

REGAL

TRADEMAGAZINE FOR RETAIL AND BRANDED GOODS INDUSTRY

No. 1 in trade*

Advertising terms & conditions Number 44

Valid after January 2019

*according to Media Focus market research

Release dates 2019

ISSUE	RELEASE DATE	CLOSING DATE FOR BOOKING
Issue 1	30.01.2019	17.01.2019
Issue 2	27.02.2019	14.02.2019
Issue 3	27.03.2019	14.03.2019
Issue 4	02.05.2019	19.04.2019
Issue 5	29.05.2019	16.05.2019
Issue 6–7	03.07.2019	19.06.2019
Issue 8	01.08.2019	05.07.2019
Issue 9	02.10.2019	19.09.2019
Issue 10	30.10.2019	17.10.2019
Issue 11	27.11.2019	14.11.2019
Issue 12	30.12.2019	12.12.2019
Issue 1/2020	05.02.2020	23.01.2020
Issue 2/2020	04.03.2020	20.02.2020

Subscription Rates to Print, App and ePaper:

Domestic subscription: 30.– (plus 10% VAT)/year
Single sold copies (domestic): 3.– (plus 10% VAT)/issue
Subscription abroad: 79.–/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.

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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 2019

	EVENT	FOOD	NONFOOD
Issue 1 January 30		<ul style="list-style-type: none"> The favourites of the world of breakfast Eggs Start into the icecream season Dairy products 	<ul style="list-style-type: none"> Coffee machines, toaster & Co
		<ul style="list-style-type: none"> Wake-up call easter, mother's day & spring 	
Issue 2 February 27	REGAL Fach-Forum Dairy products February 28	<ul style="list-style-type: none"> Quality on the grill: meat, sausages, poultry, sauces, ketchup, mustard, grill-equipment Trends at ISM: sweets & bakery for nibbling Deep frozen & convenience products Biological food and healthier living Dairy products 	<ul style="list-style-type: none"> Barbecue lighters, grill accessories & Co Awakening of springtime in trading (garden, garden mould, insecticides) Nonfood II
		<ul style="list-style-type: none"> C&C & DIY markets 	
Issue 3 March 27		<ul style="list-style-type: none"> Dairy products Special Mineral water Fruit juice & syrup & lemonades Beginning of springtime with F&V Vinegar & oil 	<ul style="list-style-type: none"> Personal hygiene, shaving, depilation
		<ul style="list-style-type: none"> Baby and toddler 	
Issue 4 May 2		<ul style="list-style-type: none"> Beer, including regional beers Dairy products Wine 	
		<ul style="list-style-type: none"> Styria 	
Issue 5 May 29		<ul style="list-style-type: none"> Typical Austrian Products Dairy products 	<ul style="list-style-type: none"> Schoolstart (writing, gluing) Sanitary hygiene
		<ul style="list-style-type: none"> Fairtrade, green & sustained Kids & Toys Convenience-Petrol Stations-Shops 	
Issue 6/7 July 3	REGAL Branchentreff June 13	<ul style="list-style-type: none"> Power of product recess Dairy products 	<ul style="list-style-type: none"> Mouth hygiene Animal food
Issue 8 August 1		<ul style="list-style-type: none"> Bread and bakery products Pasta & Sugo Dairy products Global guests in our markets 	<ul style="list-style-type: none"> Airrefreshing
Issue 9 October 2		<ul style="list-style-type: none"> Dairy products Special Sparkling wines and liquors 	<ul style="list-style-type: none"> Nonfood II Toys
		<ul style="list-style-type: none"> Everything for christmas Drugstore retail trade, including OTC Convenience-Petrol Stations-Shops Regional brands C&C & DIY markets Country special Bavaria 	
Issue 10 October 30		<ul style="list-style-type: none"> Hot drinks 2019 Meat, sausage, poultry and game Deep frozen & convenience products Wine Fish, seafood and delicatessen Dairy products Larder: Canning & Co 	<ul style="list-style-type: none"> Coffee machines, toaster & Co
		<ul style="list-style-type: none"> Tyrol 	
Issue 11 November 27		<ul style="list-style-type: none"> Superfood: Fit & healthy through the wintertime Fruits & Vegetables Dairy products 	
Issue 12 December 30		<ul style="list-style-type: none"> Dairy products 	
		<ul style="list-style-type: none"> Concepts of success 	

INVESTMENT, SERVICES & COMMUNICATIONS	FAIRS 2019	
<ul style="list-style-type: none"> • Modern shopping worlds: shop fittings, technical shop equipment, labeling & shop design • Energy management in Retail 	Internationale Grüne Woche (Berlin):	18.01. – 27.01.
<ul style="list-style-type: none"> • Scales, cutting machines & Co 	Christmasworld (Frankfurt):	25.01. – 29.01.
<ul style="list-style-type: none"> • High tech in the supermarket: safety and retail • report EuroCIS 2019 • Logistics and car pool • Packaging • Logistics for fruit, scales & Co 	Paper-/Creativeworld (Frankfurt):	26.01. – 29.01.
<ul style="list-style-type: none"> • Shopping center • Marketing & sale promotion • B2B (telecommunication service, internet, EDV, power) • Logistics for wine, presentation & Co 	ISM+ProSweets (Cologne):	27.01. – 30.01.
<ul style="list-style-type: none"> • Media • Customer loyalty (apps, customer club, customer card, collecting stickers ...) 	Spielwarenmesse (Nuremberg):	30.01. – 03.02.
<ul style="list-style-type: none"> • Logistics & car pool 	Fruit Logistica (Berlin):	06.02. – 08.02.
<ul style="list-style-type: none"> • Backing stations & Co 	Ambiente (Frankfurt):	08.02. – 12.02.
<ul style="list-style-type: none"> • Scales, cutting machines & Co • Logistics for wine, presentation & Co 	Prodexpo (Moskau):	11.02. – 15.02.
<ul style="list-style-type: none"> • Logistics for fruit, scales & Co • Logistics & car pool • Packaging • Marketing & sale promotion 	BioFach (Nuremberg):	13.02. – 16.02.
<ul style="list-style-type: none"> • Logistics for fruit, scales & Co • Logistics & car pool • Packaging • Marketing & sale promotion 	Vivanness (Nuremberg):	13.02. – 16.02.
<ul style="list-style-type: none"> • Logistics for fruit, scales & Co • Logistics & car pool • Packaging • Marketing & sale promotion 	EuroCIS (Düsseldorf):	19.02. – 21.02.
	LogiMAT/TradeWorld (Stuttgart):	19.02. – 21.02.
	IAW (Cologne):	25.02. – 27.02.
	embedded world (Nuremberg):	26.02. – 28.02.
	Packaging Innovations (Birmingham):	27.02. – 28.02.
	Creativ Salzburg (Salzburg):	01.03. – 03.03.
	Internet World (Munich):	12.03. – 13.03.
	POS connect (Munich):	12.03. – 13.03.
	marke[ding] (Zurich):	13.03.
	Power-Days (Salzburg):	13.03. – 15.03.
	Olio Capitale (Trieste):	15.03. – 19.03.
	ProWein (Düsseldorf):	17.03. – 19.03.
	marke[ding] (Vienna):	04.04.
	Label & Print (Zurich):	10.04. – 11.04.
	Alimentaria (Barcelona):	20.04. – 23.04.
	Wein am Main (Frankfurt):	27.04. – 28.04.
	IFFA (Frankfurt):	04.05. – 09.05.
	Seafood Expo (Brussels):	07.05. – 09.05.
	Logistics & Distribution (Dortmund):	08.05. – 09.05.
	Empack (Dortmund):	08.05. – 09.05.
	PLMA (Amsterdam):	21.05. – 22.05.
	Free From (Barcelona):	28.05. – 29.05.
	transport logistic (Munich):	04.06. – 07.06.
	CeBIT (Hannover):	24.06. – 28.06.
	Tendence (Frankfurt):	29.06. – 01.07.
	IAW (Cologne):	18.09. – 20.09.
	Kind + Jugend (Cologne):	19.09. – 22.09.
	FachPack (Nuremberg):	24.09. – 26.09.
	Kulinarik Salzburg (Salzburg):	28.09. – 29.09.
	Anuga (Cologne):	05.10. – 09.10.
	Xfair (Vienna):	08.10. – 10.10.
	Career Calling (Vienna):	23.10.
	Alles für den Gast (Salzburg):	09.11. – 13.11.
	bioÖsterreich (Wieselburg):	17.11. – 18.11.

Rates 2019

SIZE		TYPE AREA	TRIM SIZE (+ 3mm)	RATE
1/1*		180 × 270 mm	210 × 297 mm	6,150.–
2/1		390 × 270 mm	420 × 297 mm	11,895.–
1/2	vertical	88 × 270 mm	105 × 297 mm	4,340.–
	horizontal	180 × 132 mm	210 × 148 mm	
1/3	vertical	56 × 270 mm	70 × 297 mm	3,810.–
	horizontal	180 × 86 mm	210 × 100 mm	
1/4	vertical	42 × 270 mm	57 × 297 mm	3,450.–
	horizontal	180 × 66 mm	210 × 75 mm	
Box 1	1,5 columns	87 × 130 mm	102 × 145 mm	3,450.–
Box 2	2 columns	118 × 95 mm	133 × 110 mm	

SPECIAL ADVERTISING		TYPE AREA	TRIM SIZE (+ 3mm)	RATE
Cover			210 × 237 mm	15,990.–
Spotlight	Cover page	only in combination with a paid advertisement		3,190.–
Brand-Company Profile		special page, created by REGAL; marked as advertisement; rates for production on request		6,150.–
Postcard	on 1/1	incl. 1/1, rates for production on request		8,150.–
Booster „Neues Produkt“		87,5 × 52 mm		850.–

* 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	4,090.–	645.–	195.–	45.–	2 pages	6.400.–
up to 20 g	5,210.–	645.–	235.–	45.–	4 pages	7.690.–
up to 30 g	6,160.–	810.–	280.–	58.–	6 pages	9.250.–
up to 40 g	7,450.–	1,220.–	320.–	68.–	8 pages	9.490.–

* Size up to 170 × 270 mm for **supplements**. Surcharge for other dimensions € 200.–.

* 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 2018
is
REGAL
number 1*
in advertising turn-over
among magazines
of special interest!

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