

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: 11,563

Actual circulation:	12,695	of them abroad:	481
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Solit circulation:	6,426	of them abroad:	21
– Subscribers:	1,086	of them member copies:	600
– Other Sales:	–		
– Sales per copy:	5,340		

Free copies: 6,269

**Reminder, archives
and voucher copies:** 37

3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	96.2	12,214
Abroad	3.8	481
Actual circulation	100.0	12,695

3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
Nielsen area I Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	10.4	1,273
Nielsen area II Nordrhein-Westfalen	15.4	1,878
Nielsen area III a Hessen, Rheinland-Pfalz, Saarland	14.9	1,816
Nielsen area III b Baden-Württemberg	16.1	1,969
Nielsen area IV Bayern	24.3	2,967
Nielsen area V Berlin	1.6	202
Nielsen area VI Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	7.3	889
Nielsen area VII Sachsen, Thüringen	10.0	1,220
Others (e.g. fairs) not analysed	–	–
Actual circulation (domestic)	100.0	12,214

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	54.0	6,850
52.25	Independent and franchise beverage cash-and-carry stores	11.5	1,458
51.34.2, 52.25.1	Specialized trade for beverages with focus on wine and spirits	5.3	673
15.98	Manufacturers of non-alcoholic beverages	5.7	730
15.96	Breweries	6.9	872
52.2	Food retailers (shopping centres included) and beverage cash-and-carry stores associated to them	5.5	695
15.91, 15.95	Wine, sparkling wine and spirits industries	2.3	294
55.1, 55.3	Large firms of the hotel business, gastronomy chains, discotheques	2.6	333
	Associations, institutes, vocational and professional schools	1.0	125
	Other qualified branches without specification (e.g. libraries, advertising agencies, supply industry)	4.9	630
	Branch not yet surveyed/unknown according to EDA standards	0.3	35
	Others (e.g. fairs) not analysed	0	0
	Actual circulation	100.0	12,695

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	7,435.–	9,115.–
Cover pages	–	210 x 297	6,585.–	8,265.–
2/1 page	394 x 266	420 x 297	11,635.–	13,315.–
1/1 page	172 x 251	210 x 297	6,080.–	7,760.–
2/3 page high	113 x 251	133 x 297	4,280.–	5,960.–
2/3 page cross	172 x 165	210 x 188		
Juniorpage	113 x 166	133 x 189	3,335.–	5,015.–
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	2,365.–	4,045.–
1/3 page cross	172 x 80	210 x 103		
1/4 page single-column	45 x 251	64 x 297	1,785.–	3,465.–
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	905.–	1,745.–
1/8 page cross	172 x 30	210 x 46		
1/16 page high	83 x 30	103 x 53	500.–	960.–
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:	€ 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 / 83 mm width: € 3.60

Sales adverts:

Price per mm / 83 mm width: € 4.80

Sources of supply:

Price per mm / 41 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.

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

Sample and PDF-file required!

Required quantity: upon request!

Tip-ons: upon request.

Bound insert:

2-page € 4,910.-

Size upon request.

4-page € 7,200.-

Size upon request.

Delivery folded – sample and PDF-file required!

Advertorial: upon request

6. Contact:

Verlag W. Sachon GmbH

Schloss Mindelburg

St. Georgenberg 17

D-87719 Mindelheim

Website: www.frischeingeschenkt.de

Tel.: +49 8261 999-0

Fax: +49 8261 999-391

E-Mail: 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 Schwaben-Bodensee

BIC: BYLADE33MLM, IBAN: DE96 7315 0000 0810 0082 01

Issue no. month	Dates	Topics	Fairs & Conferences
1 January	Editorial 01.12.2022 Advertising 09.12.2022 Printing Material 13.12.2022 Publication 16.01.2023	○ Bock beers ○ Spritzers ○ Fruit brandies ○ Cold tea drinks 🍷 Wuerttemberger variety	GETRÄNKE IMPULS TAGE Saalfelden/Leogang, 15. – 18.01.2023 Doemens Impulse Gräfelfing, 02. – 03.02.2023 IGW, Internationale Grüne Woche Berlin, 20. – 29.01.2023 GASTRO EVENT Bremen, 28. – 30.01.2023
2 February BIOFACH2023 into organic	Editorial 11.01.2023 Advertising 23.01.2023 Printing Material 26.01.2023 Publication 15.02.2023	○ Pale and export beers ○ Organic beverages ○ Outdoor-Equipment ○ Digitalisation 🍷 Non-alcoholic wines and sparkling wines 🍷 Autochthonuous grape varieties	Nord Gastro & Hotel Husum, 13. – 14.02.2023 BIOFACH Nürnberg, 14. – 17.02.2023
3 March  	Editorial 07.02.2023 Advertising 20.02.2023 Printing Material 23.02.2023 Publication 15.03.2023	○ Pils ○ Lemonades ○ Äppelwoi, Cider & Co. ○ Beverage lorries 🍷 ProWein-preview	INTERNORGA Hamburg, 10. – 14.03.2023 ProWein Düsseldorf, 19. – 21.03.2023

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4 April	Editorial 09.03.2023 Advertising 22.03.2023 Printing Material 27.03.2023 Publication 14.04.2023	○ Fruit juice ○ Beer mixes with and without alcohol ○ Climate neutrality: New challenges and goals for companies  Spring and summer wines	VINITALY Verona, 02. – 05.04.2023 CiderWorld Frankfurt, 28. – 29.04.2023
5 May	Editorial 05.04.2023 Advertising 20.04.2023 Printing Material 25.04.2023 Publication 15.05.2023	○ Special Mineralwaters with branch ranking ○ Non-alcoholic and light beers ○ Bitter beverages without alcohol ○ Gin  Sparkling wine and Prosecco	GEVA-Jahrestagung Dublin, 12. – 13.05.2023
6 June	Editorial 04.05.2023 Advertising 17.05.2023 Printing Material 22.05.2023 Publication 15.06.2023	○ White beers with and without alcohol ○ Cola ○ Sustainability and regionality ○ Summer cocktails ○ Rum  Wine from Italy	Jahrestagung des Verbandes des Deutschen Getränke-Einzelhandels e.V. München, 28.06.2023

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7 July	Editorial	12.06.2023	○ Hemp drinks	
	Advertising	22.06.2023	○ International waters	
	Printing Material	27.06.2023	○ Additional assortments in the beverage specialist store	
	Publication	14.07.2023	○ Cash register systems	
			 German Burgunder	
8 August	Editorial	11.07.2023	○ Kölsch	
	Advertising	24.07.2023	○ Energy drinks	
	Printing Material	27.07.2023	○ Vodka	
	Publication	16.08.2023	○ Store construction	
			 International festive day wines	
9 September	Editorial	09.08.2023	○ Malt beverages	PRO FachHANDEL September 2023
	Advertising	21.08.2023	○ Christmas and winter beers	
	Printing Material	22.08.2023	○ Gift Packages	
	Publication	15.09.2023	○ Superstructures	1. Bike & Beverage Kempten, 20. – 23.09.2023
			 Champagne and sparkling wines	
			 Mulled wines, punch & Co.	

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10 October	Editorial 07.09.2023 Advertising 20.09.2023 Printing Material 25.09.2023 Publication 16.10.2023	○ Dark and black beers ○ Drinking glasses ○ Load securing ○ Whisk(e)y  Wines from holiday regions	InterWhisky Frankfurt am Main, 09. - 11.10.2023 BCB Bar Convent Berlin Berlin, 09. - 11.10.2023
	Editorial 05.10.2023 Advertising 16.10.2023 Printing Material 19.10.2023 Publication 10.11.2023	 LEIDENSCHAFT Craft Das Magazin für Vertrieb und Herstellung von Bierpenetration	Issue 2023 attached to the November issue
11 November Brau^{'23} Beviale	Editorial 09.10.2023 Advertising 19.10.2023 Printing Material 25.10.2023 Publication 15.11.2023	○ BrauBeviale preview ○ International beers ○ Non-alcoholic beverages for the young generation ○ Forklift trucks etc. ○ Liqueurs, shooters and additional assortments for the carnival  Banquet and winter wines	BrauBeviale Nürnberg, 28. - 30.11.2023 Alles für den Gast Salzburg, November 2023
12 December	Editorial 08.11.2023 Advertising 23.11.2023 Printing Material 28.11.2023 Publication 15.12.2023	○ Trendy containers: external values also count ○ Non-alcoholic spirits ○ Calorie-reduced and sugar-free beverages ○ The year in review and prospects  The new 2023 vintage	



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:
Mr. Stephan Keller,
Tel. +49 8261 999-362,
keller@sachon.de

Contact:

Mrs. Sandra Siegert-Knoll,
Tel. +49 8261 999-333,
siegert-knoll@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 beverage retail					425.-
Fullbanner Main pages incl. categories		468 x 60		220 x 37	565.-
Fullbanner Categorie page beverage retail					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 beverage retail					780.-
Video Main pages incl. categories		640 x 360		288 x 162	1,225.-
Video Categorie page beverage retail					820.-

* 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	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

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FullBanner

Stora Enso Oyi verleiht Papierfabrik in Uetersen

Stora Enso Oyi hat die Spezial- und Bütcheldruckpapierfabrik in Uetersen an den Europäischen Private Equity-Fonds Perivus Partners Fund 2 veräußert. Die traditionelle Papierfabrik feiert seit dem 18. Februar 2015 als Feldmühle Uetersen GmbH, als eigenständiges Unternehmen wird die Feldmühle...

[...weiterlesen!](#)

Bis zu 150 neue Jobs bei Kronos

24 Mitarbeiter sind derzeit im bayerischen Wackersdorf für die Kronos-Tochter System Holding GmbH tätig – bis Ende 2015 soll sich die Zahl verdoppeln haben und in den nächsten Jahren könnten fast Geschäftsführer Johann Roßl sogar bis zu 150 neue Stellen geschaffen werden. Das berichtet zumindest...

[...weiterlesen!](#)

Deutscher Gastronomepreis 2014 vorliebig

Der Deutsche Gastronomepreis „Beverage“ ging an Rührer und Axel Olm vom Brauereipaar „Altes Wäldchen“ in Hamburg-MI, der Gründung seines neuen Craft Beer-Restaurants waren die beiden Bierliebhaber 1674 aus der ersten in Hamburg, sondern gelitten



Sponsored Post

Änderungen in der KHS-Geschäftsführung

Die KHS GmbH, einer der international führenden Anbieter von Auf- und Verpackungsanlagen für die Brau- und Getränkeindustrie (Umsatz 2014: 1198,2 Mio. Euro), und...



[...weiterlesen!](#)

Sponsored Post

Rittberger unzufrieden wegen Fußball-WM-Verlängerung

Der Spieler der Geschäftsführung der Rittberger Brauerei, Dr. Werner Wolf,

Event note

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Veranstaltungshinweis

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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:



SANDRA SIEBERT-KNOLL
MEDIA SALES

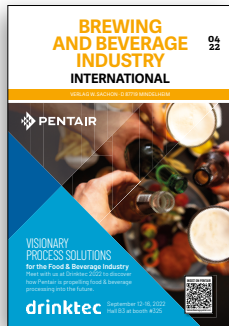
Tel.: +49 8261 999-333

Fax: +49 8261 999-391

siebert-knoll@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:

SANDRA SIEGERT-KNOLL
Media Sales
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siegert-knoll@sachon.de

VERLAG W. SACHON GMBH
Schloss Mindelburg
St. Georgenberg 17
87719 Mindelheim
Germany
Tel.: +49 8261 999-0
Fax: +49 8261 999-391
info@sachon.de
www.frischeingeschenkt.de
www.sachon.de

Terms of Trade:

