

Actual average  
annual circulation  
(1. 7. 2010 – 30. 6. 2011)  
**7,316 copies**

We will be exhibiting at:  
**Brau Beviale, Nuremberg, November 14<sup>th</sup> - 16<sup>th</sup> 2012**

Edition no. month	Main topics	Trade fairs and conferences ◆ Trade fairs ◇ Conferences	Editorial deadline	Advertising deadline	Printing material	Publishing date
<b>1</b> January	<ul style="list-style-type: none"> <li>○ Innovations Brau Beviale 2011</li> <li>○ Malt               <ul style="list-style-type: none"> <li>– The malt market</li> <li>– Machines and plants for malthouses and silo technology</li> <li>– Malt milling</li> </ul> </li> <li>○ Hop               <ul style="list-style-type: none"> <li>– The hop market</li> <li>– Hop products, hop treatment</li> </ul> </li> <li>○ Pub breweries</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>23. Expertentreffen Getränkechankanlagen</b> Freising, 8. – 9. 1. 2012</li> <li>◇ <b>Getränke Impulstage</b> Going/Kitzbühel, 22. – 25. 1. 2012</li> </ul>	30. 11. 2011	13. 12. 2011	15. 12. 2011	12. 1. 2012
<b>2</b> February	<ul style="list-style-type: none"> <li>○ Cleaning and disinfection</li> <li>○ CIP plants</li> <li>○ Kegs               <ul style="list-style-type: none"> <li>– Cleaning and bottling plant</li> <li>– Trends and innovations</li> </ul> </li> <li>○ Energy management in breweries (pumps, compressed air, steam)</li> <li>○ Dispensing equipment</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>Praxisseminar Mikrobiologie</b> Obertulba, 9. 2. 2012</li> <li>◇ <b>9. Rohstoffseminar</b> Freising, 13. 2. 2012</li> <li>◇ <b>45. Technologisches Seminar</b> Freising, 14. – 16. und 27. – 29. 2. 2012</li> <li>◆ <b>Biofach</b> Nürnberg, 15. – 18. 2. 2012</li> <li>◇ <b>Braumeister Seminar</b> Februar/März 2012</li> </ul>	9. 1. 2012	18. 1. 2012	24. 1. 2012	13. 2. 2012
<b>3</b> March	<ul style="list-style-type: none"> <li>○ Process measuring and control technology</li> <li>○ Laboratory analytics, equipment and furnishings</li> <li>○ Packages and bottle crates</li> <li>○ Renewable energies (solar, wind, biogas)</li> <li>○ Disposal and environment (disposal, noise control, ventilation and air conditioning, recyclings and waste)</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>99. Brau- und maschinentechnische Arbeitstagung</b> Siegen, 5. – 7. 3. 2012</li> <li>◆ <b>INTERNORGA</b> Hamburg, 9. – 14. 3. 2012</li> <li>◇ <b>15. VLB Logistikfachkongress</b> Oberursel, 19. – 21. 3. 2012</li> <li>◇ <b>15. Bad Kissinger Brauertag</b> Obertulba, 22. 3. 2012</li> </ul>	6. 2. 2012	16. 2. 2012	22. 2. 2012	12. 3. 2012
<b>4</b> April	<ul style="list-style-type: none"> <li>○ Brewhouse</li> <li>○ Yeast treatment, yeast management</li> <li>○ Fermentation and storage</li> <li>○ Tanks, vessels</li> <li>○ Filtration and separation technology</li> <li>○ Stabilisation and preservation</li> <li>○ Degassing and carbonation</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>World Filtration Congress</b> Graz/Österreich, 16. – 20. 4. 2012</li> <li>◇ <b>19. Dresdner Brauertag</b> Essen, 27. 4. 2012</li> </ul>	5. 3. 2012	15. 3. 2012	21. 3. 2012	11. 4. 2012
<b>5</b> May	<ul style="list-style-type: none"> <li>○ Packaging and packaging technology</li> <li>○ Bottling hall – Dry zone               <ul style="list-style-type: none"> <li>– Unpackers and packers</li> <li>– Inspection and sorting plants</li> <li>– Palletisers and depalletisers</li> <li>– Transport facilities</li> <li>– Labelling and dating technology</li> </ul> </li> <li>○ Engines and drive technology</li> <li>○ Wall and floor coverings</li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>Craft Brewers Conference &amp; Brew Expo America</b> San Diego/Californien/USA, 2. – 5. 5. 2012</li> <li>◇ <b>World Beer Cup Award</b> San Diego/Californien/USA, 5. 5. 2012</li> <li>◇ <b>Praxisseminar Sensorik</b> Obertulba, 3. 5. 2012</li> <li>◇ <b>57. Brauwirtschaftliche Tagung</b> Freising, 14. – 15. 5. 2012</li> <li>◆ <b>Beer in Sochi</b> Sochi/Russland, 16. – 19. 5. 2012</li> </ul>	3. 4. 2012	13. 4. 2012	18. 4. 2012	10. 5. 2012
<b>6</b> June	<ul style="list-style-type: none"> <li>○ Process control and automation</li> <li>○ Sector specific software, EDP concepts</li> <li>○ Storage systems and order picking plants</li> <li>○ Vehicle fleet and logistics concepts</li> <li>○ Material handling and transport vehicles</li> <li>○ CO<sub>2</sub> application, extraction, quality control</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>3. Iberoamerikanisches VLB Symposium Brau- und Abfülltechnik</b> Petropolis/Brasilien, 18. – 21. 6. 2012</li> <li>◆ <b>ProPak Asia</b> Bangkok/Thailand, 13. – 16. 6. 2012</li> <li>◇ <b>Deutscher Brauertag</b> Berlin, 13. 6. 2012</li> </ul>	2. 5. 2012	11. 5. 2012	15. 5. 2012	11. 6. 2012

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<b>7</b> July	<ul style="list-style-type: none"> <li>○ Dealcoholisation plants</li> <li>○ Production of non-alcoholic beer</li> <li>○ Production of beer-based mixed drinks: – Raw materials (sweeteners, additives and auxiliary substances, colourings) – Production machines and plants</li> <li>○ Hoses, pipelines</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>World Brewing Congress</b> Portland/Oregon/USA, 28. 7. – 1. 8. 2012</li> </ul>	1. 6. 2012	15. 6. 2012	21. 6. 2012	11. 7. 2012
<b>8</b> August	<ul style="list-style-type: none"> <li>○ Bottling hall – Wet zone – Bottle washing plants – Bottling and sealing machines – Transport facilities – Crate washers</li> <li>○ Preservation of beer (Pasteur, flash pasteurisation, cold-aseptic beer filtration)</li> </ul>		9. 7. 2012	19. 7. 2012	25. 7. 2012	10. 8. 2012
<b>9</b> September	<ul style="list-style-type: none"> <li>○ Energy management in breweries (water, wastewater)</li> <li>○ Fittings, valves and panels</li> <li>○ Labels – Adhesives and glues – Materials – Design – Labelling technology</li> <li>○ Marking and coding</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>62. Arbeitstagung des Bundes österreichischer Braumeister</b> September 2012</li> <li>◆ <b>FachPack (+ PrintPack + LogIntern)</b> Nürnberg, 25. – 27. 9. 2012</li> </ul>	1. 8. 2012	13. 8. 2012	17. 8. 2012	10. 9. 2012
<b>Brau Beviale 2012</b> <b>10</b> Oktober Trade fair preview Brau Beviale	<ul style="list-style-type: none"> <li>○ Brewhouse – Plant engineering – Technology</li> <li>○ State of the art of beer production</li> <li>○ Beer analytics, microbiology and sensor systems</li> <li>○ Filtration, separation technology, stabilisation</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>99. VLB Oktobertagung</b> Berlin, 8. – 9. 10. 2012</li> <li>◇ <b>Rohstofftag Spalt</b> Spalt, Oktober 2012</li> <li>◇ <b>7. Weihenstephaner Praxisseminar</b> Freising, Oktober 2012</li> <li>◆ <b>Interbev</b> Las Vegas/Nevada, Oktober 2012</li> </ul>	3. 9. 2012	13. 9. 2012	19. 9. 2012	10. 10. 2012
<b>Brau Beviale 2012</b> <b>11</b> November Trade fair edition Brau Beviale	<ul style="list-style-type: none"> <li>○ PET – Material and properties – Bottling, sealing and labelling technology</li> <li>○ Quality assurance – Quality control</li> <li>○ International brewing methods</li> <li>○ Decoration, packages and packaging accessories</li> <li>○ Promotional items, advertising media, outdoor advertising</li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>51. Brau Beviale 2012</b> Nürnberg, 14. – 16. 11. 2012</li> <li>◆ <b>drink technology India</b> Mumbai/Indien, 6. – 8. 11. 2012</li> </ul>	27. 9. 2012	10. 10. 2012	15. 10. 2012	5. 11. 2012
<b>12</b> December	<ul style="list-style-type: none"> <li>○ Energy supply: Heat and cold</li> <li>○ Wastewater treatment</li> <li>○ Water supply and treatment</li> <li>○ Operating material and additives – Cleaning and disinfection agents – Machine fuels</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>19. Flaschenkeller-Seminar</b> Freising, 4. – 5. 12. 2012</li> </ul>	9. 11. 2012	19. 11. 2012	23. 11. 2012	13. 12. 2012

16 Circulation control:

17 Circulation analysis: Copies per edition annual average  
1st of July 2010 to 30th of June 2011

<b>Print figure:</b>	7,454	
<b>Actual circulation:</b>	7,316	of them abroad: 966
<b>Sold circulation:</b>	3,280	of them abroad: 725
– Subscribers' copies:	3,280	of them member copies: 1,400
– Other Sales:	–	
– Sales per copy:	–	
<b>Free copies:</b>	4,036	
<b>Reminder, archives and voucher copies:</b>	138	

18 Geographical distribution analysis:

Economic area	Portion of actual circulation	
	%	copies
Federal Republic of Germany	86.8	6,350
Abroad	13.2	966
<b>Actual circulation</b>	<b>100.0</b>	<b>7,316</b>

Classification of the domestic circulation Nielsen areas

Nielsen-area	%	copies
<b>Nielsen-area 1</b> Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	7.4	469
<b>Nielsen-area 2</b> Nordrhein-Westfalen	13.1	831
<b>Nielsen-area 3a</b> Hessen, Rheinland-Pfalz, Saarland	11.2	714
<b>Nielsen-area 3b</b> Baden-Württemberg	11.5	733
<b>Nielsen-area 4</b> Bayern	43.1	2,736
<b>Nielsen-area 5</b> Berlin	2.3	147
<b>Nielsen-area 6</b> Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt	2.0	125
<b>Nielsen-area 7</b> Thüringen, Sachsen	3.8	241
<b>Other (e.g. fairs) not analysed</b>	5.6	354
<b>Actual circulation (inland)</b>	<b>100.0</b>	<b>6,350</b>

19 Branches/industries/fields/occupational groups

Widely distributed marketing- and technical oriented trade periodical in English for all managers in the technical and business sector of the brewing and beverage industry. The innovative and practice oriented trade magazine with a modern and attractive design, informs about all relevant issues of the current brewing techniques and technology, procures latest scientific knowledge and selectively refers to marketing specific affairs of the brewing industry.

Department /group/class	Receiver groups (according to branch classification)	Share of actual circulation	
		%	copies
15.96, 15.97 –	<b>Brewing industry and malthouses (Germany and abroad)</b> – Brewery experts (business and technical management: Owners, directors, business managers – purchasing executives, marketing and sales executives, laboratory directors, distribution and vehicle pool managers, licensed brewing engineers, technical engineers of the beverage sector, brewmasters)	72.3	5,291
15.98, 51. 34 –	<b>Producers of non alcoholic beverages and beer and beverage wholesalers</b>	1.5	111
–	<b>Hops industry and cereal industry</b>	0.5	34
–	<b>Associations, universities and institutes</b>	4.5	330
–	<b>Technical college and vocational schools</b>	11.1	813
–	<b>Ancillary industry</b>	1.5	106
–	<b>Planning offices, management consultants, advertising agencies</b>	0.7	50
–	<b>Libraries, book-trade</b>	2.4	172
–	<b>Other qualified branches without specification</b>		
–	<b>Branch not yet surveyed/unknown according to EDA standards</b>	0.7	54
–	<b>Others (e.g. fairs) not analysed</b>	4.8	355
	<b>Actual circulation</b>	<b>100.0</b>	<b>7,316</b>

Actual circulation calculated on yearly average: 7,316 copies

Size	B x H in mm	B x H in mm	s/w	2-c	3-c	4-c
	Printing Space	Bleed*				
Prices in Euro						
Title page	–	210 x 209	5,515.–	5,975.–	6,435.–	6,895.–
Cover page	185 x 270	210 x 297	4,788.–	5,248.–	5,708.–	6,168.–
2/1 page	395 x 270	420 x 297	8,701.–	9,161.–	9,621.–	10,081.–
1/1 page	185 x 270	210 x 297	4,555.–	5,015.–	5,475.–	5,935.–
3/4 page high	139 x 270	150 x 297	3,435.–	3,895.–	4,355.–	4,815.–
3/4 page cross	185 x 195	210 x 211	3,435.–	3,895.–	4,355.–	4,815.–
2/3 page high	120 x 270	130 x 297	3,045.–	3,505.–	3,965.–	4,425.–
2/3 page cross	185 x 180	210 x 200	3,045.–	3,505.–	3,965.–	4,425.–
1/2 page high	90 x 270	101 x 297	2,283.–	2,743.–	3,203.–	3,663.–
1/2 page cross	185 x 127	210 x 143	2,283.–	2,743.–	3,203.–	3,663.–
1/3 page high	56 x 270	67 x 297	1,677.–	2,137.–	2,597.–	3,057.–
1/3 page cross	185 x 90	210 x 106	1,677.–	2,137.–	2,597.–	3,057.–
1/4 page high	90 x 127	101 x 143	1,268.–	1,728.–	2,188.–	2,648.–
1/4 page cross	185 x 60	210 x 77	1,268.–	1,728.–	2,188.–	2,648.–
1/8 page high	90 x 60	101 x 77	667.–	897.–	1,127.–	1,357.–
1/8 page cross	185 x 30	210 x 46	667.–	897.–	1,127.–	1,357.–
1/16 page high	90 x 30	101 x 46	351.–	581.–	811.–	1,041.–
1/16 page cross	185 x 15	210 x 31	351.–	581.–	811.–	1,041.–

\* 3 mm per trim page.

These prices apply to the colours in the European scale DIN 16 539 and to red HKS 13.  
All other colours cost € 700.– per colour, independent from the advertisement size.

The pertaining VAT must be added to net prices quoted.

#### Copy deadline for Advertising:

See publication schedule

#### Classified advertising section:

Entry 41 mm width/1 mm height € 4.–, line 41 mm width/3 mm height € 12.–.  
Catch words and additional publication on the Internet free of charge. At least 6 consecutive inserts per caption. The classified trade section is divided into 4 column pages.

Link from Internet entry to own Homepage: upon request

#### Insert:

Max. 200 x 295 mm per thousand € 220.– plus postage. (sample required)

#### Bound insert:

2-page size upon request. € 3,999.–

4-page size upon request. (Sample required) € 6,399.–

**Address for Submission:** Verlag W. Sachon GmbH + Co,  
BRAUINDUSTRIE, Schloss Mindelburg, D-87719 Mindelheim.

#### Discounts:

The following discounts, incl. colour and other extra costs apply for only one year after placement of the order.

#### Schedule for Discount

by frequency for multiple inserts of uniform size

3 (+)	5 %
6 (+)	10 %
12 (+)	15 %

#### Schedule for Discount

by volume for single orders of at least

2 pages	5 %
3 pages	10 %
6 pages	15 %
12 pages	20 %

#### Extra Charges:

10 % extra charges on black and white flat rate for bleed advertisements, 5 % on black and white flat rate for gutter bleed advertisement.

#### Printing Material:

Screen: 54 – 60 (133 if based on inches).  
Film development for reproducible prints for extra charge.

#### Sequence of Colour Range:

Blue, red, black, yellow

#### Printing Process:

Offset

#### Binding:

Back stitching

#### Payment:

2 % discount if payment made within 8 days of invoice date, in full within 30 days.

#### Bank Account:

Sparkasse Memmingen – Lindau – Mindelheim  
(bank code 73150000) account no. 810008201

Verlag W. Sachon GmbH + Co.  
Schloss Mindelburg  
87719 Mindelheim  
Germany  
Phone: +49/92 61/999-0  
Fax: +49/92 61/999-391  
info@sachon.de  
www.sachon.de



#### Media-Services

Sabine Berchtenbreiter

Phone: +49/8261/999-338

Fax: +49/8261/999-391

E-Mail: berchtenbreiter  
@sachon.de

## Technical Data

**Printing process:** Offset  
**Processing:** back stitching

**Printing material:** For trade-marks etc., lithos, slide films for offset screen 54 to 60; inches screen 133

## Information on data transfer for printing material

### Data transmission

**E-Mail** transmission [berchtenbreiter@sachon.de](mailto:berchtenbreiter@sachon.de).  
Please send us the advertising motive in advance per **fax** to **08261/999-391**.

**Important:** Specify the object in the data name  
(Company-Magazine-Edition.pdf)

### Data carrier

CD ROM, DVD

### Hardware / Operating system

Apple Macintosh OS 10.X

### Software

Quark XPress 7.5, Freehand MX  
Adobe CS Collection 2 (Photoshop, Illustrator, Indesign, Acrobat)

### PDF files

- Send in printing optimised version!!
- Generated by Acrobat-Distiller (PDFX3 : 2002, Acrobat4/PDF1.3)
- **Images:** CMYK colour mode (**not** RGB!), resolution minimum 300 dpi (for Bitmap minimum 800 dpi), **no** (ICC) profiles deposited!
- **Fonts:** have to be embedded
- **Bleed advertisements:** all around 3 mm trimming!

### Open Data

**Typefaces:**  
Typefaces used have to be included necessarily (with complete character set). If possible, this should only be "Adobe-Typ1" typefaces (Mac fonts). If necessary, transform freehand or illustrator data into paths.

### Images:

For avoiding quality losses, the following scan resolutions are recommended:

- **Half-tone images:** 60 screen, scale 100%, 300 dpi
- **Line originals:** minimum 800 dpi

Coloured pictures should be stored as TIFF or EPS in **CMYK** mode (not RGB!). **JPEG and DCS data** as well as **interlaced EPS data** should **not be delivered** (quality loss!). Linked half-tone images and line originals are to be backed up with the document.

### Colours:

For multicoloured advertisements please specify all colours that are to be printed (Euroskala or HKS/Pantone) and add colour-proof and text-proof preprint or proof from each side which is to be exposed. Otherwise, the publishing house will not be liable for the correctness of the advertisement.

Please note that print-outs of a colour printer are not binding for printing!

**Important:** Please send **no** Word, Excel, Corel Draw or Power Point documents for advertisements!

### For further information on data delivery

**Telephone: 08261/999-338**

### Note

The publishing house is not liable for the correctness of the reproduction of advertisements which are not delivered digitally according to these specifications.