



Actual circulation  
calculated on the annual average  
(July 1<sup>st</sup> 2010 – June 30<sup>th</sup> 2011)  
9,313 copies

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

Edition number	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>○ Water and Near Water Drinks:                             <ul style="list-style-type: none"> <li>– Plant engineering</li> <li>– Water filtration and preparation</li> <li>– Analytics and quality control</li> <li>– Aromas and additives</li> </ul> </li> <li>○ Logistics concepts for warehouse/vehicle fleet</li> <li>○ Pumps, fittings, hoses, pipelines, valves</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>Getränke Impuls Tage</b> Going/Kitzbuehel, 22. – 25. 1. 2012</li> <li>◆ <b>Food &amp; Beverage Test Expo</b> Cologne, 7. – 9. 2. 2012</li> <li>◇ <b>9. Rohstoffseminar</b> Weihenstephan, 13. 2. 2012</li> <li>◆ <b>Biofach</b> Nuremberg, 15. – 18. 2. 2012</li> </ul>	5. 12. 2012	19. 12. 2012	22. 12. 2012	23. 1. 2012
<b>2</b> February	<ul style="list-style-type: none"> <li>○ Special: Packaging and packaging technology</li> <li>○ Production of functional drinks:                             <ul style="list-style-type: none"> <li>– Base concentrates and additives</li> <li>– Aromas, sweeteners</li> <li>– Mixing and dosing technology</li> </ul> </li> <li>○ Environmental protection (disposal, recycling, reduction of emissions)</li> <li>○ Engines and drive technology</li> <li>○ Process automation</li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>ProWein</b> Dusseldorf, 4. – 6. 3. 2012</li> <li>◆ <b>Internorga</b> Hamburg, 9. – 14. 3. 2012</li> <li>◆ <b>Ipack-Ima</b> Mailand, 28. 2. – 3. 3. 2012</li> <li>◇ <b>99. Brau- und maschinentechnische Arbeitstagung</b> Siegen, 5. – 7. 3. 2012</li> </ul>	16. 1. 2012	26. 1. 2012	31. 1. 2012	21. 2. 2012
 <b>3</b> March	<ul style="list-style-type: none"> <li>○ Preview AnugaFoodTec</li> <li>○ Machine technology: Wet zone:                             <ul style="list-style-type: none"> <li>– Bottle and crate washers</li> <li>– Rinsers and bottling technology</li> <li>– Sealing technology</li> <li>– CIP/SIP plants</li> </ul> </li> <li>○ Marking and coding</li> <li>○ CO<sub>2</sub> application, extraction, quality control</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>15. VLB Logistikfachkongress</b> Oberursel, 19. – 21. 3. 2012</li> <li>◆ <b>AnugaFoodTec</b> Cologne, 27. – 30. 3. 2012</li> <li>◆ <b>Vinitaly</b> Verona, 25. – 28. 3. 2012</li> <li>◇ <b>Deutscher Brunnentag</b> Essen, 22. – 24. 4. 2012</li> <li>◇ <b>11. World Filtration Congress</b> Graz, 16. – 20. 4. 2012</li> </ul>	13. 2. 2012	23. 2. 2012	28. 2. 2012	20. 3. 2012
<b>4</b> April	<ul style="list-style-type: none"> <li>○ Production of soft drinks:                             <ul style="list-style-type: none"> <li>– Base concentrates and additives</li> <li>– Aromas and sweeteners</li> <li>– Mixing and dosing technology</li> <li>– Deaeration and carbonation</li> <li>– Microbiology</li> </ul> </li> <li>○ Software &amp; IT solutions</li> <li>○ Marketing, sales promotion, outdoor advertising</li> <li>○ Forklift trucks and transport vehicles</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>VdF-Jahrestagung</b> Nuremberg, 14. – 15. 5. 2012</li> <li>◆ <b>Hispack</b> Barcelona, 15. – 18. 5. 2012</li> </ul>	14. 3. 2012	26. 3. 2012	29. 3. 2012	23. 4. 2012
<b>5</b> May	<ul style="list-style-type: none"> <li>○ Plastic packagings</li> <li>○ Fruit juice production:                             <ul style="list-style-type: none"> <li>– Separation and filtration technology</li> <li>– Analytics and quality control</li> <li>– Plant engineering</li> </ul> </li> <li>○ Process measuring and control technology</li> <li>○ Analytics and laboratory</li> <li>○ Beverage cardboard</li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>Food Ingredients Central &amp; Eastern Europe</b> Warschau, 23. – 24. 5. 2012</li> <li>◇ <b>Jahrestagung der Destillateurmeister</b> Lauffen am Neckar, 31. 5. – 3. 6. 2012</li> <li>◇ <b>IFU Congress</b> Maastricht, 17. – 22. 6. 2012</li> </ul>	13. 4. 2012	25. 4. 2012	27. 4. 2012	21. 5. 2012
<b>6</b> June	<ul style="list-style-type: none"> <li>○ Quality control</li> <li>○ Packages and bottle crates</li> <li>○ Energy supply (cold, heat, compressed air)</li> <li>○ Beverage production – Additives and auxiliary substances                             <ul style="list-style-type: none"> <li>– Enzymes</li> <li>– Functional ingredients, vitamins</li> <li>– Colourings</li> <li>– Sweeteners</li> </ul> </li> </ul>		10. 5. 2012	23. 5. 2012	25. 5. 2012	21. 6. 2012

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Edition number	Main topics	Trade fairs and conferences ◆ Trade fairs ◇ Conferences	Editorial deadline	Advertising deadline	Printing material	Publishing date
<b>7</b> July	<ul style="list-style-type: none"> <li>○ Aseptic bottling</li> <li>○ Labels: <ul style="list-style-type: none"> <li>– Labelling technology</li> <li>– Labelling materials</li> <li>– Adhesives and glues</li> </ul> </li> <li>○ Palletising, order picking, storage technology</li> <li>○ Engines and drives</li> <li>○ Primary packaging (glass, PET, can, beverage cardboard)</li> </ul>		15. 6. 2012	27. 6. 2012	2. 7. 2012	23. 7. 2012
<b>8</b> August	<ul style="list-style-type: none"> <li>○ Wine, sparkling wine, spirits production: <ul style="list-style-type: none"> <li>– Clarification and filtration</li> <li>– Wine cellars and distilling technology</li> <li>– Quality control and analytics</li> </ul> </li> <li>○ Hygienic design</li> <li>○ Closures and closing technology</li> <li>○ Storage and logistics concepts</li> <li>○ Keg technology</li> <li>○ Material handling vehicles and beverage transport</li> </ul>	<ul style="list-style-type: none"> <li>◇ 10. IFBG-Forum Spirituosen und Brennerei Bautzen, 11. – 12. 9. 2012</li> </ul>	16. 7. 2012	26. 7. 2012	1. 8. 2012	21. 8. 2012
 <b>FachPack</b> <b>9</b> September Trade fair edition FachPack	<ul style="list-style-type: none"> <li>○ Trade fair preview FachPack</li> <li>○ Special: PET</li> <li>○ Occupational health and safety, workwear, personal protective equipment</li> <li>○ Machine technology: Dry zone <ul style="list-style-type: none"> <li>– Transport facilities</li> <li>– Packaging machines</li> <li>– Palletising plants</li> <li>– Sorting plants</li> <li>– Labelling and dating technology</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>◆ FachPack Nuremberg, 25. – 27. 9. 2012</li> <li>◇ VLB Oktobertagung Berlin, 8. – 9. 10. 2012</li> </ul>	14. 8. 2012	28. 8. 2012	31. 8. 2012	21. 9. 2012
<b>Brau Beviale 2012</b> <b>10</b> October Preview Brau Beviale	<ul style="list-style-type: none"> <li>○ Brau Beviale Preview part 1</li> <li>○ Pumps, fittings, pipelines, valves</li> <li>○ Tanks and containers</li> <li>○ Flash pasteurisation and pasteurisation technology</li> <li>○ Energy supply (compressed air, steam, heat, cold, water)</li> </ul>	<ul style="list-style-type: none"> <li>◆ Interbev Las Vegas, October 2012</li> </ul>	7. 9. 2012	20. 9. 2012	24. 9. 2012	17. 10. 2012
<b>Brau Beviale 2012</b> <b>11</b> November Main fair issue Brau Beviale	<ul style="list-style-type: none"> <li>○ Brau Beviale Preview part 2</li> <li>○ IT in the beverage industry</li> <li>○ Operating material and additives: <ul style="list-style-type: none"> <li>– Cleaning and disinfection agents</li> <li>– Machine fuels</li> <li>– Hoses</li> </ul> </li> <li>○ Beverage innovations</li> <li>○ Process automation</li> <li>○ Wall and floor coverings, floor cleaning</li> </ul>	<ul style="list-style-type: none"> <li>◆ drink technology India Mumbai, 6. – 8. 11. 2012</li> <li>◆ Brau Beviale Nuremberg, 14. – 16. 11. 2012</li> <li>◆ Emballage Paris, 19. – 22. 11. 2012</li> <li>◇ 19. Flaschenkeller-Seminar Freising, 4. – 5. 12. 2012</li> </ul>	28. 9. 2012	12. 10. 2012	17. 10. 2012	8. 11. 2012
<b>12</b> December	<ul style="list-style-type: none"> <li>○ Packaging and packaging technology</li> <li>○ Innovations Brau Beviale 2012</li> <li>○ Automation technology</li> <li>○ Drinking glass innovations</li> <li>○ Project works, consulting and financing</li> <li>○ Used machinery</li> <li>○ Promotional items, advertising media</li> </ul>		13. 11. 2012	23. 11. 2012	28. 11. 2012	19. 12. 2012

Verlag W. Sachon GmbH + Co, Schloss Mindelburg, D-87719 Mindelheim, Telefon +49(0)8261/999-0, Telefax +49(0)8261/999-391, E-Mail: info@sachon.de, Internet: www.sachon.de

16 Circulation control:

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

<b>Print figure:</b>	9,450	
<b>Actual circulation:</b>	9,313	of them abroad: 972
<b>Sold circulation:</b>	2,612	of them abroad: 472
– Subscribers' copies:	2,612	of them member copies: 84
– Other Sales:		
– Sales per copy:		
<b>Free copies</b>	6,701	
<b>Reminder, archives and voucher copies</b>	137	

18 Geographical distribution analysis:

Economic area	Portion of actual circulation	
	%	copies
Federal Republic of Germany	89.6	8,341
Abroad	10.4	972
<b>Actual circulation</b>	<b>100.0</b>	<b>9,313</b>

Classification of the domestic circulation to Nielsen areas

Nielsen-area	%	copies
<b>Nielsen-area 1</b> Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	12.4	1,036
<b>Nielsen-area 2</b> Nordrhein-Westfalen	17.7	1,476
<b>Nielsen-area 3a</b> Hessen, Rheinland-Pfalz, Saarland	18.6	1,547
<b>Nielsen-area 3b</b> Baden-Württemberg	15.1	1,262
<b>Nielsen-area 4</b> Bayern	23.0	1,915
<b>Nielsen-area 5</b> Berlin	1.4	115
<b>Nielsen-area 6</b> Brandenburg, Mecklenburg-Vor- pommern, Sachsen-Anhalt	3.2	270
<b>Nielsen-area 7</b> Thüringen, Sachsen	4.1	343
<b>Others (e.g. fairs) not analysed</b>	4.5	377
<b>Actual circulation (inland)</b>	<b>100.0</b>	<b>8,341</b>

19. Branches/industries/fields/occupational groups

The renowned technology and marketing orientated trade journal for the entire beverage industry.

Department/ group/ class	Receiver groups (according to branch classification)	Share of actual circulation	
		%	Copies
	<b>Beverage trade</b>	<b>70.2</b>	<b>6,537</b>
	<b>Soft drink industry</b>		
15.98	Refreshing drink industry (including managers)	38.0	3,539
15.98	Mineral- and curing springs (including managers)	27.5	2,559
15.32.0	Fruit juice industry (including managers)	6.1	569
15.96	Breweries with soft drink department	11.1	1,035
15.51.0	Dairy industry	10.4	972
51.34	<b>Beverage wholesalers, partly with beverage production</b>	2.2	204
15.91 – 15.95	<b>Sparkling wine, wine and spirits industry</b>	19.6	1,827
24.14.0	<b>Flavour and basic ingredients industry</b>	12.6	1,171
–	<b>Ancillary industry</b>	0.8	74
–	<b>Associations, universities, technical colleges, vocational schools, planning offices, management consultants, advertising agencies</b>	14.7	1,371
–	<b>Libraries, book-trade</b>	4.8	443
–	<b>Other qualified branches without specification</b>	0.6	51
–	<b>Branch not yet surveyed/unknown according to EDA standards</b>	3.1	292
–	<b>Others (e.g. fairs) not analysed</b>	1.4	131
	<b>Actual circulation</b>	<b>100.0</b>	<b>9,313</b>

Actual Circulation calculated on yearly average: **9,313** 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	6,225.–	6,685.–	7,145.–	7,605.–
Cover page	185 x 270	210 x 297	5,205.–	5,665.–	6,125.–	6,585.–
2/1 page	395 x 270	420 x 297	9,915.–	10,375.–	10,835.–	11,295.–
1/1 page	185 x 270	210 x 297	4,965.–	5,425.–	5,885.–	6,345.–
3/4 page high	139 x 270	150 x 297	3,740.–	4,200.–	4,660.–	5,120.–
3/4 page cross	185 x 195	210 x 211	3,740.–	4,200.–	4,660.–	5,120.–
2/3 page high	120 x 270	130 x 297	3,325.–	3,785.–	4,245.–	4,705.–
2/3 page cross	185 x 180	210 x 200	3,325.–	3,785.–	4,245.–	4,705.–
1/2 page high	90 x 270	101 x 297	2,642.–	3,102.–	3,562.–	4,022.–
1/2 page cross	185 x 127	210 x 143	2,642.–	3,102.–	3,562.–	4,022.–
1/3 page high	56 x 270	67 x 297	1,850.–	2,310.–	2,770.–	3,230.–
1/3 page cross	185 x 90	210 x 106	1,850.–	2,310.–	2,770.–	3,230.–
1/4 page high	90 x 127	101 x 143	1,372.–	1,832.–	2,292.–	2,752.–
1/4 page cross	185 x 60	210 x 77	1,372.–	1,832.–	2,292.–	2,752.–
1/8 page high	90 x 60	101 x 77	689.–	919.–	1,149.–	1,379.–
1/8 page cross	185 x 30	210 x 46	689.–	919.–	1,149.–	1,379.–
1/16 page high	90 x 30	101 x 46	358.–	588.–	818.–	1,048.–
1/16 page cross	185 x 15	210 x 31	358.–	588.–	818.–	1,048.–

\* 3 mm per trim page

These prices apply to the colours in the European scale DIN 16539 and to red HKS 13.  
All other colours cost € 700.–, independent from the advertisement size.

The pertaining VAT must be added to net prices quoted.

#### Copy deadline for advertising:

See publication schedule and list of feature topics

#### Classified advertising section:

Entry 41 mm width x 1 mm height € 5.–.

One line 41 mm width/3 mm height € 15.–.

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 the Internet entry to own homepage: upon request.

#### Supplement:

Per thousand € 220.– plus postage max. 200 x 295 mm  
(Sample required)

#### Bound insert:

2-page € 3,999.–,  
size upon request

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

**Address for submission:** Verlag W. Sachon GmbH + Co,  
GETRÄNKEINDUSTRIE, 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

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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

## Information on data transfer for printing material Data transmission

### 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.