



Actual average annual circulation:  
15,014 copies  
(July 1<sup>st</sup> 2015 – June 30<sup>th</sup> 2016)

The GETRÄNKEFACHGROSSHANDEL is the organ of the Bundesverband des Deutschen Getränkefachgroßhandels e.V. and organ of the Verband des Deutschen Getränke-Einzelhandels e.V.

The editorial staff of GETRÄNKEFACHGROSSHANDEL is present on all regional meetings; special editions are distributed there.

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

Ausgaben Nr. Monat	Themen-Schwerpunkte	Berichte zu Messen und Tagungen ◆ Messen     ◇ Tagungen	Redaktions- schluss	Anzeigen- schluss	Druck- unter- lagen- termin	Erschei- nungs- termin
<b>1</b> January	<ul style="list-style-type: none"> <li>○ Prepared for the future: Online marketing in the beverage wholesale trade</li> <li>○ Bock beers</li> <li>○ Rise in vegan beverages</li> <li>○ New trend: Craft spirits</li> <li>🍷 <b>Württemberg variety</b></li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>GETRÄNKE IMPULS TAGE</b> Saalfelden, Österreich, 15. 1. – 18. 1. 2017</li> <li>◆ <b>HOGA</b> Nürnberg, 15. 1. – 17. 1. 2017</li> <li>◆ <b>IGW, Internationale Grüne Woche</b> Berlin, 20. 1. – 29. 1. 2017</li> <li>◆ <b>FINEST SPIRITS 17</b> München, 3. 2. – 5. 2. 2017</li> </ul>	<b>1. 12.</b> <b>2016</b>	<b>9. 12.</b> <b>2016</b>	<b>13. 12.</b> <b>2016</b>	<b>18. 1.</b> <b>2017</b>
<b>2</b> February Fair issue BioFach	<p><b>BIOFACH 2017</b> <small>bio organik</small></p> <p><b>FAIRAL FINEST LIVES 2017</b></p> <p>Fair issue BioFach</p> <ul style="list-style-type: none"> <li>○ Fair issue Biofach</li> <li>○ Pale and export beers</li> <li>○ Organic beverages</li> <li>○ Lemonades with fruit juice</li> <li>○ Everything you need for outdoor business</li> <li>🍷 <b>Autochthone grape varieties</b></li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>Braukunst Live!</b> München, 10. 2. – 12. 2. 2017</li> <li>◆ <b>Nord Gastro</b> Husum, 13. 2. – 14. 2. 2017</li> <li>◆ <b>BioFach</b> Nürnberg, 15. 2. – 18. 2. 2017</li> <li>◇ <b>Delegiertentagung des Bundesverbandes des Deutschen Getränkefachgroßhandels e.V.</b> München, 9. 3. – 10. 3. 2017</li> </ul> 	<b>10. 1.</b> <b>2017</b>	<b>18. 1.</b> <b>2017</b>	<b>23. 1.</b> <b>2017</b>	<b>10. 2.</b> <b>2017</b>
<b>3</b> March 	<ul style="list-style-type: none"> <li>○ Pils</li> <li>○ Spritzers</li> <li>○ Pack variety in the beer world</li> <li>○ Gin: The new trendy spirit</li> <li>🍷 <b>ProWein preview</b></li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>ProWein</b> Düsseldorf, 17. 3. – 19. 3. 2017</li> <li>◆ <b>INTERNORGA</b> Hamburg, 17. 3. – 21. 3. 2017</li> <li>◇ <b>20. VLB-Logistikfachkongress</b> München, 26. 3. – 28. 3. 2017</li> </ul>	<b>6. 2.</b> <b>2017</b>	<b>20. 2.</b> <b>2017</b>	<b>24. 2.</b> <b>2017</b>	<b>16. 3.</b> <b>2017</b>
<b>4</b> April	<ul style="list-style-type: none"> <li>○ Kellerbier: Popular brew</li> <li>○ Fruit juice</li> <li>○ Energy drinks</li> <li>○ Hardware and software for the beverage wholesale trade</li> <li>🍷 <b>Spring and summer wines</b></li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>VINITALY</b> Verona, 9. 4. – 12. 4. 2017</li> <li>◆ <b>Badische Weinmesse</b> Offenburg, 6. 5. – 7. 5. 2017</li> </ul>	<b>7. 3.</b> <b>2017</b>	<b>21. 3.</b> <b>2017</b>	<b>24. 3.</b> <b>2017</b>	<b>18. 4.</b> <b>2017</b>
<b>5</b> May	<ul style="list-style-type: none"> <li>○ <b>Special: Mineral waters with industry ranking</b></li> <li>○ White beers</li> <li>○ Bitter beverages</li> <li>○ Trendy long drinks in the gastronomy</li> <li>🍷 <b>Sparkling wines / Prosecco</b></li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>GEVA Jahrestagung</b> Hamburg, 18. 5. – 19. 5. 2017</li> <li>◇ <b>VdF Jahrestagung</b> Dresden, 30. 5. – 31. 5. 2017</li> </ul>	<b>3. 4.</b> <b>2017</b>	<b>21. 4.</b> <b>2017</b>	<b>24. 4.</b> <b>2017</b>	<b>17. 5.</b> <b>2017</b>
<b>6</b> June	<ul style="list-style-type: none"> <li>○ Beer mixes</li> <li>○ Summer cocktails</li> <li>○ Cargo securing</li> <li>○ The world of vodka</li> <li>🍷 <b>Wines from Italy</b></li> </ul>		<b>3. 5.</b> <b>2017</b>	<b>18. 5.</b> <b>2017</b>	<b>23. 5.</b> <b>2017</b>	<b>16. 6.</b> <b>2017</b>








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		◆ Messen	◇ Tagungen				
<b>7</b> July	<ul style="list-style-type: none"> <li>○ Import beers</li> <li>○ The Coke market</li> <li>○ More than a beverage supplier:</li> <li>○ The beverage cash-and-carry store as a local supplier</li> <li> German Burgunder</li> </ul>			7. 6. 2017	28. 6. 2017	3. 7. 2017	20. 7. 2017
<b>drinktec</b> <b>8</b> August Fair issue drinktec	<ul style="list-style-type: none"> <li>drinktec preview</li> <li>○ Kölsch</li> <li>○ International waters</li> <li>○ Drinking glasses</li> <li> International festive day wines</li> </ul>	◆ drinktec München, 11. 9. – 15. 9. 2017		6. 7. 2017	22. 7. 2017	26. 7. 2017	18. 8. 2017
<b>9</b> September	<ul style="list-style-type: none"> <li>○ Christmas and winter beers</li> <li>○ Champagne and sparkling wines</li> <li>○ Gift packagings</li> <li>○ Store construction</li> <li> Mulled wines</li> <li> German festive day wines</li> </ul>	<ul style="list-style-type: none"> <li>◆ ProFachhandel München, 14. 9. – 15. 9. 2017</li> <li>◆ ANUGA Köln, 7. 10. – 11. 10. 2017</li> <li>◇ VLB-Oktober-Tagung Berlin, 9. 10. – 10. 10. 2017</li> </ul>		7. 8. 2017	18. 8. 2017	24. 8. 2017	13. 9. 2017
<b>10</b> October	<ul style="list-style-type: none"> <li>○ Dark and black beers</li> <li>○ Appelwoi, cider and Co.</li> <li>○ Whiskey</li> <li>○ Superstructures</li> <li> Wines from holiday regions</li> </ul>	◆ Alles für den Gast Salzburg, 11. 11. – 15. 11. 2017		4. 9. 2017	19. 9. 2017	22. 9. 2017	17. 10. 2017
<b>11</b> November	<ul style="list-style-type: none"> <li>○ Alt-beer</li> <li>○ Children's beverages</li> <li>○ Cash systems</li> <li> Banquet and winter wines</li> </ul>			9. 10. 2017	20. 10. 2017	25. 10. 2017	16. 11. 2017
<b>12</b> December	<ul style="list-style-type: none"> <li>○ Look back: – Products and trends</li> <li>○ Snack and beverage vending machines</li> <li> The new 2017 vintage</li> </ul>			8. 11. 2017	22. 11. 2017	27. 11. 2017	15. 12. 2017

– subject to alterations –

Verlag W. Sachon GmbH + Co, Schloss Mindelburg, D-87719 Mindelheim, Tel. +49(0)8261/999-0, Fax +49(0)8261/999-391, E-mail: reggel@sachon.de, Internet: www.sachon.de

16 Circulation control: 

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

<b>Print figure:</b>	15,138	
<b>Actual circulation:</b>	15,014	of them abroad: 363
<b>Sold circulation:</b>	6,512	of them abroad: 37
– Subscribers:	4,772	of them member copies: 600
– Other Sales:		
– Sales per copy:	1,740	
<b>Free copies:</b>	8,502	
<b>Reminder, archives and voucher copies:</b>	124	

18 Geographical distribution analysis:

Economic area	Portion of actual circulation	
	%	copies
Federal Republic of Germany	97.6	14,651
Abroad	2.4	363
<b>Actual circulation</b>	<b>100.0</b>	<b>15,014</b>

Classification of the domestic circulation to Nielsen areas

Nielsen-area	%	copies
<b>Nielsen-area 1</b> Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	9.9	1,451
<b>Nielsen-area 2</b> Nordrhein-Westfalen	16.0	2,343
<b>Nielsen-area 3a</b> Hessen, Rheinland-Pfalz, Saarland	14.9	2,175
<b>Nielsen-area 3b</b> Baden-Württemberg	15.5	2,274
<b>Nielsen-area 4</b> Bayern	22.3	3,275
<b>Nielsen-area 5</b> Berlin	1.5	226
<b>Nielsen-area 6</b> Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt	7.6	1,111
<b>Nielsen-area 7</b> Thüringen, Sachsen	10.4	1,521
<b>Others (e.g. fairs) not analysed</b>	1.9	275
<b>Actual circulation (inland)</b>	<b>100.0</b>	<b>14,651</b>

19. Branches / Industries / Types of enterprises

Journalistic trade magazine for executive managers of the beverage trade.

Reports about the topics „Management, politics, consumption trends, logistics, engineering + data processing as well as marketing“ are in the focus of the reporting.

Department/ group/ class	Receiver groups (according to branch classification)	Share of actual circulation	
		%	Copies
51.34	<b>Beverage wholesale trade</b>	<b>56.3</b>	<b>8,455</b>
52.25	<b>Independent and franchise beverage cash-and-carry stores</b>	<b>11.3</b>	<b>1,691</b>
51.34.2, 52.25.1	<b>Specialized trade for beverages with focus on wine and spirits</b>	<b>4.6</b>	<b>693</b>
15.98	<b>Manufacturers of non-alcoholic beverages</b>	<b>4.9</b>	<b>732</b>
15.96	<b>Breweries</b>	<b>5.3</b>	<b>791</b>
52.2	<b>Food retailers (shopping centres included) and beverage cash-and-carry stores associated to them</b>	<b>7.0</b>	<b>1,059</b>
15.91, 15.95	<b>Wine, sparkling wine and spirits industries</b>	<b>1.9</b>	<b>280</b>
55.1, 55.3	<b>Large firms of the hotel business, gastronomy chains, discotheques</b>	<b>1.9</b>	<b>292</b>
	<b>Associations, institutes, vocational and professional schools</b>	<b>0.7</b>	<b>110</b>
	<b>Other qualified branches without specification (e.g. libraries, advertising agencies, supply industry)</b>	<b>3.6</b>	<b>531</b>
–	<b>Branch not yet surveyed/unknown according to EDA standards</b>	<b>0.6</b>	<b>97</b>
	<b>Others (e.g. fairs) not analysed</b>	<b>1.9</b>	<b>283</b>
	<b>Actual circulation</b>	<b>100.0</b>	<b>15,014</b>

Actual Circulation calculated on yearly average: **15,014** copies

Size	Printing Space B x H in mm	Bleed* B x H in mm	b/w	2-c	3-c	4-c
			Prices in Euro			
Title page	–	210 x 209	6,833.–	7,393.–	7,953.–	8,513.–
Cover page	185 x 270	210 x 297	6,036.–	6,596.–	7,156.–	7,716.–
2/1 page	395 x 270	420 x 297	10,792.–	11,312.–	11,872.–	12,432.–
1/1 page	185 x 270	210 x 297	5,567.–	6,127.–	6,687.–	7,247.–
2/3 page high	120 x 270	130 x 297	3,886.–	4,446.–	5,006.–	5,566.–
2/3 page cross	185 x 180	210 x 200	3,886.–	4,446.–	5,006.–	5,566.–
1/2 page high	90 x 270	101 x 297	3,003.–	3,563.–	4,123.–	4,683.–
1/2 page cross	185 x 127	210 x 143	3,003.–	3,563.–	4,123.–	4,683.–
1/3 page high	56 x 270	67 x 297	2,099.–	2,659.–	3,219.–	3,779.–
1/3 page cross	185 x 90	210 x 106	2,099.–	2,659.–	3,219.–	3,779.–
1/4 page high	90 x 127	101 x 143	1,557.–	2,117.–	2,677.–	3,237.–
1/4 page cross	185 x 60	210 x 77	1,557.–	2,117.–	2,677.–	3,237.–
1/8 page high	90 x 60	101 x 77	790.–	1,070.–	1,350.–	1,630.–
1/8 page cross	185 x 30	210 x 46	790.–	1,070.–	1,350.–	1,630.–

\* 3 mm per trim page

These prices apply to the colours in the European scale DIN 16539 and to red HKS 13.

All other colours cost € 800.–, independent from the advertisement size.

The pertaining VAT must be added to net prices quoted.

#### Copy deadline for advertising:

See publication schedule and list of feature topics

#### Classified advertising section:

Entry 41 mm width x 1 mm height € 5.–.

One line 41 mm width/3 mm height € 15.–.

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 the Internet entry to own homepage: 8.00 per month.

#### Supplement:

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

#### Bound insert:

2-page € 4,410.–, size upon request

4-page € 6,470.–, size upon request. (Sample required)

**Address for submission:** Verlag W. Sachon GmbH + Co, GETRÄNKEFACHGROSSHANDEL, 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 73150000) account no. 810008201  
BIC: BYLA DE M1 MLM  
IBAN: DE96 7315 0000 0810 008201

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Schloss Mindelburg  
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Germany  
Tel.: +49/92 61/999-0  
Fax: +49/92 61/999-391  
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 59 mm each
- 2 Printing and binding method:** Offset printing (sheet), wire stitching or adhesive binding
- 3 Data transmission:** By e-mail to [keller@sachon.de](mailto:keller@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](http://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 61/999-3 38  
E-mail: [reggel@sachon.de](mailto:reggel@sachon.de)