

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:	Helmut Lippl
Advertising:	Hans Isack, Doris Fettig
Volume/Year:	Volume 60, 2010
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:	8,500
Distributed copies:	8,033
Copies sold:	7,598
	7,431 subscriptions
	167 single copies
Complimentary copies:	115
Promotional copies:	320
	467 archive, reference and surplus copies

Geographical distribution analysis

Area covered	Percentage distribution
Germany	54.8 %
Foreign	45.2 %

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
1/2010	04.01.2010	08.12.2009	14.12.2009
2/2010	02.02.2010	14.01.2010	19.01.2010
3-4/2010	02.03.2010	11.02.2010	16.02.2010
5/2010	03.05.2010	12.04.2010	16.04.2010
6/2010	01.06.2010	12.05.2010	18.05.2010
7-8/2010	02.07.2010	11.06.2010	18.06.2010
9/2010	01.09.2010	13.08.2010	18.08.2010
10/2010	01.10.2010	13.09.2010	16.09.2010
11/2010	02.11.2010	12.10.2010	18.10.2010
12/2010	01.12.2010	12.11.2010	17.11.2010