Leading in trade, strong in the SME segment.

Profit from our placement and price ranges.

More at www.derhandel.de or contact Sven Gropengiesser on +49 69 7595-1832 or by e-mail to gropengiesser@derhandel.de
<table>
<thead>
<tr>
<th><strong>Publisher:</strong></th>
<th>Deutscher Fachverlag GmbH Der Handel Advertising Department Mainzer Landstrasse 251 60326 Frankfurt am Main</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Address:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Postal address:</strong></td>
<td>60264 Frankfurt am Main</td>
</tr>
<tr>
<td><strong>Internet:</strong></td>
<td><a href="http://www.dfv.de">www.dfv.de</a></td>
</tr>
<tr>
<td><strong>Telephone:</strong></td>
<td>+49 69 7595-01</td>
</tr>
<tr>
<td><strong>Publishing Director:</strong></td>
<td>Gabor Griege +49 69 7595-1834</td>
</tr>
<tr>
<td><strong>Advertisement sales:</strong></td>
<td>Sven Gropengiesser +49 69 7595-1832 Frank Goller +49 69 7595-2526</td>
</tr>
<tr>
<td><strong>Advertisement service:</strong></td>
<td>Frank Goller +49 69 7595-2526</td>
</tr>
<tr>
<td>The addresses and telephone numbers of our sales representatives are displayed on the rear.</td>
<td></td>
</tr>
<tr>
<td><strong>Publication frequency:</strong></td>
<td>monthly (10 issues per year)</td>
</tr>
<tr>
<td><strong>Subscription price:</strong></td>
<td>Annual subscription domestic €59.00 (incl. postage and VAT). Annual subscription abroad €65.00 (incl. postage and VAT), no VAT if VAT-ID given. Annual subscription for e-paper €40.00 (incl. VAT)</td>
</tr>
<tr>
<td><strong>Individual price:</strong></td>
<td>€5.00 plus postage and VAT.</td>
</tr>
<tr>
<td><strong>Volume:</strong></td>
<td>49th Volume 2020</td>
</tr>
<tr>
<td><strong>Banking information:</strong></td>
<td>Frankfurter Sparkasse, Acc. 34 926, BLZ 500 502 01, BIC HELADEF1822, IBAN DE56 5005 0201 0000 0349 26</td>
</tr>
<tr>
<td><strong>Terms of payment:</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>General Terms and Conditions:</strong></td>
<td>Our General Terms and Conditions, as well as our General Terms and Conditions of Business Online apply for the correct processing of orders (refer to <a href="http://www.etailment.de/service/agb">www.etailment.de/service/agb</a>).</td>
</tr>
</tbody>
</table>
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.

According to the “Leseranalyse Entscheidungsträger in Wirtschaft und Verwaltung” (LAE 2019), the magazine reaches 134,000 decision-makers ten times per year. Der Handel has a reach of 17.5% in the target group “Small and Mid-sized Trade Businesses” and 18.7% in the target group “Overall Trade”. The Der Handel and e-tainment media brands, the Digital Commerce Magazine by Der Handel, reach a total of 172,000 decision-makers.

E-paper:
The business magazine Der Handel is now also available as an e-paper. Simply register at www.etailment.de and read it anywhere on your phone, tablet or computer.
Our core expertise at a glance

The editorial focus is to support readers in their corporate management. With our five competence fields Digitalisation, Payment, Logistics, Financing and Vehicle Fleet / Pool, we address the sectors’ most important topics. 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.

**Digitalisation**
How are retailers responding to digital developments? Here, you will find everything related to the topic of Retail 4.0. Whether stationary business models or e-commerce concepts, digital space or new trends – “Der Handel” examines all areas of this important topic.

**Payment**
For buyers, paying is becoming easier and more secure, and for companies, it is becoming ever more complex. New methods of payments mean new technological and logistical requirements. NFC, PayPass or Paydirekt? Today’s innovations are tomorrow’s standard solutions. “Der Handel” will keep you up-to-date.

**Logistics**
Logistics has always been a complex topic – but increasing digitalisation and globalisation are upping both the speed and scope. ERP systems are facing new challenges, while processes are becoming more individual and flexible. “Der Handel” will help you keep on top of things.

**Financing**
Only those who invest will remain viable. The timing, type and scope of financing should be well thought-out and planned. “Der Handel” provides important information and valuable tips – including on expansion and business succession.

**Vehicle fleet/pool**
The vehicle fleet is a major investment factor. Mobility is also a key part of logistics, heavily influenced by digitalisation. “Der Handel” bundles knowledge and provides information on relevant topics – always taking new developments, such as same-day delivery, sustainability and efficiency, into consideration.
**Der Handel – Dates and Topics 2020**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Deadline</th>
<th>Printing documents</th>
<th>Focal topics*</th>
</tr>
</thead>
</table>
| 01-02/2020 | 15.01.20         | 20.12.19 | 30.12.2019         | **International business** — Minimise risks, optimise processes  
**EuroShop** |
| 03/2020    | 02.03.20         | 13.02.20 | 19.02.2020         | **Digitalisation** — New technology for the shop |
| 04/2020    | 01.04.20         | 11.03.20 | 18.03.2020         | **Personnel** — Finding, nurturing and keeping good employees |
| 05/2020    | 04.05.20         | 15.04.20 | 21.04.2020         | **Mobility** — What retailers must adapt to both online and instore |
| 06/2020    | 02.06.20         | 13.05.20 | 19.05.2020         | **Payment** |
| 07-08/2020 | 01.07.20         | 15.06.20 | 17.06.2020         | **Telecommunications** and **Data management** |
| 09/2020    | 01.09.20         | 12.08.20 | 19.08.2020         | **Insurance and funds** — new risks, new offers  
**IAA Commercial Vehicles-Special** |
| 10/2020    | 01.10.20         | 14.09.20 | 21.09.2020         | **Logistics and energy management** — How retailers optimise their processes |
| 11/2020    | 02.11.20         | 14.10.20 | 21.10.2020         | **Shopfitting** |
| 12/2020    | 01.12.20         | 11.11.20 | 18.11.2020         | **Finance** — How companies can best safeguard their future |

* Topics relating to our core expertise **Digital Commerce**, **Payment**, **Logistics**, **Financing** and **Vehicle Fleet/Pool** are covered in every issue.  
We send detailed information on the individual topics in each issue regularly around 6-8 weeks before the advertisement deadline.
### Der Handel – Format overview

<table>
<thead>
<tr>
<th>Format: 2/1 pages</th>
<th>Format: 1/1 page</th>
<th>Format: 1/2 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>€33,850</td>
<td>€17,150</td>
<td>€8,850</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Format: 1/3 page</th>
<th>Format: 1/4 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>€6,200</td>
<td>€4,800</td>
</tr>
</tbody>
</table>

- **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.

**Your added value:**
All booked advertisements will also be printed free of charge in the e-paper.
## Inner part

<table>
<thead>
<tr>
<th>Size in page sections 4c / b+w</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 horizontal / horizontal</td>
<td>€17,150</td>
</tr>
<tr>
<td>1/2 vertical / horizontal</td>
<td>€8,850</td>
</tr>
<tr>
<td>1/3 horizontal / horizontal</td>
<td>€6,200</td>
</tr>
<tr>
<td>1/4 horizontal</td>
<td>€4,800</td>
</tr>
</tbody>
</table>

## Formats with spread bleed

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1</td>
<td>€33,850</td>
</tr>
</tbody>
</table>

## Cover pages

<table>
<thead>
<tr>
<th>Page</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd or 4th cover page</td>
<td>€18,500</td>
</tr>
<tr>
<td>3rd cover page</td>
<td>€15,800</td>
</tr>
</tbody>
</table>

## Special placements

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/3 vertical next to editorial</td>
<td>€6,500</td>
</tr>
</tbody>
</table>

## Cover specials

<table>
<thead>
<tr>
<th>Special</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrated cover</td>
<td>€46,750</td>
</tr>
<tr>
<td>Title gate cover</td>
<td>€35,850</td>
</tr>
<tr>
<td>Flying Page</td>
<td>€29,600</td>
</tr>
<tr>
<td>Gate folder</td>
<td>€51,000</td>
</tr>
<tr>
<td>Opening Spread</td>
<td>€42,800</td>
</tr>
<tr>
<td>Advertorial 2/1</td>
<td>€33,850</td>
</tr>
<tr>
<td>Advertorial 1/1</td>
<td>€17,150</td>
</tr>
</tbody>
</table>

## Discount range

<table>
<thead>
<tr>
<th>Pages</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>5%</td>
</tr>
<tr>
<td>6</td>
<td>10%</td>
</tr>
<tr>
<td>10</td>
<td>15%</td>
</tr>
<tr>
<td>15</td>
<td>20%</td>
</tr>
</tbody>
</table>

## LAE planning tip: SME Combination

When booking both Der Handel and handwerk magazin (same campaign, same time), an additional 3% discount shall apply from the LAE SME Combination.
**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:** €46,750

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**Flying Page**

The Flying Page is a shortened title cover placed around the main part of the magazine. The Flying Page covers ½ 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 back: W 105 mm x H 280 mm plus 4 mm trim at each outer edge

**Price:** €29,600
Advertorials

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

**Price:**
- 2/1 page: €33,850 + €2,900 creative costs
- 1/1 page: €17,150 + €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:** on request
Optional: Online renewal on etailment.de

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: Sven Gropengiesser +49 69 7595-1832
Supplements

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

Supplement prices are calculated based on the supplement weight per 1,000 copies (TEx) started.*

- Individual weight up to 25g incl. postage: €260
- Individual weight up to 50g incl. postage: €315
- Higher weights available upon request

Supplement formats:

- Minimum format: W 105 mm × H 148 mm
- Maximum format: W 190 mm × H 260 mm
- Special formats upon request

Paper weight:

- 2-page supplements (single sheet): min. 150 g/m²
- Multipage supplements: 70 g/m²

Inserts

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

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

- 4-page insert (min. 80 g/m²): €220
- 8-page insert: €250
- 12-page insert: €260
- Additional formats upon request

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 an externally glued postcard can only be processed if the postcard is attached parallel to the closed back.

Glued inserts

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

We will be happy to compile an offer for you. Simply give us a call: +49 69 7595 - 1832
**Printing and binding techniques:**

**Cover:** Sheet-fed offset

**Content:** Commercial web press with heat-set, saddle stitched

**Paper quality:**

**Cover:** Illustration printing, wood-free, white, glossy

**Content:** LWC, matt-coated

**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 transmission:**

via FTP, eMail or CD-ROM

**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.

**Colours:**

Black, Cyan, Magenta, Yellow

**Colour sequence:**

Colour-accurate digital/reference proof (paper simulation of Der Handel copy paper) with appropriate measuring elements.

**Proof:**

Data are archived. For that reason, it is usually possible to run repeats without changes. However, we do not assume any guarantee for data.

**Data archiving:**

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.

**Guarantee:**
Measurable advantages! Benefit from maximum synergies between trade and the SME segment.

Source: LAE 2019:
* SME segment: Self-employed persons and executive staff in companies with turnovers ranging from €500,000 to €50 million p.a.
Digital competence for e-commerce and trade

etailment.de, the Digital Commerce magazine by Der Handel, is the right address for all those who are and want to become e-commerce 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 e-commerce 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.

Each day, a “Morning Briefing” newsletter is aimed at providing the sector with relevant news. Three times per week, “Insights” provides background information and e-commerce know-how.

According to LAE, etailment has a monthly readership of around 85,000 decision-makers. The cross-media reach of “Der Handel” (print and tablet app) and “etailment.de” is 22.2 percent in the “Trade” target group. This is impressive evidence of their professional relevance for their core target group, decision-makers in trade.

www.etailment.de

Advertisement sales
Sven Gropengiesser
+49 69 7595 - 1832
gropengiesser@derhandel.de

Advertisement service
Frank Goller
+49 69 7595 - 2526
goller@derhandel.de
etailment – Positioning

etailment.de is the optimised mobile Digital Commerce magazine by Der Handel and is aimed at all those who are and want to become e-commerce entrepreneurs. It provides e-commerce 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.

- For eCommerce entrepreneurs, traders (and newcomers), decision-makers in digital processes
- Published as a newsletter and a mobile phone-friendly digital magazine with 100% eCommerce knowledge.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits per month</td>
<td>254,344</td>
</tr>
<tr>
<td>Page impressions per month</td>
<td>419,044</td>
</tr>
<tr>
<td>Newsletter subscribers</td>
<td>12,800</td>
</tr>
<tr>
<td>Decision-makers</td>
<td>172,000</td>
</tr>
<tr>
<td>Cross-media reach of etailment and Der Handel</td>
<td>4,800</td>
</tr>
<tr>
<td>qualified whitepaper downloads in 2018</td>
<td>85,000</td>
</tr>
<tr>
<td>Morning Briefing opening rate: 26%</td>
<td>87</td>
</tr>
<tr>
<td>Insights opening rate: 24%</td>
<td></td>
</tr>
</tbody>
</table>

1. Source: IVW 02/2019
2. Source: Publisher information, June 2019
3. LAE 2019

87 of the Top 100 online traders with the highest turnovers are subscribers of etailment

(e.g. 204 Otto employees; 86 at Rewe; 86 at Amazon; 83 at Zalando; 32 at Edeka; 14 at Aldi)
**Data delivery:**

7 business days before placement via email to goller@derhandel.de

**File formats:**

JPG, PNG, GIF, we recommend sending a backup GIF file so it can be viewed in all browsers. A video can be integrated if it is embeddable on YouTube.

**File size:**

max. file size 120KB, mobile banner max. 30 KB

**File requirements:**

To ensure mobile visibility of your banner we require scalable banners. Therefore, please state a maximum width (max width = 980 px) in the banner instead of a fixed width (width = 980 px). For animated banners on the website, please send it to us separately in one of the following file formats: GIF, JavaScript, HTML. ReDirects can only be issued on the website. Static banners (image file, JPEG, PNG, GIF) are required for mobile and the newsletter. ReDirects and HTML5 cannot be used for mobile presentation. Please send us an image file for mobile presentation.

**Target link:**

Specify a target URL (link) for each banner. The link must begin with https, otherwise a security warning appears when being forwarded to your website.

**Banner formats:**

980 x 250 pixels for VIP banner
645 x 400 pixels for premium, gold, silver and bronze

**Discounts:**

<table>
<thead>
<tr>
<th>Discount range</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>€8,000</td>
<td>5%</td>
</tr>
<tr>
<td>€15,000</td>
<td>10%</td>
</tr>
<tr>
<td>€20,000</td>
<td>15%</td>
</tr>
<tr>
<td>€30,000</td>
<td>20%</td>
</tr>
</tbody>
</table>

All prices are exclusive of VAT.

---

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

Sven Gropengiesser  
+49 69 7595-1832
etailment – Pricing and formats

A banner will make you visible on all etailment channels!

- Homepage
- The “Morning Briefing” newsletter with current eCommerce news
- The “Insights” newsletter with background information

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

Text advertisement:
Appears in the “Morning Briefing” newsletter, text in Word (max. 400 characters incl. spaces), plus target link.

Data delivery:
One week before the start date via email to gropengiesser@derhandel.de at €4,200 per week
1. **VIP banner**  
Format: 980 x 250 pixels  
at €4,400 per week

2. **Premium banner**  
Format: 645 x 400 pixels  
Video ad plus €550  
at €4,100 per week

3. **Gold banner**  
Format: 645 x 400 pixels  
at €3,450 per week

4. **Silver banner**  
Format: 645 x 400 pixels  
at €3,150 per week

5. **Bronze banner**  
Format: 645 x 400 pixels  
at €2,800 per week
Whitepaper

In addition to daily news and analyses, etailment closely scrutinises a relevant core e-commerce 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 whitepaper and made available for download free of charge on etailment.de.

Some of the topics for 2019: Logistics, Payment, Software, Mobile, Marketing and Technology. We react to current topics in the sector and are open for additional topics.

Exclusive sponsoring of the whitepaper includes the following services:

- A 4-week banner presence in the newsletter and on the etailment.de homepage
- An exclusive placement of your logo in the whitepaper
- Image advertisement in the whitepaper
- Lead generation; the following information is required: Name and surname*, company*, position and email address* (*mandatory fields)

**Price:** €22,340 including editorial department, design and lead generation

Advertorial

**Your advantages:**

Teaser on the home page, fixed placement, embedded within the editorial environment

**Term:** 2 weeks at etailment.de

**Data:**

1. Teaser image for homepage, 800 pixel w x 450 pixel h, headline, teaser text
2. Special page/subpage: Editorial content between 2,500 and 8,000 characters, two additional images possible here, format 800 pixel w x 450 pixel h, placement of a product video possible, links

**Data delivery:** One week before the start date via email to gropengiesser@derhandel.de

**Price:** €6,150 2-week term
Industry Insider

The etailment stand-alone newsletter including your banner presence.

Utilise the mailing to exclusively aim your specific e-commerce topic to etailment newsletter subscribers via email!*

**Data delivery:** 1 week before delivery  
**Recipients:** 12,800 newsletter subscribers  
**Format:** Custom layout possible, up to two banners, 645 x 400 pixels each plus text (up to approx. 2,500 characters plus spaces)

**Price:** €4,400 per delivery

* readily recognisable as advertisement.

OR – the etailment podcast

The online & retail podcast focusing on digitalisation. OR stands for online retail, omnichannel retail and simply "or" – that is, the constant quest for alternatives or new solutions.

Each season of the podcast features different experts, each episode focusing on a specific topic beyond retail, exploring how business, job and day-to-day life change in the age of digitalisation. Useful tips for management, career and day-to-day life are revealed in discussions with managers and experts.

**Cycle:** 6-7 discussion-based episodes plus one “best of/lessons learned” episode  
**Rhythm:** One new episode every other week  
**Duration:** Each episode is approx. 45-60 minutes long  
**Circulation:** etailment; iTunes/Apple Podcasts; Soundcloud; Deezer  
**Sponsoring:** The commercial break has a maximum length of 45 seconds to 1 minute, corresponding to a text length of approximately 800 characters, including spaces. The customer provides the text. The commercial break is ALWAYS spoken by us. Whenever possible, with a personal touch. The sponsor has no influence on topics or guests.

**More at:** http://etailment.de/service/podcast

**Price:** €6,900 per season
Contact partner

Chief Executive  
Peter Esser  
Telephone +49 69 7595-1751  
Fax +49 69 7595-1760  
Email esser@derhandel.de

Publishing Director  
Gabor Griego  
Telephone +49 69 7595-1834  
Email griego@derhandel.de

Advertisement sales  
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Telephone +49 69 7595 - 1832  
gropengiesser@derhandel.de

Advertisement service  
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goller@derhandel.de

Director Subscription Business  
Andreas Hoffmann  
Telephone +49 69 7595 - 1761  
Fax +49 69 7595 - 2210  
hoffmann@lebensmittelzeitung.net

Nielsen 1  
Nielsen 5-7  
Dirk Struwe Media Marketing  
Poelchaukamp 8  
22301 Hamburg  
Telephone +49 40 28 05 80 - 60  
Telephone +49 40 28 05 80 - 89  
struwe@derhandel.de

Nielsen 2 and 4  
Deutscher Fachverlag GmbH  
Anzeigenabteilung (Advertising Department)  
Der Handel / etailment.de  
Mainzer Landstrasse 251  
60326 Frankfurt am Main  
Telephone +49 69 7595 - 1832  
anzeigen@derhandel.de

Nielsen 3 a+b  
Uwe Stolte Medienberatung  
Gartenstrasse 13  
65343 Eltville  
Telephone +49 6123 701 68 84  
Fax +49 6123 739 - 10  
stolte@derhandel.de

Deutscher Fachverlag GmbH  
Anzeigenabteilung (Advertising Department)  
Der Handel  
Mainzer Landstrasse 251  
60326 Frankfurt am Main  
Postal address: D-60264 Frankfurt am Main  
District Court Frankfurt am Main  
HRB 8501