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magazine +  
ePaper

PRINT  
WEB  
NEWSLETTER  
E-PAPER

Magazine for operators,  
manufacturers and  
service providers

# VendingSpiegel

■ Zeitschrift für Operator, Dienstleister und Hersteller

Media rates  
Price list no. 14, valid  
as of 1st January 2024  
**jam**Verlag GmbH  
2024

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



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# Brief characterisation

VendingSpiegel is the 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 vending industry.

**Media rates**  
no. 14

**Trim size**  
DIN A4 (210 mm x 297 mm)

**Type area**  
Advertisements: 180 mm x 260 mm  
Editorial: 190 mm x 260 mm

**Printing technique**  
Offset method

**Printed copies**  
2,730 copies (IVW III/2023)

**Printing circulation**  
2,659 copies (IVW III/2023)



# About jamVerlag

JamVerlag publishes trade magazines accompanied by newsletters and daily updated news on the websites for the out-of-home market and hereby reaches specialised target groups: the planners and retailers of canteen kitchen and catering supplies (GastroSpiegel), catering within the care sector (VerpflegungsManagement), automated vending (VendingSpiegel) as well as the start-up of a new gastronomy (EXISTENZ Gastronomie).



# The market

The out-of-home market as a whole comprises a sales volume of about 70 billion Euros. The catering trade and communal feeding represent a very high market share with many different segments, of which our publishing house jamVerlag covers several for the specific target groups.



Contact details

Publishing company	jamVerlag GmbH www.jamverlag.de	Neusser Straße 13 D-47877 Willich	Fon: +49 (0) 21 54 / 607 32 - 0 Fax: +49 (0) 21 54 / 607 32 - 20
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Head of Advertising	Julia Eckmann	Fon: +49 (0) 21 54 / 607 32 - 15 E-Mail: julia.eckmann@jamverlag.de	
Insertions/Advertisements	Antonia Seufert	Fon.: +49 (0) 61 04 / 789 08 - 30 E-Mail: antonia.seufert@jamverlag.de	
Editorial team	Ralf Lang (Chief Editor) Sören Nolte Julia Breil	E-Mail: ralf.lang@jamverlag.de E-Mail: soeren.nolte@jamverlag.de E-Mail: julia.breil@jamverlag.de	

Bank details	Frankfurter Volksbank eG VAT no. DE 206 622 118	IBAN: DE92 5019 0000 0005 0144 41 BIC: FFVBDEFF
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Terms of payment	3% cash discount on payment before publication date. 2% cash discount within 10 days after invoicing. 30 days net after invoicing.
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Frequency	10 times per year
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Subscription rates	national annual subscription print + e-paper + online 129.00 € international annual subscription print + e-paper + online 149.00 €
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**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.

Our general terms and conditions are available online: [www.jamverlag.de/agb](http://www.jamverlag.de/agb)



Dates of publication – print

Issue	Editorial deadline	Advertising deadline	Printing material	Date of publication	Main editorial topics	Trade shows
1/2	12.01.2024	15.01.2024	16.01.2024	26.01.2024	Hot beverages: beans, instant & co.	<b>ISM</b> , Cologne, 28.-31.01. <b>Intergastra / Fokus Vending</b> Stuttgart, 03.-07.02.
3	16.02.2024	19.02.2024	20.02.2024	01.03.2024	Snacks, snack- & combi vending machines	<b>Internorga</b> , Hamburg, 08.-12.03.
4	15.03.2024	18.03.2024	19.03.2024	02.04.2024	Tabletop	
5	19.04.2024	22.04.2024	23.04.2024	03.05.2024	Water filter / Water cooler	<b>Venditalia</b> , Milan, 15.-18.05.
6	24.05.2024	27.05.2024	28.05.2024	07.06.2024	Cold beverage machines & filling products	<b>World of Coffee</b> , Copenhagen, 27.-29.06.
7/8	28.06.2024	01.07.2024	02.07.2024	12.07.2024	Inventory management & payment systems / telemetry	
9	23.08.2024	27.08.2024	28.08.2024	06.09.2024	Sweets and snacks	
10	20.09.2024	23.09.2024	24.09.2024	04.10.2024	Hot beverage machines	<b>Südback</b> , Stuttgart, 26.-29.10.
11	18.10.2024	21.10.2024	22.10.2024	04.11.2024	Shop-concepts & micromarkets	<b>Alles für den Gast</b> , Salzburg, 09.-13.11.
12	22.11.2024	25.11.2024	26.11.2024	06.12.2024	Cups & reusable systems, industry highlights 2024/2025	

dd.mm.yyyy

Advertising: formats and rates

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

Purchase within 12 months necessary. Discounts are applicable to bookings in all other magazines issued by jamVerlag and may be combined.

Prices per mm		price per mm/column
	column width 45 mm	10.20 €

Recruiting ads	position wanted	column width 45 mm	all prices per mm/column	1.40 €
	position vacant	column width 45 mm		4.55 €
	real estate	column width 45 mm		4.55 €

Ads will be published both in the print magazine and online at [www.vendingspiegel.de](http://www.vendingspiegel.de) (minimum three months).

Special placement	front cover placement	per mm / column width 45 mm	12.20 €
	inside front cover		4,480.00 €
	inside back cover package	2/1 pages ad	5,510.00 €
	back cover		4,585.00 €
	individual placement		230.00 €

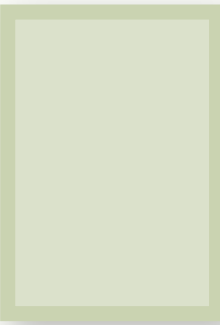
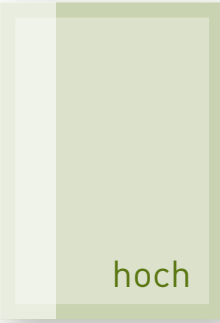
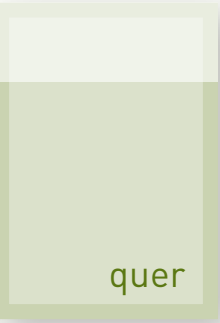

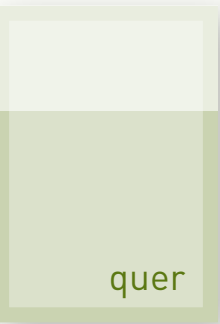
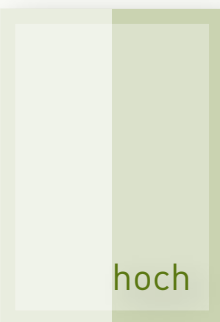
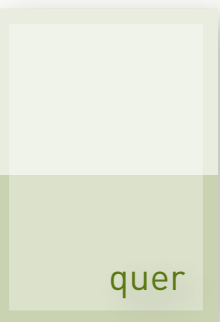
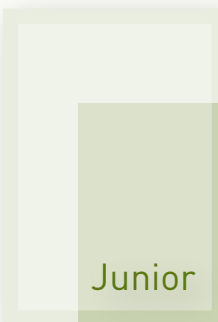
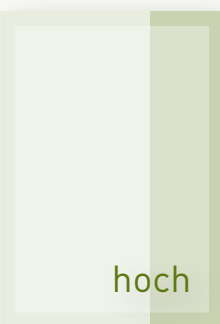
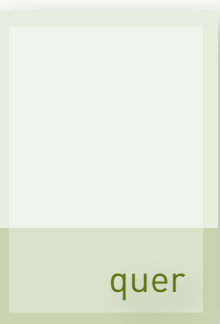
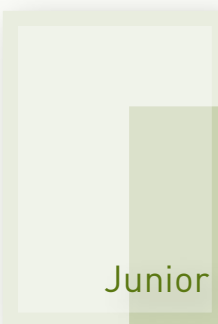

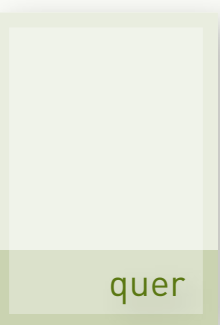
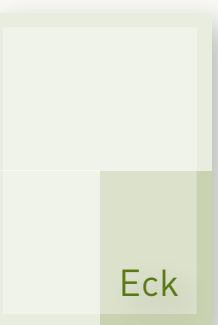
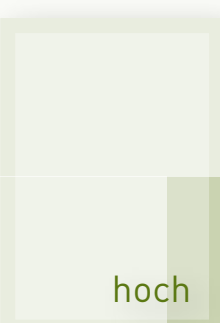
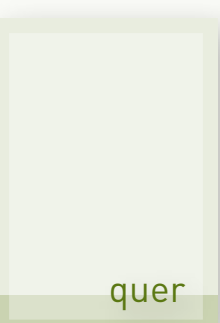
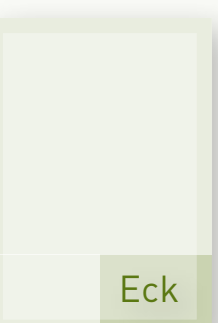
Bound inserts	4 pages (magazine centre)	6,615.00 €
Delivery: DIN A4 untrimmed + 5 mm on each edge, a sample is requested in advance		

Loose inserts	up to 25 g	per thousand	450.00 €
	more than 25 g		Price upon request
Delivery: max. size 206 x 292 mm, a PDF-sample is requested in advance			

Fixed Inserts	Price upon request
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Special formats	Price upon request
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No additional charge for trim 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 4c
 1/1	180 x 260 mm	210 x 297 mm	4,410.00 €
 3/4 vertical	135 x 260 mm	145 x 297 mm	3,530.00 €
 3/4 horizontal	180 x 195 mm	210 x 210 mm	
 2/3 vertical	120 x 260 mm	130 x 297 mm	3,175.00 €
 2/3 horizontal	180 x 175 mm	210 x 190 mm	
 1/2 vertical	90 x 260 mm	100 x 297 mm	2,645.00 €
 1/2 horizontal	180 x 130 mm	210 x 145 mm	
 1/2 junior	130 x 180 mm	145 x 210 mm	
 1/3 vertical	60 x 260 mm	70 x 297 mm	1,940.00 €
 1/3 horizontal	180 x 85 mm	210 x 100 mm	
 1/3 junior	85 x 180 mm	100 x 210 mm	
 1/4 vertical	45 x 260 mm	55 x 297 mm	1,630.00 €
 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	1,325.00 €
 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.



Special formats and rates



**Embracing banderole**

420 mm x 90 mm,  
plus 3 mm bleed +  
40 mm overlap, 4 c

Price excl. VAT  
**3,970.00 €**



**Inside cover**

210 x 297 mm, front and  
back, plus 3 mm bleed,  
4 c

Price excl. VAT  
**8,600.00 €**



**Double half page  
front flap to the  
inside**

100 x 297 mm, front and  
back, plus 3 mm bleed,  
4 c.

Price excl. VAT  
**4,630.00 €**



**Double half page  
inside flap**

100 mm x 297 mm,  
plus 3 mm bleed,  
front and back, 4 c

Price excl. VAT  
**4,630.00 €**



**Double page front  
flap to the inside**

420 mm x 297 mm,  
plus 3 mm bleed, 4 c

Price excl. VAT  
**8,600.00 €**



**Double inside  
flap at the top**

420 x 120 mm,  
plus 3 mm bleed,  
front and back, 4 c

Price excl. VAT  
**4,630.00 €**

The examples above represent only a selection of possible formats. Further ad formats such as adhesive labels or bookmarks upon request.



## Website

With the VendingSpiegel homepage you can reach the print reader target groups and other users online as well. Readers are regularly informed with industry news about current developments in the field of vending machines and vending concepts. The VendingSpiegel website is 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 side-bars 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.

### Rates

Format	Environment	Period	Rate
<b>Fullsize banner</b> 420 x 60 px	Homepage	1 month	555.00 €
<b>Textbox banner</b> 300 characters, 1 picture max. 200 x 200 px, logo, link	Homepage	1 month	800.00 €
<b>Rectangle</b> 220 x 320 px (+ 420 x 60 px)	Homepage	1 month	610.00 €
<b>Footer banner</b> 280 x 175 px (+ 420 x 60 px)	Homepage	1 month	215.00 €

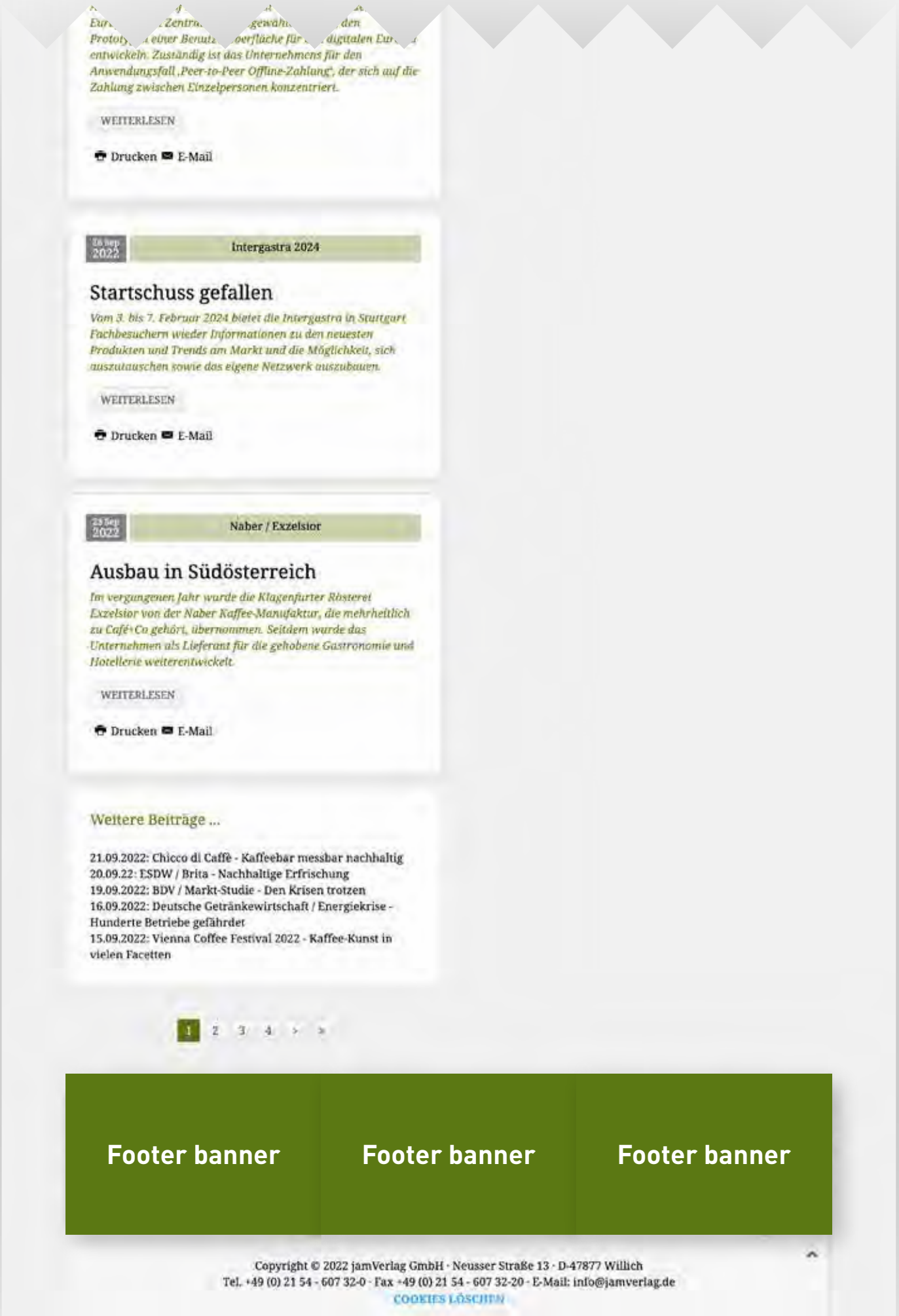
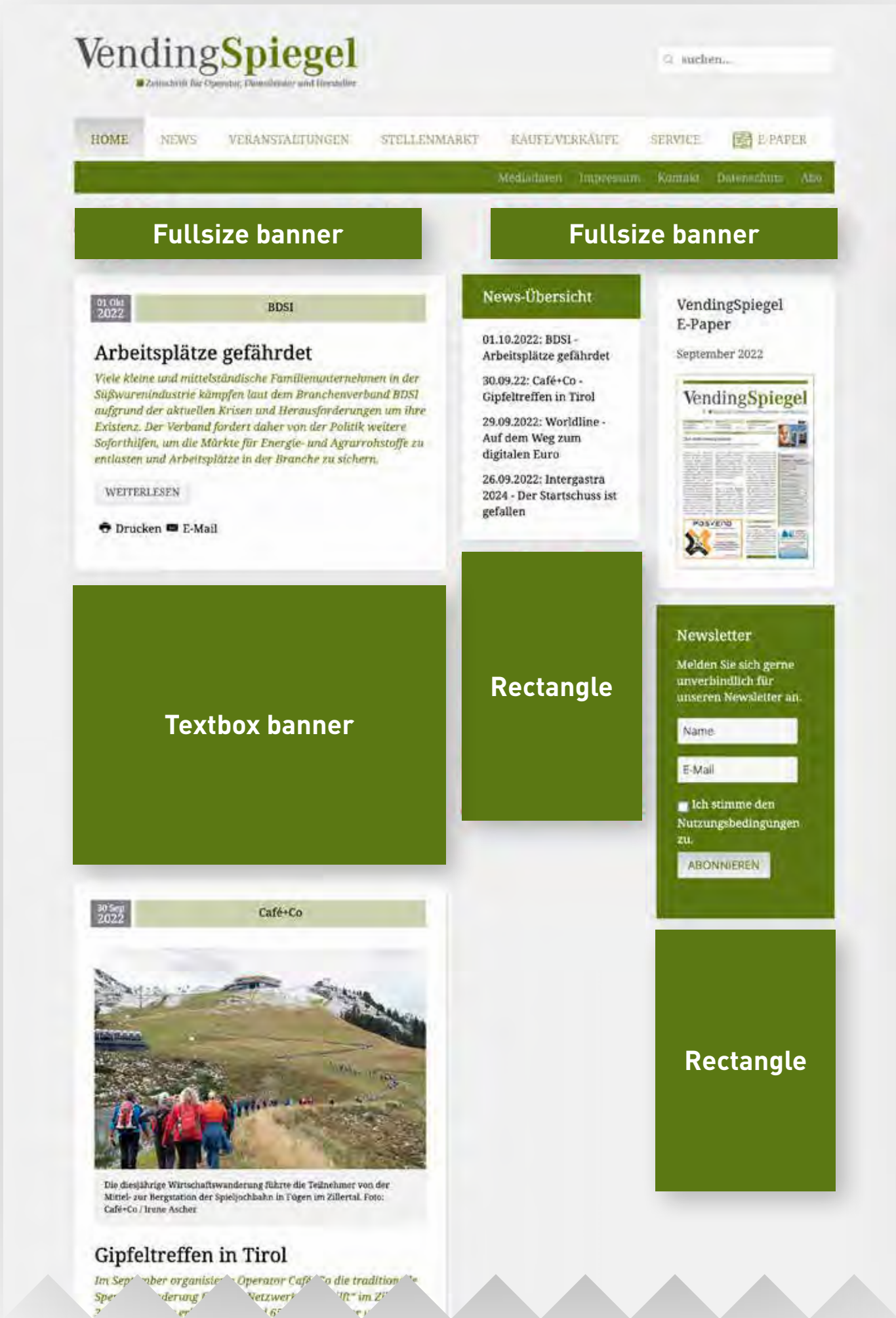
All prices net exluding VAT.

### Discounts

(purchase within 12 months)

### Placing rates

3	insertions	5 %
6	insertions	10 %
12	insertions	20 %



For all banners we accept common data formats such as JPG, GIF and PNG, please contact us for other formats. The maximum file size is 300 KB. Due to the responsive design, rectangle and footer banners are also required in a format of 420 x 60 pixel. Max. 2 banner rotation on homepage.



## Newsletter

The VendingSpiegel newsletter provides current news on the VendingSpiegel website twice a month at most (publication date fridays, advertising material two weeks in advance).

### Rates

Format	Environment	Period	Price
<b>Fullsize banner</b> 550 x 80 px	between news-teaser	per newsletter	290.00 €
<b>Rectangle</b> 260 x 400 px	between news-teaser	per newsletter	440.00 €
<b>Textbox banner L</b> 300 characters, 1 picture max. 200 x 200 px, 1 logo, 1 link	between news-teaser	per newsletter	550.00 €
<b>Textbox banner XL</b> 450 characters, 1 picture max. 515 x 220 px, 1 logo, 1 link	between news-teaser	per newsletter	800.00 €
<b>Stand-alone Newsletter</b> 6 postings with heading, short credits and text, 2 fullsize banners 550 x 80 px, links and contact details, 4,000 characters in total. Editorial preface.		per newsletter	3,215.00 €

All prices net exluding VAT.

