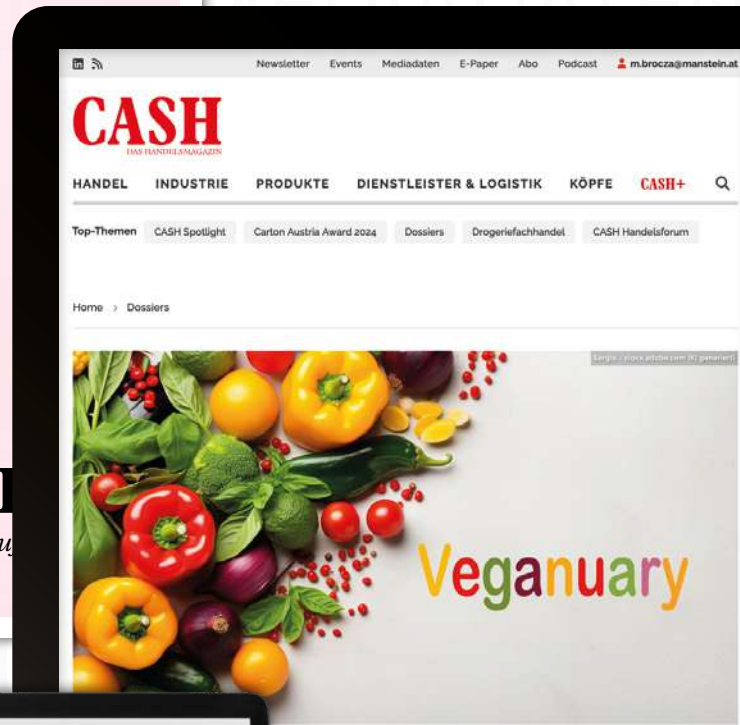


CASH

DAS HANDELSMAGAZIN
September 2023



VOM TREND ZUM WIRTLICHEN
Der lange Weg von Ideen zum Handel auf dem Markt



PRINT MEDIA DATA 2025

valid from 01.10.2024

PRINT



27.000
Readers

ONLINE



247.140
Page Impressions
(monthly)



62.297
User:innen
(monthly)



100.268
Visits
(monthly)

NEWSLETTER



7.200
Newsletter
subscribers

SOCIAL MEDIA EVENT



5.832
LinkedIn-
Followers



1.000
Participants

CASH - THE TRADE MAGAZINE

100 % TRADE AND FMCG INDUSTRY



CASH Handelsmagazin (trade magazine) has been the leading monthly B2B magazine for the entire food retail, FMCG and related industries for 40 years.

Thanks to our industry-knowledgeable information and networks, **CASH** offers a unique advantage for your important decisions – today and tomorrow: Focus on the essentials. High-quality reporting and forecasts. Access to an exclusive network of decision-makers as well.

With **CASH.at**, we provide up-to-the-minute information and our CASH newsletter keeps you up to date. Our high-quality CASH events impress the industry and offer established platforms for networking, exchanging experiences and imparting knowledge.

READERSHIP FIGURES

27.000 readers

Our readers are decision-makers and managers from the retail and FMCG sectors:

- at all levels
- in all sales divisions
- in executive boards and management
- Purchasing, sales and marketing managers
- IT and logistics managers
- Sales-related managers
- Independent retailers







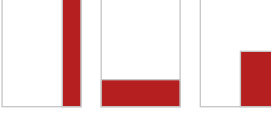
CASH - THE TRADE MAGAZINE

TOPICS AND SCHEDULE 2025

Issue	Appearance	Advertising deadline	Printing material	Focus	Special topics
1	30.01.	13.01.	16.01.	Top Innovationen 2024	Plant-based trends 2025 Shopfitting & innovative store design Annual forecast & trends, TopInnovations
2	27.02.	10.02.	13.02.		Ice cream Confectionery - the upcoming trends Frozen products Barbecues, drugstore & spring cleaning
3	27.03.	10.03.	13.03.		Ham & sausage Milk products Vinegar & oils, dressings Deposit & packaging ITALY Snackification
4	24.04.	03.04.	08.04.	40 years of Cash trade forum anniversary edition	Non-alcoholic beverages Wine & Sparkling wine Beer & Sparkling Wine Mineral water
5	28.05.	09.05.	14.05.	Big sustainability issue - GREEN Young Business Factory 2025, Preliminary report GREEN MARKETING AWARD	Sustainable management Plant-based, E-mobility, packaging 40 years of CASH Retail Forum Review
6	26.06.	05.06.	11.06.	START UPS	Technology at the point of sale Cheese, breakfast & cereals Pet food ASIA Young Business Factory Review
7+8	24.07.	07.07.	10.07.		Bread & pastries Cakes & pastries Drugstore & Beauty Halloween, Functional Drinks
9	30.09.	11.09.	16.09.		Sweet Christmas articles Non-alcoholic drinks, tea & coffee day Customer loyalty Fish & seafood Meat, sausage & ham
10	30.10.	13.10.	16.10.		Plant-based Milk products, Wine & Sparkling Wine (Sparkling Wine Day) Spirits Drugstore / body care & hair Italy
11+12	05.12.	18.11.	21.11.	Sustainability issue, Christmas Special	Everything for the baby Hygiene & cleaning products Leadership and corporate management Drugstore / Hygiene & cleaning products Reputation Report Industry 2025 Review of the year

CASH - THE TRADE MAGAZINE

AD FORMATS & PRICES 2025

	Ad format		width x height in mm	Price in €
	2/1	sloping format in type area format	420 x 297 350 x 252	12.350,-
	1/1 U2/U3 1/1 U4	sloping format	210 x 297	7.190,- 7.590,-
	1/1	sloping format in type area format	210 x 297 175 x 252	6.750,-
	JUNIOR PAGE	sloping format in type area format	130 x 205 115 x 188	5.750,-
	1/2	sloping format in type area format	100 x 297 210 x 148 85 x 252 175 x 128	5.150,-
	1/3	sloping format in type area format	70 x 297 210 x 103 55 x 252 175 x 83	4.190,-
	1/4	sloping sloping corner	upwards type area: 55 x 297 45 x 252 across type area: 210 x 81 175 x 60 100 x 148	3.650,-

CASH Specials

Altarfold cover	format on request	13.150,-	Bookmark ^{1,2}	Min: 60 x 80 Max: 180 x 250	7.900,-
Cover	200 x 220 ³	15.500,-	Tip On on 1/1 ad ¹	Min: 60 x 80 Max: 180 x 250	10.900,-
Banderole ¹	500 x 80-100 ³	11.500,-	Flap outside (shortened fold)	105 x 297 ³	10.900,-
Page finder band ¹	500 x 80-100 ³	14.500,-			

¹incl. production, ²excl. 1/1 ad, ³sloping

SPECIAL PLACEMENTS

Advertorials Editorial design

+15 %

SUPPLEMENT & BOOKLET

Supplement (max. 180 x 267 mm)

up to 10g	4.790,-
up to 20g	5.790,-
up to 30g	6.850,-
up to 40g	8.090,-

Booklet attached or glued in (max. 210 x 297 mm)

4-page booklet	9.060,-
6-page booklet	10.600,-
8-page booklet	10.900,-



With our events, we want to connect industries, impart knowledge, specifically promote young talent, present current market research figures and recognize innovative products.

As a **partner**, we offer you **exciting sponsorship opportunities** that will raise your profile, strengthen your image and enable you to make new contacts.

CASH HANDELSFORUM

We will be celebrating this anniversary from
April 23-25, 2025 exclusively at the
Scalaria event location
in beautiful St. Wolfgang, Austria.

The **CASH Retail Forum** is the largest and most important information, contact and discussion platform for top decision-makers from the FMCG industry and the retail sector in German-speaking countries. The high-caliber summit meeting and social highlight of the industry has been presenting top speakers from politics and business since 1985.



Up to **550** participants are admitted (C-Level)
14 speakers from politics and business
52 sponsoring partners

To the event website with all the details:
<https://handelsforum.cash.at/>

YOUNG BUSINESS FACTORY

3. Juni 2025
The Social Hub am Praterstern



Since its foundation in 2003, the **YBF** has established itself as THE platform for the transfer of know-how relevant to the industry. In line with the motto "Top experts, top topics, top meeting points", top-class speakers address market-relevant developments and shed light on them in a variety of ways. YBF also ensures a strong practical focus for participants with integrated workshops that are accompanied by the speakers.

Up to **200** participants
3 Top speakers

To the event website with all the details:
<https://ybf.cash.at/>

Would you like to become a sponsor of our events? We will be happy to create a suitable offer for you.

DATA DELIVERY

FOR PRINT PRODUCTS

- 1 Artwork as PDF (PDF/X-4-compliant)**
 - 1.1** All colours in CMYK. Colour profile "ISO Coated v2 300%" (also implemented pictures, logos, etc., no colour adjustments from RGB to CMKY are undertaken).
 - 1.2** Picture resolution min. 300 dpi (no FM grid)
 - 1.3** Overprint settings to be taken into account (especially with vector graphics).
 - 1.4** Min. 5 mm bleed with bleed-off-formats. All text and image elements running into bleed must allow for at least 8 mm trim.
 - 1.5** Observe correct ad format from the respective medium in the current ad price list.
- 2 Open data** only after consultation with the production department.
- 3 Data delivery:**
 - 3.1** E-Mail: **produktion@manstein.at**
(Data volume smaller than 20MB)
 - 3.2 FTP:** For data security reasons you can only upload data. Please transfer data that belongs together in one folder or as a single zip-data
Server: ftp.manstein.at
User: produktion
Password: manv7531
 - 3.3** Clearly label the data or folders that are sent over the FTP- server, giving medium and contact.

FOR WEB CONTENT

- 1 Size of data for all formats:** 120 KB
- 2 Possible formats:** JPG, GIF, HTML5 according to IAB-standard
- 3 Delivery of data:**
At least one week before the beginning of the campaign the data has to be sent by email to the contact.
- 4 Video**
Delivery as MP4 (max. 4,5 MB)
YouTube-link with online-advertorial

Please find detailed information on the delivery of advertising material under **www.iab-austria.at**

When delivering HTML 5-designs, please note that all required components are to be found within one directory. In case of different designs, please take care to clearly name the data, as components will be overwritten by non-fitting components.

Details on the data sheet:

Technical specifications for newsletter and online-advertising

We will not make any adjustments of data sent by you.

Wrong exposure due to incomplete or faulty data, wrong setting or incomplete specifications are billed. This also applies to composition of type matter or litho.

Please find our General Terms and Conditions under: **www.manstein.at/agb/**

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Commercial register: Regional court of Vienna, commercial register number 62661 z

Bank details

Erste Bank AG
Account number: 289 400 235 00 **Swift:** 20111
IBAN: AT86 2011 1289 4002 3500 **BIC:** GIBAATWWXXX

TERMS OF PAYMENT

Payments within 21 days net without discount.

The compulsory advertising tax applies to national and international invoices. In the EU, VAT is omitted when submitting the respective UID-number. Billing in countries outside the EU is liable to VAT.

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