

Media data

Omnichannel

SME segment Returns
Smart Web analyses Couponing

Multichannel

industry-related

Der Handel

Das Wirtschaftsmagazin für Handelsunternehmer

e-tailment

Das Digital Commerce Magazin von **Der Handel**

**Leading in trade,
strong in the SME
segment.**

Profit from our placement and price ranges.
More information under www.derhandel.de or
from Benjamin Grau under +49 (0)169.7595-
1834, eMail: grau@derhandel.de



Publisher information

Publisher: Deutscher Fachverlag GmbH
Address: Der Handel Advertising Department
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Advertisement service: Frank Goller +49 (0)69 75 95-2526

The addresses and telephone numbers of our sales representatives are displayed on the rear.

Publication frequency: Monthly
Subscription price: **Annual subscription** Domestic €57.00 incl. distribution fees and VAT
Abroad €60.00 incl. distribution fees
Individual price €5.00 plus postage and VAT

Volume: 46th Volume 2017

Banking information: Frankfurter Sparkasse, Acc. 34 926, BLZ 500 502 01, BIC HELADEF1822,
IBAN DE56 5005 0201 0000 0349 26

Terms of payment: 3% discount with payment on advance invoice or order confirmation or direct debit by the date of publication, 2% discount with payment within 14 days of invoice date, 2% discount with direct debits within 14 days of invoice date, net within 30 days of invoice date

General Terms and Conditions: Our General Terms and Conditions, as well as our General terms and conditions of business Online (refer to www.etailment.de/agb) apply for the correct processing of orders.

Editorial concept

Der Handel – The business magazine for traders

Der Handel is the business magazine for the entire trade sector characterised by small and mid-sized businesses. The core target group are the owners and decision-makers of small and mid-sized trade businesses. Der Handel appears monthly. The editorial focus is to support readers in their corporate management, whereby Der Handel provides constructively critical and descriptive reports on developments which concern traders. It also supports traders in their actions and economic activities with reliable decision-making tools.

According to the “Leseranalyse Entscheidungsträger in Wirtschaft und Verwaltung” (LAE 2016), the magazine reaches 145,000 decision makers. Der Handel has a coverage of 21.4% in the target group “Small and Mid-sized Trade Businesses” and 21.3% in the target group “Overall Trade”. The topics of this important target group are the topics of “Der Handel”. With our five competence fields Digitalisation, Payment, Logistics, Financing and Vehicle Fleet, we address the sector’s most important topics.



Digital Commerce for the SME Segment

Top start-up businesses Trade/FMCG and Digital Commerce trends for the SME segment.

The magazine is targeted at owners, CEOs and strategic decision-makers in the trade industry predominantly characterised by small and mid-sized businesses. This edition's objective is to

- ▶ make traders aware of the eCommerce distribution channel's growing significance
- ▶ provide traders with professional and illustrative support in their decision-making processes
- ▶ to strengthen traders with successful approaches (Pure Players, Multi-channel Players) and reliable investment advice.

Digital Commerce Events

ET	August 1, 2017
AS	July 13, 2017
DU	July 20, 2017

In cooperation with



Investment potentials in the SME segment

Germany is investing - we can tell you where.

We can tell you not only what moves the trade and the SME segment, but you will also be provided with information on the investments planned in this sector and the available budgets.

The ipm 7 study (developed by Der Handel, the Handelsblatt Publishing Group and IQ) accurately pinpoints the amounts flowing into the market during the next two years. This makes your target group even more transparent and your promotional measures even more effective. Talk to our sales representatives. We will introduce you to the results of the study - tailored to your business.



Hardware
8.5 billion



Software
8.2 billion



Vehicle fleet
57.4 billion



Tech. office communication
4.6 billion



The decisive investment segments in Euros.

Total investment for the next 2 years: **250.1 billion**

Dates and topics 2017

Issue	ET	AS	DU	Focal topics
02/2017	February 6, 2017	January 18, 2017	January 25, 2017	<ul style="list-style-type: none"> ▶ SME financing: rating, conditions, loans ▶ Vehicle fleet & Pool: Vehicle fleet management, fleet leasing, fuel cards ▶ EuroShop/ EuroCis Special (Light & Shopfitting/ POS Technology/ E-Payment)
03/2017	March 6, 2017	February 15, 2017	February 22, 2017	<ul style="list-style-type: none"> ▶ Digitalisation: Trends for the SME segment (CeBIT) ▶ Office technology & Telecommunications ▶ Business start-up ▶ Vehicle fleet & Pool: Company cars as business cards on wheels - the range of special paintwork
04/2017	April 3, 2017	March 15, 2017	March 22, 2017	<ul style="list-style-type: none"> ▶ Payment systems (stationary, online, mobile) ▶ Energy management ▶ Logistics ▶ Vehicle fleet & Pool: City vans, Market overview
05/2017	May 2, 2017	April 10, 2017	April 19, 2017	<ul style="list-style-type: none"> ▶ Cash investment: Opportunities for entrepreneurs ▶ Succession planning ▶ Digital Commerce trends for the SME segment ▶ Automotive Special Spring 2017: Vehicle fleet & Pool
06/2017	June 6, 2017	May 16, 2017	May 23, 2017	<ul style="list-style-type: none"> ▶ Digitalisation: Multichannel solutions ▶ Insurance & provisions for the SME segment ▶ Data management ▶ Vehicle fleet & Pool: Autonomous and networked - the possibilities of modern assistance systems
07-08/2017	July 10, 2017	June 21, 2017	June 28, 2017	<ul style="list-style-type: none"> ▶ Mobile Commerce ▶ Support programmes ▶ Vehicle fleet & Pool: Car hires, Long-term rentals, Car-sharing ▶ Anniversary Special: The 500th issue of Der Handel

Dates and topics 2017

Issue	ET	AS	DU	Focal topics
Special edition Digital Commerce	August 1, 2017	July 13, 2017	July 20, 2017	In cooperation with Berlin Valley Top 100 start-up companies Trade/FMCG Digital Commerce trends for the SME segment
09/2017	September 4, 2017	August 16, 2017	August 23, 2017	<ul style="list-style-type: none"> ▶ Multichannel payment ▶ Package & Logistics Services ▶ Fleet insurance Company cars: IAA – Trends & News
10/2017	October 2, 2017	September 13, 2017	September 20, 2017	<ul style="list-style-type: none"> ▶ Digitalisation: Back office systems ▶ SME financing ▶ Business formation ▶ Vehicle fleet & Pool: Company cars for chief executives
11/2017	November 6, 2017	October 18, 2017	October 25, 2017	<ul style="list-style-type: none"> ▶ Telecommunications ▶ Insurance & Provisions ▶ Asset management ▶ Automotive Special Autumn 2017: Vehicle fleet & Pool
12/2017	December 4, 2017	November 15, 2017	November 22, 2017	<ul style="list-style-type: none"> ▶ Future technologies ▶ Cash investment ▶ Vehicle fleet & Pool: Vans, Market overview ▶ Business Trip Special: Planning tools for entrepreneurs in cooperation with Biztravel
01/2018	December 29, 2017	December 8, 2017	December 15, 2017	<ul style="list-style-type: none"> ▶ Megatrends for SME entrepreneurs ▶ E-Payment ▶ SME financing ▶ Vehicle fleet & Pool: Future trends for the fleet

Advertising rates

Inner part	
Size in page sections	4c / b+w in EUR
1/1	16,400
1/2 vertical / horizontal	8,300
1/3 horizontal / horizontal	5,800
1/4 horizontal	4,400
Formats with spread bleed	
2/1	32,600
Cover pages	
2nd or 4th cover page	17,600
3rd cover page	15,000
Special placements	
1/3 vertical next to editorial	6,200

Discount range

from 3 pages	3%
from 6 pages	7%
from 9 pages	10%
from 12 pages	15%
from 15 pages	17%
from 18 pages	20%

Classified ads

mm price, irrespective of colour: €12, single column 48 mm, double column 100 mm

Additional information

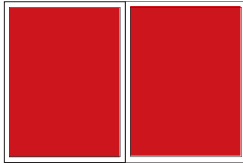
Benjamin Grau +49 (0)69 7595-1834



Advertising
without wastage

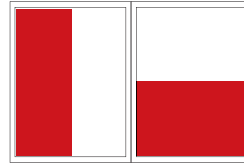
Format overview

Format:
2/1 pages



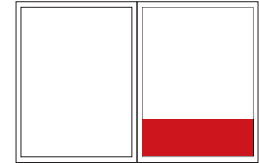
Print space: W 378.0 mm × H 250.5 mm
Bleed:*W 410.0 mm × H 280.0 mm

Format:
1/2 page



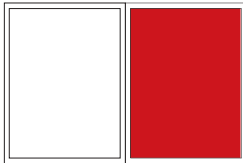
vertical Print space: W 84.5 mm × H 250.5 mm
Bleed: *W 100.5 mm × H 280.0 mm
horizontal Print space:W 178.0 mm × H 125.0 mm
Bleed: *W 205.0 mm × H 139.0 mm

Format:
1/4 page



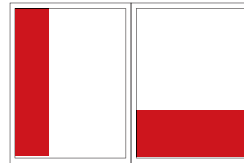
horizontal Print space: W 178.0 mm × H 57.5 mm
Bleed:*W 205.0 mm × H 71.5 mm

Format:
1/1 page



Print space: W 178.0 mm × H 250.5 mm
Bleed:*W 205.0 mm × H 280.0 mm

Format:
1/3 page



vertical Print space: W 50.5 mm × H 250.5 mm
Bleed: *W 66.5 mm × H 280.0 mm
horizontal Print space:W 178.0 mm × H 80.0 mm
Bleed:*W 205.0 mm × H 94.0 mm

* Trim per outer edge 4 mm

(Must also be considered for the specified ad sizes with trim), Font in print space only.

Cover specials

Integrated cover

Title cover around the magazine's main section. Your ad will therefore appear even before the actual editorial title page of Der Handel.

Your individualised advertising message will occupy both the exterior and interior cover sections (C1, C2, C3, C4).

- ▶ Design approved by the editorial department of Der Handel
- ▶ Production by Der Handel

Format:

C1: W 205 mm x H 222 mm plus 4 mm trim at outer edges

C2: W 205 mm x H 280 mm plus 4 mm trim at outer edges

Price: €45,000



Title gate cover

Prominently placed gate fold, with a 1/2 and 2/3 page unfolding to the left and the right.

The advertising form you simply cannot avoid!

- ▶ Design approved by the editorial department of Der Handel
- ▶ Production by Der Handel

Format:

left fold-out:

W 158 mm x H 280 mm plus 4 mm trim at each outer edge
(The overlap from the left fold-out to the right fold-out is 56 mm)

right fold-out:

W 103 mm x H 280 mm plus 4 mm trim at each outer edge

Centre (= interior):

W 203 mm x H 280 mm plus 4 mm trim at the top and bottom
(no lateral trim!)

Price: €34,500



Cover specials

Flying Page

The Flying Page is a shortened title cover placed around the main part of the magazine. The Flying Page covers 1/2 of the title page of Der Handel.

- Design approved by the editorial department of Der Handel
- Production by Der Handel

Format:

For the front: W 105 mm x H 218 mm plus 4 mm trim at each outer edge

For the rear: W 105 mm x H 280 mm plus 4 mm trim at each outer edge

Price: €28,500



Gate folder

The cover is extended by one advertising page which is folded out to the left. In its open state, this creates an internal double page as design area, as well as C2 as advertising page.

Format:

C2: W 203 mm x H 280 mm

2/1 page: W 404 mm x H 280 mm

Price: €49,200



New,
eye-catching
forms of
advertising

AD Specials in the interior part

Opening Spread

Your double page on P 2 and 3 is the first thing the reader sees when he or she opens the magazine.

Format:

W 410 mm x H 280 mm
plus 4 mm trim at each outer edge

Price: €41,200



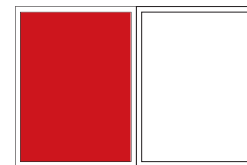
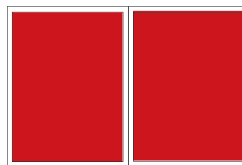
Advertorials

The Advertorial is characterised as "advertisement" and is available in advertisement formats 2/1 and 1/1.

Price:

2/1 page: €32,600 + €2,900 Creative costs

1/1 page: €16,400 + €1,500 Creative costs



Content Booklet

The additional booklet of the business magazine Der Handel in exclusive cooperation with your business. Design, concept and editorial preparation by the editorial department of Der Handel. Production by Der Handel



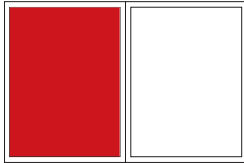
Price: upon request

Optional: Online renewal on etailment.de

Corporate profile

Only in Der Handel: we can offer you the cost-efficient option of introducing your company in a profile.
Introduce yourself to the readership of Der Handel as a valuable eCommerce partner. You simply provide us with the required content - we will handle its implementation.

Format:
1/1 page



Print space: W 178.0 mm × H 255.0 mm

Price: €5,900

Content:

Logo: 1 Logo

Image: 1 Image

W 122.0 mm x H 84.0 mm

Basic text: Headline with max. 70 characters

Basic text with max. 2300 characters incl. spaces

Info box: refer to description

Info box:

Full company name incl. form of organisation

Complete address

Contact data incl. website

Contact data of a contact partner

Logo:

Depiction of your company logo. Additional logos, e.g. of subsidiaries or products cannot be taken into consideration. If required, these may be published in the event of an advertisement reservation.

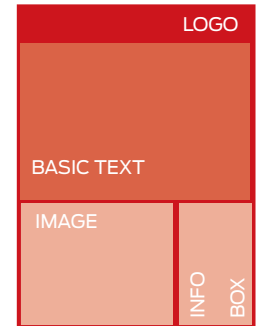
Basic text:

Headline

A short presentation of your business, e.g. focus of activity, solutions, products, etc.

Image:

Depiction of an image of your choice, e.g. corporate management or an example of your operation.



AD Specials in the interior part

Supplements

Supplements are printed matter loosely enclosed with the magazine. These must be made available to the client in processable form.

Supplement prices are calculated based on the supplement weight of each 1,000 copies (TEEx) started.*

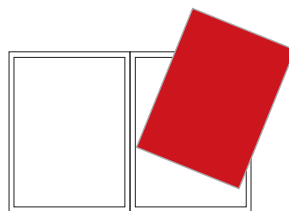
- ▶ Individual weight up to 25 g incl. postage
- ▶ Individual weight up to 50 g incl. postage
- ▶ Higher weights available upon request

Supplement formats:

- ▶ Minimum format
- ▶ Maximum format
- ▶ Special formats upon request

Paper weight:

- ▶ 2-page supplements (single sheet)
- ▶ Multipage supplements



€185
€225

W 105 mm × H 148 mm
W 190 mm × H 260 mm

min. 150 g/m²
70 g/m²

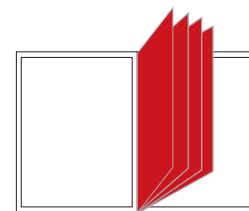
Technical note: Multipage supplements are inserted with their closed side facing the magazine's spine. Supplements with zigzag folds cannot be processed. Glued postcards must be glued to the left edge with a strip adhesive.

Inserts

Inserts are printed matter permanently inserted in the magazine. These must be made available to the client in processable form.

Insert prices are calculated on the basis of the supplement's page count per 1,000 copies (TEEx) started.

- ▶ 4-page insert (min. 80 g/m²) €190
- ▶ 8-page insert €220
- ▶ 12-page insert €230
- ▶ Additional formats upon request



Allocation options: Possible options are the allocation of all issues or only of some issues.

Insert formats: Provision is required in an untrimmed folded format of W 219 mm × H 288 mm (incl. a lower fold of 10 mm). Final trimmed format is W 205 mm × H 280 mm.

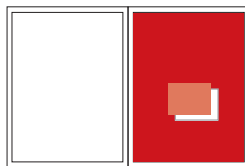
Technical note: Inserts with externally glued postcard can only be processed if the postcard is attached parallel to the closed back.

*No postage is charged for printed supplements and objects of up to 2 mm. Enclosed objects of between 3 and 30 mm are subject to increased postage. (Prices upon request).

AD Specials in the interior part

Glued inserts

Glued inserts are glued onto a basic advertisement in easily detachable manner. Minimum acceptable advertisement 1/1 page.



Appropriate glued inserts include the following:

- ▶ Postcards or other rectangular, unfolded printed matter and empty envelopes (with closed flap)
- ▶ Envelopes with content (with closed flap)
- ▶ Booklets or CD-ROM
- ▶ Additional formats upon request

Glued insert prices are calculated on the basis of the supplement's page count and nature, as well as its processability per 1,000 copies (TEx) started.

- ▶ Postcards, 2-page €112*
- ▶ Postcards, 4-page €122*
- ▶ Special formats, manual gluing €210*

Glued insert formats

- ▶ Minimum format W 60 mm × H (parallel to closed back) 80 mm
- ▶ Maximum format W 145 mm × H 200 mm
- ▶ Special formats upon request

Paper weight:

The paper weight for unfolded printed matter may not exceed 170 g/m².

The maximum weight for envelopes with content is 20 g.

Additional information

For supplements, inserts and glued inserts, an assigned order must be accompanied by a sample. Orders are only binding on the publisher after the receipt of a sample and its subsequent approval.

Postage fees and technical costs are not subject to provisions or discounts.

Delivery address

Vogel Druck und Medienservice GmbH & Co. KG

Attention Mr Michael Schimandl

Leibnizstraße 5

97204 Höchberg Keyword: Der Handel Issue No. ...

Sample: Deutscher Fachverlag GmbH, Der Handel,
Nina Doroschan-Matzke, Mainzer Landstr. 251, 60326 Frankfurt

*No postage is charged for printed supplements and objects of up to 2 mm.

Enclosed objects of between 3 and 30 mm are subject to increased postage.

(Prices upon request).

The displayed Ad Specials represent a selection of possible forms of advertising. In addition, we can also help you to develop new ideas for your tailored communication.

Simply give us a call: Benjamin Grau +49 (0)69 – 7595 – 1834

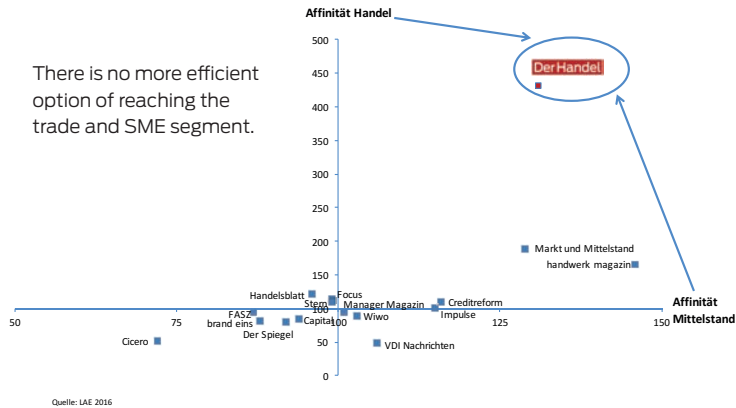
Print documents and technical details

Printing and binding techniques:	Cover: Sheet-fed offset Content: Commercial web press with heat-set, saddle stitched	Colours: Colour sequence:	according to Euroscale Black, Cyan, Magenta, Yellow
Paper quality:	Cover: Illustration printing, wood-free, white, glossy Content: LWC, matt-coated	Proof:	Colour-accurate digital/reference proof (paper simulation of Der Handel copy paper) with appropriate measuring elements.
Dot gains:	40% area: 16% (tolerance +/- 4%) 80% area: 11% (tolerance +/- 3%) Minor tonal value deviations are the result of the web press printing process tolerance range.	Data archiving:	Data are archived. For that reason, it is usually possible to run repeats without changes. However, we do not assume ant guarantee for data.
Data transmission:	via FTP, eMail or CD-ROM	Guarantee:	In the event that incomplete or deviating data are delivered (texts, colours, images), we do not guarantee the print result. There is a charge for faulty exposures due to incomplete or faulty files, incorrect settings or incomplete information. The same applies to additional setting and lithography work as well as creation of further proofs.
Data formats:	Digital data are required in PDF/X-3 format, PSO profile and LWC improved. Open data are to be avoided. All fonts used are to be embedded, half-tone images require 250 dpi resolution.		

Positioning and Distribution

Der Handel – by far the highest affinity in the trade and SME segment

There is no more efficient option of reaching the trade and SME segment.



Copies

IVW II 2016

82,000	printed copies
81,229	distributed copies
62,038	copies sold with
34,987	subscriptions
27,051	other sales
19,191	free copies

According to the “Leseranalyse Entscheidungsträger in Wirtschaft und Verwaltung” (LAE 2016), the magazine reaches 145,000 decision makers on a monthly basis.

Source: LAE 2016

* SME segment: Self-employed persons and executive staff in companies with turnovers ranging from €500,000 to €50 million

** Affinity of self-employed persons and SME identical with that of the market and SME

Reader profile

Age	Number in thousand	In %	Index (LAE overall: 100)
Up to 29 years	3	2.0	76
30 to 39 years	26	17.8	106
40 to 49 years	59	40.4	115
50 to 59 years	39	27.1	84
60 years and older	18	12.7	96
Pers. gross annual income			
below EUR 80,000	50	34.4	86
more than EUR 80,000 and more	95	65.6	109
Professional status			
Self-employed	46	32.0	164
Executive staff	87	60.3	107
Company size/Employees			
up to 99 employees	89	61.6	114
100 to 999 employees	29	19.9	96
1000 employees and more	23	15.8	90
Turnover			
up to EUR 2 million	45	31.2	90
more than EUR 2 million and up to EUR 10 million	33	23.0	140
more than EUR 10 million and up to EUR 50 million	27	18.5	134
more than EUR 50 million and more	35	23.9	94

Source: LAE 2016

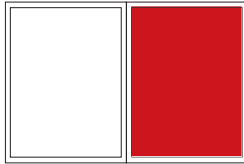
SME Combination

Your direct link to the SME target group

The “SME Combination” is a combination of tariffs from Der Handel and handwerk magazin, countable in the LAE or Leseranalyse Entscheidungsträger. This combination of tariffs allows you to reach the majority of decision-makers in the SME segment. Because both titles focus on the important economic sectors trade, craft and manufacturing in the SME segment. The SME Combination is a powerful partner for the SME target group at a particularly low cost per mille price.

Your Combination
Discount is 3%.

Format:
1/1 page



Der Handel	PS: W 178.0 mm × H 250.5 mm
	B: W 205.0 mm × H 280.0 mm
handwerk magazin	PS: W 173.0 mm × H 228.0 mm
	B: W 210.0 mm × H 280.0 mm

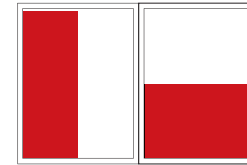
4c-Price: €31,224

PS = Print space
A = Bleed (trim per outer edges 4 mm for Der Handel and 3 mm for handwerk magazin)

Naturally, other formats are also possible upon request. Discounts resulting from number and unit scales are not yet contained in these prices. We will be happy to send you an individual offer.

Your contact: Benjamin Grau, grau@derhandel.de, Telephone +49 (0)69 75 95-18 34

Format:
1/2 page



Der Handel	PS: W 84.5 mm × H 250.5 mm	vertical
	B: W 178.0 mm × H 125.0 mm	horizontal
handwerk magazin	PS: W 87.0 mm × H 228.0 mm	vertical
	B: W 173.0 mm × H 114.0 mm	vertical

4c-Price: €15,515

e.tailment – digital competence for eCommerce and Trade

etailment.de, the optimised mobile Digital Commerce magazine by Der Handel, is the right address for all those who are and want to become eCommerce entrepreneurs. etailment.de reliably supports and specifically strengthens SMEs in their operational and strategic actions with industry-related facts, tips, trends and backgrounds. The Digital Commerce Magazine provides eCommerce businesses, decision-makers in digital processes from the trade and industry sectors, service providers and newcomers with daily, specifically tailored contributions on anything related to Digital Commerce - at a very high standard but without jargon. Each day, a "Morning Briefing" newsletter is aimed at providing the sector with relevant news. In the afternoon, "Insights" provide background information and eCommerce know-how.

etailment in figures

- ▶ Page Impressions: 244,074*
- ▶ Visits: 142,635*
- ▶ Users: 74,696**
- ▶ Newsletter subscribers: 11,840***



* Source: IVW, July 2016

** Source: Google Analytics, August 2016

*** Source: Publisher information, October 2016

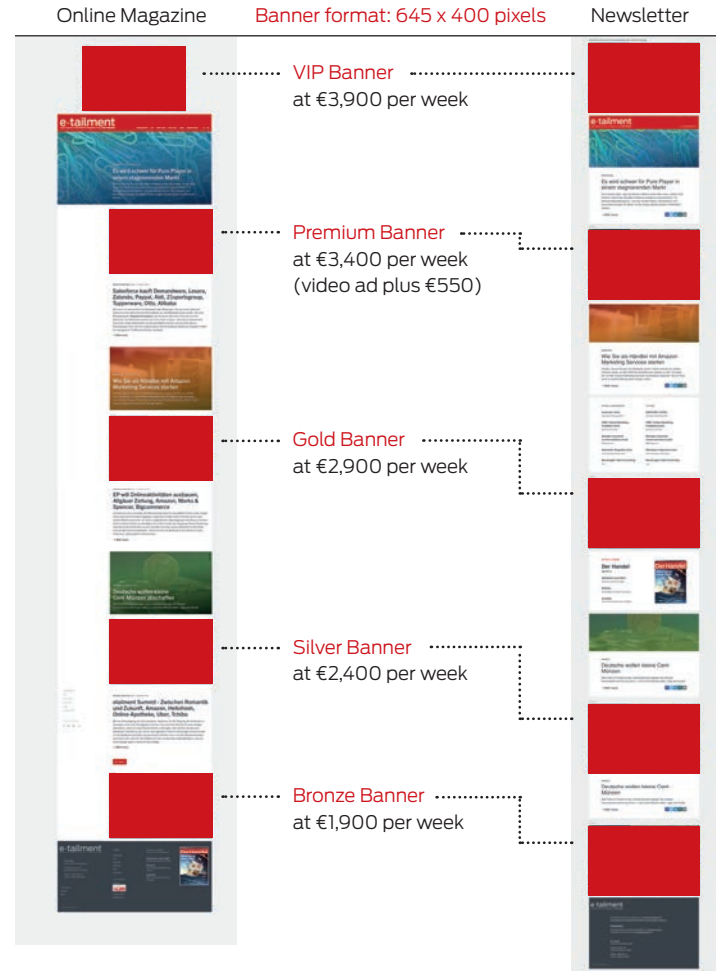


Prices and format overview

A banner will make you visible on all retailment channels!

- ✓ Online Magazine etailment
- ✓ The “Morning Briefing” newsletter with current eCommerce news
- ✓ The “Insights” newsletter with background information
- + Mobile on all platforms

You choose your required placement and provide us with a banner; we will handle the rest.



Special forms of advertisement

Whitepaper

In addition to daily news and analyses, etailment closely scrutinises a relevant core eCommerce topic on a monthly basis. At the end of the month, the current developments and

Best Cases of the respective focal topic are summarised in the e-map whitepaper and offered for download on etailment.de free of charge.

Topics 2017: Logistics, Payment, Software, Mobile, eMail Marketing, Usability, SEO/SEM, Couponing, Web Analysis and Social Commerce.

We react to current topics in the sector and are open for additional topics. Exclusive Sponsoring of the e-map whitepaper includes the following services:

- ▶ A 4-week banner presence in the "Insights" newsletter and in the Online Magazine etailment.de
- ▶ An exclusive placement of your logo in the e-map whitepaper
- ▶ Image advertisement in the whitepaper
- ▶ Lead generation

The following information is required:

Name and surname*, company, position and eMail address
(*mandatory fields)

Price: €14,500



Industry Insider

The etailment standalone newsletter including your banner presence.

Utilise the Industry Insider to exclusively aim your specific eCommerce topic to etailment newsletter subscribers via eMail!*

Format: VIP Banner and Premium Banner, each with 645 x 400 pixels

Price: €3,900



* readily recognisable as advertisement

Technical details

Discounts:

Discount range

€8,000	3%
€12,000	5%
€16,000	10%
€20,000	15%

All prices are exclusive of VAT.

Data delivery:

3 business days before placement via eMail to goller@derhandel.de

File formats: JPG, PNG

File size: max. file size 100KB

File requirements:

To ensure mobile visibility of your banner we require scalable banners.

For animated banners on the website, please send it to us separately in one of the following file formats:

GIF, Javascript, HTML

We will also be happy to advise you personally if you are interested in our attractive Crossmedia offers.

Your contact:
Benjamin Grau
+49 (0)69 7595 1834

Contact partners

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