

# MEDIA-KITS

## 2022



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP





### 1 Circulation control:



### 2 Circulation analysis:

Copies per edition annual average July 1<sup>st</sup> 2020 to June 30<sup>th</sup> 2021

**Print figure:** 10,787

<b>Actual circulation:</b>	11,186	of them abroad:	315
----------------------------	--------	-----------------	-----

<b>Solit circulation:</b>	6,451	of them abroad:	23
---------------------------	-------	-----------------	----

- Subscribers:	1,111	of them member copies:	600
----------------	-------	------------------------	-----

- Other Sales: -

- Sales per copy: 5,340

**Free copies:** 4,735

**Reminder, archives  
and voucher copies:** 114

### 3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	97.1	11,418
Abroad	2.9	341
<b>Actual circulation</b>	<b>100.0</b>	<b>11,759</b>

### 3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
<b>Nielsen area I</b> Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	9.9	1,126
<b>Nielsen area II</b> Nordrhein-Westfalen	16.0	1,832
<b>Nielsen area III a</b> Hessen, Rheinland-Pfalz, Saarland	14.9	1,702
<b>Nielsen area III b</b> Baden-Württemberg	16.3	1,865
<b>Nielsen area IV</b> Bayern	23.1	2,638
<b>Nielsen area V</b> Berlin	1.9	214
<b>Nielsen area VI</b> Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	7.2	817
<b>Nielsen area VII</b> Sachsen, Thüringen	10.7	1,224
<b>Others (e.g. fairs) not analysed</b>	-	-
<b>Actual circulation (domestic)</b>	<b>100.0</b>	<b>11,418</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	Beverage wholesale trade	60.7	7,140
52.25	Independent and franchise beverage cash-and-carry stores	10.9	1,284
51.34.2, 52.25.1	Specialized trade for beverages with focus on wine and spirits	3.7	440
15.98	Manufacturers of non-alcoholic beverages	5.5	645
15.96	Breweries	6.4	752
52.2	Food retailers (shopping centres included) and beverage cash-and-carry stores associated to them	4.0	475
15.91, 15.95	Wine, sparkling wine and spirits industries	2.2	259
55.1, 55.3	Large firms of the hotel business, gastronomy chains, discotheques	0.3	29
	Associations, institutes, vocational and professional schools	1.0	120
	Other qualified branches without specification (e.g. libraries, advertising agencies, supply industry)	5.0	585
	Branch not yet surveyed/unknown according to EDA standards	0.3	30
	Others (e.g. fairs) not analysed	0	0
	<b>Actual circulation</b>	<b>100.0</b>	<b>11,759</b>

### 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	7,004.-	8,684.-
Cover pages	182 x 266	210 x 297	6,191.-	7,871.-
2/1 page	394 x 266	426 x 303	11,002.-	12,682.-
1/1 page	182 x 266	210 x 297	5,713.-	7,393.-
2/3 page high	119 x 266	132 x 297	3,998.-	5,678.-
2/3 page cross	182 x 180	210 x 200	3,998.-	5,678.-
Juniorpage	119 x 180	132 x 197	3,097.-	4,777.-
1/2 page high	90 x 266	101 x 297	3,097.-	4,777.-
1/2 page cross	182 x 127	210 x 143	3,097.-	4,777.-
1/3 page high	56 x 266	69 x 297	2,175.-	3,855.-
1/3 page cross	182 x 90	210 x 106	2,175.-	3,855.-
1/4 page single column	43 x 266	56 x 297	1,622.-	3,302.-
1/4 page high	90 x 127	101 x 143	1,622.-	3,302.-
1/4 page cross	182 x 60	210 x 77	1,622.-	3,302.-
1/8 page high	90 x 60	101 x 77	822.-	1,662.-
1/8 page cross	182 x 30	210 x 46	822.-	1,662.-
1/16 page high	90 x 30	101 x 46	452.-	914.-
1/16 page cross	182 x 15	210 x 31	452.-	914.-

\* 3 mm per trim page

Further sizes upon request

### 2. Extra charges:

per standard ink:	€ 560.-
per other colour:	€ 800.-
surcharge 4-colours	€ 1,680.-

#### Size:

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

**Press Cover Plus:** upon request

### 3. Discounts:

#### 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 latest

2 pages	5 %
3 pages	10 %
6 pages	15 %
12 pages	20 %

### 4. Classified ads:

Job adverts:

Price per mm / 90 mm width: € 3.60

Sales adverts:

Price per mm / 90 mm width: € 4.80

Sources of supply:

Price per mm / 45 mm width: € 5.00

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:

#### Loose insert:

Format max. 295 mm high, 200 mm width,

per thousand € 220,- plus postage.

Sample and PDF-file required!

Required quantity: upon request!

**Tip-ons:** upon request.

#### Bound insert:

2-page € 4,454.-

Size upon request.

4-page € 6,534.-

Size upon request.

Delivery folded – sample and PDF-file required!

**Advertorial:** upon request

### 6. Contact:

Verlag W. Sachon GmbH + Co. KG

Schloss Mindelburg

D-87719 Mindelheim

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

Tel.: +49 / 82 61 / 999 - 0

Fax: +49 / 82 61 / 999 - 391

E-Mail: [siegert-knoll@sachon.de](mailto:siegert-knoll@sachon.de)

### 7. Payment details:

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 0082 01

Issue no. month	Dates	Topics	Fairs & Conferences
<p>1 January</p> 	<p>Editorial 01.12.2021 Advertising 08.12.2021 Printing Material 10.12.2021 Publication 14.01.2022</p>	<ul style="list-style-type: none"> <li>○ Bock beers</li> <li>○ Lemonades</li> <li>○ Fruit brandies</li> <li>○ Cold tea drinks</li> <li> Wuerttemberger variety</li> </ul>	<p><b>GETRÄNKE IMPULS TAGE</b> Saalfelden/Leogang, 16. – 19.01.2022</p> <p><b>IGW, Internationale Grüne Woche</b> Berlin, 21. – 30.01.2022</p> <p><b>Nord Gastro &amp; Hotel</b> Husum, 31.01. – 01.02.2022</p> <p><b>Doemens Impulse</b> Gräfelfing, 03. – 04.02.2022</p> <p><b>INTERGASTRA</b> Stuttgart, 05. – 09.02.2022</p>
<p>2 February</p> 	<p>Editorial 12.01.2022 Advertising 20.01.2022 Printing Material 24.01.2022 Publication 11.02.2022</p>	<ul style="list-style-type: none"> <li>○ Pale and export beers</li> <li>○ Organic beverages</li> <li>○ Outdoor-Equipment</li> <li>○ Digitalisation</li> <li> Non-alcoholic wines and sparkling wines</li> <li> Autochthonous grape varieties</li> </ul>	<p><b>BioFach</b> Nuremberg, 15. – 18.02.2022</p>
<p>3 March</p> 	<p>Editorial 14.02.2022 Advertising 21.02.2022 Printing Material 22.02.2022 Publication 09.03.2022</p>	<ul style="list-style-type: none"> <li>○ Pils</li> <li>○ Spritzers</li> <li>○ Äppelwoi, Cider &amp; Co.</li> <li>○ Beverage lorries</li> <li> ProWein-preview</li> </ul>	<p><b>GETRÄNKE. GROSS. HANDELN.</b> Munich, 10. – 11.03.2022</p> <p><b>INTERNORGA</b> Hamburg, 18. – 22.03.2022</p> <p><b>ProWein</b> Dusseldorf, 27. – 29.03.2022</p>

subject to alterations

Issue no. month	Dates	Topics	Fairs & Conferences
4 April	Editorial 16.03.2022 Advertising 24.03.2022 Printing Material 28.03.2022 Publication 14.04.2022	<ul style="list-style-type: none"> <li>○ Fruit juice</li> <li>○ Beer mixes with and without alcohol</li> <li>○ Climate neutrality: New challenges and goals for companies</li> <li>○ Rum</li> <li> Spring and summer wines</li> </ul>	<p><b>Symposium Feines Essen + Trinken</b> Munich, 07. – 08.04.2022</p> <p><b>VINITALY</b> Verona, 10. – 13.04.2022</p>
5 May	Editorial 12.04.2022 Advertising 21.04.2022 Printing Material 25.04.2022 Publication 16.05.2022	<ul style="list-style-type: none"> <li>○ Special Mineralwaters with branch ranking</li> <li>○ Non-alcoholic and light beers</li> <li>○ Bitter beverages without alcohol</li> <li>○ Gin</li> <li> Sparkling wine and Prosecco</li> </ul>	
6 June	Editorial 10.05.2022 Advertising 18.05.2022 Printing Material 20.05.2022 Publication 15.06.2022	<ul style="list-style-type: none"> <li>○ White beers with and without alcohol</li> <li>○ Cola</li> <li>○ Sustainability and regionality</li> <li>○ Summer cocktails</li> <li>○ Hard Seltzer</li> <li> Wine from Italy</li> </ul>	<p><b>CiderWorld</b> Frankfurt, 10. – 12.06.2022</p> <p><b>GEVA Jahrestagung 2022</b> Cologne, 24.06.2022</p>

subject to alterations

Issue no. month	Dates	Topics	Fairs & Conferences	
7 July	Editorial Advertising Printing Material Publication	13.06.2022 23.06.2022 27.06.2022 15.07.2022	<ul style="list-style-type: none"> <li>○ FIFA World Cup Qatar 2022</li> <li>○ Cannabis drinks</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. Munich, 20.07.2022
	Editorial Advertising Printing Material Publication	11.07.2022 19.07.2022 21.07.2022 10.08.2022	 <p><small>Das Bierspezialitäten-Magazin für den Getränke-Fachhandel</small></p>	Issue 2022 attached to the August issue
8 August	Editorial Advertising Printing Material Publication	20.07.2022 28.07.2022 01.08.2022 22.08.2022	<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>	drinktec Munich, 12. – 16.09.2022
	Editorial Advertising Printing Material Publication	16.08.2022 24.08.2022 26.08.2022 15.09.2022	<ul style="list-style-type: none"> <li>○ Malt beverages</li> <li>○ Christmas and winter beers</li> <li>○ Gift Packages</li> <li>○ Superstructures</li> <li> Champagne and sparkling wines</li> <li> Mulled wines, punch &amp; Co.</li> </ul>	BCB Bar Convent Berlin Berlin, 10. – 12.10.2022

subject to alterations

Issue no. month	Dates	Topics	Fairs & Conferences
<p>10 October</p> <p><b>BrauBeviale2022</b></p>	<p>Editorial 12.09.2022</p> <p>Advertising 21.09.2022</p> <p>Printing Material 23.09.2022</p> <p>Publication 14.10.2022</p>	<ul style="list-style-type: none"> <li>○ Preview: BrauBeviale</li> <li>○ Dark and black beers</li> <li>○ Drinking glasses</li> <li>○ Load securing</li> <li>○ Whisk(e)y</li> <li> Wines from holiday regions</li> </ul>	<p><b>Alles für den Gast</b> Salzburg, Oktober 2022</p> <p><b>BrauBeviale</b> Nuremberg, 8. - 10.11.2022</p>
<p>11 November</p>	<p>Editorial 12.10.2022</p> <p>Advertising 20.10.2022</p> <p>Printing Material 24.10.2022</p> <p>Publication 15.11.2022</p>	<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>○ Liqueurs, shooters and additional assortments for the carnival</li> <li> Banquet and winter wines</li> </ul>	<p><b>InterWhisky</b> Frankfurt, November 2022</p>
<p>12 December</p>	<p>Editorial 15.11.2022</p> <p>Advertising 23.11.2022</p> <p>Printing Material 25.11.2022</p> <p>Publication 15.12.2022</p>	<ul style="list-style-type: none"> <li>○ Trendy containers: external values also count</li> <li>○ Calorie-reduced and sugar-free beverages</li> <li>○ The year in review and prospects</li> <li> The new 2022 vintage</li> </ul>	

## 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 72 dpi, max. size 50 KB

## Data supply:

At least 1 week before start to:  
Mr. Stephan Keller,  
Tel. +49 / 82 61 / 999 - 362,  
keller@sachon.de

## Contact:

Mrs. Sandra Siegert-Knoll,  
Tel. +49 / 82 61 / 999 - 333,  
siegert-knoll@sachon.de

Display Ads*	Desktop & Tablet		Mobile		Prices *** in € / Month
	Placement**	Size in pixel	Placement**	Size in pixel	
<b>Introbanner</b>		1052 x 242		288 x 131	1,300.-
<b>Skyscraper</b> Main pages incl. categories		120 x 600		120 x 600	850.-
<b>Skyscraper</b> Categorie page beverage retail					500.-
<b>Superbanner</b> Main pages incl. categories		728 x 90		288 x 37	610.-
<b>Superbanner</b> Categorie page beverage retail					405.-
<b>Fullbanner</b> Main pages incl. categories		468 x 60		220 x 37	540.-
<b>Fullbanner</b> Categorie page beverage retail					360.-
<b>Medium Rectangle</b> Main pages incl. categories		300 x 250		300 x 250	750.-
<b>Medium Rectangle</b> Categorie page beverage retail					460.-
<b>Content Ad</b> Main pages incl. categories		300 characters plus 1 image		300 characters plus 1 image	1,110.-
<b>Content Ad</b> Categorie page beverage retail					740.-
<b>Video</b> Main pages incl. categories		640 x 360		288 x 162	1,170.-
<b>Video</b> Categorie page beverage retail					780.-

\* Placement in rotation

\*\* Size and position in illustration exemplary

\*\*\* Prices incl. link

**Prices and sizes:**

Placement options	Size (pixel)	Price € / mailing
FullBanner	468 x 60	605.-
FullBanner Premium	468 x 60	720.-
Halfbanner	234 x 60	341.-
Button	150 x 60	248.-
Sponsored Post	max. 300 characters (incl. link) plus 1 image	740.-
Event note	200 x 80	280.-
Stand Alone	Exclusive dispatch (details upon request)	2,340.-

**Mailing:**

Weekly, Thursday

**Addresses:**

approx. 12,900 per week

**Data supply:**

by e-mail 1 week before start of placement at the latest to:  
Mr. Stephan Keller, Tel. +49 / 82 61 / 999 - 362, keller@sachon.de

**Banner:**

GIF, JPG, PNG,  
Other sizes upon request.  
Graphics in the sizes specified above with 72 dpi,  
max. size 50 KB

**Contact person:**

Mrs. Sandra Siegert-Knoll, Tel. +49 / 82 61 / 999 - 333, siegert-knoll@sachon.de

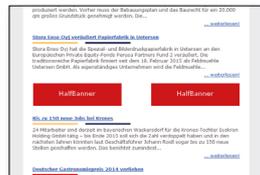
**FullBanner**



**Sponsored Post**



**HalfBanner**



**Event note**



**Button**





## 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, 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

Further information and prices on request!

## Your contact:



**SANDRA SIEBERT-KNOLL**  
MEDIA SERVICE

Tel.: +49 / 82 61 / 999-333  
Fax: +49 / 82 61 / 999-391  
siegert-knoll@sachon.de