

# Vending Spiegel

■ Magazine for operators, manufacturers and service providers

Media rates no. 11, valid as of 1<sup>st</sup> January 2021

[www.vendingspiegel.de](http://www.vendingspiegel.de)



Media 2021

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**jam**Verlag 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  
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**Term of payment** 3% cash discount on payment before publication date  
2% cash discount within 10 days after invoicing  
30 days net after invoicing

**Frequency** 10 times per year

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

**Printed copies** 2,940 copies (IVW II/2020)

**Printing circulation** 2,774 copies (IVW II/2020)



## Publishing company

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**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)

<b>Placing rates</b>	2 insertions	3 %
	4 insertions	5 %
	6 insertions	10 %
	8 insertions	15 %
	10 insertions	20 %

<b>Page rates</b>	1 page	3 %
	3 pages	5 %
	5 pages	10 %
	7 pages	15 %
	10 pages	20 %

Discounts are applicable to bookings in all other magazines issued by jamVerlag and may be combined.

<b>Prices per mm</b>	column width 45 mm	
	price per mm/column	4.90 €

### 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 €
back cover		4,000.00 €

<b>Additional colour charge</b>	Price upon request
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<b>Fixed inserts</b>	2 pages	4,100.00 €
	delivery: DIN A4 + 5 mm on each edge; a sample is requested in advance.	

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








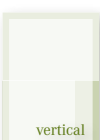


<b>Loose inserts</b>	max. size 206 x 292 mm, price per 1,000 copies, a sample is requested in advance.	
	up to 25 g	390.00 €
	more than 25 g	Price upon request

**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	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	4c 3,100.00 € b/w less 30 %
	2/3 vertical	120 x 260 mm	130 x 297 mm	
	2/3 horizontal	180 x 175 mm	210 x 190 mm	4c 2,800.00 € b/w less 30 %

Full trim size: Please add 3 mm bleed on all sides.

	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 1,640.00 € 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 1,250.00 € 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 770.00 € 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	

Full trim size: Please add 3 mm bleed on all sides.

Issue	Deadline for editorial	Deadline for advertisements	Deadline for printing material	Date of publication	Exhibitions/Fairs	Main editorial topics
1/2	08.01.2021	11.01.2021	12.01.2021	22.01.2021	ISM, Cologne, 31.01.-03.02.	Sweets and snacks
3	12.02.2021	15.02.2021	16.02.2021	26.02.2021	Venditalia, Milan, 10.-13.03. Internorga, Hamburg, 12.-16.03.	Tabletop
4	26.03.2021	29.03.2021	30.03.2021	09.04.2021		Hot beverages: beans, instant & co.
5	23.04.2021	26.04.2021	27.04.2021	07.05.2021		Cold beverage machines & filling products
6	21.05.2021	24.05.2021	25.05.2021	04.06.2021	World of Coffee, Athens, 24.-26.06.	Water filter / Water cooler
7/8	16.07.2021	19.07.2021	20.07.2021	30.07.2021		Cups / packaging & displays
9	20.08.2021	23.08.2021	24.08.2021	03.09.2021		Snacks, snack- & combi vending machines
10	17.09.2021	20.09.2021	21.09.2021	01.10.2021	Host, Milan, 22.-26.10.	Hot beverage machines
11	22.10.2021	25.10.2021	26.10.2021	05.11.2021	Igeho, Basel, 20.-24.11.	Cleaning / hygiene & spare parts
12	19.11.2021	22.11.2021	23.11.2021	03.12.2021		Inventory management & payment systems / telemetry industry highlights 2021/2022

(dd/mm/yyyy)

## DIE HOMEPAGE-STRUKTUR [www.vendingspiegel.de](http://www.vendingspiegel.de)

### HOME

This section attracts attention to a high degree owing to the significant and current news and information shown. Readers tend to stay a while. The homepage is the starting point for the internet presence and is therefore particularly suitable for placing banners.

### NEWS

This part features news from the industry and several commercial sectors in various categories. Thus, VS-Online not only serves as a gateway to the industrial branch, but also provides current information on the out-of-home market.

### EVENTS

Users are kept up-to-date in terms of professional development thanks to a broad overview of the most significant events within the industry line (reaching from workshops offered by vendors, to specialist trade fairs up to events organized by associations.)

### E-PAPER

The e-paper feature stands out from the numerous service possibilities to choose from. Here subscribers can see all GastroSpiegel issues online. For subscribers, new issues are published online shortly before the print issue is distributed.

### JOB MARKET

Here job offers as well as applications for a post are published in addition to the print media of VendingSpiegel. Subscribers can hereby always access the most recent offers.



**Full-size banner**

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

**Rectangle banner**

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

**Textbox banner** (not animated)

Format	Environment	Period	Rate
400 characters, 1 picture, 1 logo, 1 link	homepage	1 month	420.00 €

**Footer banner**

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

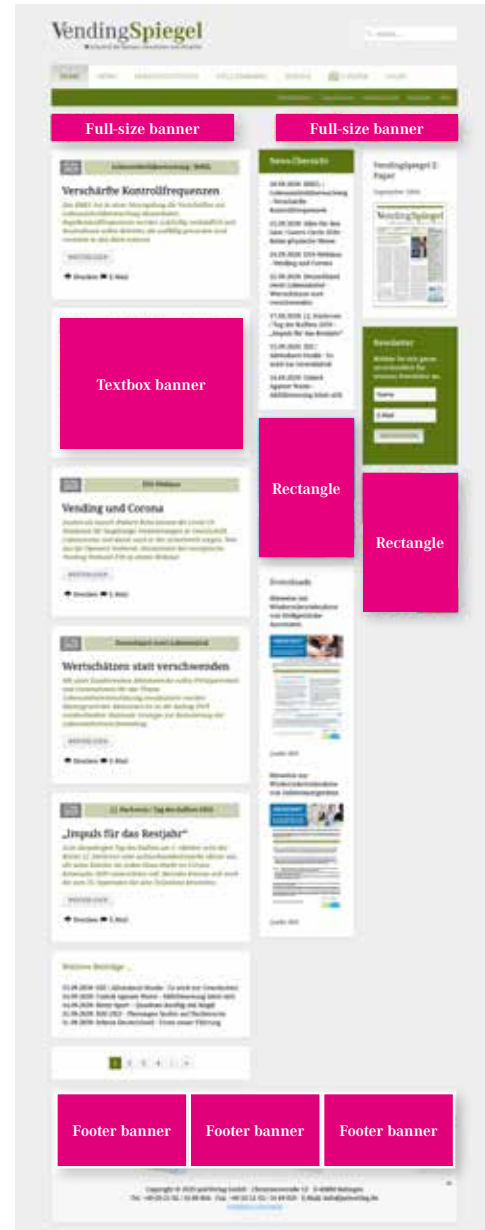
Due to the responsive design, rectangle and footer banner are also required in a format of 420 x 60 pixel.

Banner placement on homepage: max rotation of 2.



Several years ago the VendingSpiegel website was one of the first within the industry sector to be set up in a responsive design. Thus, the website automatically adapts to the display size of mobile end devices such as smartphones and tablets and keeps the font

size. Also the placement of advertising banners stays visible. When sidebars are hidden, rectangle banners pop up in full size in various places. By this means, VendingSpiegel provides an ideal general online communication with readers at all times.



# NEWSLETTER

At least ten times a year the VendingSpiegel newsletter provides current news on the VendingSpiegel website. Make use of the VendingSpiegel newsletter for your online advertising: Our newsletter is eagerly awaited by users.

## Newsletter

Format	Environment	Period	Price
Fullsize banner 420 x 60 Pixel max. 550 x 80 Pixel	Newsletter, between news-teaser	per newsletter	250.00 €
Rectangle banner 260 x 400 Pixel	Newsletter, between news-teaser	per newsletter	400.00 €
Textbox banner 400 characters, 1 picture, 1 logo, 1 link	Newsletter, between news-teaser	per newsletter	420.00 €

Data for banner can be provided in all common formats (jpg, gif and png). Max. file size: 300 KB

Prices in Euro excl. VAT.

Other formats on request.

## Discounts

## Placing rates

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

# NEWSLETTER SCHEDULE

Nr.	Deadline for editorial	Deadline for advertisements	Date of publication	Exhibitions/Fairs
1/2	08.01.2021	11.01.2021	22.01.2021	ISM, Cologne, 31.01.-03.02.
3	12.02.2021	15.02.2021	26.02.2021	Venditalia, Milan, 10.-13.03. Internorga, Hamburg, 12.-16.03.
4	26.03.2021	29.03.2021	09.04.2021	
5	23.04.2021	26.04.2021	07.05.2021	
6	21.05.2021	24.05.2021	04.06.2021	World of Coffee, Athens, 24.-26.06.
7/8	16.07.2021	19.07.2021	30.07.2021	
9	20.08.2021	23.08.2021	03.09.2021	
10	17.09.2021	20.09.2021	01.10.2021	Host, Milan, 22.-26.10.
11	22.10.2021	25.10.2021	05.11.2021	Igeho, Basel, 20.-24.11.
12	19.11.2021	22.11.2021	03.12.2021	

**VendingSpiegel Newsletter**  
Nr. 3 | 2020

Newsletter für

Lehrer Lorenz, Berlin-Lenn

und die Gewinner oder Verlierer? Die Situationen geben jedoch die Antwort anzuzeigen, ob die Vending-Branche zu den Gewinnern der aktuellen Corona-Krise gehört. Fakt ist, dass sowohl Operatoren und Lieferanten diese Herausforderung teilweise erfolgreich überwinden konnten (siehe: Interview: Spitzenbetriebe aber sogar Zulieferer der Hersteller wie Essco sowie auch Ehrenamtler vieler Zulieferer. In der aktuellen VendingSpiegel Präsentation, die Sie in den nächsten Tagen in Ihrer Mailbox und sonst wo auch als PDF heruntergeladen, wird deutlich, dass die Vending-Branche im Vergleich zu anderen Geschäftsbereichen in letzterem Segment noch gut dastehen können trotz Operatoren sowie Chancen durch die Krise.

Ich hoffe, dass Sie die ersten Schritte mit Bekämpfung des Corona-Virus und die aktuellen Lieferungen setzen können, um das Geschäft weiter anzukurbeln. Vergessen Sie nicht den Mitarbeiter. Wie gehen Dinge und Jobs, was können in der Vending-Branche zu berücksichtigen ist.

Der  
Hart Long

**Newsletter textbox banner**

Viel Freude bei der Corona-Krise

**Einbruch nach gutem Start**

Die Sachverhalte der VendingSpiegel-Branche sind die besten Beispiele der Corona-Krise und die Vending-Branche ist nicht die Auslieferungslieferanten bei den Lieferungen immer steigend. Das hat auch Auswirkungen auf das Geschäft der Operatoren in, die wirtschaftliche Weltweite verbunden die Lieferanten ihre Kunden in der aktuellen Situation.

**Info zu Anzeigen im 2. Quartal**

**Full-size banner**

**Belegte / Arbeit**

**Deutschland Lockdown überbrücken**

Zum 18. April hat der deutsche Präsident die Deutschland-Geschäft der Bank für die Corona-Krise angekündigt. Die Corona-Krise ist ein Beispiel für die Herausforderungen. Diese sind nicht nur bei den Kunden, sondern auch bei den Lieferanten. Die Corona-Krise ist ein Beispiel für die Herausforderungen. Diese sind nicht nur bei den Kunden, sondern auch bei den Lieferanten. Die Corona-Krise ist ein Beispiel für die Herausforderungen. Diese sind nicht nur bei den Kunden, sondern auch bei den Lieferanten.

**Info auf die Mitarbeiter**

**Full-size banner**

**Wiederentdeckung**

**Marktübersicht für den Anzeigenmarkt**

Wie oft haben Sie die Wiederveröffentlichung von Werbemaßnahmen und Lieferungen mit den Kunden? Wie oft haben Sie die Wiederveröffentlichung von Werbemaßnahmen und Lieferungen mit den Kunden? Wie oft haben Sie die Wiederveröffentlichung von Werbemaßnahmen und Lieferungen mit den Kunden? Wie oft haben Sie die Wiederveröffentlichung von Werbemaßnahmen und Lieferungen mit den Kunden?

**Rectangle banner**

## 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 advertiser 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.