


Actual average
annual circulation
(1. 7. 2015 – 30. 6. 2016)
6,847 copies

We will be exhibiting at: **drinktec** Munich, September 11th to 15th 2017

Edition no. month	Main topics	Trade fairs and conferences ◆ Trade fairs ◇ Conferences	Editorial deadline	Advertising deadline	Printing material	Publishing date
1 January	<ul style="list-style-type: none"> ○ Innovations of the BrauBeviale 2016 ○ Malt <ul style="list-style-type: none"> – The malt market – Machines and plants for malthouses and silo technology – Malt milling ○ Hop <ul style="list-style-type: none"> – The hop market – Hop products and hop treatment – Hop technology ○ Pub breweries 	<ul style="list-style-type: none"> ◇ 28. Expertentreffen Getränkechankanlagen Freising, 15. – 16. 1. 2017 ◇ Getränke Impuls Tage Saalfelden, Österreich, 15. – 17. 1. 2017 ◆ Internationale Grüne Woche Berlin, 20. – 29. 1. 2017 	1. 12. 2016	13. 12. 2016	16. 12. 2016	16. 1. 2017
2 February	<ul style="list-style-type: none"> ○ Cleaning and disinfection ○ CIP plants ○ Kegs <ul style="list-style-type: none"> – Cleaning and bottling plant – Trends and innovations ○ Energy management in breweries (pumps, compressed air, steam, heat, cold water, water, electricity) ○ Renewable energy (solar energy, wind energy, biogas) 	<ul style="list-style-type: none"> ◇ Braukunst Live München, 10. – 12. 2. 2017 ◇ 14. Rohstoffseminar Freising, 13. 2. 2017 ◇ 40. Technologisches Seminar Freising, 14. – 16. 2. 2017 ◆ Gulfood Dubai, 26. 2 – 2. 3. 2017 ◆ Beviale Moscow Moskau, Russland, 28. 2. – 2. 3. 2017 	11. 1. 2017	24. 1. 2017	27. 1. 2017	17. 2. 2017
3 March	<ul style="list-style-type: none"> ○ Dispensing equipment ○ Process measuring and control technology ○ Laboratory analytics, equipment and furnishings ○ Packages and bottle crates ○ Decoration, packages and packaging accessories, closing systems ○ Closing systems ○ Disposal and environment (disposal, sound protection, ventilation and air conditioning, recycling and waste) 	<ul style="list-style-type: none"> ◇ 104. Brau- und maschinentechnische Arbeitstagung der VLB München, 6. – 8. 3. 2017 ◆ Internorga Hamburg, 17. – 21. 3. 2017 ◇ Brauertag Institut Romeis Oberthulba, 23. 3. 2017 ◇ 20. VLB-Logistikfachkongress München, 26. – 28. 3. 2017 	6. 2. 2017	16. 2. 2017	21. 2. 2017	14. 3. 2017
4 April	<ul style="list-style-type: none"> ○ Brewhouse ○ Yeast treatment, yeast management ○ Fermentation and storage ○ Tanks, vessels ○ Filtration and separation technology ○ Stabilisation and preservation ○ Degassing and carbonation 	<ul style="list-style-type: none"> ◇ 62. Brauwirtschaftliche Tagung Weihenstephan Freising, 4. – 5. 4. 2017 ◇ Craft Brewers Conference & BrewExpo America Washington/USA, 10. – 13. 4. 2017 ◇ 23. Dresdner Brauertag VLB Dresden, 27. – 28. 4. 2017 ◆ INTERPACK 2017 Düsseldorf, 4. – 10. 5. 2017 ◇ EBC-Kongress 2017 Ljubljana, Slowenien, 14. – 18. 5. 2017 	3. 3. 2017	15. 3. 2017	21. 3. 2017	13. 4. 2017
5 May	<ul style="list-style-type: none"> ○ Packaging and packaging technology ○ Bottling hall – Dry zone <ul style="list-style-type: none"> – Unpackers and packers – Inspection and sorting plants – Palletisers and depalletisers – Transport facilities – Labelling and dating technology ○ Engines and drive technology ○ Wall and floor coverings, floor cleaning 	<ul style="list-style-type: none"> ◆ Beer 2017 Sochi/Russland, 16. – 19. 5. 2017 ◇ South Beer Cup VII Buenos Aires, Argentinien, 25. – 27. 5. 2017 	4. 4. 2017	18. 4. 2017	21. 4. 2017	15. 5. 2017
6 June	<ul style="list-style-type: none"> ○ Process control and automation, IT-solutions ○ Sector specific software – EDP concepts ○ Storage systems and order picking plants ○ Vehicle fleet and logistics concepts ○ Material handling and transport vehicles ○ CO₂ application, extraction, quality control 	<ul style="list-style-type: none"> ◆ ProPak Asia Bangkok/Thailand, 14. – 17. 6. 2017 ◆ Fispal Tecnologia 2017 São Paulo/Brasilien, 27. – 30. 6. 2017 ◆ Drink Japan Tokio, Japan, 28. – 30. 6. 2017 	2. 5. 2017	16. 5. 2017	19. 5. 2017	13. 6. 2017

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7 July	<ul style="list-style-type: none"> ○ Dealcoholisation plants ○ Production of non-alcoholic beer ○ Hoses, pipelines ○ Energy supply technology in breweries (pumps, compressed air, steam, heat, cold water, water, electricity) 	◆ BrasilBraU 2017 Sao Paulo, Brasilien 26. – 28. 7. 2017	6. 6. 2017	19. 6. 2017	22. 6. 2017	13. 7. 2017
drinktec 8 August Fair preview drinktec 2017	<ul style="list-style-type: none"> ○ Preview drinktec ○ Brewhouse – Plant engineering – Technology ○ State of the art and technology of beer production ○ Beer analytics, microbiology and sensor systems ○ Filtration, separation technology, stabilisation 		3. 7. 2017	13. 7. 2017	17. 7. 2017	18. 8. 2017
drinktec 9 September Main fair issue drinktec 2017	<ul style="list-style-type: none"> ○ Production of beer-based mixed drinks – Raw materials (sweeteners, additives and auxiliary substances, colourings) – Production machines and plants ○ PET – Material and properties – Bottling, sealing and labelling technology ○ International brewing methods ○ Decoration, packages and packaging accessories ○ Promotional items, advertising media, outdoor advertising 	◇ 67. Arbeitstagung des Bundes österreichischer Braumeister September 2017 ◆ drinktec München, 11. – 15. 9. 2017	24. 7. 2017	4. 8. 2017	8. 8. 2017	4. 9. 2017
10 Oktober	<ul style="list-style-type: none"> ○ Quality assurance – Quality control ○ Bottling hall – Wet zone – Bottle washing plants – Bottling and sealing machines – Transport facilities – Crate washers ○ Preservation of beer (Pasteur, flash pasteurisation, flash pasteurization, cold-aseptic beer filtration) 	◆ FILTECH Köln, Oktober 2017 ◇ 104. VLB Oktobertagung Berlin, 9. – 10. 10. 2017 ◇ 53. Mälzereitechnische Arbeitstagung Planegg, 18. 10. 2017 ◇ Rohstofftag Spalt Spalt, 11. 10. 2017 ◇ 11. Weihenstephaner Praxisseminar Oktober 2017	6. 9. 2017	21. 9. 2017	22. 9. 2017	13. 10. 2017
11 November	<ul style="list-style-type: none"> ○ Review drinktec ○ Process measuring and control technology ○ Labels – Adhesives and glues – Materials – Design – Labelling technology ○ Marking and coding ○ IT in the brewing industry 	◆ FIHAV 2017 Havanna, Kuba	11. 10. 2017	19. 10. 2017	22. 10. 2017	13. 11. 2017
12 December	<ul style="list-style-type: none"> ○ Energy supply (pumps, compressed air, steam, heat, cold water, water, electricity) ○ Wastewater treatment ○ Water supply and treatment ○ Operational materials and additives – Cleaning and disinfection agents – Machine fuels 	◇ 24. Flaschenkeller-Seminar Freising, 5. – 6. 12. 2017	6. 11. 2017	16. 11. 2017	21. 11. 2017	13. 12. 2017

– subject to alterations –

16 Circulation control:

17 Circulation analysis: Copies per edition annual average
July 1st 2015 to June 30th 2016

Print figure:	6,971		
Actual circulation:	6,847	of them abroad:	886
Sold circulation:	3,036	of them abroad:	586
– Subscribers:	3,036	of them member copies:	1,300
– Other sales:	–		
– Sales per copy:	–		
Free copies:	3,811		
Reminder, archives and voucher copies:	124		

18 Geographical distribution analysis:

Economic area	Portion of actual circulation	
	%	copies
Federal Republic of Germany	87.1	5,961
Abroad	12.9	886
Actual circulation	100.0	6,847

Classification of the domestic circulation Nielsen areas

Nielsen-area	%	copies
Nielsen-area 1 Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	7.5	447
Nielsen-area 2 Nordrhein-Westfalen	12.9	771
Nielsen-area 3a Hessen, Rheinland-Pfalz, Saarland	11.2	668
Nielsen-area 3b Baden-Württemberg	11.8	701
Nielsen-area 4 Bayern	44.2	2,637
Nielsen-area 5 Berlin	2.4	143
Nielsen-area 6 Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt	1.8	108
Nielsen-area 7 Thüringen, Sachsen	3.9	230
Other (e.g. fairs) not analysed	4.3	256
Actual circulation (inland)	100.0	5,961

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 –	Brewing industry and malthouses (Germany and abroad) – 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)	69.6	4,763
15.98, 51. 34 –	Producers of non alcoholic beverages and beer and beverage wholesalers	49.5	3,388
–	Hops industry and cereal industry	2.4	160
–	Associations, universities and institutes	0.5	35
–	Technical college and vocational schools	5.0	342
–	Ancillary industry	13.0	893
–	Planning offices, management consultants, advertising agencies	1.5	105
–	Libraries, book-trade	0.7	45
–	Other qualified branches without specification	2.8	194
–	Branch not yet surveyed/unknown according to EDA standards	0.7	50
–	Others (e.g. fairs) not analysed	3.8	260
	Actual circulation	100.0	6,847

Actual circulation calculated on yearly average: 6,847 copies

Size	B x H in mm	B x H in mm	s/w	2-c	3-c	4-c
	Printing Space	Bleed*				
Title page	–	210 x 209	5,583.–	6,043.–	6,503.–	6,963.–
Cover page	185 x 270	210 x 297	4,838.–	5,298.–	5,758.–	6,268.–
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	4,585.–	5,045.–	5,505.–	5,965.–
3/4 page high	139 x 270	150 x 297	3,445.–	3,905.–	4,365.–	4,825.–
3/4 page cross	185 x 195	210 x 211	3,445.–	3,905.–	4,365.–	4,825.–
2/3 page high	120 x 270	130 x 297	3,055.–	3,515.–	3,975.–	4,435.–
2/3 page cross	185 x 180	210 x 200	3,055.–	3,515.–	3,975.–	4,435.–
Juniorpage	126 x 180	133 x 197	2,313.–	2,773.–	3,233.–	3,693.–
1/2 page high	90 x 270	101 x 297	2,313.–	2,773.–	3,233.–	3,693.–
1/2 page cross	185 x 127	210 x 143	2,313.–	2,773.–	3,233.–	3,693.–
1/3 page high	56 x 270	67 x 297	1,717.–	2,177.–	2,637.–	3,097.–
1/3 page cross	185 x 90	210 x 106	1,717.–	2,177.–	2,637.–	3,097.–
1/4 page high	90 x 127	101 x 143	1,308.–	1,768.–	2,228.–	2,688.–
1/4 page cross	185 x 60	210 x 77	1,308.–	1,768.–	2,228.–	2,688.–
1/8 page high	90 x 60	101 x 77	697.–	927.–	1,157.–	1,387.–
1/8 page cross	185 x 30	210 x 46	697.–	927.–	1,157.–	1,387.–
1/16 page high	90 x 30	101 x 46	381.–	611.–	841.–	1,071.–
1/16 page cross	185 x 15	210 x 31	381.–	611.–	841.–	1,071.–

* 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.

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 731 50000) account no. 810008201
BIC: BYLA DE M1 MLM
IBAN: DE96 7315 0000 0810 008201

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Tel.: +49/92 61/9 99-0
Fax: +49/92 61/9 99-3 91
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Internet: www.sachon.de



Media-Services

Sabine Reggel

Tel.: +49/8261/999-338

Fax: +49/8261/999-391

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 185 mm, height 270 mm
3 columns, width 56 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), **no** (ICC) profiles stored!
 - **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**
- Note for design:** In order to avoid that types are represented in a pixelated way, all type lines must be in the foreground. Types that, for example, are overlaid by a shadow, may not be reproduced correctly.
- 5 Colours:** Printing inks (Euroscale CMYK) 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 (Euroscale 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.: 00 49/82 61/9 99-3 38
E-mail: reggel@sachon.de