

Actual average
annual circulation
(1. 7. 2017 – 30. 6. 2018)
6,411 copies

We will be exhibiting at: **BrauBeviale** Nuremberg, November 12th to 14th 2019

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"> ○ Malt <ul style="list-style-type: none"> – The malt market – Machines and plants for malthouses as well as silo technology and grinding – Malt milling ○ Hop <ul style="list-style-type: none"> – The hop market – Hop products and hop treatment – Hopping technology 	<ul style="list-style-type: none"> ◇ 30. Expertentreffen Getränkeschankanlagen Freising, 14. 1. 2019 ◇ Getränke Impuls Tage Saalfelden, Österreich, 20. – 23. 1. 2019 ◇ Doemens Impulse Planegg, 31. 1. – 1. 2. 2019 	30. 11. 2018	11. 12. 2018	13. 12. 2018	15. 1. 2019
2 February	<ul style="list-style-type: none"> ○ Cleaning and disinfection ○ CIP plants ○ Kegs <ul style="list-style-type: none"> – Cleaning and filling plants – Trends and innovations ○ Energy management in breweries (compressed air, steam, pumps, heat, cold water, water, current) ○ Renewable energy (solar, wind, biogas) 	<ul style="list-style-type: none"> ◇ Braukunst Live München, 15. – 16. 2. 2019 ◆ Beviale Moscow Moskau, Russland, 19. – 21. 2. 2019 ◇ 16. Rohstoffseminar Freising, 25. 2. 2019 ◇ 52. Technologisches Seminar Freising, 26. – 28. 2. 2019 ◇ 106. Brau- und maschinentechnische Arbeitstagung der VLB Rust, 11. – 13. 3. 2019 	8. 1. 2019	22. 1. 2019	24. 1. 2019	15. 2. 2019
3 March	<ul style="list-style-type: none"> ○ Dispensing equipment ○ Process measuring and control technology ○ Laboratory analytics, equipment and furnishings ○ Packagings and bottle crates ○ Packaging material, means of packaging and auxiliary packaging means ○ Closing systems ○ Disposal and environment (disposal, sound protection, ventilation and air conditioning, recycling and waste) 	<ul style="list-style-type: none"> ◇ Brauertag Institut Romeis Regensburg, 21. 3. 2019 ◇ 22. VLB-Logistikfachkongress Gladbeck, 25. – 23. 3. 2019 ◆ Craft Beer Italy Mailand / Italien, 27. – 28. 3. 2019 ◆ Craft Brewers Conference & BrewExpo America Denver / USA, 8. – 11. 4. 2019 	1. 2. 2019	20. 2. 2019	25. 2. 2019	15. 3. 2019
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"> ◇ 25. Dresdner Brauertag Dresden, 27. 4. 2019 	6. 3. 2019	21. 3. 2019	25. 3. 2019	16. 4. 2019
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 ○ Floors in the brewery 	<ul style="list-style-type: none"> ◆ Beer 2019 Sochi/Russland, 21. – 23. 5. 2019 ◆ Brasil Brau 2019 Sao Paulo/Brasilien, 28. – 30. 5. 2019 	2. 4. 2019	17. 4. 2019	23. 4. 2019	15. 5. 2019
6 June	<ul style="list-style-type: none"> ○ Process control and automation ○ IT-solutions ○ 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"> ◇ 37. EBC Kongress Antwerpen / Belgien, 2. – 6. 6. 2019 ◇ Brewers of Europe Forum Antwerpen/NL, 3. – 4. 6. 2019 ◇ Deutscher Brauertag Berlin, Juni 2019 ◆ VLB-Brewing Conference Bangkok/Thailand, 9. – 11. 6. 2019 ◆ ProPak Asia Bangkok/Thailand, 12. – 15. 6. 2019 	6. 5. 2019	21. 5. 2019	27. 5. 2019	17. 6. 2019

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7 July	<ul style="list-style-type: none"> ○ Dealcoholisation plants ○ Production of non-alcoholic beer ○ Hoses, pipelines, valves ○ Beer based mixed drinks <ul style="list-style-type: none"> – Raw materials – Sweeteners, additives and auxiliary substances, colourings – Machines and plants for production 		3. 6. 2019	17. 6. 2019	19. 6. 2019	15. 7. 2019
8 August	<ul style="list-style-type: none"> ○ Preservation of beer (Pasteur, flash pasteurisation, cold-aseptic beer filtration) ○ Bottling hall – Wet zone <ul style="list-style-type: none"> – Bottle washing plants – Bottling and sealing machines – Transport facilities – Crate washers ○ Sensoric of beer ○ Brew pubs 		8. 7. 2019	21. 7. 2019	24. 7. 2019	14. 8. 2019
FachPack 9 September <small>Fair issue Fachpack</small>	<ul style="list-style-type: none"> ○ FachPack preview ○ Energy management in breweries (compressed air, steam, pumps, heat, cold, water, current) ○ Labels <ul style="list-style-type: none"> – Adhesives and glues – Materials – Design – Labelling technology ○ Marking and coding 	<ul style="list-style-type: none"> ◇ 69. Arbeitstagung des Bundes österreichischer Braumeister September 2019 ◆ FachPack Nürnberg, 24. – 26. 9. 2019 ◇ 106. VLB Oktobertagung Berlin, 7. – 8. 10. 2019 	5. 8. 2019	20. 8. 2019	23. 8. 2019	13. 9. 2019
BrauBeviale 10 Oktober <small>Fair preview BrauBeviale</small>	<ul style="list-style-type: none"> ○ Fair preview BrauBeviale ○ Current technique and technology of beer production ○ Beer analytics, microbiology and sensor systems ○ Filtration, separation technology, stabilization ○ Process measuring, control technology ○ IT in the brewing industry 	<ul style="list-style-type: none"> ◇ 55. Mälzereitechnische Arbeitstagung Planegg, 23. 10. 2019 ◇ 14. Weihenstephaner Praxisseminar Oktober 2019 ◆ Filtech Köln, 22. – 24. 10. 2019 	4. 9. 2019	16. 9. 2019	18. 9. 2019	11. 10. 2019
BrauBeviale 11 November <small>Main fair issue BrauBeviale</small>	<ul style="list-style-type: none"> ○ Brewhouse <ul style="list-style-type: none"> – Plant engineering – Technology ○ Quality management ○ International brewing methods ○ Decoration, means of packaging and auxiliary packaging means ○ Promotional items, advertising media, outdoor advertising ○ Occupational safety and health 	<ul style="list-style-type: none"> ◇ Microbrew Symposium (VLB) Nuremberg, 11. 11. 2019 ◆ BrauBeviale Nürnberg, 12. – 14. 11. 2019 ◆ Drink Japan Chiba/Japan, 27. – 29. 11. 2019 ◇ 26. Flaschenkeller-Seminar Freising, 3. – 4. 12. 2019 	23. 9. 2019	9. 10. 2019	14. 10. 2019	5. 11. 2019
12 December	<ul style="list-style-type: none"> ○ Fair review BrauBeviale ○ Energy supply (compressed air, steam, pumps, heat, cold, current) ○ Wastewater treatment ○ Water supply and treatment ○ Operational materials and additives <ul style="list-style-type: none"> – Cleaning and disinfection agents – Machine fuels 		8. 11. 2019	21. 11. 2019	25. 11. 2019	16. 12. 2019

– subject to alterations –

16 Circulation control:

17 Circulation analysis: Copies per edition annual average
July 1st 2017 to June 30th 2018

Print figure:	6,537		
Actual circulation:	6,411	of them abroad:	910
Sold circulation:	3,019	of them abroad:	584
– Subscribers:	3,019	of them member copies:	1,300
– Other sales:	–		
– Sales per copy:	–		
Free copies:	3,392		
Reminder, archives and voucher copies:	126		

18 Geographical distribution analysis:

Economic area	Portion of actual circulation	
	%	copies
Federal Republic of Germany	85.8	5,501
Abroad	14.2	910
Actual circulation	100.0	6,411

Classification of the domestic circulation Nielsen areas

Nielsen-area	%	copies
Nielsen-area 1 Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	7.5	414
Nielsen-area 2 Nordrhein-Westfalen	12.8	705
Nielsen-area 3a Hessen, Rheinland-Pfalz, Saarland	11.1	610
Nielsen-area 3b Baden-Württemberg	11.5	634
Nielsen-area 4 Bayern	44.8	2,462
Nielsen-area 5 Berlin	2.5	139
Nielsen-area 6 Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt	1.9	104
Nielsen-area 7 Thüringen, Sachsen	3.8	210
Other (e.g. fairs) not analysed	4.1	223
Actual circulation (inland)	100.0	5,501

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)	66,7	4,273
15.98, 51. 34 –	Producers of non alcoholic beverages and beer and beverage wholesalers	48.2	3,082
–	Hops industry and cereal industry	2.2	142
–	Associations, universities and institutes	0.5	33
–	Technical college and vocational schools	5.3	342
–	Ancillary industry	15.3	979
–	Planning offices, management consultants, advertising agencies	1.7	107
–	Libraries, book-trade	0.4	25
–	Other qualified branches without specification	3.3	216
–	Branch not yet surveyed/unknown according to EDA standards	0.7	48
–	Others (e.g. fairs) not analysed	3.9	248
	Actual circulation	100.0	6,411

Actual circulation calculated on yearly average: 6,411 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	5,708.–	6,168.–	6,628.–	7,088.–
Cover Page	185 x 270	210 x 297	4,948.–	5,408.–	5,868.–	6,328.–
2/1 page	395 x 270	420 x 297	8,889.–	9,349.–	9,809.–	10,269.–
1/1 page	185 x 270	210 x 297	4,690.–	5,150.–	5,610.–	6,070.–
2/3 page high	120 x 270	130 x 297	3,129.–	3,589.–	4,049.–	4,509.–
2/3 page cross	185 x 180	210 x 200	3,129.–	3,589.–	4,049.–	4,509.–
Juniorpage	126 x 180	133 x 197	2,373.–	2,833.–	3,293.–	3,753.–
1/2 page high	90 x 270	101 x 297	2,373.–	2,833.–	3,293.–	3,753.–
1/2 page cross	185 x 127	210 x 143	2,373.–	2,833.–	3,293.–	3,753.–
1/3 page high	56 x 270	67 x 297	1,765.–	2,225.–	2,685.–	3,145.–
1/3 page cross	185 x 90	210 x 106	1,765.–	2,225.–	2,685.–	3,145.–
1/4 page single column	45 x 270	57 x 297	1,348.–	1,808.–	2,268.–	2,728.–
1/4 page high	90 x 127	101 x 143	1,348.–	1,808.–	2,268.–	2,728.–
1/4 page cross	185 x 60	210 x 77	1,348.–	1,808.–	2,268.–	2,728.–
1/8 page high	90 x 60	101 x 77	704.–	934.–	1,164.–	1,394.–
1/8 page cross	185 x 30	210 x 46	704.–	934.–	1,164.–	1,394.–
1/16 page high	90 x 30	101 x 46	385.–	615.–	845.–	1,075.–
1/16 page cross	185 x 15	210 x 31	385.–	615.–	845.–	1,075.–

* 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. € 6,399.–
(Sample required)

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
BIC: BYLA DE M1 MLM
IBAN: DE96 7315 0000 0810 008201

Verlag W. Sachon GmbH + Co.
Schloss Mindelburg
87719 Mindelheim
Germany
Tel.: +49/92 61/9 99-0
Fax: +49/92 61/9 99-3 91
E-mail: info@sachon.de
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