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15,015 copies  
(July 1<sup>st</sup> 2018 – June 30<sup>th</sup> 2019)

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: **BrauBeviale** Nuremberg, November 10<sup>th</sup> to 12<sup>th</sup> 2020

| Edition no.<br>Month   | Main topics   | Trade fairs and conferences<br>◆ Trade fairs     ◇ Conferences   | Editorial<br>deadline         | Ad-<br>vertising<br>deadline | Printing<br>material          | Publishing<br>date           |
|--|---|--|-------------------------------|------------------------------|-------------------------------|------------------------------|
| <b>1</b><br><b>January</b><br>Fair issue<br>BioFach  | <ul style="list-style-type: none"> <li>○ Cold tea drinks</li> <li>○ Bock beers</li> <li>○ Lemonades</li> <li>○ Fruit brandies:<br/>Noble assortment extension for the beverage<br/>wholesale trade and gastronomy</li> </ul>  <b>Wuerttemberg variety</b>                                | <ul style="list-style-type: none"> <li>◆ <b>IGW, Intern. Grüne Woche</b><br/>Berlin, 17.01. – 26.01.2020</li> <li>◇ <b>GETRÄNKE IMPULS TAGE</b><br/>Saalfelden/Leogang, 19.01. – 22.01.2020</li> <li>◇ <b>Doemens Impulse</b><br/>Planegg, 06.02. – 07.02.2020</li> <li>◆ <b>BioFach</b><br/>Nürnberg, 12.02. – 15.02.2020</li> </ul>  | <b>2. 12.</b><br><b>2019</b>  | <b>6. 12.</b><br><b>2019</b> | <b>10. 12.</b><br><b>2019</b> | <b>14. 1.</b><br><b>2020</b> |
| <b>2</b><br><b>February</b><br>Fair issue<br>INTERGASTRA   | <ul style="list-style-type: none"> <li>○ INTERGASTRA preview</li> <li>○ Pale and export beers</li> <li>○ Organic beverages</li> <li>○ Outdoor</li> <li>○ Digitisation</li> <li>○ Trendy long drinks<br/>with wormwood, port wine etc.</li> </ul>  <b>Autochthonous grape varieties</b> | <ul style="list-style-type: none"> <li>◆ <b>GASTRO EVENT</b><br/>Bremen, 09.02. – 11.02.2020</li> <li>◆ <b>Nord Gastro</b><br/>Husum, 10.02. – 11.02.2020</li> <li>◆ <b>INTERGASTRA</b><br/>Stuttgart, 15.02. – 19.02.2020</li> <li>◇ <b>Delegiertentagung des Bundes-<br/>verbandes des Deutschen<br/>Getränkefachgroßhandels e.V.</b><br/>Berlin, 27.02. – 28.02.2020</li> </ul> | <b>18. 12.</b><br><b>2019</b> | <b>13. 1.</b><br><b>2020</b> | <b>17. 1.</b><br><b>2020</b>  | <b>6. 2.</b><br><b>2020</b>  |
| <b>3</b><br><b>March</b><br>     | <ul style="list-style-type: none"> <li>○ UEFA EURO 2020: Special products<br/>and concepts for beverage specialty stores</li> <li>○ Pils</li> <li>○ Spritzers</li> <li>○ Äppelwoi, Cider &amp; Co.</li> <li>○ Beverage lorries</li> </ul>  <b>ProWein preview</b>                      | <ul style="list-style-type: none"> <li>◆ <b>INTERNORGA</b><br/>Hamburg, 13.03. – 17.03.2020</li> <li>◆ <b>ProWein</b><br/>Düsseldorf, 15.03. – 17.03.2020</li> <li>◇ <b>VLB-Logistikfachkongress</b><br/>30.03. – 01.04.2020</li> </ul>  | <b>30. 1.</b><br><b>2020</b>  | <b>11. 2.</b><br><b>2020</b> | <b>13. 2.</b><br><b>2020</b>  | <b>6. 3.</b><br><b>2020</b>  |
| <b>LEIDENSCHAFT</b><br><small>Das Bierpezialitäten-Magazin<br/>für den Getränke-Fachhandel</small><br><b>Craft</b> |   | <b>Issue no. 1</b><br>attached to the April issue  | <b>6. 3.</b><br><b>2020</b>   | <b>18. 3.</b><br><b>2020</b> | <b>20. 3.</b><br><b>2020</b>  | <b>15. 4.</b><br><b>2020</b> |
| <b>4</b><br><b>April</b>   | <ul style="list-style-type: none"> <li>○ Kellerbier</li> <li>○ Fruit juice</li> <li>○ Craft spirits</li> <li>○ Trends: Sustainability and regionality</li> </ul>  <b>Spring and summer wines</b>   | <ul style="list-style-type: none"> <li>◆ <b>VINITALY</b><br/>Verona, 19.04. – 22.04.2019</li> <li>◆ <b>Die Badische</b><br/>Offenburg, 08.05. – 10.05.2019</li> <li>◇ <b>GEVA-Jahrestagung</b><br/>Dublin, 15.05.2020</li> </ul>   | <b>11. 3.</b><br><b>2020</b>  | <b>23. 3.</b><br><b>2020</b> | <b>25. 3.</b><br><b>2020</b>  | <b>17. 4.</b><br><b>2020</b> |
| <b>5</b><br><b>May</b>   | <ul style="list-style-type: none"> <li>○ <b>Special: Mineral waters<br/>with branch ranking</b></li> <li>○ Non-alcoholic and light beers</li> <li>○ Bitter beverages</li> <li>○ Gin</li> </ul>  <b>Sparkling wine and Prosecco</b>   | <ul style="list-style-type: none"> <li>◇ <b>VdF Jahrestagung</b><br/>Baden-Baden, 26.05. – 27.05.2020</li> <li>◇ <b>Symposium Feines Essen + Trinken</b><br/>München, 04.06. – 05.06.2020</li> </ul>   | <b>7. 4.</b><br><b>2020</b>   | <b>22. 4.</b><br><b>2020</b> | <b>24. 4.</b><br><b>2020</b>  | <b>18. 5.</b><br><b>2020</b> |
| <b>6</b><br><b>June</b>  | <ul style="list-style-type: none"> <li>○ White beers</li> <li>○ Cola</li> <li>○ Summer cocktails</li> <li>○ Rum</li> </ul>  <b>Wines from Italy</b>  |  | <b>7. 5.</b><br><b>2020</b>   | <b>19. 5.</b><br><b>2020</b> | <b>20. 5.</b><br><b>2020</b>  | <b>18. 6.</b><br><b>2020</b> |

– subject to alterations –

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| Ausgaben Nr.<br>Monat  | Themen-Schwerpunkte  | Berichte zu Messen und Tagungen                     |   | Redaktions-<br>schluss | Anzeigen-<br>schluss | Druck-<br>unter-<br>lagen-<br>termin | Erschei-<br>nungs-<br>termin |
|--|--|---|---|------------------------|----------------------|--------------------------------------|------------------------------|
|  |  | ◆ Messen  | ◇ Tagungen  |                        |                      |                                      |                              |
| <b>7</b><br>July   | <ul style="list-style-type: none"> <li>○ Beer mixes with and without alcohol</li> <li>○ International waters</li> <li>○ Additional assortments in the beverage specialist store</li> <li>○ Cash register systems</li> <li>🍷 German Burgunder</li> </ul>  |   | ◇ Jahrestagung des Verbandes des Deutschen Getränke-Einzelhandels e.V.<br>München, 21.07.2020   | 15. 6.<br>2020         | 23. 6.<br>2020       | 25. 6.<br>2020                       | 17. 7.<br>2020               |
| <b>8</b><br>August   | <ul style="list-style-type: none"> <li>○ Kölsch</li> <li>○ Energy drinks</li> <li>○ Vodka</li> <li>○ Store construction</li> <li>🍷 International festive day wines</li> </ul>  |   |   | 10. 7.<br>2020         | 22. 7.<br>2020       | 24. 7.<br>2020                       | 18. 8.<br>2020               |
| <b>9</b><br>September  | <ul style="list-style-type: none"> <li>○ Malt beverages</li> <li>○ Christmas and winter beers</li> <li>○ Gift packages</li> <li>○ Champagne and sparkling wines</li> <li>🍷 Mulled wines</li> </ul>   |   | <ul style="list-style-type: none"> <li>◇ ProFachhandel<br/>Nürnberg, 24.09. – 25.09.2020</li> <li>◇ VLB-Oktober-Tagung<br/>Berlin, 12.10. – 13.10.2020</li> </ul> | 13. 8.<br>2020         | 25. 8.<br>2020       | 27. 8.<br>2020                       | 18. 9.<br>2020               |
| <b>LEIDENSCHAFT</b><br><small>Das Biospezialitäten-Magazin für den Getränke-Fachhandel</small><br><b>Craft</b> |  | <b>Issue no. 2</b><br>attached to the October issue |   | 31. 8.<br>2020         | 10. 9.<br>2020       | 14. 9.<br>2020                       | 9. 10.<br>2020               |
| <b>BrauBeviale</b><br><b>10</b><br>October<br>Main fair issue<br>BrauBeviale                                   | <ul style="list-style-type: none"> <li>○ BrauBeviale preview</li> <li>○ Dark and black beers</li> <li>○ Drinking glasses</li> <li>○ Superstructures</li> <li>○ Whiskey</li> <li>🍷 Wines from holiday regions</li> </ul>  |   | <ul style="list-style-type: none"> <li>◆ Alles für den Gast<br/>Salzburg, 07.11. – 11.11.2020</li> <li>◆ BrauBeviale<br/>Nürnberg, 10.11. – 12.11.2020</li> </ul> | 11. 9.<br>2020         | 23. 9.<br>2020       | 25. 9.<br>2020                       | 19. 10.<br>2020              |
| <b>11</b><br>November  | <ul style="list-style-type: none"> <li>○ International beers</li> <li>○ Non-alcoholic beverages for the young generation</li> <li>○ Forklift trucks etc.</li> <li>○ Carnival 2021: Liqueurs, shooters and additional assortments for the carnival</li> <li>🍷 Banquet and winter wines</li> </ul> |   |   | 13. 10.<br>2020        | 23. 10.<br>2020      | 27. 10.<br>2020                      | 18. 11.<br>2020              |
| <b>12</b><br>December  | <ul style="list-style-type: none"> <li>○ Calorie-reduced and sugar-free beverages</li> <li>○ The year in review and prospects</li> <li>○ Snack and beverage dispensers</li> <li>🍷 The new 2020 vintage</li> </ul>  |   |   | 10. 11.<br>2020        | 20. 11.<br>2020      | 24. 11.<br>2020                      | 17. 12.<br>2020              |

- 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: siegert-knoll@sachon.de, Internet: www.sachon.de

16 Circulation control: 

17 Circulation analysis: Copies per edition annual average  
July 1<sup>st</sup> 2018 to June 30<sup>th</sup> 2019

|   |        |                            |
|---|--------|----------------------------|
| <b>Print figure:</b>                          | 15,141 |                            |
| <b>Actual circulation:</b>                    | 15,015 | of them abroad: 351        |
| <b>Sold circulation:</b>                      | 6,504  | of them abroad: 27         |
| – Subscribers:                                | 4,735  | of them member copies: 600 |
| – Other Sales:                                | 29     |                            |
| – Sales per copy:                             | 1,740  |                            |
| <b>Free copies:</b>                           | 8,511  |                            |
| <b>Reminder, archives and voucher copies:</b> | 126    |                            |

18 Geographical distribution analysis:

| Economic area               | Portion of actual circulation |               |
|-----------------------------|-------------------------------|---------------|
|                             | %                             | copies        |
| Federal Republic of Germany | 97.7                          | 14,664        |
| Abroad                      | 2.3                           | 351           |
| <b>Actual circulation</b>   | <b>100.0</b>                  | <b>15,015</b> |

Classification of the domestic circulation to Nielsen areas

| Nielsen-area   | %            | copies        |
|--|--------------|---------------|
| <b>Nielsen-area 1</b><br>Schleswig-Holstein, Hamburg, Bremen, Niedersachsen  | 10.3         | 1,509         |
| <b>Nielsen-area 2</b><br>Nordrhein-Westfalen                                 | 15.9         | 2,324         |
| <b>Nielsen-area 3a</b><br>Hessen, Rheinland-Pfalz, Saarland                  | 14.9         | 2,193         |
| <b>Nielsen-area 3b</b><br>Baden-Württemberg                                  | 15.6         | 2,287         |
| <b>Nielsen-area 4</b><br>Bayern  | 22.1         | 3,247         |
| <b>Nielsen-area 5</b><br>Berlin  | 1.6          | 234           |
| <b>Nielsen-area 6</b><br>Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt | 7.6          | 1,111         |
| <b>Nielsen-area 7</b><br>Thüringen, Sachsen                                  | 10.2         | 1,502         |
| <b>Others (e.g. fairs) not analysed</b>                                      | 1.8          | 257           |
| <b>Actual circulation (inland)</b>   | <b>100.0</b> | <b>14,664</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/<br>group/<br>class | Receiver groups<br>(according to branch classification)   | Share of actual circulation |               |
|--------------------------------|---|-----------------------------|---------------|
|                                |   | %                           | Copies        |
| 51.34                          | <b>Beverage wholesale trade</b>   | 55.7                        | 8,358         |
| 52.25                          | <b>Independent and franchise beverage cash-and-carry stores</b>   | 11.3                        | 1,690         |
| 51.34.2, 52.25.1               | <b>Specialized trade for beverages with focus on wine and spirits</b>   | 4.8                         | 715           |
| 15.98                          | <b>Manufacturers of non-alcoholic beverages</b>   | 5.0                         | 755           |
| 15.96                          | <b>Breweries</b>  | 5.1                         | 765           |
| 52.2                           | <b>Food retailers (shopping centres included) and beverage cash-and-carry stores associated to them</b>       | 6.9                         | 1,043         |
| 15.91, 15.95                   | <b>Wine, sparkling wine and spirits industries</b>  | 2.1                         | 311           |
| 55.1, 55.3                     | <b>Large firms of the hotel business, gastronomy chains, discotheques</b>                                     | 1.9                         | 293           |
|                                | <b>Associations, institutes, vocational and professional schools</b>  | 0.8                         | 119           |
|                                | <b>Other qualified branches without specification (e.g. libraries, advertising agencies, supply industry)</b> | 4.0                         | 606           |
| –                              | <b>Branch not yet surveyed/unknown according to EDA standards</b>   | 0.7                         | 103           |
|                                | <b>Others (e.g. fairs) not analysed</b>   | 1.7                         | 257           |
|                                | <b>Actual circulation</b>   | <b>100.0</b>                | <b>15,015</b> |

Actual Circulation calculated on yearly average: **15,015** copies

| Size            | Printing Space<br>B x H in mm | Bleed*<br>B x H in mm | s/w            | 2-c      | 3-c      | 4-c      |
|-----------------|-------------------------------|-----------------------|----------------|----------|----------|----------|
|                 |                               |                       | Prices in Euro |          |          |          |
| Title page      | –                             | 210 x 209             | 7,004.–        | 7,564.–  | 8,124.–  | 8,684.–  |
| Cover page      | 185 x 270                     | 210 x 297             | 6,191.–        | 6,751.–  | 7,311.–  | 7,871.–  |
| 2/1 page        | 395 x 270                     | 420 x 297             | 11,002.–       | 11,562.– | 12,122.– | 12,682.– |
| 1/1 page        | 185 x 270                     | 210 x 297             | 5,713.–        | 6,273.–  | 6,833.–  | 7,393.–  |
| 2/3 page high   | 120 x 270                     | 130 x 297             | 3,998.–        | 4,558.–  | 5,118.–  | 5,678.–  |
| 2/3 page cross  | 185 x 180                     | 210 x 200             | 3,998.–        | 4,558.–  | 5,118.–  | 5,678.–  |
| Juniorpage      | 126 x 180                     | 133 x 197             | 3,097.–        | 3,657.–  | 4,217.–  | 4,777.–  |
| 1/2 page high   | 90 x 270                      | 101 x 297             | 3,097.–        | 3,657.–  | 4,217.–  | 4,777.–  |
| 1/2 page cross  | 185 x 127                     | 210 x 143             | 3,097.–        | 3,657.–  | 4,217.–  | 4,777.–  |
| 1/3 page high   | 56 x 270                      | 67 x 297              | 2,175.–        | 2,735.–  | 3,295.–  | 3,855.–  |
| 1/3 page cross  | 185 x 90                      | 210 x 106             | 2,175.–        | 2,735.–  | 3,295.–  | 3,855.–  |
| 1/4 page high   | 90 x 127                      | 101 x 143             | 1,622.–        | 2,182.–  | 2,742.–  | 3,302.–  |
| 1/4 page cross  | 185 x 60                      | 210 x 77              | 1,622.–        | 2,182.–  | 2,742.–  | 3,302.–  |
| 1/8 page high   | 90 x 60                       | 101 x 77              | 822.–          | 1,102.–  | 1,382.–  | 1,662.–  |
| 1/8 page cross  | 185 x 30                      | 210 x 46              | 822.–          | 1,102.–  | 1,382.–  | 1,662.–  |
| 1/16 page high  | 90 x 30                       | 101 x 46              | 452.–          | 606.–    | 760.–    | 914.–    |
| 1/16 page cross | 185 x 15                      | 210 x 31              | 452.–          | 606.–    | 760.–    | 914.–    |

\* 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 € 4,454.–,  
size upon request

4-page € 6,534.–,  
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  
BIC: BYLA DE M1 MLM  
IBAN: DE96 7315 0000 0810 008201

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Media-Services

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E-Mail: siegert-knoll@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 siegert-knoll@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 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:** Sandra Siegert-Knoll  
Tel.: +49/82 61/999-333  
E-mail: siegert-knoll@sachon.de

## Website

[www.getraenkefachgrosshandel.de](http://www.getraenkefachgrosshandel.de)

| Form of advertising  | Size      | Euro / month * |
|----------------------|-----------|----------------|
| Skyscraper           | 120 x 600 | 499.-          |
| Super banner         | 728 x 90  | 405.-          |
| Full banner          | 468 x 60  | 360.-          |
| Product-/Image video | 640 x 360 | 780.-          |

\* Price incl. Link

- Data supply:** By e-mail, 1 week at least before start to:  
Stephan Keller: keller@sachon.de
- Banner:** GIF, JPG, PNG  
other file sizes on request  
graphics of sizes indicated with 72 dpi  
Max. file size 50 KB
- Contact person:** Sandra Siegert-Knoll, Tel. 082 61/999-333, siegert-knoll@sachon.de

