

BE PART OF OUR BRAND NEW MAGAZINE
FOR VISUAL MERCHANDISING, RETAIL DESIGN & CUSTOMER EXPERIENCE

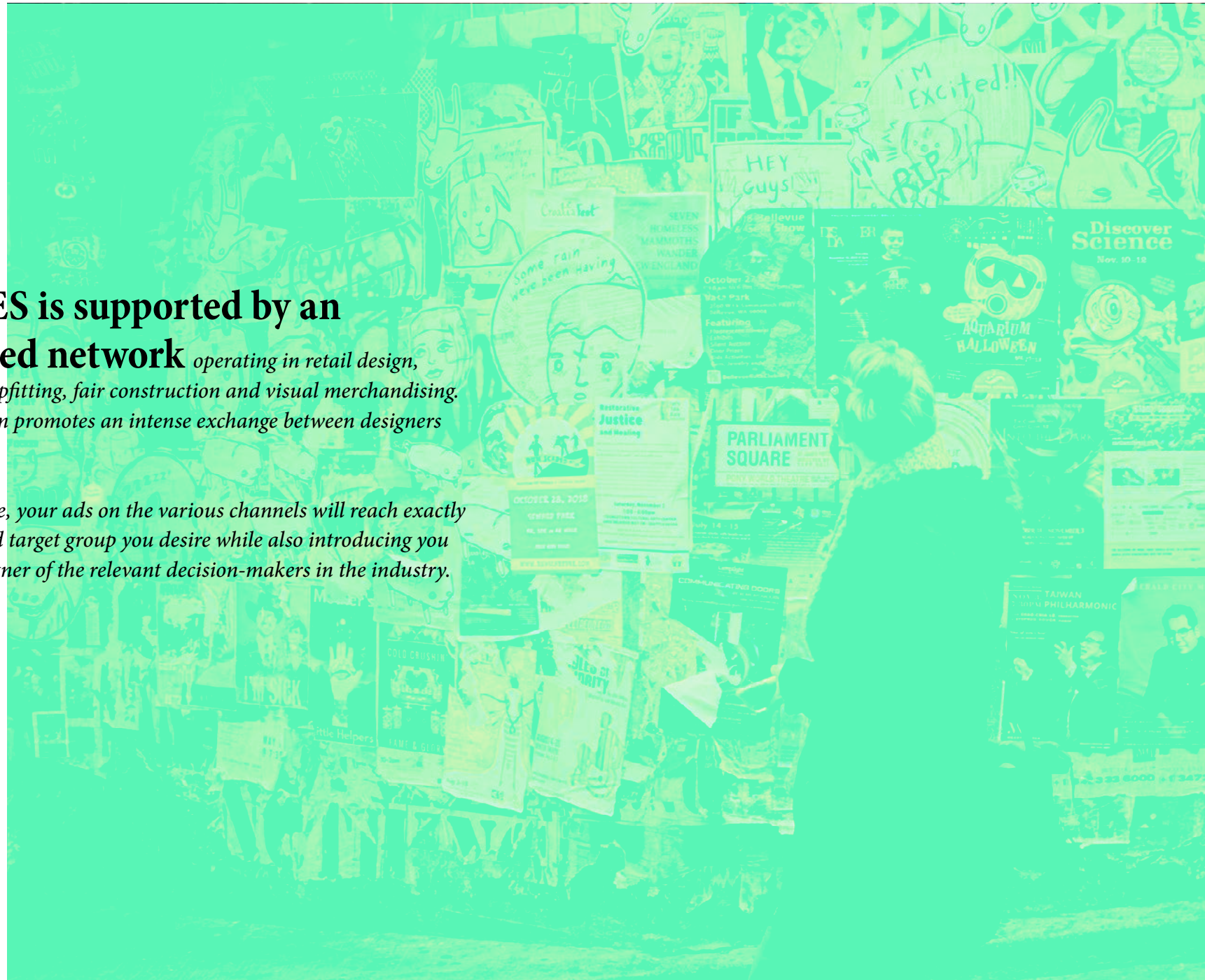
STORIES

Brave New Retail World

ADS

STOR[I]ES is supported by an **established network** operating in retail design, architecture, shopfitting, fair construction and visual merchandising. The new platform promotes an intense exchange between designers and businesses.

As a consequence, your ads on the various channels will reach exactly the audience and target group you desire while also introducing you as a reliable partner of the relevant decision-makers in the industry.



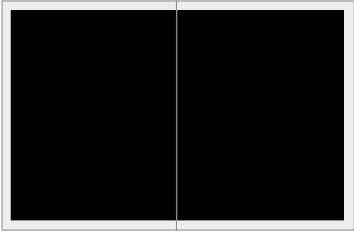


Publication Frequency	6 issues per year
Print Run	5.500 copies
Languages	German & English
Distribution	International
Individual Retail Price	12,50€
Subscription Fee	67,50 (10%)

We reach B2B decision-makers (managers, CEOs, marketing specialists, visual marketing & merchandising insiders...) as well as B2C multipliers and opinion leaders (designers, interior architects...).

MAGAZINE SPECS

Fixed Ad Specs



2 Page Spread (2/1)
W 460 mm x H 297 mm
W 18.11 in. x H 11.69 in.

6.000 €



Full Page (1/1)
W 230 mm x H 297 mm
W 9.05 in. x H 11.69 in.

3.500 €



1/2 Page Horizontal
W 230 mm x H 148,5 mm
W 9.05 in. x H 5.84 in..

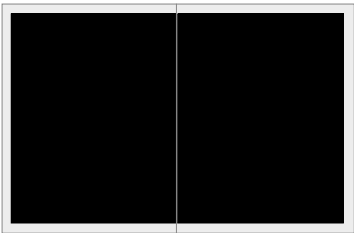
2.800 €



1/2 Page Vertical
W 115 mm x H 297 mm
W 4.52 in. x H 11.69 in.

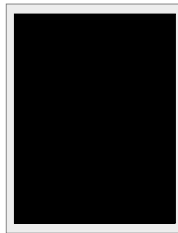
2.800 €

Special Placing – Cover & Sleeve



C2 & Page 1
W 460 mm x H 297 mm
W 18.11 in. x H 11.69 in.

7.500 €



C3
W 230 mm x H 297 mm
W 9.05 in. x H 11.69 in.

4.500 €



C4
W 230 mm x H 297 mm
W 9.05 in. x H 11.69 in.

4.500 €

MAGAZINE TIMELINE

Schedule Topics 2020

	February	April	June	August	October	December
	STOR[I]ES N° 01	STOR[I]ES N° 02	STOR[I]ES N° 03	STOR[I]ES N° 04	STOR[I]ES N° 05	STOR[I]ES N° 06
Key Topic	Retail Customer Experience	Mixed Realities (AR, VR, KI, Retail Technologies)	Instagrammable Moments (The impact of Instagram on cross-media concepts)	Future Customer Behavior (Generation Z)	Brick & Mortar (Reviving the inner cities)	Sustainability (Christmas)
Deadline Content	10 December 2019	15 February 2020	15 April 2020	15 June 2020	15 August 2020	15 October 2020
Deadline Ads	01 January 2020	01 March 2020	01 May 2020	01 July 2020	01 September 2020	01 November 2020
On Sale	01 February 2020	01 April 2020	01 June 2020	01 August 2020	01 October 2020	01 December 2020

WEBSITE
FACTS



Cycle

6 key topics per year

Languages

German & English

Reach

International

Newsletter

Monthly

WEBSITE FORMATS

FORMAT

Banner Website | Header:

Banner Website | Column:



Job Offer Website (incl. SM linking):

Listing Digital Business Directory:

Banner Newsletter:

Logo Integration Newsletter:

*Editorial article on project /advertorial: on request.
All formats include links to the respective website.*

PRICE

150 € / Week, 500 € / Month

75 € / Week, 300 € / Month

250,00 € / one-time

250,00 € / one-time

500,00 € / one-time

250,00 € / one-time

Individual communication packages can increase the reach and success of your communication strategy – cross-media marketing through our various channels allows you to reach your target group faster and more directly.

Depending on your overall communication goals, we will develop tailor-made solutions and strategies with you. We are happy to provide you with a customized communication offer upon request.

Please contact us for price quotes on special formats, advertorials and listings in the print magazine, on the website or social media.

Discounts

Upon verification, we grant a 15% agency discount on the ad price.

Scale of Discounts

For recurring placements within the same year, you will benefit from the following scale of discounts:

	Malstaffel	Mengenstaffel
<i>at least</i>	<i>2 x = 10 %</i>	<i>2/1 page = 10 %</i>
<i>at least</i>	<i>4 x = 15 %</i>	<i>3/1 page = 15 %</i>
<i>at least .</i>	<i>6 x = 20 %</i>	<i>6/1 page = 20 %</i>



CONTACT

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A graphic consisting of the words "THANK YOU" in a light green, sans-serif font. The text is positioned in front of a background of vertical black bars of varying widths, creating a striped effect.

Imprint

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