

Vending Spiegel

■ Magazine for operators, manufacturers and service providers

Media rates no. 9, valid as of January 2019

www.vendingspiegel.de



Media 2019

www.vendingspiegel.de

jamVerlag GmbH

Brief characterisation

VendingSpiegel is an independent magazine for operators and manufacturers as well as service providers involved in the vending machine industry. The target group primarily includes experts in vending enterprises who reach strategic decisions in business operations and the practical supply of local customers on a daily basis. In the process, all readers will be briefly and concisely informed about current industry and product innovations. Opinions and trends in politics and the industry rank foremost. Operators, suppliers, associations and manufacturers have their say here. Furthermore, the views of industry partners from consulting firms and other branches of the industry are taken into consideration.

The topic of personnel, training and development as well as the field of economic analysis also play an important role in the news coverage. **VendingSpiegel** takes beneficial marketing and management activities into consideration and introduces corporate product innovations. Last but not least, general topics on the out-of-home market are also helpful aspects of critical market presentation. The exclusivity of editorial contributions is particularly important. In-house research, interviews, analyses and critical commentaries by competent editorial staff make the magazine indispensable for readers. Information based on press releases is examined, edited and presented for the benefit of the readers. To sum it up, **VendingSpiegel** provides optimal media support for the entire industry.

Bank details Frankfurter Volksbank eG
IBAN: DE92 5019 0000 0005 0144 41
BIC: FFVBDEFF
VAT no.: DE 206 622 118

Term of payment 30 days net after invoicing

Frequency 10 times per year

Subscription rates	national annual subscription: print + online	48.00 €
	national annual subscription: print	24.00 €
	international annual subscription: print + online	56.00 €
	international annual subscription: print	32.00 €

Printed copies 3,083 copies (IVW II/2018)

Printing circulation 3,026 copies (IVW II/2018)



Publishing company jamVerlag GmbH Phone: +49 (0) 69 / 86 711 404
Lausitzer Straße 9 Fax: +49 (0) 69 / 86 711 406
D-63075 Offenbach
Germany

Internet: www.jamverlag.de www.vendingspiegel.de
E-mail: info@jamverlag.de

Head of Advertising Antonia Seufert Phone: +49 (0) 69 / 86 711 413
E-mail: antonia.seufert@jamverlag.de

Insertions/ Advertisements Julia Eckmann Phone: +49 (0) 21 02 / 16 89 834
E-mail: julia.eckmann@jamverlag.de

Editorial team Ralf Lang E-mail: ralf.lang@jamverlag.de
(Chief Editor)
Sören Nolte E-mail: soeren.nolte@jamverlag.de

Editorial office jamVerlag GmbH Phone: +49 (0) 21 02 / 16 89 834
Christinenstraße 12 Fax: +49 (0) 21 02 / 16 89 839
D-40880 Ratingen
Germany

Trim size 210 mm width x 297 mm height, DIN A4

Printing technique offset method

Digital data print-pdf/X-4, high-resolution (at least 300 dpi with colour- and greyscale pictures; at least 600 dpi with Bitmap pictures), data must be in CMYK, fonts have to be embedded. The customer is responsible for the correctness of texts and images. If required, digital data can be created by the publisher against invoice.

Proof A colour and position proof has to be delivered or sent in as a pdf.

AD RATES

Discounts (purchase within 12 months)

Placing rates	2 insertions	3 %
	4 insertions	5 %
	6 insertions	10 %
	8 insertions	15 %
	10 insertions	20 %

Page rates	1 page	3 %
	3 pages	5 %
	5 pages	10 %
	7 pages	15 %
	10 pages	20 %

Additional discounts possible in combination with bookings in VerpflegungsManagement, GastroSpiegel, and/or EXISTENZ GASTRONOMIE.

Prices per mm	column width 45 mm	
	price per mm/column	4.70 €

Recruiting ads (all prices per mm/column)

position wanted	column width 45 mm	1.20 €
position vacant	column width 45 mm	3.90 €
real estate	column width 45 mm	3.80 €

Special placement (all prices per mm/column)

front cover placement	column width 45 mm	8.00 €
individual placement		210.00 €

Additional colour charge	Price upon request
---------------------------------	--------------------

Fixed inserts	2 pages	4,100.00 €
	delivery: DIN A4 + 5 mm on each edge; a sample is requested in advance.	

Bound inserts	4 pages (magazine centre)	6,100.00 €
	delivery: DIN A4 + 5 mm on each edge; a sample is requested in advance.	

Loose inserts	max. size 206 x 292 mm, price per 1,000 copies, a sample is requested in advance	
	up to 25 g	390.00 €
	more than 25 g	Price upon request

Special formats	e.g. banderoles, ad flaps, or stickers (adhesive labels, postcards) upon request
------------------------	--

No additional charge for bleed size. All other formats upon request. Prices in Euro excl. VAT.

Formats	Type area format (width x height)	Bleed off format (width x height)	Prices	
	1/1	180 x 260 mm	210 x 297 mm	Full trim size: Please add 3 mm bleed on all sides. 4c 3,900.00 € b/w less 30 %
	3/4 vertical	135 x 260 mm	145 x 297 mm	
	3/4 horizontal	180 x 195 mm	210 x 210 mm	
	2/3 vertical	120 x 260 mm	130 x 297 mm	4c 2,800.00 € b/w less 30 %
	2/3 horizontal	180 x 175 mm	210 x 190 mm	

	1/2 vertical	90 x 260 mm	100 x 297 mm	4c 2,200.00 € b/w less 30 %
	1/2 horizontal	180 x 130 mm	210 x 145 mm	
	1/3 vertical	60 x 260 mm	70 x 297 mm	4c 1,600.00 € b/w less 30 %
	1/3 horizontal	180 x 85 mm	210 x 100 mm	
	1/4 vertical	45 x 260 mm	55 x 297 mm	4c 1,200.00 € b/w less 30 %
	1/4 horizontal	180 x 65 mm	210 x 80 mm	
	1/4 corner	90 x 130 mm	100 x 145 mm	
	1/8 vertical	45 x 130 mm	55 x 145 mm	4c 700.00 € b/w less 30 %
	1/8 horizontal	180 x 30 mm	210 x 45 mm	
	1/8 corner	90 x 65 mm	100 x 80 mm	

Issue	Deadline for editorial	Deadline for advertisements	Deadline for printing material	Date of publication	Exhibitions/Fairs	Main editorial topics
1/2	04.01.2019	07.01.2019	08.01.2019	18.01.2019	ISM, Cologne, 27-30.01.	Sweets and confectionary
3	15.02.2019	18.02.2019	19.02.2019	01.03.2019	Internorga, Hamburg, 15.-19.03. Vending Paris, Paris, 02.-04.04.	Tabletop
4	22.03.2019	25.03.2019	26.03.2019	05.04.2019		Hot beverages: beans, instant & co
5	12.04.2019	15.04.2019	16.04.2019	26.04.2019	Euvend, Cologne, 09.-11.05.	Water filtration / water cooler
6	24.05.2019	27.05.2019	28.05.2019	07.06.2019		Cold beverage machines / fill products
7/8	12.07.2019	15.07.2019	16.07.2019	26.07.2019		Cups / packaging & displays
9	23.08.2019	26.08.2019	27.08.2019	06.09.2019	Südback, Stuttgart, 21.-24.09.	Hot beverage machines
10	20.09.2019	23.09.2019	24.09.2019	04.10.2019	HOST, Milan, 18. - 22.10. Iss Gut!, Leipzig, 03.-05.11.	Payment systems / telemetry
11	18.10.2019	21.10.2019	22.10.2019	04.11.2019	Igeho, Basel, 16.-20.11.	Snacks & snack machines & combi-vending machines
12	22.11.2019	25.11.2019	26.11.2019	06.12.2019		Cleaning / Hygiene & spare parts

(dd/mm/yyyy)

ONLINE RATES www.vendingspiegel.de

Full-size banners

Format	Environment	Period	Rate
420 x 60 pixels	homepage	3 months	1,500.00 €
420 x 60 pixels	other headings	3 months	900.00 €

Rectangle banners

Format	Environment	Period	Rate
220 x 320 pixels	homepage	3 months	1,800.00 €
220 x 320 pixels	other headings	3 months	1,200.00 €

Footer banners

Format	Environment	Period	Rate
280 x 175 pixels	homepage	3 months	600.00 €
280 x 175 pixels	other headings	3 months	300.00 €

Max. two ads in rotation. Due to the responsive design, rectangle and footer banners are also required in a format of 420 x 60 pixels.

Newsletter

Format	Environment	Period	Rate
420 x 60 pixels	newsletter, horizontal between news-teasers	per newsletter	250.00 €

Prices in Euro excl. VAT.



Discounts

(purchase within 12 months)

Placing rates

2	insertions	(6 months)	10 %
3	insertions	(9 months)	15 %
4	insertions	(12 months)	20 %

Data for banners can be provided in all common formats (jpg, gif and png). Other formats on request.

General Terms and Conditions of jamVerlag for Print and Online Media

1. „Advertising order“ within the meaning of the following General Terms and Conditions of Business shall be understood to mean the contract to publish one or more advertisements or online advertisements from an advertiser or other space buyer in printed publications or on an internet site for the purpose of circulation.
2. In case of doubt, advertisements or online advertisements must be called for publication within one year of entering the contract. If a contract grants the right to call individual advertisements, the order must be executed within one year from publication of the first advertisement, insofar as the first advertisement is called and published within the period specified in sentence 1.
3. With contracts, the customer shall also be entitled, within the period agreed or specified in no. 2, to call for advertisements or online advertisements above and beyond the quantity specified in the order.
4. If an order is not fulfilled for reasons beyond the publisher's control, the customer shall be obliged to reimburse the publisher for the difference between the discount granted and the discount allowed on the actual purchase, without prejudice to any other legal obligations. Reimbursement will not apply if failure to meet the order is attributable to force majeure in the publisher's area of risk.
5. Orders requesting the publication of advertisements, inserts or online advertisements in specific issues or at specific positions in the printed publication or online space are carried out if the customer has declared that the advertisement, online advertisement or insert shall be published in specific issues or at specific positions of the printed matter or the online space and if this has been confirmed explicitly to the publisher. Classified advertisements shall be printed in the respective column without the need for any express agreement to this effect.
6. Advertisements that, due to their editorial design, are not readily recognisable as advertisements shall be clearly marked by the publisher using the word „Advertisement“.
7. The publisher reserves the right to refuse advertising orders or online advertising orders - including individual calls for publication under the terms of a contract - and orders for inserts on the grounds of content, origin or technical form if the relevant advertisement or online advertisement, at the publisher's due discretion, violates laws, official regulations or good morals or if the publisher cannot be reasonably expected to publish them. Orders for inserts are not binding on the publisher until a sample of the insert has been submitted and approved. Inserts in any format or make-up leaving the reader with the impression that they are an integral part of the newspaper or magazine or containing outside advertising will not be accepted. The customer will be informed immediately if an order is refused.
8. The customer shall be responsible for the punctual delivery of faultless advertising copies and online advertising media, which meet the publisher's technical requirements. The publisher shall immediately request substitutes for recognisably unsuitable or damaged printing material.
9. If all or part of the advertisement or the online advertisement is printed illegibly, incorrectly or incompletely, the customer shall be entitled to a reduction in price or to a faultless substitute advertisement; however, only to the extent to which the purpose of the advertisement or online advertisement has been impaired. If the publisher is not successful in rectifying the situation within a reasonable time limit set for this purpose or a substitute advertisement is again not faultless, the customer shall have the right to demand a reduction in price or to withdraw from the contract. Claims for damages arising from a positive breach of obligations, culpa in contrahendo and tort shall be excluded - including in the case of orders placed by telephone; claims for damages from impossibility of performance and default are limited to the replacement

of the foreseeable loss and to the amount of fees payable for the relevant advertisement or insert. This does not apply in the event of intent and gross negligence on the part of the publisher, its legal representative or its vicarious agents. Any liability of the publisher for damage due to the absence of a guaranteed quality shall not be affected. In commercial transactions, the publisher shall also not be liable for gross negligence of simple vicarious agents; in other cases, the liability towards merchants for gross negligence is limited to the amount of the foreseeable losses up to a maximum of the relevant fees for the advertisements. Complaints for defects - with the exception of non-obvious defects - must be put forward within one week from receipt of the invoice.

10. Proof copies shall be delivered only if expressly requested. The customer shall be responsible for ensuring that the returned proof copies are correct. The publisher shall take into account all error corrections brought to its attention within the period set at the time the proof was sent.
11. If no specific size requirements are stipulated, the charge will be based on the actual advertisement height or placement size normal for the type of the advertisement or online advertisement medium concerned.
12. If the customer does not pay in advance, the invoice will be issued immediately, possibly, however, 14 days after the advertisement or online advertisement is published. The invoice is to be paid within the period specified in the price list and commencing from the time of invoice receipt, unless any other payment period or prepayment is agreed in the individual case. Any discounts for early payment shall be granted as specified in the price list.
13. Interest and collection costs will be charged if payment is delayed or deferred. In the event of late payment, the publisher may defer further execution of the current order until such time as payment is made and demand prepayment for the advertisements or online advertisements still awaiting publication. In the event of justified doubts regarding the customer's ability to pay, the publisher is entitled, including during the term of an advertising contract and regardless of the period originally agreed for payment, to make the publication of further advertisements or online advertisements contingent on prepayment of the amount concerned and on the settlement of any outstanding invoice amounts.
14. On request, the publisher shall supply a voucher copy together with the invoice. If it is no longer possible to procure a voucher copy, a legally binding certificate from the publisher on the publication and distribution of the advertisement or online advertisement shall take its place.
15. All advertising orders will be processed in line with the applicable data protection regulations.
16. In the event of keyed advertisements, the publisher shall exercise the care of a prudent businessman in the safekeeping and timely forwarding of offers. Registered and express letters responding to keyed advertisements shall only be forwarded by ordinary mail. Replies to keyed advertisements shall be kept for four weeks. Replies not collected within this period shall be destroyed. Although under no obligation to do so, the publisher shall return valuable documents. The publisher reserves the right, in the interest and for the protection of the customer, to open and inspect incoming offers so as to eliminate any misuse of the keyed advertisement service. The publisher is under no obligation to forward any business recommendations and offers of introduction.
17. The place of jurisdiction for legal action involving business transactions with merchants, legal entities under public law or special funds under public law shall be the headquarters of the publisher. If the place of residence or customary abode of the customer is unknown at the time action is brought or if the customer moves its place of residence or customary place of abode outside the reach of the law after entering the contract, the agreed place of jurisdiction shall be the headquarters of the publisher.