

MEDIA-KITS

2023



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP



Your contacts:



SANDRA WULKAN
MANAGING DIRECTOR

Tel.: +49 8261 999-150
Fax: +49 8261 999-391
wulkan@sachon.de



PETER NEUNER
EDITOR

Tel.: +49 8261 999-317
Fax: +49 8261 999-395
neuner@sachon.de



DR. EVA-MARIA KAHLE
EDITOR

Tel.: +49 8261 999-311
Fax: +49 8261 999-395
kahle@sachon.de



SABINE REGGEL
HEAD OF MEDIA SALES

Tel.: +49 8261 999-338
Fax: +49 8261 999-391
reggel@sachon.de



MICHAELA SCHÖLDERLE
MEDIA ADMINISTRATION

Tel.: +49 8261 999-361
Fax: +49 8261 999-391
schoelderle@sachon.de

VERLAG W. SACHON GMBH
Schloss Mindelburg
St. Georgenberg 17
87719 Mindelheim
Germany
Tel.: +49 8261 999-0
Fax: +49 8261 999-391
info@sachon.de
www.sachon.de



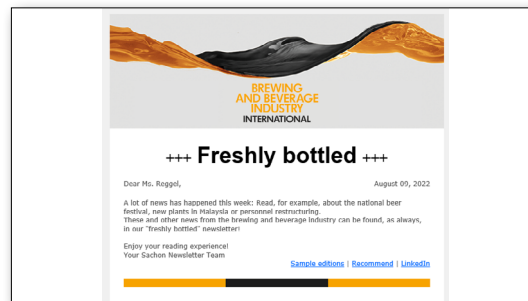
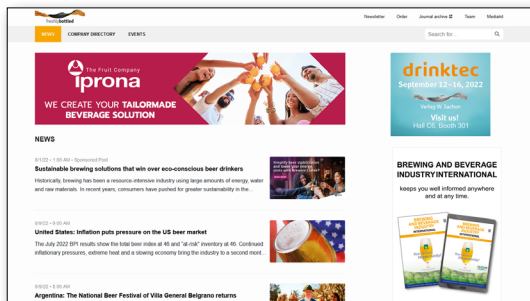
Characterization in brief: Marketing and technique-focused English magazine for the international brewing and beverage industry.

The appealing magazine addresses specific industry issues that are of interest far beyond b2b. With the renowned trade publication BRAUINDUSTRIE and GETRÄNKEINDUSTRIE in the background, the publishing house W. Sachon can rely on a solid basis of top information. Well-known authors of the branch cover current topics of technique and technology, packaging, logistics, marketing and management. Information is completed by on-site research by the editorial team, especially on international trade fairs and events.

The magazine is available as a print edition as well as a digital edition.

"Freshly bottled" is the newsletter for the international brewing and beverage industry! On top of keeping you up to date with what's happening in the industry, each issue of "Freshly bottled" will deliver an entertaining video, as well as some short and sharp industry information in our "Number of the month!" section.

www.freshlybottled.com is a news portal compiling all the important news from the international brewing and beverage industry in one place.



Size	Printing space W x H in mm	Bleed* W x H in mm	Price b/w Euro	Price 4-c Euro
Title page	-	210 x 209	4,940.–	6,320.–
Cover pages	-	210 x 297	4,700.–	6,080.–
1/1 page	172 x 251	210 x 297	4,206.–	5,585.–
Juniorpage	113 x 166	133 x 189	2,295.–	3,675.–
1/2 page high	83 x 251	103 x 297		
1/2 page cross	172 x 125	210 x 148		
1/3 page high	54 x 251	74 x 297	1,670.–	2,360.–
1/3 page cross	172 x 80	210 x 103		
1/4 page single-column	45 x 251	64 x 297	1,220.–	1,910.–
1/4 page high	83 x 125	103 x 148		
1/4 page cross	172 x 60	210 x 83		
1/8 page high	83 x 60	103 x 77	650.–	1,340.–
1/8 page cross	172 x 30	210 x 53		
1/16 page high	83 x 30	103 x 53	360.–	1,050.–
1/16 page cross	172 x 15	210 x 38		
* 3 mm per trim page.				

Colour charges:

per standard ink from euro colour scale	€ 460.–
Colour charge 4-colours	€ 1,380.–
Other colours	€ 700.–

Sources of supply:

Entry 85 mm width / 1 mm height	€ 5.–
1 line 85 mm width / 3 mm height	€ 15.–
Catch words and additional publication on the Internet free of charge.	
The sources of supply are divided into 2 column pages.	
Link from the Internet entry to own homepage: upon request	

Classified advertisements:

83 mm width / 1 mm height	€ 3.–
---------------------------	-------

Supplement:

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

Bound insert:

2-page	€ 3,500.–
Size upon request	
4-page	€ 5,100.–
Size upon request (Sample required).	

Address for submission:

Verlag W. Sachon GmbH, Schloss Mindelburg, St. Georgenberg 17,
87719 Mindelheim, Germany.

Extra charges:

10 % on black and white flat rate for bleed inserts
5 % on black and white flat rate for gutter bleed advertisements.

Discounts:

The following discounts are only granted on purchase within one year
for Brewing and beverage industry international, español and china in common.

3 appearances or 2 pages	5 %
6 appearances or 3 pages	10 %
12 appearances or 6 pages	15 %
16 appearances or 8 pages	20 %

Technical date:

see page 15

Payment:

2 % discount for settlement within 8 days after date of invoice, in full within 30 days.

Bank account:

Sparkasse Schwaben-Bodensee
BIC: BYLA DE M1 MLM
IBAN: DE96 7315 0000 0810 0082 01

Contacts:

Verlag W. Sachon GmbH
Schloss Mindelburg
St. Georgenberg 17
87719 Mindelheim
Germany
Tel.: +49 8261 999-0
Fax: +49 8261 999-391
Internet: www.freshlybottled.com,
www.sachon.de
E-mail: reggel@sachon.de

1 Magazine size:

Width 210 mm, height 297 mm, DIN A4
Untrimmed: Width 216 mm, height 303 mm
Printing space: Width 172 mm, height 251 mm
3 columns, width 54 mm each

2 Printing and binding method:

Offset printing (sheet), wire stitching or adhesive binding.

3 Data transmission:

By e-mail to reggel@sachon.de FTP server transmission upon request.
Please indicate magazine in the file name (company-magazine-issue.pdf).

4 Data sizes:

Please send the **printing data as a PDF file according to the following criteria:**

- The **PDF** should be print-optimized;
produced from Acrobat Distiller (PDFX3: 2002, Acrobat 4/PDF1.3)
- **Images:** CMYK colour mode (**not RGB!**), resolution half-tone images **300 dpi**
at least (if Bitmap/line originals 800 dpi at least)
- **Fonts: must be embedded**
- Delivery of open data only according to prior agreement
- **Bleed ads: 3 mm bleed on all four sides!**
- Text and image elements: 5 mm distance at least to margin

5 Colours:

Printing inks (Fogra 39 but without color conversion) according to DIN ISO 12647-2 (PSO), special inks only according to prior agreement.
(Please don't send RGB images with ICC profiles!)

6 Proof:

Please add a contract proof (according to "Medienstandard Druck/bvdm" with FOGRA-Medienkeil/www.fogra.org). Otherwise the publishing house won't assume any liability for the correctness of the ad.

Proofs must have an official colour bar.

Please note that print-outs made with a colour printer are not considered as a contract proof.

Please indicate all inks to be printed (CMYK, FOGRA or HKS/Pantone) in case of multicoloured ads.

7 Data filing:

Data are filed. Therefore unchanged repeat ads are possible, but no responsibility for the data is assumed. You will receive a proof for release upon request.

8 Warranty:

The publishing house doesn't assume any liability for the correctness of reproduction of ads which are not digitally delivered according to these requirements.

9 Contact:

Sabine Reggel
Tel.: +49 8261 999-338
reggel@sachon.de

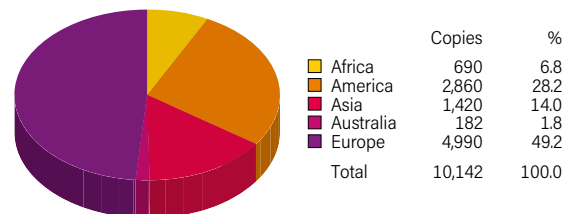
BREWING AND BEVERAGE INDUSTRY INTERNATIONAL

CIRCULATION

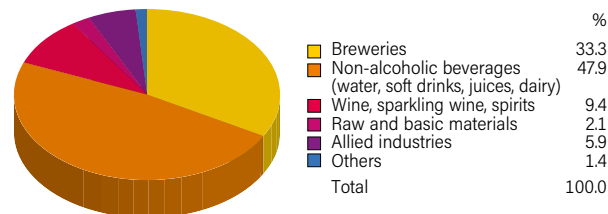
Circulation analysis:

Circulation analysis:	Copies per edition annual average July 1 st 2021 to June 30 th 2022
Press run:	7,272
Actual circulation:	10,142
Sold circulation:	2,034
– Subscribers:	1,561
– Individual sales:	–
– Others:	473
Promotional copies:	8,108
Remainder, record and voucher copies:	68

Circulation breakdown by continents:



Circulation breakdown by industries:



Edition no. month	Dates	Main topics	Trade fairs and Conferences
1 February	Editorial deadline 23.01.2023 Advertising deadline 30.01.2023 Printing material 01.02.2023 Publishing date 27.02.2023	Bottled water/Near water drinks: – Ground water preparation – Filtration – Carbonisation – Additives Pumps, fittings, hoses, pipelines, valves Packaging and packaging technology Primary packaging (glass, PET, can, beverage cardboard) Brew Pubs	Filtech Köln, 14. – 16.2.2023
2 April Fair edition interpack & Craft Brewers Conference	Editorial deadline 20.03.2023 Advertising deadline 30.03.2023 Printing material 03.04.2023 Publishing date 27.04.2023	interpack preview Craft Brewers Conference preview Fruit juice and nectar production: – Raw materials, additives, aromas – Filtration and separating technology – Bottling technology ACF Bottling hall: Dry zone Energy supply: Cold, heat, compressed air, steam Analytics and laboratory equipment Design of labels and labelling technology	interpack Düsseldorf, 04. – 10.05.2023 Craft Brewers Conference Nashville, 07. – 10.05.2023
3 June Special South America	Editorial deadline 15.05.2023 Advertising deadline 30.05.2023 Printing material 01.06.2023 Publishing date 27.06.2023	PET and plastic packaging Brewing: – Raw materials – Brewhouse technology – Fermenting room and storage cellar – Filtration technology Cleaning and disinfection KEG-Technology Process measuring and control technology Tanks and containers	

Edition no. month	Dates	Main topics	Trade fairs and Conferences
4 August Special China	Editorial deadline 18.07.2023 Advertising deadline 28.07.2023 Printing material 01.08.2023 Publishing date 28.08.2023	Brewhouse: - Plant engineering - Technology Functional drinks: - Base concentrates and additives - Aromas and sweeteners - Mixing and dosing technology Marking technology Process automation and IT Wine, sparkling wine and spirits production	
5 October Fair edition Brau^{'23} Beviale	Editorial deadline 18.09.2023 Advertising deadline 28.09.2023 Printing material 05.10.2023 Publishing date 27.10.2023	BrauBeviale preview Soft drinks: - Base concentrates and additives - Aromas and sweeteners - New beverage concepts - Mixing and dosing technology Filling technology Secondary packaging Palletising, order picking and storage technology Closures and closing technology Hop products, hop treatment and hopping technology	BrauBeviale Nuremberg, 28. – 30.11.2022
6 December	Editorial deadline 08.11.2023 Advertising deadline 20.11.2023 Printing material 22.11.2023 Publishing date 19.12.2023	Bottling hall: Wet zone CO₂ in the beverage industry (extraction, preparation, analytics) Beverage production – Additives and auxiliary substances: - Enzymes: - Functional ingredients, vitamins - Colourings - Sweeteners Energy supply: Cold, heat, compressed air, steam	

Discounts:

The following discounts are only granted on purchase within one year:

3 appearances 5 %
6 appearances 10 %
12 appearances 15 %

Banner formats:

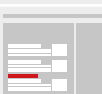
GIF, JPG, PNG
Other file sizes upon request.
Graphics in the sizes specified above with 300 ppi.

Data supply:

At least 1 week before start to:
Mr. Stephan Keller,
Tel. +49 8261 999-362,
keller@sachon.de

Contact:

Sabine Reggel,
Tel. +49 8261 999-338,
reggel@sachon.de

Display Ads*	Desktop & Tablet		Mobile		Prices *** in € / Month
	Placement**	Size in pixel	Placement**	Size in pixel	
Introbanner		1052 x 242		288 x 131	1,300.-
Skyscraper		300 x 600		300 x 600	850.-
Superbanner		728 x 90		288 x 37	610.-
Fullbanner		468 x 60		220 x 37	540.-
Medium Rectangle		300 x 250		300 x 250	750.-
Content Ad		3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)		3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)	1,110.-
Video		640 x 360		288 x 162	1,170.-

* Placement in rotation

** Size and position in illustration exemplary

*** Prices incl. link

Prices and sizes:

Placement options	Size (pixel)	Price € / mailing
FullBanner	468 x 60	635.-
FullBanner Premium	468 x 60	750.-
Sponsored Post	max. 300 characters (incl. link) plus 1 image	780.-
Event note	200 x 80	350.-
Stand Alone	Exclusive dispatch (details upon request)	2,450.-

Banner:

GIF, JPG, PNG,

Graphics in the sizes specified above with 300 ppi

FullBanner

Stora Enso Oyj veräußert Papierfabrik in Uetersen

Stora Enso Oyj hat die Spezial- und Bildruckpapierfabrik in Uetersen an den Europäischen Private Equity Fonds Perusa Partners Fund 2 veräußert. Die traditionsreiche Papierfabrik firmiert seit dem 10. Februar 2015 als Feldmühle Uetersen GmbH. Als eigenständiges Unternehmen wird die Feldmühle...

[...weiterlesen!](#)

FullBanner

Bis zu 150 neue Jobs bei Krones

24 Mitarbeiter sind derzeit im bayerischen Wackersdorf für die Krones-Tochter Syskon Holding GmbH tätig – bis Ende 2015 soll sich die Zahl verdoppelt haben und in den nächsten Jahren könnten laut Geschäftsführer Johann Rodt sogar bis zu 150 neue Stellen geschaffen werden. Das berichtet zumindest...

[...weiterlesen!](#)

Deutscher Gastronomiepreis 2014 verliehen

Der Deutsche Gastronomiepreis 'Beverage' ging an Rütger und Axel Ohm vom Brauhausthus Altes Mädchen in Hamburg. Mit der Eröffnung eines reinen Craft Beer-Restaurants waren die beiden Bedenkbare nicht nur die ersten in Hamburg, sondern gehörten...

[...weiterlesen!](#)

Sponsored Post

Änderungen in der KHS-Geschäftsführung

Die KHS GmbH, einer der international führenden Anbieter von Abfüll- und Verpackungsanlagen für die Brau- und Getränkeindustrie (Umsatz 2014: 1.198,2 Mio. Euro), und...

[...weiterlesen!](#)

Sponsored Post

Bitburger unzufrieden wegen Fußball-WM-Verlegung

Der Sprecher der Geschäftsführung der Bitburger Braugruppe, Dr. Werner Wolf, hat die Bitburger Braugruppe...

Event note

Stora Enso Oyj veräußert Papierfabrik in Uetersen

Stora Enso Oyj hat die Spezial- und Bildruckpapierfabrik in Uetersen an den Europäischen Private Equity Fonds Perusa Partners Fund 2 veräußert. Die traditionsreiche Papierfabrik firmiert seit dem 10. Februar 2015 als Feldmühle Uetersen GmbH. Als eigenständiges Unternehmen wird die Feldmühle...

[...weiterlesen!](#)

Veranstaltungshinweis

Bis zu 150 neue Jobs bei Krones

24 Mitarbeiter sind derzeit im bayerischen Wackersdorf für die Krones-Tochter Syskon Holding GmbH tätig – bis Ende 2015 soll sich die Zahl verdoppelt haben und in den nächsten Jahren könnten laut Geschäftsführer Johann Rodt sogar bis zu 150 neue Stellen geschaffen werden. Das berichtet zumindest...

[...weiterlesen!](#)

Deutscher Gastronomiepreis 2014 verliehen

Der Deutsche Gastronomiepreis 'Beverage' ging an Rütger und Axel Ohm vom Brauhausthus Altes Mädchen in Hamburg. Mit der Eröffnung eines reinen Craft Beer-Restaurants waren die beiden Bedenkbare nicht nur die ersten in Hamburg, sondern gehörten...

[...weiterlesen!](#)



+++FRESHLY BOTTLED+++

PUBLICATION SCHEDULE

www.freshlybottled.com/newsletter

Publication Schedule:

January	February	March	April	May	June
10.01.2023	07.02.2023	07.03.2023	04.04.2023	02.05.2023	13.06.2023
24.01.2023	21.02.2023	21.03.2023	18.04.2023	16.05.2023	27.06.2023
				30.05.2023	
July	August	September	October	November	December
11.07.2023	08.08.2023	05.09.2023	04.10.2023		12.12.2023
25.07.2023	22.08.2023	19.09.2023	17.10.2023	14.11.2023	
			31.10.2023	28.11.2023	

Mailing:

be-weekly

Addresses:

approx. 9,400 per mailing

Data supply:

by e-mail 1 week before start of placement at the latest to:
Mr. Stephan Keller, Tel. +49 8261 999-362, keller@sachon.de

Banner:

GIF, JPG, PNG,
Other sizes upon request.
Graphics in the sizes specified above with 300 ppi

Contact person:

Mrs. Sabine Reggel, Tel. +49 8261 999-338, reggel@sachon.de



Information

All booked ads, bound-inserts and loose inserts appear in addition to the print edition also in digital version of the magazine.

For a small additional charge of € 270,-, we can include up to 3 links in the booked advertisement. We offer the following options to choose from:

- Forwarding to a landing page
- Forwarding to a company homepage
- Integration of a video
- Integration of an e-mail address
- Integration of a PDF download link

Your contact:



SABINE REGGEL
HEAD OF MEDIA SALES

Tel.: +49 8261 999-338

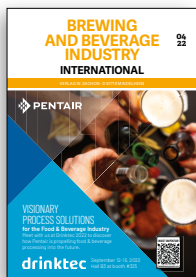
Fax: +49 8261 999-391

reggel@sachon.de

BREWING AND BEVERAGE INDUSTRY INTERNATIONAL

THIS IS WHAT THE BEVERAGE INDUSTRY READS:
OUR TRADE MEDIA FOR YOUR CAMPAIGNE.

www.freshlybottled.com
www.sachon.de



VERLAG W. SACHON

YOUR CONTACT:

SABINE REGGEL
Head of Media Sales
Tel.: +49 8261 999-338
Fax: +49 8261 999-391
reggel@sachon.de

VERLAG W. SACHON GMBH
Schloss Mindelburg
St. Georgenberg 17
87719 Mindelheim
Germany
Tel.: +49 8261 999-0
Fax: +49 8261 999-391
info@sachon.de
www.freshlybottled.com
www.sachon.de



Terms of trade:

Our general terms and conditions
apply exclusively.