

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 300 ppi.

Data supply:

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

Contact:

Sabine Reggel,
Phone: +49 8261 999-338,
Mail: reggel@sachon.de

Christiane Adamczyk,
Phone: +49 8261 999-331,
Mail: adamczyk@sachon.de

- * Placement in rotation
- ** Size and position in illustration exemplary
- *** Prices incl. link

| Display Ads* | Desktop & Tablet Placement** | Mobile Placement** | Size in pixel | Prices *** in €/ Month |
|--|--|--|--|------------------------|
| Introbanner |  |  | 1052 x 300 | 1,485.- |
| Skyscraper (half page ad) |  |  | 300 x 600 | 970.- |
| Superbanner Main pages incl. categories |  |  | 800 x 120 | 705.- |
| Superbanner Categorie page beverage industry | | | | 470.- |
| Fullbanner Main pages incl. categories |  |  | 500 x 90 | 630.- |
| Fullbanner Categorie page beverage industry | | | | 415.- |
| Medium Rectangle |  |  | 300 x 250 | 860.- |
| Content Ad Main pages incl. categories |  |  | 3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9) | 1,300.- |
| Content Ad Categorie page beverage industry | | | | 860.- |
| Video Main pages incl. categories |  |  | 640 x 360 | 1,350.- |
| Video Categorie page beverage industry | | | | 900.- |

Prices and sizes:

| Placement options | Size (pixel) | Price € / mailing |
|--------------------|---|-------------------|
| FullBanner | 550 x 200 | 700.- |
| FullBanner Premium | 550 x 200 | 825.- |
| Sponsored Post | max. 300 characters (incl. link) plus 1 image (800 x 480) | 860.- |
| Event note | 200 x 80 | 390.- |
| Stand Alone | Exclusive dispatch (details upon request) | 2,695.- |

Mailing:

Weekly, Thursday

Addresses:

approx. 12,300 per week

Data supply:

by e-mail 1 week before start of placement at the latest to:

Stephan Keller, Phone: +49 8261 999-362, Mail: keller@sachon.de

Banner:

GIF, JPG, PNG,

Other sizes upon request.

Graphics in the sizes specified above with 300 ppi

Contact person:

Sabine Reggel, Phone: +49 8261 999-338, Mail: reggel@sachon.de

Christiane Adamczyk, Phone: +49 8261 999-331, Mail: adamczyk@sachon.de

FullBanner

Brazilian Beer experience price deflation
According to data released by the National Institute of Statistics (IBGE), there was deflation in the price of beer in bars and restaurants, but there was an increase above the IPCA (official inflation index)...



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FullBanner


Chilean Beer consumption grows rapidly
According to data from the Chilean Beer Producers Association (Abevi), beer consumption in Chile has increased between 2005 and 2022, from 30 to 59 liters per capita. In other words, in the last...



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Sponsored Post


Coca-Cola defends title
Coca-Cola (brand value down 5% to USD33.5 billion) retains its title as the world's most valuable non-alcoholic drinks brand, according to a new report from leading brand valuation consultancy...



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Sponsored Post


Tiray partners with AB/Inbev
Tiray Brands, the world's largest cannabis company, has taken a transformative step that not only elevates it to the status of the fifth-largest craft brewer but also positions it as the Mexican-leader...



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Event note


Ireks' Bold Move
The Cooperativa Agrária announced with the governor Carlos Massa Natinho Junior, an investment of 100 million Euros for the construction of a malting facility in Guarapuava...



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Event note

Colombia's Alcoholic Imports Surge
According to data from the Institute of Statistics (DAHE), Colombia imported a substantial amount of alcoholic beverages, totaling 98 million liters, valued at US-\$254 million in 2022. Among the most...



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Job combi*

| Size | W x H in mm | Prices in € |
|----------------|-------------|-------------|
| 1/1 page | 251 x 172 | 1,908.- |
| 1/2 page high | 251 x 83 | 950.- |
| 1/2 page cross | 125 x 172 | 950.- |
| 1/4 page high | 125 x 83 | 475.- |
| 1/4 page cross | 60 x 172 | 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 one of the trade journals (BRAUINDUSTRIE, GETRÄNKEINDUSTRIE, GETRÄNKEFACHGROSSHANDEL)
- Immediate online placement in the section "Job offers" on our website www.frischeingeschenkt.de/jobs
- 4 publications in the newsletter "Frisch eingeschenkt"

Contacts:

Sabine Reggel, Phone: +49 8261 999-338, Mail: reggel@sachon.de

Christiane Adamczyk, Phone: +49 8261 999-331, Mail: adamczyk@sachon.de

Sandra Siegert-Knoll, Phone: +49 8261 999-333, Mail: siegert-knoll@sachon.de