

Ratecard 2025



THE **NR.1**
MAGAZINE
FOR RETAIL &
BRANDED
GOODS*

Since 1974
Valid from January 2025

Publication dates 2025

Issue 01-25	PD	05.02.'25	CD AD* 23.01.'25
Issue 02-25	PD	05.03.'25	CD AD* 20.02.'25
Issue 03-25	PD	02.04.'25	CD AD* 20.03.'25
Issue 04-25	PD	30.04.'25	CD AD* 17.04.'25
Issue 05-25	PD	26.05.'25	CD AD* 12.05.'25
Issue 06/07-25	PD	02.07.'25	CD AD* 18.06.'25
Issue 08-25	PD	06.08.'25	CD AD* 07.07.'25
Issue 09-25	PD	01.10.'25	CD AD* 18.09.'25
Issue 10-25	PD	29.10.'25	CD AD* 16.10.'25
Issue 11-25	PD	26.11.'25	CD AD* 13.11.'25
Issue 12-25	PD	30.12.'25	CD AD* 15.12.'25
Issue 01-26	PD	04.02.'26	CD AD* 22.01.'26
Issue 02-26	PD	04.03.'26	CD AD* 19.02.'26

*) closing date for booking = Deadline for printing materials

Key Facts 2023

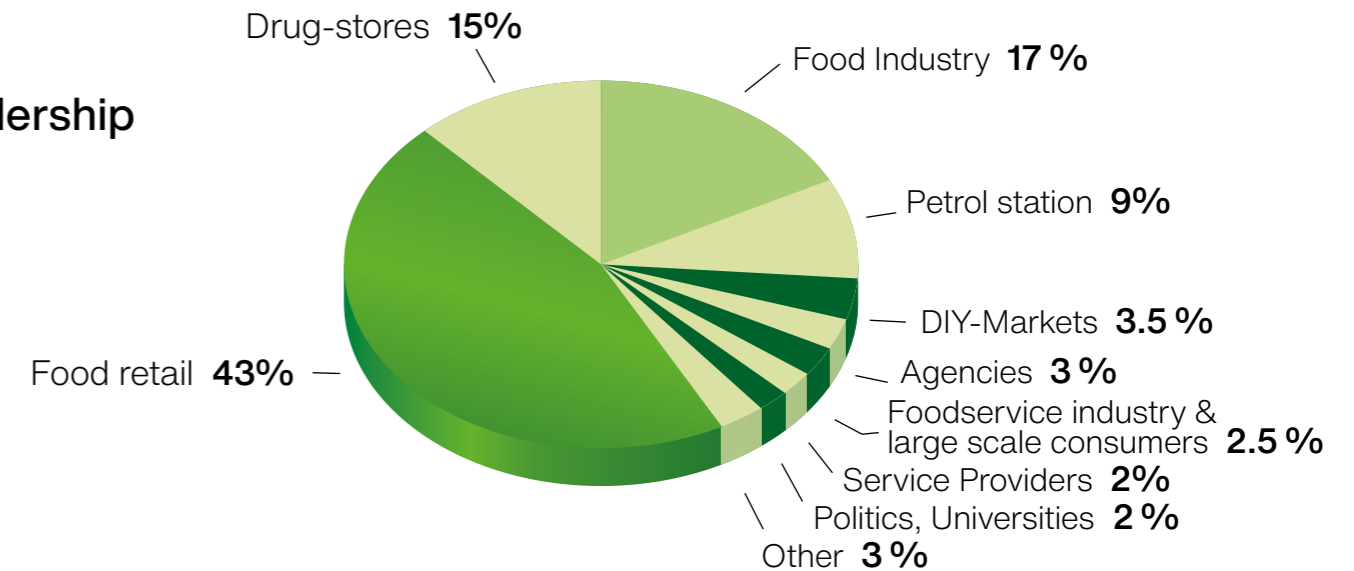
Target Audience

- **Retail:** Headquarters (procurement managers, distribution managers), supermarkets, hyper markets, C&C, DIY, petrol stations, department stores, drug-stores, specialist retailers and shopping centres
- **Foodservice industry and large scale consumers**
- **Industry:** Branded goods in the fields of Food and Non-Food manufacturers
- **Service Providers:** in the fields of shop-fitting, sales promotion, packaging, financing, consulting, logistics
- **Agencies:** advertising, media, public relation, marketing consulting

Readership

- Board members, general managers, CEOs, C-level management for: purchasing, distribution, advertising and marketing
- Salesforce, area and district managers
- Store managers
- Independent retailers and POS-staff
- Sales- and category managers, marketing managers
- Management for IT and logistics

Readership



Circulation: 26,500

Subscription rates: Print, App and ePaper

SUBSCRIPTION	DOMESTIC	ABROAD	APP/ePAPER
Print	●	●	
ePaper inkl. Archiv	●	●	●
App inkl. Archiv	●	●	●
BranchenInfo	●	●	●
Price	69.-	115.-	58.-
VAT	10 %		10 %

Cancellations

- Free cancellation before the deadline of printing material
- 50% cancellation fee for cancellations after the deadline for printing materials
- 100% cancellation fee for cancellations one week before the publication date

Subject to the Terms & Conditions of REGAL Verlagsges.m.b.H. as published at www.regal.at/ag

Data delivery

Please submit your printing documents to:
stefanie.daehmlow@regal.at | T +43 1 368 67 13-48

Production information

Please send your printing documents in PDF-, TIF- or JPG-format only

- **PDF/X-3**
- **CMYK-mode** – no spot colors like Pantone, HKS, RAL etc. or RGB colors
- **Fonts** embedded or converted to paths
- **For sloping advertisements:** 3mm bleed mark outside of the bleed
- **TIF- or JPG** data with **300 ppi** at print size
- **ICC profiles**
Cover = ISO coated v2
Core = PSO LWC Improved
- **Paper**
Cover: picture print wood-free glossy 200g
Core: LWC matt 65 g

REGAL cannot be held responsible for the quality of the printing materials supplied. The advertiser assumes the responsibility for the correctness and appropriate quality of the printing materials and guarantees that any electronic data has to be delivered with a proof.

Themen & Schwerpunkte 2025



ISSUE	PUBLICATION DATE	FOCUS TOPICS		
REGAL 01-25	05.02.	<ul style="list-style-type: none"> → Breakfast - Fit for the day → Toys, Kids & Teens → Kick-off into the ice-cream season 	<ul style="list-style-type: none"> → Retail Tech & Store Design 	
REGAL 02-25	05.03.	<ul style="list-style-type: none"> → BBQ-season 2025 → ISM-trends: sweets & bakery for nibbling → Frozen & convenience products → Bio 	<ul style="list-style-type: none"> → DIY Special (gardening, cleaning, insecticides) → Spring awakening: Gardening, Potting Soil, Insecticides, WPR → Regional focus: Lower Austria 	
REGAL 03-25	 02.04.	<ul style="list-style-type: none"> → Dairy products → Non-alcoholic beverages → Seasonal fruit & vegetables → Vinegar & oil → Retail Tech & Store Design 	<ul style="list-style-type: none"> → Logistics & Fleet → Packaging → Drugstores (including OTC-products) → Fairtrade, green & sustainable products → Regional focus: Carinthia 	
REGAL 04-25	 30.04.	<ul style="list-style-type: none"> → Beer & Mixed beer beverages → Wine → Shopping malls & -centres, specialist retailers → C&C, catering, B2B 	<ul style="list-style-type: none"> → Marketing & sales promotion → Loyalty programs (Loyalty apps & -cards) → Payment → Federal State: Styria 	
REGAL 05-25	26.05.	<ul style="list-style-type: none"> → Austrian traditional products → Products for babies and toddlers → Start-ups → Shopping at petrol stations 	<ul style="list-style-type: none"> → Family enterprises → Regional focus: Upper Austria → Country special: Switzerland 	 
→ REGAL Branchentreff, June 5th 2025, Messe Wien Halle C				
REGAL 06/07-25	02.07.	<ul style="list-style-type: none"> → Feel good food → Pet food → Drug stores product portfolio (tissues, dental care, etc.) 	<ul style="list-style-type: none"> → Logistics → Non-Food II → Regional focus: Salzburg 	
REGAL 08-25	06.08.	<ul style="list-style-type: none"> → Ethno Food & International cuisine → Bread and bakery products 	<ul style="list-style-type: none"> → Regional focus: Vienna 	
REGAL 09-25	 01.10.	<ul style="list-style-type: none"> → Dairy products → Regional brands → Christmas special (gingerbread, gift boxes ...) → Sparkling wines and liqueurs → Hot drinks (tea & coffee specialities) 	<ul style="list-style-type: none"> → Drugstores (including OTC-products) → DIY-stores → C&C markets, B2B → Nonfood II → Country special: Bavaria 	
→ Tag des Handels, October 9th to 10th 2025, Gmunden, Toscana Congress				
REGAL 10-25	29.10.	<ul style="list-style-type: none"> → Meat, sausages, poultry & meat alternatives → Fish, Seafood & delis → Frozen & convenience products → Wine 	<ul style="list-style-type: none"> → Start-ups → Shopping malls & -centres → Regional focus: Tyrol 	
REGAL 11-25	26.11.	<ul style="list-style-type: none"> → Fairtrade, green & sustainable → Plant-based food → Fruits & Vegetables → Logistics & Fleet → E-Commerce 	<ul style="list-style-type: none"> → Packaging → Marketing & sales promotion → Shopping at petrol stations → Regional focus: Vorarlberg 	
REGAL 12-25	30.12.	<ul style="list-style-type: none"> → Trends in the industry 2025 → Best practices → Start-ups: Success-stories 	<ul style="list-style-type: none"> → Regional focus: Burgenland 	

→ Product-innovations in each REGAL issue as well as on regal.at/innovationen.




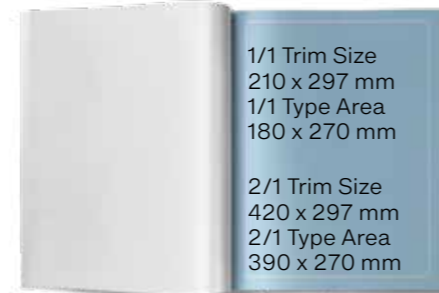


Register your product innovation for free! Use this link.

Advertising rates 2025

 <p>Trim Size 210 x 297 mm Type Area 180 x 270 mm</p> <p>1/1 Seite 7,450.-</p>	 <p>Trim Size 420 x 297 mm Type Area 390 x 270 mm</p> <p><i>Print PDF as single pages</i></p> <p>2/1 Seite 14,240.-</p>	 <p>Trim Size 105 x 297 mm Type Area 88 x 270 mm</p> <p>Trim Size 210 x 148 mm Type Area 180 x 132 mm</p> <p>1/2 Seite 5,250.-</p>
 <p>Trim Size 70 x 297 mm Type Area 56 x 270 mm</p> <p>Trim Size 210 x 100 mm Type Area 180 x 86 mm</p> <p>1/3 Seite 4,600.-</p>	 <p>Trim Size 57 x 297 mm Type Area 42 x 270 mm</p> <p>Trim Size 210 x 75 mm Type Area 180 x 66 mm</p> <p>1/4 Seite 4,160.-</p>	 <p>Box 2 Trim Size 133 x 110 mm Type Area 118 x 95 mm</p> <p>Box 1 Trim Size 102 x 145 mm Type Area 87 x 130 mm</p> <p>1/4 Box 4,160.-</p>

Special advertising formats

 <p>Trim Size 210 x 240 mm</p> <p>Cover 18,050.-</p>	 <p>Ø = 60 mm Only in combination with a paid advertisement</p> <p>Spotlight .. 3,850.-</p>	 <p>1/1 + Postcard¹ 9,800.-</p>	 <p>1/1 Trim Size 210 x 297 mm 1/1 Type Area 180 x 270 mm</p> <p>2/1 Trim Size 420 x 297 mm 2/1 Type Area 390 x 270 mm</p> <p>1/1 Advertorial¹ 7,450.- 2/1 Advertorial¹ 14,240.-</p> <p>Brand- or company advertorial in the look & feel of REGAL, marked as „advertisement“</p>
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 <p>REGAL Top Produkt 2025 license 4.265,-</p>	 <p>REGAL HIT Produkt 2025 license 4.265,-</p>	 <p>Product sampling in Vienna & Lower Austria 1,200.-</p>	<p>Surcharges: 690.- for Inside Front Cover, Inside Back Cover, On Back Cover 235.- requested placement in core section</p>
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SUPPLE- MENTS ²	Circulation	Additional Postage	Partial circula- tion: 1,000 Cp,	Additional Postage	FIXED INLAYS ³	Circulation
up to 10 g	5,350.-	780.-	240.-	65.-	2-side	7,600.-
up to 20 g	6,200.-	780.-	290.-	65.-	4-side	9,200.-
up to 30 g	7,300.-	980.-	340.-	90.-	6-side	10,900.-
up to 40 g	9,700.-	1,470.-	395.-	90.-	8-side	11,300.-

1) Production costs upon request
2) Size up to a maximum of 170 x 270 mm for supplements, Surcharge for diverging formats 500.-.
3) For fixed inlays surrounding space of 5 mm left and right of center line is necessary, the bookbinding charge is 1,050.-.

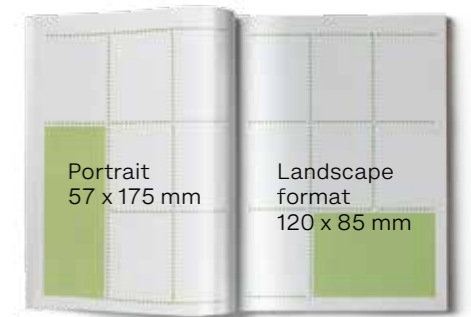
REGAL digital

WEB FORMAT	SIZE*	POSITION	COST/MONTH**
Super Banner	728 x 90 px	On every page, placed above the REGAL-logo	2,320.-
Interstitial	600 x 250 px	Content swipes across the ad on all pages	2,220.-
Content Banner	300 x 250 px	On every page	1,240.-
Intext-ad	300 x 250 px	Promotional material embedded in an article	1,240.-
Booster „Exhibitions / Cooperation“	320 x 100 px	„Messen“ or „Events“	535.-
Skyscraper	120 x 600 px	On all pages, placed in the right half of the screen	2,375.-
Halfpage Ad	300 x 600 px	On all pages, placed in the right half of the screen	5,140.-
Social Media (LinkedIn posting)	Individually	Social Media Post with Headline, Text and Picture	170.- per Posting

* For optimal presentation on high-resolution displays, please deliver the advertising material in double the resolution.
**) Price is valid for the period until publication of next REGAL-issue
Ads appear on mobile devices as „Mobile Medium Rectangle/Content Banner/Inline Rectangle“ 300 x 250px
Performance data on request. File formats: HTML5 | jpg | gif | png

REGAL Innovations - Digital

regal.at innovations	260 x 260 px	Basic entry REGAL product database	free of charge
regal.at	400 x 400 px	Premium entry REGAL product database	195.- per week
Booster: Innovations	260 x 260 px	Fixed placement on start page and subpages	620.- per month
Social Media	260 x 260 px	product posting on LinkedIn	170.- per Posting
REGAL innovation package DIGITAL	1x newsletter: sponsored product + 1 week premium entry in product database + 1x posting on LinkedIn		475.-



Booster: Print 1,360.-
Position: „Innovations“

REGAL Newsletter

Reach out to our high-class newsletter-community – in proven REGAL quality!
The REGAL „BranchenInfo“ is sent out every Monday, Thursday and Fridays (product innovations) to opinion leaders and experts in the industry. Performance data on request.

Content Banner / Inline Rectangle	300 x 250 px	205.- per mailing
Content Banner XL	600 x 250 px	235.-per mailing
Sponsored post / advertorial	600 x 338 px	235.-per mailing
REGAL innovations: your product innovation with headline, text and picture	260 x 260 px	205.-per mailing

All rates are subject to 5% advertising tax and 20% VAT.
The terms and conditions of REGAL Verlagsges.m.b.H apply, available at www.regal.at/ag

Your REGAL contacts



MARKETING MANAGEMENT
DEPUTY CEO

Mag. Angelika Wessely
angelika.wessely@regal.at
T +43 1 368 67 13 -32
M +43 660 88 89 503



SALES MANAGER
PUBLISHING DIRECTOR

Mag. Stefanie Dähmlow, MAS
stefanie.daehmlow@regal.at
T +43 1 368 67 13 -48
M +43 660 88 89 501



MARKETING CONSULTANT

Tatjana Hornacek
tatjana.hornacek@regal.at
T +43 1 368 67 13 - 24
M +43 660 88 89 505



MARKETING CONSULTANT

Mag. Franz Kahrer
franz.kahrer@regal.at
T +43 1 368 67 13 -22
M +43 660 88 89 504



MARKETING CONSULTANT

Robert Treitner
robert.treitner@regal.at
T +43 1 368 67 13 -13
M +43 660 88 89 506



MARKETING CONSULTANT

Mag. Christoph Zitka
zitka.c@gmx.de
M +41 78 250 53 97
M +49 177 762 17 13
M +43 699 181 710 34