

# REGAL

TRADEMAGAZINE FOR RETAIL AND BRANDED GOODS INDUSTRY

**No. 1 in trade\***

## **Advertising terms & conditions Number 43**

**Valid after January 2018**

\*according to Media Focus market research

# Release dates 2018

ISSUE	RELEASE DATE	CLOSING DATE FOR BOOKING
Issue 1	31.01.2018	18.01.2018
Issue 2	28.02.2018	15.02.2018
Issue 3	28.03.2018	15.03.2018
Issue 4	02.05.2018	19.04.2018
Issue 5	30.05.2018	17.05.2018
Issue 6–7	04.07.2018	21.06.2018
Issue 8	01.08.2018	05.07.2018
Issue 9	03.10.2018	20.09.2018
Issue 10	31.10.2018	18.10.2018
Issue 11	28.11.2018	15.11.2018
Issue 12	27.12.2018	13.12.2018
Issue 1/2018	30.01.2019	17.01.2019
Issue 2/2018	27.02.2019	14.02.2019

## Subscription Rates to Print, App and ePaper:

Domestic subscription: 29.– (plus 10% VAT)/year  
Single sold copies (domestic): 3.– (plus 10% VAT)/issue  
Subscription abroad: 77.–/year

**Circulation:** 27.000 copies

## Target Group:

**TRADE:** Tradecenters (management, buyers, distribution), markets, supermarkets, consumermarkets, **C&C markets**, **DIY markets**, **petrol-stations**, department stores, **drugstore markets**, specialized markets and shopping centres

**INDUSTRY:** Brand products industry in the fields of Food and Non Food manufacturers, logistics

**SERVICE PROVIDERS:** in the fields of shop-fitting, packaging, sales promotion, financing, consulting

**AGENCIES**

## Readership:

Board of Directors, general manager, CEO for purchase, distribution, advertising and marketing, brand manager

Management for IT and logistics,

Field Service, area and district managers

Branch Manager, market Manager, independent retailers employee at the POS

## Cancellations:

Advertisements can only be cancelled up to the fixed advertising deadline. Fixed inlays, supplements as well as advertisements on the cover must be cancelled a week ahead of the fixed advertising deadline.

## Printing:

Roll on offset, screen 60, glue binding

## Printing Specifications/Digital Input:

Ads must be supplied to exact dimensions including crop marks as printable pdf or on CD Rom.

It is recommended that all advertisers submit a contract proof with their ad to the editor's office directly.

REGAL Verlagsgesellschaft m.b.H.

Ms. Stefanie Dähmlow

Florida Tower, Floridsdorfer Hauptstraße 1, 1210 Wien

REGAL does not take any responsibility for printing mistakes by delivery of data without proof..

## Data transfer:

Name of the file: „REGAL/number of issue/name of company“  
Please send your files to

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daehmlow@regal.at, Tel.: +43-1-368 67 13-48

# Focus 2018

	EVENT	FOOD	NONFOOD
<b>Issue 1</b> January 31		<ul style="list-style-type: none"> <li>The favourites of the world of breakfast</li> <li>Eggs</li> <li>Start into the icecream season</li> <li>Dairy products</li> </ul>	<ul style="list-style-type: none"> <li>Coffee machines, toaster &amp; Co</li> </ul>
		<ul style="list-style-type: none"> <li>Wake-up call easter, mother's day &amp; spring</li> </ul>	
<b>Issue 2</b> February 28	<b>REGAL Fach-Forum Meat &amp; sausage</b> February 1, 2018	<ul style="list-style-type: none"> <li>Quality on the grill: meat, sausages, poultry, sauces, ketchup, mustard, grill-equipment</li> <li>Trends at ISM: sweets &amp; bakery for nibbling</li> <li>Deep frozen &amp; convenience products</li> <li>Biological food and healthier living</li> <li>Dairy products</li> </ul>	<ul style="list-style-type: none"> <li>Barbecue lighters, grill accessories &amp; Co</li> <li>Awakening of springtime in trading (garden, garden mould, insecticides)</li> <li>Nonfood II</li> </ul>
		<ul style="list-style-type: none"> <li>C&amp;C &amp; DIY markets</li> </ul>	
<b>Issue 3</b> March 28		<ul style="list-style-type: none"> <li>Dairy products Special</li> <li>Mineral water</li> <li>Fruit juice &amp; syrup &amp; lemonades</li> <li>Beginning of springtime with F&amp;V</li> <li>Vinegar &amp; oil</li> </ul>	<ul style="list-style-type: none"> <li>Personal hygiene, shaving, depilation</li> </ul>
		<ul style="list-style-type: none"> <li>Baby and toddler</li> </ul>	
<b>Issue 4</b> May 2		<ul style="list-style-type: none"> <li>Beer, including regional beers</li> <li>Dairy products</li> <li>Wine</li> </ul>	
		<ul style="list-style-type: none"> <li>Styria</li> </ul>	
<b>Issue 5</b> May 30		<ul style="list-style-type: none"> <li>Typical Austrian Products</li> <li>Dairy products</li> </ul>	<ul style="list-style-type: none"> <li>Schoolstart (writing, gluing)</li> <li>Sanitary hygiene</li> </ul>
		<ul style="list-style-type: none"> <li>Fairtrade, green &amp; sustained</li> <li>Kids &amp; Toys</li> <li>Convenience-Petrol Stations-Shops</li> </ul>	
<b>Issue 6/7</b> July 4	<b>REGAL Branchentreff</b> June 14, 2018	<ul style="list-style-type: none"> <li>Power of product recess</li> <li>Dairy products</li> </ul>	<ul style="list-style-type: none"> <li>Mouth hygiene</li> <li>Animal food</li> </ul>
<b>Issue 8</b> August 1		<ul style="list-style-type: none"> <li>Bread and bakery products</li> <li>Pasta &amp; Sugo</li> <li>Dairy products</li> <li>Global guests in our markets</li> </ul>	<ul style="list-style-type: none"> <li>Airrefreshing</li> </ul>
<b>Issue 9</b> October 3		<ul style="list-style-type: none"> <li>Dairy products Special</li> <li>Sparkling wines and liquors</li> </ul>	<ul style="list-style-type: none"> <li>Nonfood II</li> <li>Toys</li> </ul>
		<ul style="list-style-type: none"> <li>Everything for christmas</li> <li>Drugstore retail trade, including OTC</li> <li>Convenience-Petrol Stations-Shops</li> <li>Regional brands</li> <li>C&amp;C &amp; DIY markets</li> <li>Country special Bavaria</li> </ul>	
<b>Issue 10</b> October 31		<ul style="list-style-type: none"> <li>Hot drinks 2018</li> <li>Meat, sausage, poultry and game</li> <li>Deep frozen &amp; convenience products</li> <li>Wine</li> <li>Fish, seafood and delicatessen</li> <li>Dairy products</li> <li>Larder: Canning &amp; Co</li> </ul>	<ul style="list-style-type: none"> <li>Coffee machines, toaster &amp; Co</li> </ul>
		<ul style="list-style-type: none"> <li>Tyrol</li> </ul>	
<b>Issue 11</b> November 28		<ul style="list-style-type: none"> <li>Superfood: Fit &amp; healthy through the wintertime</li> <li>Fruits &amp; Vegetables</li> <li>Dairy products</li> </ul>	
<b>Issue 12</b> December 27		<ul style="list-style-type: none"> <li>Dairy products</li> </ul>	
		<ul style="list-style-type: none"> <li>Concepts of success</li> </ul>	

INVESTMENT, SERVICES & COMMUNICATIONS	FAIRS 2018	
<ul style="list-style-type: none"> <li>• Modern shopping worlds: shop fittings, technical shop equipment, labeling &amp; shop design</li> <li>• Energy management in Retail</li> </ul>	<b>Internationale Grüne Woche</b> (Berlin):	19.01. – 28.01.
<ul style="list-style-type: none"> <li>• Scales, cutting machines &amp; Co</li> </ul>	<b>Christmasworld</b> (Frankfurt): <b>Paper-/Creativeworld</b> (Frankfurt): <b>ISM+ProSweets</b> (Cologne): <b>Spielwarenmesse</b> (Nuremberg):	26.01. – 30.01. 27.01. – 30.01. 28.01. – 31.01. 31.01. – 04.02.
<ul style="list-style-type: none"> <li>• High tech in the supermarket: safety and retail</li> <li>• report EuroCIS 2018</li> <li>• Logistics and car pool</li> <li>• Packaging</li> <li>• Logistics for fruit, scales &amp; Co</li> </ul>	<b>Prodexpo</b> (Moscow): <b>Fruit Logistica</b> (Berlin): <b>Ambiente</b> (Frankfurt): <b>BioFach</b> (Nuremberg): <b>Vivaness</b> (Nuremberg): <b>Vorgeschmack</b> (Vienna): <b>embedded world</b> (Nuremberg): <b>EuroCIS</b> (Düsseldorf): <b>IAW</b> (Cologne):	05.02. – 09.02. 07.02. – 09.02. 09.02. – 13.02. 14.02. – 17.02. 14.02. – 17.02. 17.02. – 19.02. 27.02. – 01.03. 27.02. – 01.03. 27.02. – 01.03.
<ul style="list-style-type: none"> <li>• Shopping center</li> <li>• Marketing &amp; sale promotion</li> <li>• B2B (telecommunication service, internet, EDV, power)</li> <li>• Logistics for wine, presentation &amp; Co</li> </ul>	<b>Salima</b> (Brünn): <b>Creativ Salzburg</b> (Salzburg): <b>Olio Capitale</b> (Trieste): <b>Internetworld</b> (Munich): <b>LogiMAT/Trade World</b> (Stuttgart): <b>light+building</b> (Frankfurt): <b>ProWein</b> (Düsseldorf): <b>Anuga Food Tec</b> (Cologne): <b>Xfair</b> (Vienna):	27.02. – 03.03. 02.03. – 04.03. 03.03. – 06.03. 06.03. – 07.03. 13.03. – 15.03. 18.03. – 23.03. 18.03. – 20.03. 20.03. – 23.03. 10.04. – 12.04.
<ul style="list-style-type: none"> <li>• Media</li> <li>• Customer loyalty (apps, customer club, customer card, collecting stickers ...)</li> </ul>	<b>Empack</b> (Zurich): <b>Label &amp; Print</b> (Zurich): <b>Logistics &amp; Distribution</b> (Zurich): <b>Packaging Innovations</b> (Zurich): <b>Alimentaria</b> (Barcelona): <b>marke[ding]</b> (Vienna): <b>Wein am Main</b> (Frankfurt): <b>Seafood Expo</b> (Brussels): <b>Free From Functional Food Expo</b> (Stockholm):	06.03. – 07.03. 11.04. – 12.04. 11.04. – 12.04. 11.04. – 12.04. 11.04. – 12.04. 16.04. – 19.04. 19.04. 21.04. – 22.04. 24.04. – 26.04. 16.05. – 17.05.
<ul style="list-style-type: none"> <li>• Logistics &amp; car pool</li> </ul>	<b>PLMA</b> (Amsterdam): <b>CeBIT</b> (Hannover): <b>Tendence</b> (Frankfurt): <b>Kind + Jugend</b> (Cologne): <b>FachPack</b> (Nuremberg): <b>Kulinarik Salzburg</b> (Salzburg):	29.05. – 30.05. 11.06. – 15.06. 30.06. – 03.07. 20.09. – 23.09. 25.09. – 27.09. 29.09. – 30.09.
<ul style="list-style-type: none"> <li>• Backing stations &amp; Co</li> </ul>	<b>Chillventa</b> (Nuremberg): <b>SIAL</b> (Paris): <b>Career Calling</b> (Vienna): <b>Alles für den Gast</b> (Salzburg): <b>bioÖsterreich</b> (Wieselburg):	16.10. – 18.10. 21.10. – 25.10. 24.10. 10.11. – 14.11. 18.11. – 19.11.
<ul style="list-style-type: none"> <li>• Scales, cutting machines &amp; Co</li> <li>• Logistics for wine, presentation &amp; Co</li> </ul>		
<ul style="list-style-type: none"> <li>• Logistics for fruit, scales &amp; Co</li> <li>• Logistics &amp; car pool</li> <li>• Packaging</li> <li>• Marketing &amp; sale promotion</li> </ul>		

# Rates 2018

SIZE		TYPE AREA	TRIM SIZE (+ 3mm)	RATE
1/1*		180 × 270 mm	210 × 297 mm	6,090.–
2/1		390 × 270 mm	420 × 297 mm	11,855.–
1/2	vertical horizontal	88 × 270 mm 180 × 132 mm	105 × 297 mm 210 × 148 mm	4,270.–
1/3	vertical horizontal	56 × 270 mm 180 × 86 mm	70 × 297 mm 210 × 100 mm	3,750.–
1/4	vertical horizontal	42 × 270 mm 180 × 66 mm	57 × 297 mm 210 × 75 mm	3,380.–
Box 1	1,5 columns	87 × 130 mm	102 × 145 mm	3,380.–
Box 2	2 columns	118 × 95 mm	133 × 110 mm	

SPECIAL ADVERTISING		TYPE AREA	TRIM SIZE (+ 3mm)	RATE
Cover			210 × 237 mm	15,950.–
Spotlight	Cover page	only in combination with a paid advertisement		3,150.–
Brand-Company Profile		special page, created by REGAL; marked as advertisement; rates for production on request		6,090.–
Postcard	on 1/1	incl. 1/1, rates for production on request		8,070.–
Booster „Neues Produkt“		87,5 × 52 mm		790.–

\* For placement on U2/U3/U4 an extra charge of € 200.– is calculated.

SUPPLEMENTS*	CIRCULATION	ADDITIONAL POSTAGE	PART OF CIRCUL. 1.000 COPIES	ADDITIONAL POSTAGE	FIXED INLAYS*	CIRCULATION
up to 10 g	4,080.–	635.–	190.–	43.–	2 pages	6.390.–
up to 20 g	5,200.–	635.–	230.–	43.–	4 pages	7.650.–
up to 30 g	6,150.–	800.–	275.–	55.–	6 pages	9.200.–
up to 40 g	7,440.–	1,210.–	315.–	65.–	8 pages	9.450.–

\* Size up to 170 × 270 mm for **supplements**.

\* For **fixed inlays** surrounding space of 5 mm left and right of center line is necessary, the **bookbinding charge** is € 995.–.

## Advertise on regal.at

WEB FORMAT	SIZE	POSITION	COST/MONTH*
Super Banner	728 × 90 px	on every page, placed above the REGAL logo	1,200.–
Junior Super Banner	420 × 90 px	on every page placed right next to the REGAL logo	1,000.–
Content Banner	300 × 250 px	on every page	700.–
Booster „Neues Produkt“	260 × 260 px	homepage and „Neue Produkte“ page	390.–
Booster „Messen /Kooperationen“	320 × 100 px	on page „Messen“ or „Kooperationen“	300.–

\* Ads are billed monthly until the publication date on the following issue.

All rates in Euro plus 5% advertising tax and 20% VAT

The parties agree to the applicability of the laws of the Republic of Austria, in regards to all legal relations arising out of this contractual relationship. The place of jurisdiction for all disputes (both active and passive legal proceedings) arising from this contract will be the responsible court in Vienna.

**Please ask for more innovative forms of advertising!**



\*due Focus

Also 2017  
is  
**REGAL**  
number 1\*  
in advertising turn-over  
among magazines  
of special interest!

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