

MEDIA-KITS

2023



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP





1 Circulation control:

2 Circulation analysis:

Copies per edition annual average July 1st 2021 to June 30th 2022

Print figure: 4,133

Actual circulation: 6,279 of them abroad: 967

Solit circulation: 2,971 of them abroad: 514
 – Subscribers: 1,621 of them member copies: 1,300
 – Other Sales: –
 – Sales per copy: 1,350

Free copies: 3,309

Reminder, archives and voucher copies: 43

3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	84.6	5,312
Abroad	15.4	967
Actual circulation	100.0	6,279

3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
Nielsen area 1 Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	7.7	411
Nielsen area 2 Nordrhein-Westfalen	12.8	679
Nielsen area 3a Hessen, Rheinland-Pfalz, Saarland	12.5	666
Nielsen area 3b Baden-Württemberg	12.7	676
Nielsen area 4 Bayern	46.0	2,440
Nielsen area 5 Berlin	2.4	125
Nielsen area 6 Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	1.9	102
Nielsen area 7 Sachsen, Thüringen	3.5	184
Others (e.g. fairs) not analysed	0.5	29
Actual circulation (domestic)	100.0	5,312

1.1 Branches/industries/occupational groups

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)	59.7	3,749
		42.2	2,649
15.98, 51.34	Producers of non alcoholic beverages and beer and beverage wholesalers	1.7	104
–	Hops industry and cereal industry	1.7	108
–	Associations, universities and institutes Technical college and vocational schools	6.5	411
–	Ancillary industry	21.6	1,358
–	Planning offices, management consultants, advertising agencies	2.5	154
–	Libraries, book-trade	0.3	18
–	Other qualified branches without specification	5.2	326
	Branch not yet surveyed/unknown according to EDA standards	0.3	22
–	Other (e.g. fairs) not analysed	0.5	29
	Actual circulation	100.0	6,279

1. Prices and sizes:

The pertaining VAT must be added to the net prices quoted.

Size	Printing space W x H in mm	Bleed* W x H in mm	Price b/w Euro	Price 4-c Euro
Title page (front cover)	–	210 x 209	6,065.–	7,445.–
Cover pages	–	210 x 297	5,265.–	6,645.–
2/1 page	394 x 266	420 x 297	9,400.–	10,780.–
1/1 page	172 x 251	210 x 297	4,990.–	6,370.–
2/3 page high	113 x 251	133 x 297	3,355.–	4,735.–
2/3 page cross	172 x 165	210 x 188		
Juniorpage	113 x 166	133 x 189	2,560.–	3,940.–
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	1,925.–	3,305.–
1/3 page cross	172 x 80	210 x 103		
1/4 page single-column	45 x 251	64 x 297	1,485.–	2,865.–
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	774.–	1,464.–
1/8 page cross	172 x 30	210 x 46		
1/8 page single-column	54 x 90	74 x 113		
1/16 page high	83 x 30	103 x 53	440.–	1,130.–
1/16 page cross	172 x 15	210 x 38		

* 3 mm per trim page

Further sizes upon request

2. Extra charges:

per standard ink:	€ 460.–
per other colour:	€ 700.–
surcharge 4-colours	€ 1,380.–

Size:

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

3. Discounts:

Schedule for discount	Schedule for discount
by frequency for multiple inserts	by volume for single orders
of uniform size	of at latest
3 (+) 5 %	2 pages 5 %
6 (+) 10 %	3 pages 10 %
12 (+) 15 %	6 pages 15 %
	12 pages 20 %

4. Classified ads:

Job adverts:	
Price per mm / 90 mm width:	€ 3.80
Sales adverts:	
Price per mm / 90 mm width:	€ 3.50
Sources of supply:	
Price per mm / 45 mm width:	€ 4.00

Catch words and additional publication on the website free of charge.

At least 6 consecutive inserts per caption.

The sources of supply are divided into 4 column pages.

Link package (website and e-magazine): € 20.– per month.

5. Special advertising:

Bound insert:

2-page € 4,200.–
Size upon request.

4-page € 6,720.–
Size upon request.

Delivers folded – sample and PDF-file required!

Loose insert:

Format max. 295 mm high, 200 mm width,
per thousand € 220.– plus postage.

For folded loose inserts without closed long edge price on request!

Sample and PDF-file required!

Required quantity: upon required!

Tip-ons: upon request.

Advertorial: upon request.

6. Contact:

Verlag W. Sachon GmbH
Schloss Mindelburg
St. Georgenberg 17
D-87719 Mindelheim
Website: www.brauindustrie.de
Tel.: +49 8261 999-331
Fax: +49 8261 999-391
E-Mail: adamczyk@sachon.de

7. Payment details:

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

Bank account:

Sparkasse Schaben-Bodensee
BIC: BYLADE33MLM, IBAN: DE96 7315 0000 0810 0082 01

Job combi*

Size	W x H in mm	Prices in €
1/1 page	251 x 172	1,908.–
1/2 page high 1/2 page cross	251 x 83 125 x 172	950.– 950.–
1/4 page high 1/4 page cross	125 x 83 60 x 172	475.– 456.–

Price per mm (83 mm width): € 3.80

Colour surcharge 4c: € 460.– 1/2 page and larger
€ 230.– smaller than 1/2 page

* This package price includes:

- Print ad in the trade journal
- Immediate online placement in the section "Job offers" on our website
www.frischeingeschenkt.de/jobs
- 4 publications in the newsletter "Frisch eingeschenkt"

Prices occasional ads:

Size	W x H in mm	Pices in €
1/1 page	251 x 172	1,791.–
1/2 page high 1/2 page cross	251 x 83 125 x 172	895.– 892.–
1/4 page high 1/4 page cross	125 x 83 60 x 172	446.– 428.–
1/8 page high 1/8 page cross	60 x 83 30 x 172	214.– 214.–
1/16 page	30 x 83	107.–

Price per mm (83 mm width):

Sales ads: € 3.50

Job searches: € 2.20

Box number charge: € 7.–

Colour surcharge 4c:

1/2 page and larger € 460.–

smaller than 1/2 page € 230.–

Publication and advertising deadlines:

See schedules of topics and dates

Discounts:

2 adverts (+) 10 %

4 adverts (+) 15 %

6 adverts (+) 20 %

1 Magazine size:

Width 210 mm, height 297 mm, DIN A4
Untrimmed: Width 216 mm, height 303 mm
Printing space: Width 182 mm, height 266 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 adamczyk@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 39 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:

Christiane Adamczyk
Tel.: +49 8261 999-331
adamczyk@sachon.de

Issue no. month	Dates		Topics	Fairs & Conferences
1 January	Editorial	02.12.2022	Malt: - The malt market - Machines and plants for malthouses - Silo technology and grinding plants - Malt milling Hop: - The hop market - Hop products and hop treatment - Hopping technology	Getränke Impuls Tage Saalfelden-Leogang, Austria, 15. – 18.1.2023 Filtech Köln, 14. – 16.2.2023
2 February	Editorial	11.01.2023	Cleaning and disinfection CIP plants Packaging and Packaging technology Kegs: - Cleaning and filling plants - Trends and innovations Bottling hall dry zone: - Unpackers and packers - Inspection and sorting plants - Palletisers and depalletisers - Transport systems - Labelling and dating technology	Doemens Impulse Gräfelfing, 2. – 3.2.2023 Intergastra Stuttgart, 3. – 7.2.2023 Biofach Nürnberg, 14. – 17.2.2023 Beer & Food Attraction Rimini/Italien, 19. – 22.2.2023
3 March	Editorial	06.02.2023	Dispensing equipment 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)	INTERNORGA Hamburg, 10. – 14.3.2023 24. VLB Logistikfachkongress Stralsund, 13. – 15.3.2023

Subject to alterations!

Issue no. month	Dates		Topics	Fairs & Conferences
4 April 	Editorial Advertising Printing material Publication	08.03.2023 20.03.2023 22.03.2023 11.04.2023	Fair preview interpack Energy management in breweries (compressed air, steam, pumps, heat, cold, water, current) Process measuring, control technology Laboratory analytics, equipment and furnishings Engines and drive technology Floors in the brewery	15. International Trends in Brewing Leuven/Belgien, 2. – 6.4.2023
5 May	Editorial Advertising Printing material Publication	04.04.2023 17.04.2023 20.04.2023 10.05.2023	Brewhouse Yeast treatment, yeast management Fermentation and storage Tanks, vessels Filtration and separation technology Stabilization and preservation	interpack Düsseldorf, 4. – 10.5.2023 CBC & Brew Expo Nashville/USA, 7. – 10.5.2023 Beviale Mexico Mexico City, 30.5. – 1.6.2023
6 June	Editorial Advertising Printing material Publication	08.05.2023 17.05.2023 23.05.2023 09.06.2023	Process control and automation IT in the brewery solutions Storage systems and order picking plants Vehicle fleet and logistics concepts Material handling and transport vehicles CO ₂ application and extraction	ProPak Asia Bangkok/Thailand, 14. – 17.6.2023 BrasilBrau Sao Paulo/Brasilien, 15. – 17.6.2023

Subject to alterations!

Issue no. month	Dates		Topics	Fairs & Conferences
7 July	Editorial Advertising Printing material Publication	06.06.2023 19.06.2023 21.06.2023 10.07.2023	Production of non-alcoholic beer Dealcoholisation plants Beer-based mixed drinks: – Raw Materials – Machines and plants for production Hoses, pipelines, fittings	
8 August	Editorial Advertising Printing material Publication	10.07.2023 20.07.2023 21.07.2023 10.08.2023	Current technique and technology of beer production Process measuring, control technology IT in the brewing industry Promotional items, advertising media, outdoor advertising Decoration, means of packaging and auxiliary packaging means Occupational safety and health	
9 September	Editorial Advertising Printing material Publication	09.08.2023 21.08.2023 23.08.2023 08.09.2023	Brewhouse: – Plant engineering – Technology Analytics and microbiology Filtration, separation technology, stabilization International brewing methods Energy management in breweries (compressed air, steam, pumps, heat, cold, water, current)	1. Bike & Beverage Kempten, 20. – 23.9.2023

Subject to alterations!

Issue no. month	Dates	Topics	Fairs & Conferences
10 October Fair preview Brau^{'23} Beviale	Editorial 04.09.2023 Advertising 15.09.2023 Printing material 19.09.2023 Publication 10.10.2023	BrauBeviale preview part 1 Preservation of beer (Pasteur, flash pasteurisation, cold-aseptic beer filtration) Bottling hall – Wet zone: – Bottle washing plants – Bottling and sealing machines – Transport facilities – Crate washers	Anuga Köln, 7. – 11.10.2023
	Editorial 05.10.2023 Advertising 16.10.2023 Printing material 19.10.2023 Publication 10.11.2023		Issue 2023 attached to November issue
11 November Main fair issue Brau^{'23} Beviale	Editorial 05.10.2023 Advertising 16.10.2023 Printing material 19.10.2023 Publication 10.11.2023	BrauBeviale preview part 2 Labels: – Adhesives and glues – Materials – Design – Labelling technology Marking and coding Sensor technology of beer	BrauBeviale Nürnberg, 28. – 30.11.2023
12 December	Editorial 07.11.2023 Advertising 21.11.2023 Printing material 22.11.2023 Publication 11.12.2023	Energy supply (compressed air, steam, pumps, heat, cold, current) Wastewater treatment Water supply and treatment Operational materials and additives: – Cleaning and disinfection agents – Machine fuels	

Subject to alterations!

Discounts:

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

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

Categories:

Beverage industry
Brewing industry
Beverage retail

Banner formats:

GIF, JPG, PNG
Other file sizes upon request.
Graphics in the sizes specified above with 600 ppi.

Data supply:

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

Contact:

Christiane Adamczyk,
Tel. +49 8261 999-331,
adamczyk@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	1,350.-
Skyscraper		300 x 600		300 x 600	880.-
Superbanner Main pages incl. categories		728 x 90		288 x 37	640.-
Superbanner Categorie page Brewing industry					420.-
Fullbanner Main pages incl. categories		468 x 60		220 x 37	565.-
Fullbanner Categorie page Brewing industry					375.-
Medium Rectangle		300 x 250		300 x 250	780.-
Content Ad Main pages incl. categories		3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)		3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)	1,180.-
Content Ad Categorie page Brewing industry					780.-
Video Main pages incl. categories		640 x 360		288 x 162	1,225.-
Video Categorie page Brewing industry					820.-

* Placement in rotation

** Size and position in illustration
exemplary

*** Prices incl. link

+++FRISCH EINGESCHENKT+++

NEWSLETTER
www.frischeingeschenkt.de/newsletter

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.-

Mailing:

weekly, Thursday

Addresses:

approx. 12,600 per week

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 600 ppi

Contact person:

Mrs. Christiane Adamczyk, Tel. +49 8261 999-331, adamczyk@sachon.de

FullBanner

Stora Enso Oyl verlässt Papierfabrik in Uetersen
Stora Enso Oyl hat die Spezial- und Alkoholdruckpapierfabrik in Uetersen an den Europäischen Private Equity-Fund Pensia Partners Fund 2 veräußert. Die traditionsreiche Papierfabrik firmiert seit dem 18. Februar 2015 als Feldmuehle Uetersen GmbH. Als eigenständiges Unternehmen wird die Feldmuehle...
...weiterlesen

FullBanner

Bis zu 150 neue Jobs bei Krones
74 Mitarbeiter sind derzeit im bayerischen Wackersdorf für die Krones-Tochter System Holding GmbH tätig. Bis Ende 2015 soll sich die Zahl verdoppeln haben und in den nächsten Jahren könnten laut Geschäftsführer Johann Rottl sogar bis zu 150 neue Stellen geschaffen werden. Das berichtet, zumindest...
...weiterlesen

Deutscher Gastronomiepreis 2014 verliehen
Der Deutsche Gastronomiepreis „Beverage“ ging an Rülher und Aul. Das vom Brauereiverband „Altes Kölsch“ in Kooperation mit der...
Erfüllung seiner neuen Craft Beer-Restaurants waren die beiden...
Wirtschaftler nicht nur die ersten in Hamburg, sondern...
...weiterlesen

Sponsored Post

Änderungen in der KMS-Geschäftsführung
Die KMS GmbH, eine der international führenden Anbieter von Abfall- und Verpackungsanlagen für die Brau- und Getränkeindustrie (Umsatz 2014: 119,7 Mio. Euro), und...
...weiterlesen

Sponsored Post

Wittberger unzufrieden wegen Verfall: WM-Verlag
Der Sprecher der Geschäftsführung der Wittberger Gruppe, Ulf...
...weiterlesen

Event note

Stora Enso Oyl verlässt Papierfabrik in Uetersen
Stora Enso Oyl hat die Spezial- und Alkoholdruckpapierfabrik in Uetersen an den Europäischen Private Equity-Fund Pensia Partners Fund 2 veräußert. Die traditionsreiche Papierfabrik firmiert seit dem 18. Februar 2015 als Feldmuehle Uetersen GmbH. Als eigenständiges Unternehmen wird die Feldmuehle...
...weiterlesen

Veranstaltungshinweis

Bis zu 150 neue Jobs bei Krones
74 Mitarbeiter sind derzeit im bayerischen Wackersdorf für die Krones-Tochter System Holding GmbH tätig. Bis Ende 2015 soll sich die Zahl verdoppeln haben und in den nächsten Jahren könnten laut Geschäftsführer Johann Rottl sogar bis zu 150 neue Stellen geschaffen werden. Das berichtet, zumindest...
...weiterlesen

Deutscher Gastronomiepreis 2014 verliehen
Der Deutsche Gastronomiepreis „Beverage“ ging an Rülher und Aul. Das vom Brauereiverband „Altes Kölsch“ in Kooperation mit der...
Erfüllung seiner neuen Craft Beer-Restaurants waren die beiden...
Wirtschaftler nicht nur die ersten in Hamburg, sondern...
...weiterlesen



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:



CHRISTIANE ADAMCZYK
MEDIA SALES

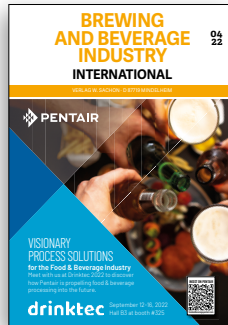
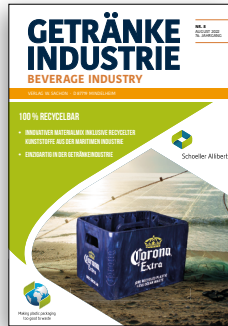
Tel.: +49 8261 999-331

Fax: +49 8261 999-391

adamczyk@sachon.de

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

www.frischeingeschenkt.de
www.sachon.de



VERLAG W. SACHON

YOUR CONTACT:

CHRISTIANE ADAMCZYK

Media Sales

Tel.: +49 8261 999-331

Fax: +49 8261 999-391

adamczyk@sachon.de

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87719 Mindelheim

Germany

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www.frischeingeschenkt.de

www.sachon.de

Terms of Trade:

