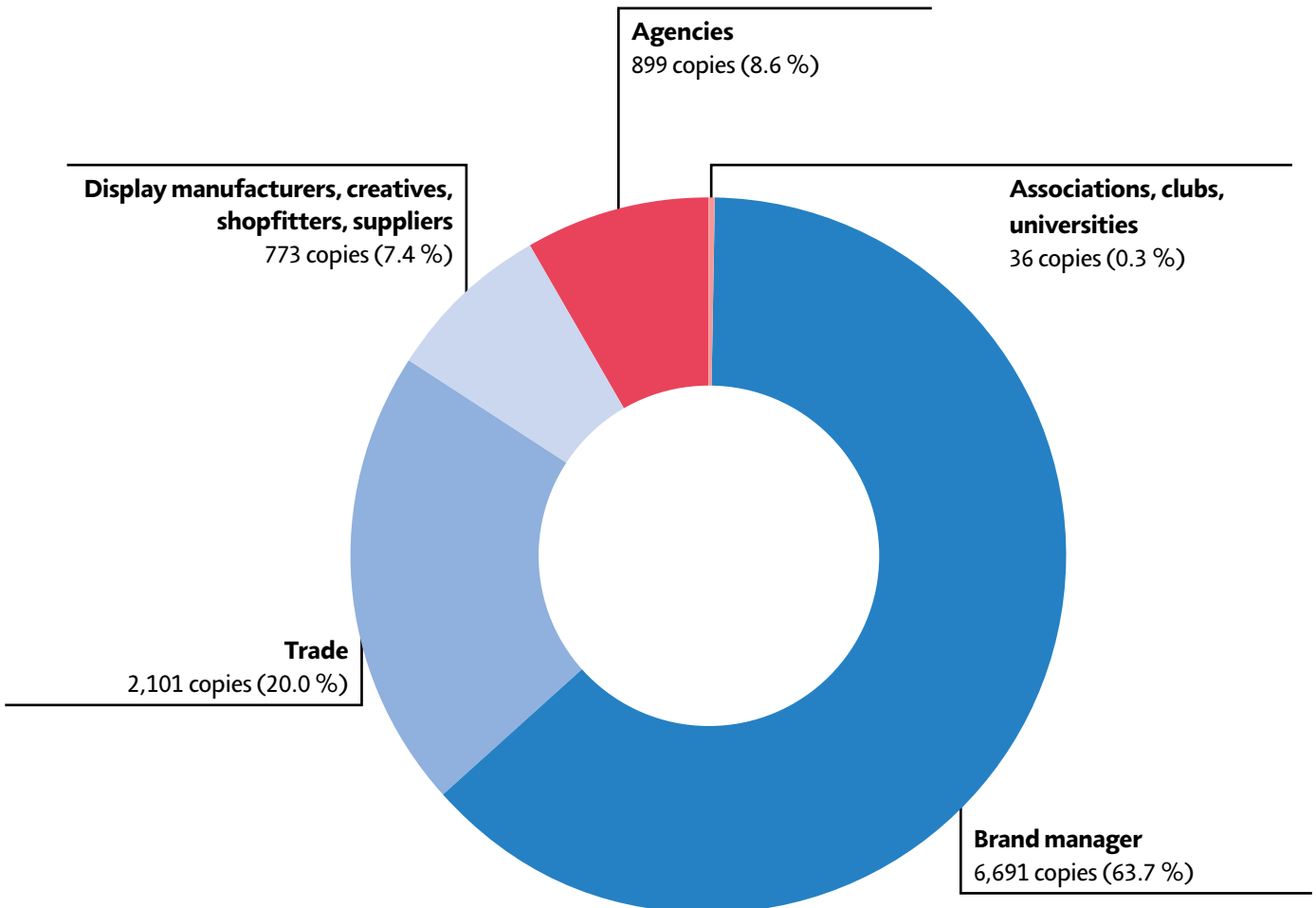
Prices

the applicable VAT rate must be added to all prices.

Who reads display?

View current reader data online at www.display.de/mediadaten

display
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effective from 01.01.2026



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 2026

These topics await you in 2026.
Are we missing a topic? Let us know!

display
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1/2026	Date of publication: Feb 2, 2026 Artwork deadline: Jan 16, 2026 Advertising deadline: Jan 13, 2026	Special: Digital Retail Focus: Sustainability at the Point of Sale POS Check: Sustainable and Organic Products Trade Fairs: EuroShop Preview
2/2026	Date of publication: Apr 1, 2026 Artwork deadline: Mar 17, 2026 Advertising deadline: Mar 12, 2026	Special: Current Trends in Store Design Focus: Shopping with All Senses POS Check: Convenience Stores, Kiosks & More Trade Fairs: FESPA Preview
3/2026	Date of publication: Jun 1, 2026 Artwork deadline: May 18, 2026 Advertising deadline: May 13, 2026	Special: Boost Sales with Giveaways Focus: Retail & Instore Media POS Check: DIY Stores
4/2026	Date of publication: Aug 3, 2026 Artwork deadline: Jul 17, 2026 Advertising deadline: Jul 14, 2026	Special: Perfecting Shelf Placement Focus: Technological Innovation and Enhancement of POS Materials POS Check: Shop Windows as a Point of Interest
5/2026	Date of publication: Oct 1, 2026 Artwork deadline: Sep 16, 2026 Advertising deadline: Sep 11, 2026	Special Feature: Customer Acquisition through Sweepstakes and Cashback Focus: Large Format Advertising at the POS POS Check: Pet Supplies Trade Fairs: Preview of the display Superstar Award
6/2026	Date of publication: Dec 1, 2026 Artwork deadline: Nov 16, 2026 Advertising deadline: Nov 11, 2026	Special Feature: Unlocking More Potential at the POS – Displays with Special Effects Focus: Follow-up report on 'display Superstar' – Excellence at the POS POS Check: Chocolate and Pralines

Would you like to know more?

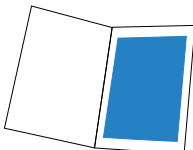
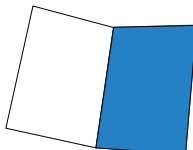
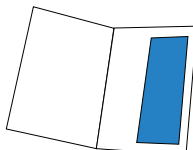
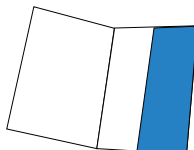
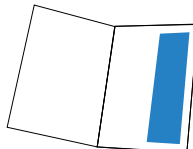
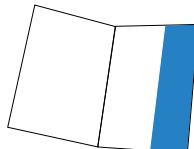
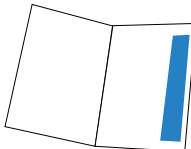
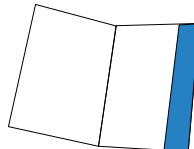
Our ad consultants will be glad to advise you:



Sales director:
Thomas Bohnhof
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E-Mail: bohnhof@display.de



Sales:
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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: 5,690 Euro	format: 210 x 297 mm	price: 6,694 Euro
			
1/2 page			
vertical: 91 x 255 mm horizontal: 187 x 125 mm	price: 3,340 Euro	vertical: 105 x 297 mm horizontal: 210 x 148 mm	price: 3,929 Euro
			
1/3 page			
vertical: 59 x 255 mm horizontal: 187 x 85 mm	price: 2,470 Euro	vertical: 70 x 297 mm horizontal: 210 x 99 mm	price: 2,905 Euro
			
1/4 page			
vertical: 43 x 255 mm horizontal: 187 x 64 mm vertical 2-column: 91 x 125 mm	price: 1,895 Euro	vertical: 52 x 297 mm horizontal: 210 x 74 mm vertical 2-column: 105 x 148 mm	price: 2,229 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.

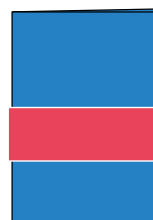
Special placement	
Opening package 1/3 page advert editorial (format see previous page) + 1/1 page advert table of content (advertisement printed across the gutter, 233 x 297 + 3 mm trimming above and below)	
Opening package (1/3 editorial + 1/1 table of content)	8,540 euro
Inside cover page (1/a1 advert)	7,260 euro
Inside back cover (1/1 advert)	6,870 euro
Back cover (1/1 advert)	8,450 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

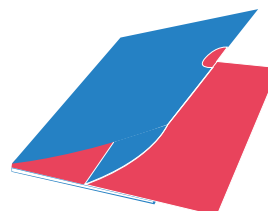


Stretchable cover

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

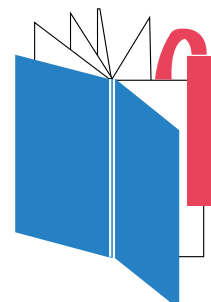


Bookmark

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

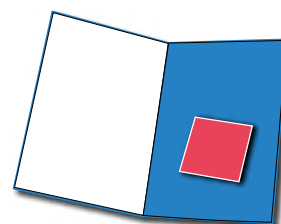


Post-it

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 2026

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 2025

display
Media data 2026
effective from 01.01.2026

Visitors (monthly)

> 31,900

Share of desktop visitors

63 %

Share of mobile device visitors

37 %

Page views (monthly)

> 118,500

Average reading time for online articles

> 3 min 25 sek

Newsletter recipients

> 7,000

Average newsletter open rate

> 36.6 %

Average newsletter click rate

> 27.5 %

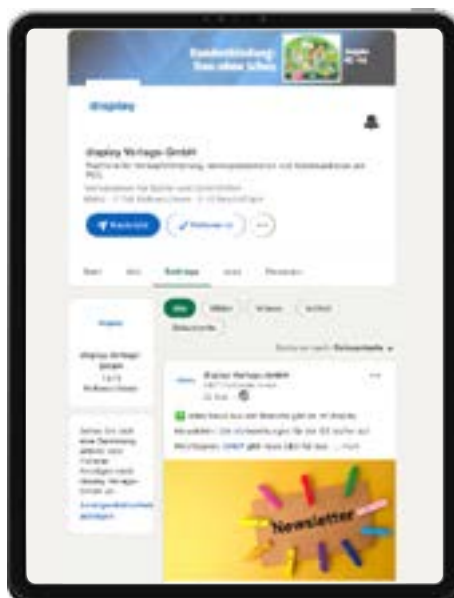
The leading industry website has changed, as everybody can see. Large photos, lots of news, background information and articles. Within seconds everybody knows what's going on in the industry. And the best: as a supplier you can profit from attractive advertising spaces placed in neighborhood of the 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: 2,071



"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 hight)

Visibility

Homepage: all areas

Mobile: yes

Newsletter: yes

Price

1,990 Euro per month plus VAT

display
Media data 2026
effective from 01.01.2026

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

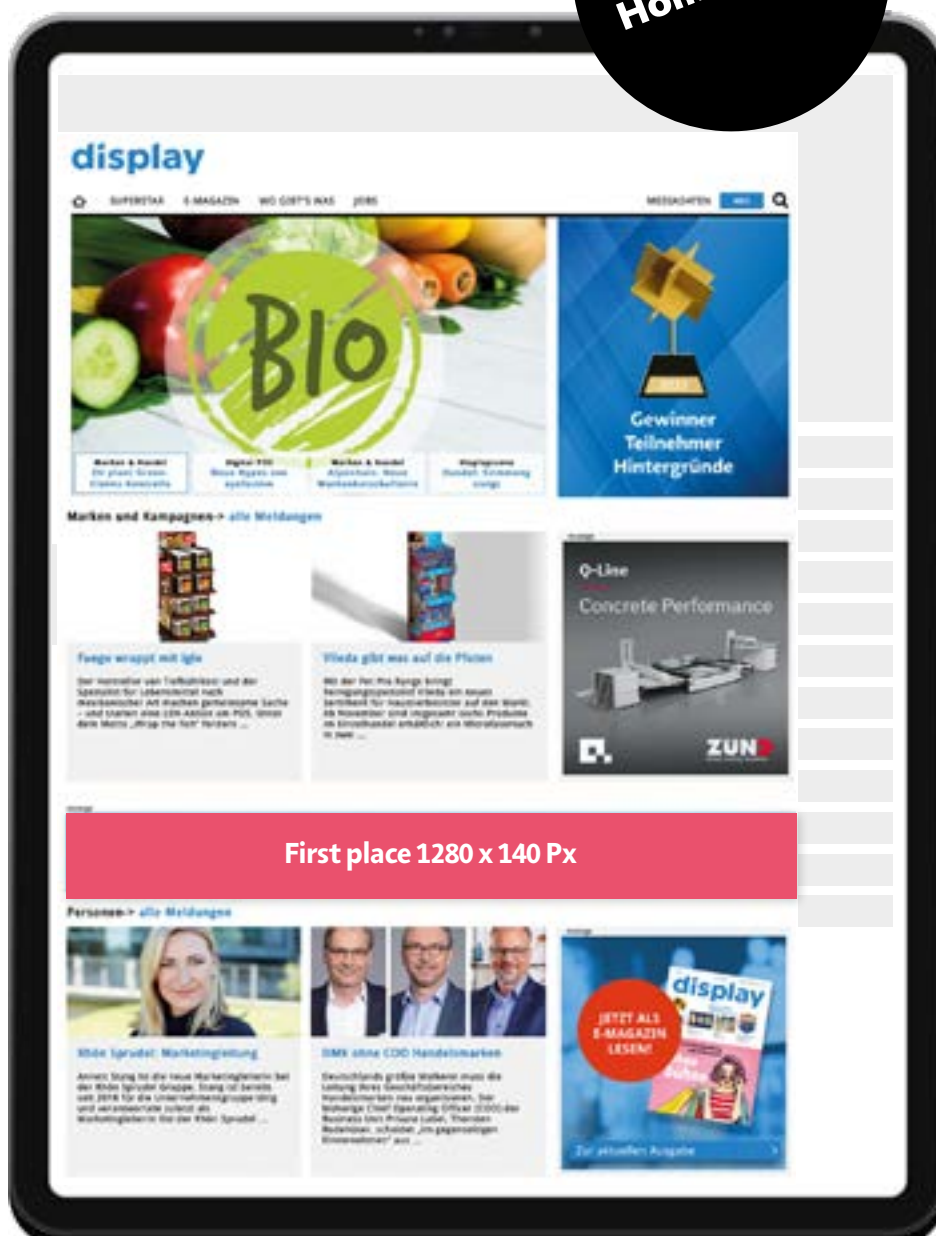
Third place: 1,490 Euro per month plus VAT

display
Media data 2026
effective from 01.01.2026

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.

display
Media data 2026
effective from 01.01.2026

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

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 height)

Visibility

Homepage: all areas

Mobile: yes

Newsletter: no

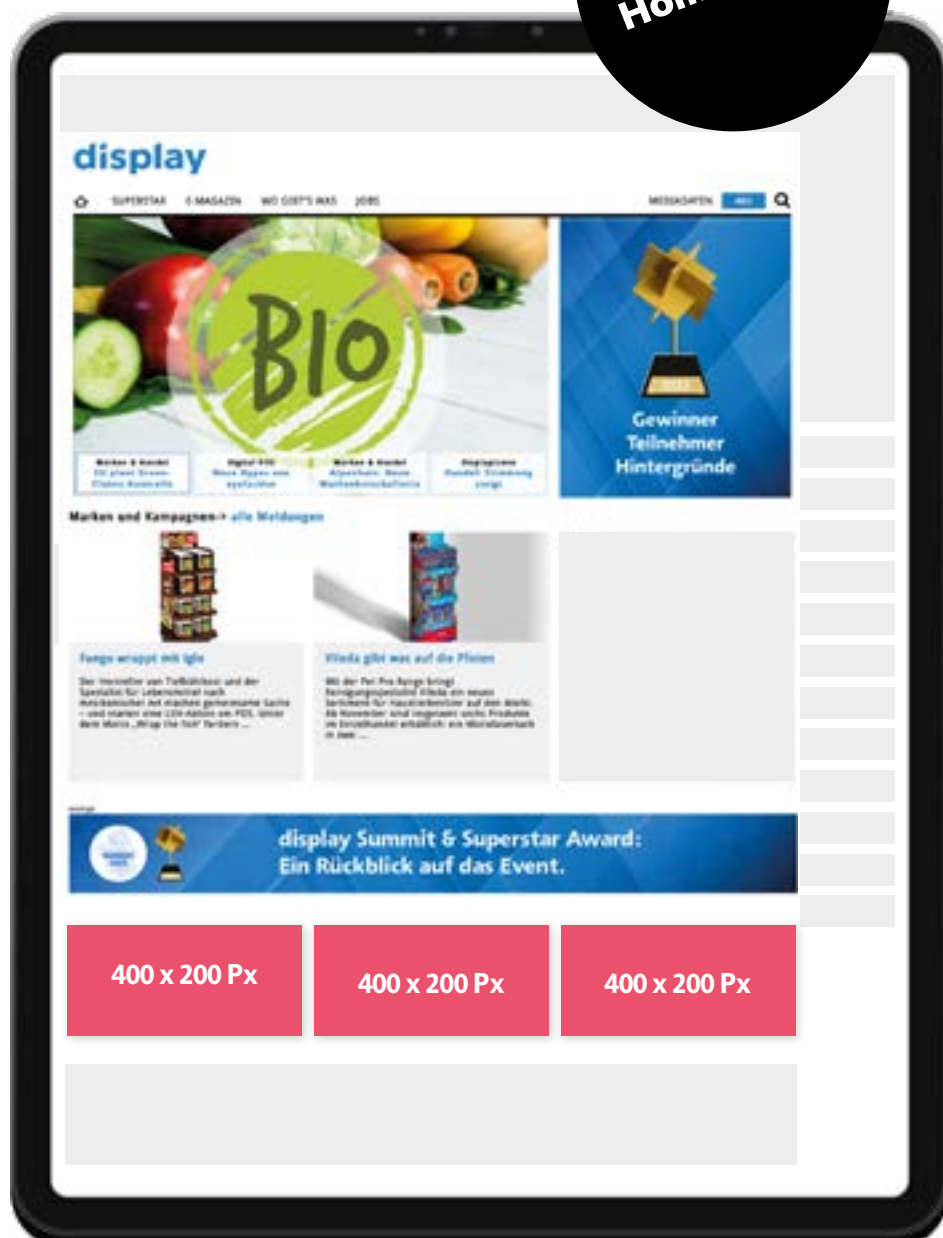
Price

770 Euro per month plus VAT

display
Media data 2026
effective from 01.01.2026

HALF CONTENT AD

Home/News



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 2026
effective from 01.01.2026

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 2026
effective from 01.01.2026

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
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With your advertorial, you secure your individual contribution within this editorial environment on the online platform 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 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.