display

COMMUNICATION
POINT OF SALE
MERCHANDISING

Media data
Print & Online

2027

OVERVIEW

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Sign up for the newsletter here
display.de/newsletter

display



Print

Reach the decision makers!

Facts and Figures

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

9,500 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

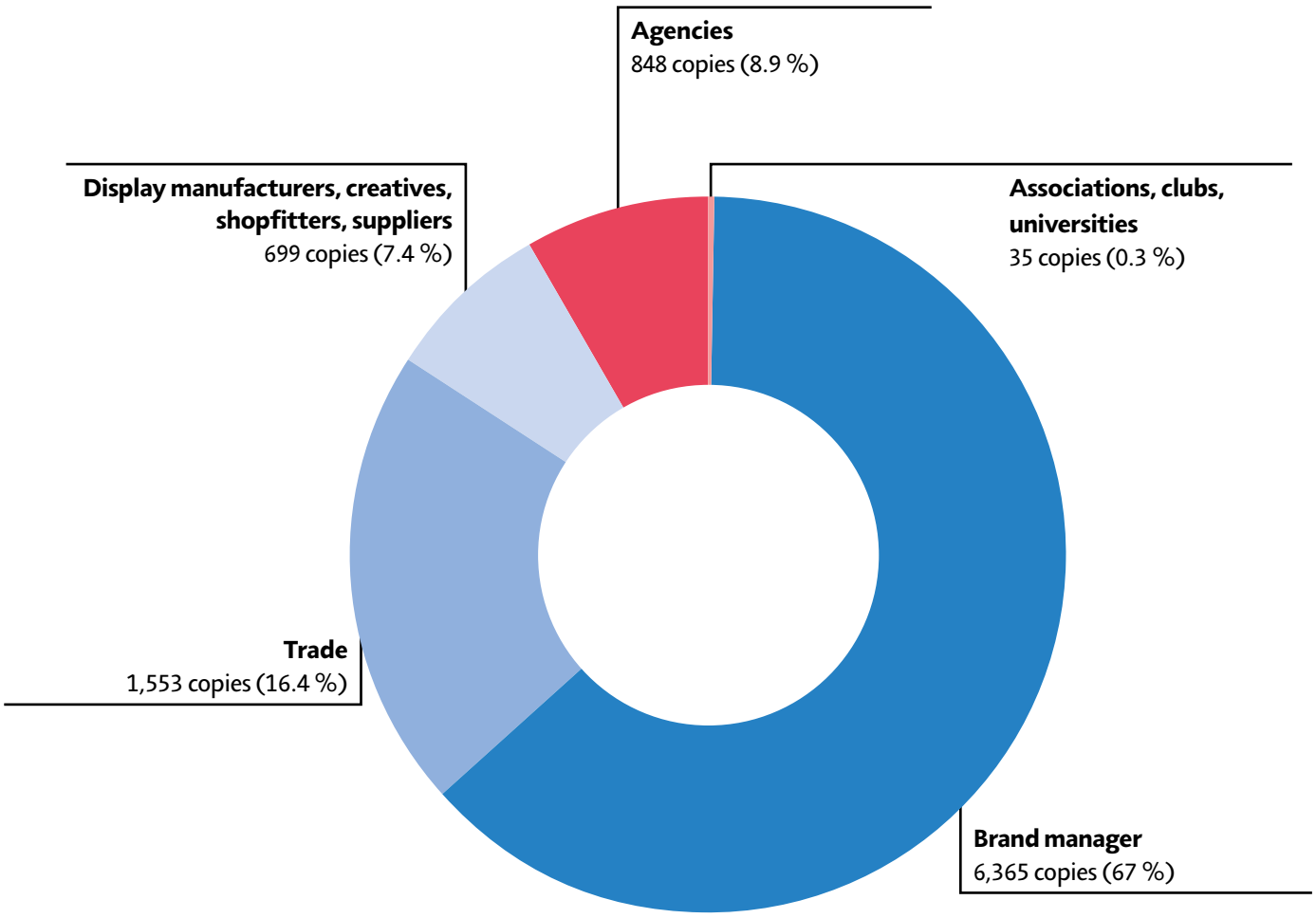
Mainzer Volksbank eG
IBAN: DE21551900000879535011
BIC: MVBMDE55

Prices

the applicable VAT rate must be added to all prices.

Who reads display?

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



Total print run per issue: 9.500 (100%).
Specimen copies, sight copies, publishing service: 100
Up to 2,000 additional copies for display and dispatch at trade fairs.

Editorial plan 2027

These topics await you in 2027.
Are we missing a topic? Let us know!

1/2027	Date of publication: Feb 1, 2027 Artwork deadline: Jan 19, 2027 Advertising deadline: Jan 15, 2027	Special: effective promotion placement at refrigerated displays POS Check: festive promotions, strong POS presence Trade Fairs: preview of wetec, PSI reviee
2/2027	Date of publication: Apr 1, 2027 Artwork deadline: Mar 17, 2027 Advertising deadline: Mar 15, 2027	Special: Printing, Die-Cutting and Gluing: production technology creates new POS formats POS Check: how protein brands drive engagement at the POS Trade Fairs: FESPA preview
3/2027	Date of publication: Jun 1, 2027 Artwork deadline: May 18, 2027 Advertising deadline: May 14, 2027	Special: store design between experience and efficiency POS Check: DIY at the POS. Tools in promotional displays
4/2027	Date of publication: Aug 2, 2027 Artwork deadline: Jul 19, 2027 Advertising deadline: Jul 14, 2027	Special: packaging trends for brands and promotions Focus: display Superstar 2027 POS Check: making Summer products stand out with effective POS activations Trade Fairs: FachPack preview
5/2027	Date of publication: Oct 1, 2027 Artwork deadline: Sep 17, 2027 Advertising deadline: Sep 13, 2027	Special: technology for impactful product presentations POS Check: beauty at the POS. Comparing promotional displays Trade Fairs: display Superstar Award preview
6/2027	Date of publication: Dec 1, 2027 Artwork deadline: Nov 17, 2027 Advertising deadline: Nov 12, 2027	Special: brand activation through digital touchpoints POS Check: driving purchase decisions with fine foods and delicatessen Trade Fair: display Superstar Award review

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

Advertising prices

Formats in type area

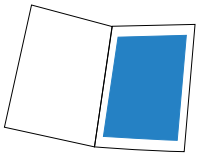
(Dimensions in width x height in mm, all CMYK)

Formats with bleeds

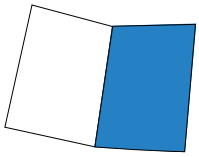
Price type area plus 10 %
(dimensions in width x height in mm,
all CMYK, plus 3 mm bleed on the outer edges)

1/1 page

format: 187 x 255 mm — price: 5,690 Euro

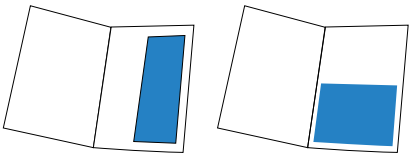


format: 210 x 297 mm — price: 6,694 Euro

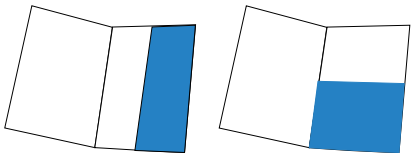


1/2 page

vertical: 91 x 255 mm
horizontal: 187 x 125 mm — price: 3,340 Euro

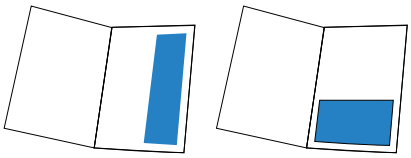


vertical: 105 x 297 mm
horizontal: 210 x 148 mm — price: 3,929 Euro

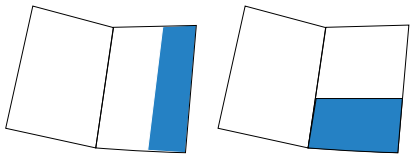


1/3 page

vertical: 59 x 255 mm
horizontal: 187 x 85 mm — price: 2,470 Euro

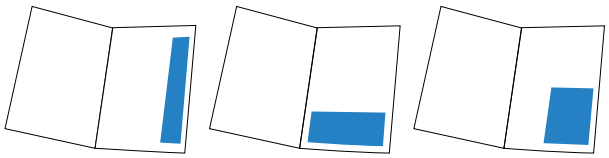


vertical: 70 x 297 mm
horizontal: 210 x 99 mm — price: 2,905 Euro

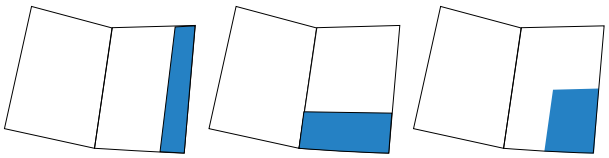


1/4 page

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 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 trimmimg 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 9,500 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

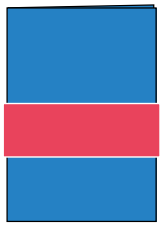
Special advertising formats

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.

Price: 9,600 euro

Technical data: upon request

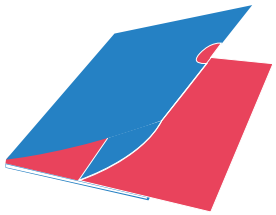


Stretchable cover

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

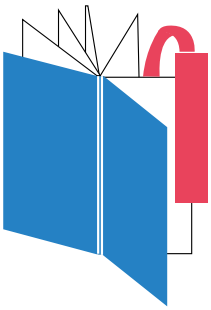


Bookmark

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

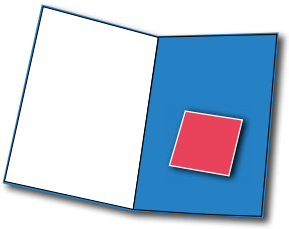


Post-it

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 2027

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 2026

Visitors (monthly)
› 29,500

Share of desktop visitors
65 %

Share of mobile device visitors
35 %

Page views (monthly)
› 97,000

Average reading time for online articles
› 2 min 19 sek

Newsletter recipients
› 6,800

Average newsletter open rate
› 26 %

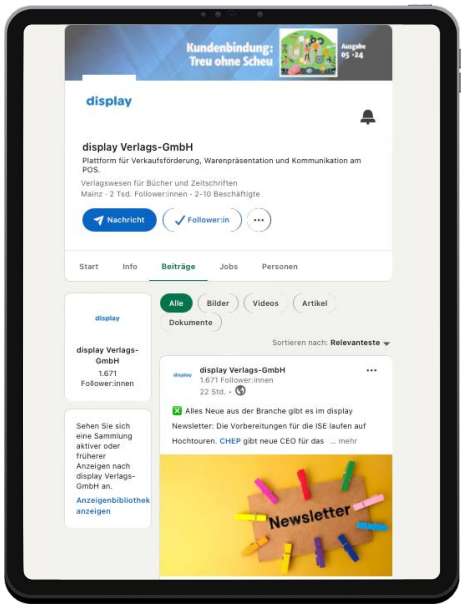
Average newsletter click rate
› 40.5 %

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: 2,736



Become a follower here on LinkedIn

L BANNER

"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



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 hight)

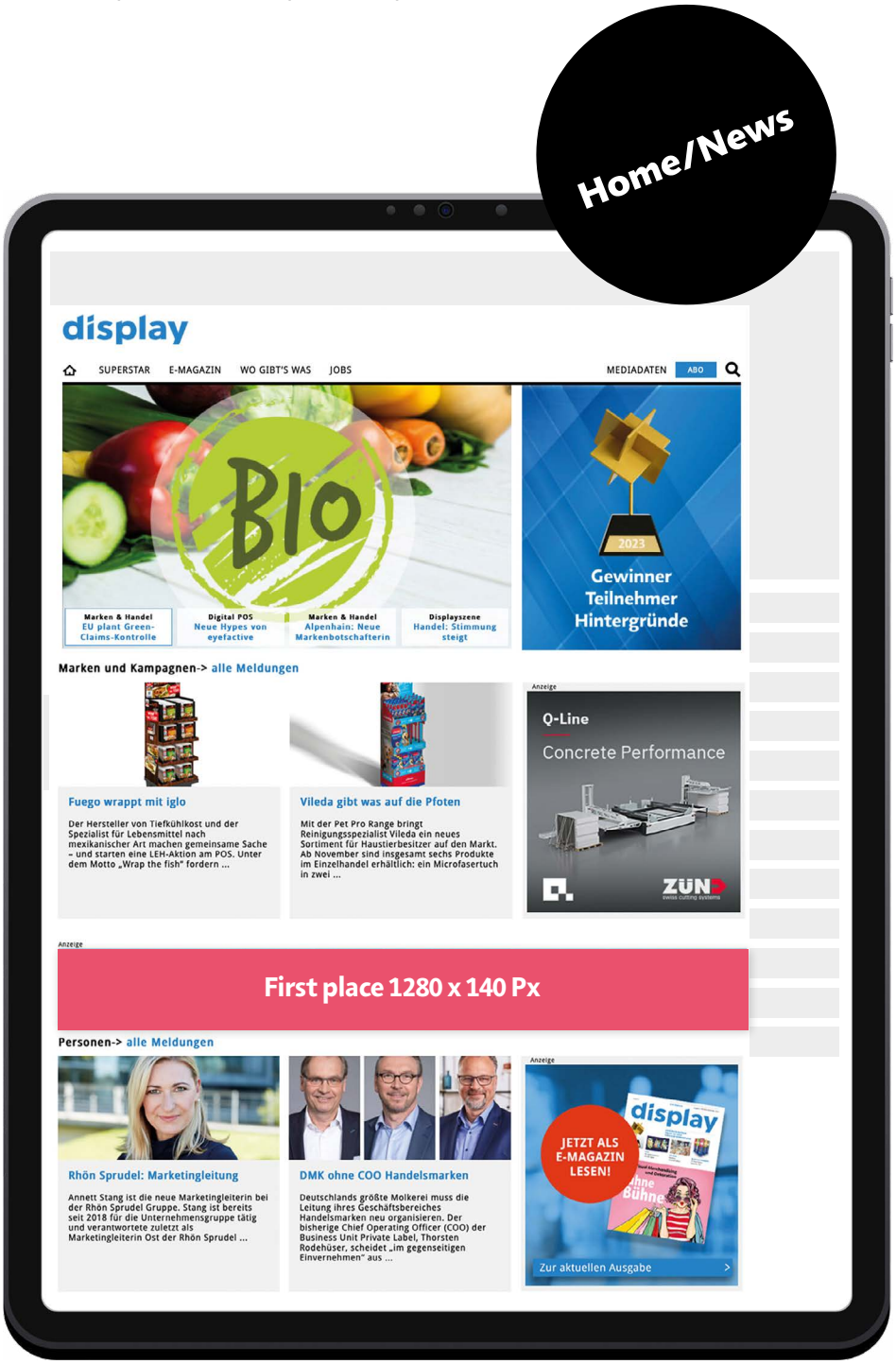
Visibility

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

FULL BANNER





CONTENT AD

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 hight)

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





HALF CONTENT AD

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

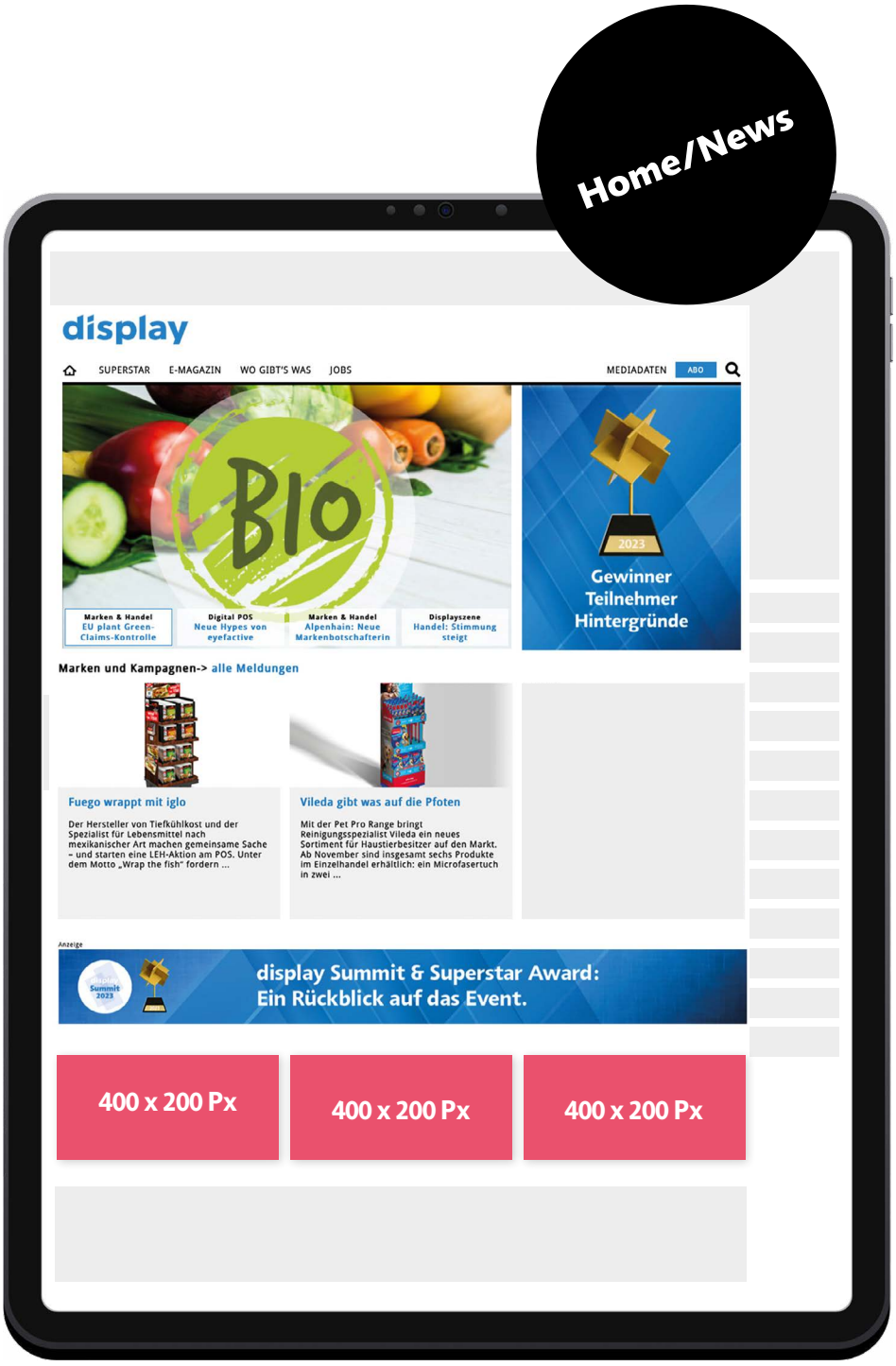
400 x 200 Px (length x hight)

Visibility

Homepage: all areas
Mobile: yes
Newsletter: no

Price

770 Euro per month plus VAT



ONLINE PARTNER

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 forwording

Visibility

Homepage: all areas
Mobile: no
Newsletter: no

Price

200 Euro per month plus VAT



ONLINE AD

You do not have an online ad?

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

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. Forwording: tell us the preferred URL for forwording
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 JavaScipt files
   – Subfolder "img" with image files
3. RGB color space
4. Maximum banner size 300 kb
5. Please supply the link

Like to know more?

Ask our sales team:



Sales director:
Thomas Bohnhof
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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

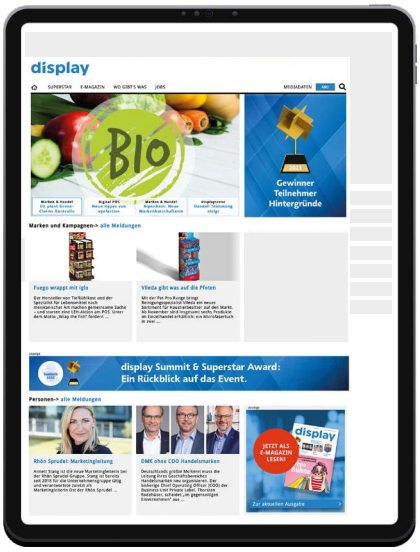
With your advertorial, you secure your individual contribution within this editorial environment on the online platform www.display.de as well as in the print magazine display.

ADVERTORIAL

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 descrip-tions.
- 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.)



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

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 nullfied.
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.