

MEDIA INFORMATION

STYLE GUIDE

Brief Description

STYLE GUIDE - the professional magazine for visual merchandising, retail design and sales promotion contains practical examples of international display advertising. It is a source of information for display and shop designers as well as for the display advertising industry. STYLE GUIDE is published in German and English language editions.

Publisher:	L.I.S. Verlag GmbH
Editors:	Editor in Chief: Helmut Lippel
Advertising:	Hans Isaak, Doris Fettig
Volume/Year:	Volume 59, 2009
Publication Dates:	monthly with 2 double editions 3/4 + 7/8 (10 issues in total)
Subscription rates:	Yearly Subscription (incl. postage & VAT)
Domestic	EUR 104,-
Foreign	EUR 128,-
Airmail	EUR 190,-
Single copy	EUR 12,-

Circulation Analysis: Copies per issue based on a yearly average

Print run:	9,000
Distributed copies:	8,543
Copies sold:	7,964
	7,822 subscriptions
	142 single copies
Complimentary copies:	104
Promotional copies:	475
	457 archive, reference and surplus copies

Geographical distribution analysis

Area covered	Percentage distribution
Germany	58.3 %
Foreign	41.7 %

Industries/Branches/Subject areas/Occupations

Subscribers	Percentage of copies distributed
Retail Trade	54 %
Shop and window design	25 %
Business and freelance services	11 %
Manufacturing industries and wholesale trade	5 %
Trade fairs and exhibitions	4 %
Other	1 %

according to classification used by the Federal Statistical Office

Published by

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Advertising deadline

see Publication schedule below

Payment terms

Net upon receipt of invoice

Agency commission

15%

Printing material

Digital data is required for advertisement submissions. In order to make a high-quality product, we ask you to supply a PDF-file of your advertisement.

Method of printing

Offset

Job applications

25% off net advertising price
No discount for job offers

Publication schedule

Issue No.	Date of publication	Advertising deadline	Copy deadline
1/2009	02.01.2009	08.12.2008	12.12.2008
2/2009	02.02.2009	14.01.2009	19.01.2009
3-4/2009	02.03.2009	11.02.2009	16.02.2009
5/2009	04.05.2009	10.04.2009	17.04.2009
6/2009	01.06.2009	12.05.2009	18.05.2009
7-8/2009	02.07.2009	12.06.2009	18.06.2009
9/2009	01.09.2009	14.08.2009	18.08.2009
10/2009	02.10.2009	14.09.2009	16.09.2009
11/2009	02.11.2009	12.10.2009	17.10.2009
12/2009	01.12.2009	13.11.2009	17.11.2009