

Actual average  
annual circulation  
(1. 7. 2015 – 30. 6. 2016)  
**8,851** copies

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

Edition number	Main topics	Trade fairs and conferences ◆ Trade fairs ◇ Conferences	Editorial deadline	Advertising deadline	Printing material	Publishing date
<b>1</b> January	<ul style="list-style-type: none"> <li>○ Logistics concepts for warehouse/vehicle fleet</li> <li>○ Pumps, fittings, hoses, pipelines, valves</li> <li>○ Beverage cans</li> <li>○ Alternative sweetening concepts for beverages</li> <li>○ Healthy drinks</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>Getränke Impuls Tage</b> Saalfelden / Austria, 15. – 18. 1. 2017</li> <li>◆ <b>Biofach</b> Nuremberg, 15. – 18. 2. 2017</li> </ul>	<b>2. 12. 2016</b>	<b>14. 12. 2016</b>	<b>16. 12. 2016</b>	<b>20. 1. 2017</b>
<b>2</b> February	<ul style="list-style-type: none"> <li>○ Special: Packaging and packaging technology</li> <li>○ Production of functional drinks: – Base concentrates and additives – Aromas, sweeteners – Mixing and dosing technology</li> <li>○ Environmental protection (disposal, recycling, reduction of emissions, sound protection)</li> <li>○ Engines and drive technology</li> <li>○ Process automation</li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>Beviale Moscow</b> Moscow, 28. 2. – 2. 3. 2017</li> <li>◇ <b>104. Brau- und maschinentechnische Arbeitstagung (VLB)</b> Munich, 6. – 8. 3. 2017</li> <li>◆ <b>Dubai Drink Technology Exhibition</b> Dubai, 7. – 9. 3. 2017</li> </ul>	<b>18. 1. 2017</b>	<b>26. 1. 2017</b>	<b>1. 2. 2017</b>	<b>22. 2. 2017</b>
<b>3</b> March	<ul style="list-style-type: none"> <li>○ Machine technology: Wet zone – Bottle and crate washers – Rinsing and bottling technology – Sealing technology – CIP/SIP plants</li> <li>○ Marking/Coding of beverage packages</li> <li>○ CO<sub>2</sub> in the beverage industry (extraction, preparation, analytics)</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>20. VLB-Logistikfachkongress</b> Munich, 26. – 28. 3. 2017</li> <li>◆ <b>ProFoodTech</b> Chicago, 4. – 6. 4. 2017</li> <li>◆ <b>Vinitaly</b> Verona, 9. – 12. 4. 2017</li> </ul>	<b>15. 2. 2017</b>	<b>27. 2. 2017</b>	<b>2. 3. 2017</b>	<b>21. 3. 2017</b>
 <b>4</b> April Fair Issue interpack	<ul style="list-style-type: none"> <li>○ Production of soft drinks: – Base concentrates and additives – Aromas and sweeteners – Mixing and dosing technology – Deaeration and carbonation – Microbiology</li> <li>○ Software &amp; IT solutions</li> <li>○ Beverage cardboard</li> <li>○ Forklift trucks and transport vehicles</li> <li>○ Renewable energy sources / sustainability</li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>Hannover Messe</b> Hannover, 24. – 28. 4. 2017</li> <li>◆ <b>interpack</b> Duesseldorf, 4. – 10. 5 2017</li> <li>◇ <b>wafg-Frühjahrsmeeting</b> Berlin, voraussichtlich Mai 2017</li> </ul>	<b>10. 3. 2017</b>	<b>24. 3. 2017</b>	<b>30. 3. 2017</b>	<b>20. 4. 2017</b>
<b>5</b> May	<ul style="list-style-type: none"> <li>○ Plastic packagings</li> <li>○ Fruit juice production: – Separation and filtration technology – Analytics and quality control – Plant engineering</li> <li>○ Process measuring and control technology</li> <li>○ Analysers and laboratory equipment</li> <li>○ Marketing, sales promotion, outdoor advertising</li> <li>○ Spirits production</li> </ul>	<ul style="list-style-type: none"> <li>◇ <b>VdF-Jahrestagung</b> Dresden, 30. – 31. 5 2017</li> <li>◆ <b>ProPak Asia</b> Bangkok, 14. – 17. 6. 2017</li> </ul>	<b>10. 4. 2017</b>	<b>21. 4. 2017</b>	<b>25. 4. 2017</b>	<b>19. 5. 2017</b>
<b>6</b> June	<ul style="list-style-type: none"> <li>○ Packagings and bottle crates</li> <li>○ Energy supply (cold, heat, compressed air)</li> <li>○ Beverage production – Additives and auxiliary substances – Enzymes – Functional ingredients, vitamins – Colourings – Innovative sweetening concepts</li> <li>○ Quality assurance and quality management</li> </ul>		<b>11. 5. 2017</b>	<b>23. 5. 2017</b>	<b>29. 5. 2017</b>	<b>20. 6. 2017</b>

– subject to alterations –

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<b>7</b> July	<ul style="list-style-type: none"> <li>○ Aseptic bottling</li> <li>○ Labels (technology, materials, adhesives and glues)</li> <li>○ Engines and drives</li> <li>○ Primary packaging (glass, PET, can, beverage cardboard)</li> <li>○ Palletising, order picking and warehouse technology</li> </ul>		9. 6. 2017	23. 6. 2017	28. 6. 2017	18. 7. 2017
<b>drinktec</b> <b>8</b> August Fair preview drinktec	<ul style="list-style-type: none"> <li>○ drinktec preview part 1</li> <li>○ Wine, sparkling wine, spirits production:               <ul style="list-style-type: none"> <li>– Clarification and filtration</li> <li>– Wine cellar and distilling technology</li> <li>– Quality control and analytics</li> </ul> </li> <li>○ Pumps, fittings, pipelines, valves</li> <li>○ Tanks and containers</li> <li>○ Flash pasteurisation and pasteurisation technology</li> <li>○ Energy supply (compressed air, steam, heat, cold water)</li> </ul>		3. 7. 2017	17. 7. 2017	20. 7. 2017	10. 8. 2017
<b>drinktec</b> <b>9</b> September Main Fair Issue drinktec	<ul style="list-style-type: none"> <li>○ drinktec preview part 2</li> <li>○ IT in the beverage industry</li> <li>○ Operational materials and additives:               <ul style="list-style-type: none"> <li>– Cleaning and disinfection agents</li> <li>– Machine fuels</li> <li>– Hoses</li> </ul> </li> <li>○ Production of innovative beverages</li> <li>○ Process automation</li> <li>○ Wall and floor coverings, floor cleaning</li> <li>○ Renewable energy</li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>drinktec</b> Munich, 11. – 15. 9. 2017</li> <li>◆ <b>SIMEI</b> Munich, 11. – 15. 9. 2017</li> <li>◆ <b>Interbev Process</b> Chicago, 19. – 22. 9. 2017</li> <li>◇ <b>104. VLB-Oktobertagung</b> Berlin, 9. – 10. 10. 2017</li> </ul>	26. 7. 2017	8. 8. 2017	11. 8. 2017	5. 9. 2017
<b>10</b> October	<ul style="list-style-type: none"> <li>○ drinktec review</li> <li>○ Secondary Packaging</li> <li>○ Closures and sealing technology</li> <li>○ Hygienic design</li> <li>○ Warehouse and logistics concepts</li> <li>○ Keg technology</li> <li>○ Material handling vehicles and beverage transport</li> <li>○ Water and near water drinks:               <ul style="list-style-type: none"> <li>– Plant engineering</li> <li>– Water filtration and preparation</li> <li>– Analytics and quality control</li> <li>– Aromas and additives</li> </ul> </li> </ul>		18. 9. 2017	25. 9. 2017	29. 9. 2017	20. 10. 2017
<b>11</b> November	<ul style="list-style-type: none"> <li>○ PET packagings, greenPET</li> <li>○ Process measuring, control technology</li> <li>○ Occupational health and safety, workwear, personal protective equipment</li> <li>○ Machine technology: Dry zone               <ul style="list-style-type: none"> <li>– Transport facilities</li> <li>– Packaging machines</li> <li>– Palletising plants</li> <li>– Sorting plants</li> </ul> </li> <li>○ Labelling and dating technology</li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>FI Europe</b> Frankfurt, 28. – 30. 11. 2017</li> </ul>	10. 10. 2017	24. 10. 2017	30. 10. 2017	20. 11. 2017
<b>12</b> December	<ul style="list-style-type: none"> <li>○ Packaging and packaging technology</li> <li>○ Automation, drive technology and systems</li> <li>○ Project works, consulting, financing</li> <li>○ Used machinery</li> <li>○ Promotional items, advertising media</li> <li>○ Quality management</li> </ul>		14. 11. 2017	27. 11. 2017	30. 11. 2017	19. 12. 2017

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>	8,975	
<b>Actual circulation:</b>	8,851	of them abroad: 666
<b>Sold circulation:</b>	2,325	of them abroad: 375
– Subscribers:	2,325	of them member copies: 50
– Other Sales:		
– Sales per copy:		
<b>Free copies:</b>	6,526	
<b>Reminder, archives and voucher copies:</b>	124	

18 Geographical distribution analysis:

Economic area	Portion of actual circulation	
	%	copies
Federal Republic of Germany	92.5	8,185
Abroad	7.5	666
<b>Actual circulation</b>	<b>100.0</b>	<b>8,851</b>

Classification of the domestic circulation to Nielsen areas

Nielsen-area	%	copies
<b>Nielsen-area 1</b> Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	12.2	999
<b>Nielsen-area 2</b> Nordrhein-Westfalen	17.0	1,396
<b>Nielsen-area 3a</b> Hessen, Rheinland-Pfalz, Saarland	18.6	1,522
<b>Nielsen-area 3b</b> Baden-Württemberg	16.3	1,338
<b>Nielsen-area 4</b> Bayern	22.7	1,858
<b>Nielsen-area 5</b> Berlin	1.7	139
<b>Nielsen-area 6</b> Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt	3.3	266
<b>Nielsen-area 7</b> Thüringen, Sachsen	4.4	360
<b>Others (e.g. fairs) not analysed</b>	3.8	307
<b>Actual circulation (inland)</b>	<b>100.0</b>	<b>8,185</b>

19. Branches/industries/fields/occupational groups

The renowned technology and marketing orientated trade journal for the entire beverage industry.

Department/ group/ class	Receiver groups (according to branch classification)	Share of actual circulation	
		%	Copies
	<b>Beverage trade</b>	<b>66.5</b>	<b>5,886</b>
	<b>Soft drink industry</b>		
15.98	Refreshing drink industry (including managers)	36.5	3,228
15.98	Mineral- and curing springs (including managers)	26.3	2,325
15.32.0	Fruit juice industry (including managers)	5.4	480
15.96	Breweries with soft drink department	11.6	1,030
15.51.0	Dairy industry	9.3	825
51.34	Beverage wholesalers, partly with beverage production	1.7	151
15.91 – 15.95	Sparkling wine, wine and spirits industry	17.4	1,543
24.14.0	Flavour and basic ingredients industry	12.6	1,115
–	Ancillary industry	0.8	70
–	Associations, universities, technical colleges, vocational schools, planning offices, management consultants, advertising agencies	18.1	1,606
–	Libraries, book-trade	5.6	493
–	Other qualified branches without specification	0.5	46
–	Branch not yet surveyed/unknown according to EDA standards	3.5	308
–	Others (e.g. fairs) not analysed	1.5	130
	Others (e.g. fairs) not analysed	3.5	312
	<b>Actual circulation</b>	<b>100.0</b>	<b>8,851</b>

Actual Circulation calculated on yearly average: **8,851** copies

Size	B x H in mm	B x H in mm	s/w	2-c	3-c	4-c
	Printing Space	Bleed*				
Prices in Euro						
Title page	–	210 x 209	6,225.–	6,685.–	7,145.–	7,605.–
Cover page	185 x 270	210 x 297	5,205.–	5,665.–	6,125.–	6,585.–
2/1 page	395 x 270	420 x 297	9,915.–	10,375.–	10,835.–	11,295.–
1/1 page	185 x 270	210 x 297	4,970.–	5,430.–	5,890.–	6,350.–
3/4 page high	139 x 270	150 x 297	3,760.–	4,220.–	4,680.–	5,140.–
3/4 page cross	185 x 195	210 x 211	3,760.–	4,220.–	4,680.–	5,140.–
2/3 page high	120 x 270	130 x 297	3,350.–	3,810.–	4,270.–	4,730.–
2/3 page cross	185 x 180	210 x 200	3,350.–	3,810.–	4,270.–	4,730.–
Juniorpage	126 x 180	133 x 197	2,650.–	3,110.–	3,570.–	4,030.–
1/2 page high	90 x 270	101 x 297	2,650.–	3,110.–	3,570.–	4,030.–
1/2 page cross	185 x 127	210 x 143	2,650.–	3,110.–	3,570.–	4,030.–
1/3 page high	56 x 270	67 x 297	1,855.–	2,315.–	2,775.–	3,235.–
1/3 page cross	185 x 90	210 x 106	1,855.–	2,315.–	2,775.–	3,235.–
1/4 page high	90 x 127	101 x 143	1,380.–	1,840.–	2,300.–	2,760.–
1/4 page cross	185 x 60	210 x 77	1,380.–	1,840.–	2,300.–	2,760.–
1/8 page high	90 x 60	101 x 77	695.–	925.–	1,155.–	1,385.–
1/8 page cross	185 x 30	210 x 46	695.–	925.–	1,155.–	1,385.–
1/16 page high	90 x 30	101 x 46	365.–	595.–	825.–	1,055.–
1/16 page cross	185 x 15	210 x 31	365.–	595.–	825.–	1,055.–

\* 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 € 700.–, 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: upon request.

#### Supplement:

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

#### Bound insert:

2-page € 3,999.–,  
size upon request

4-page € 6,399.–,  
size upon request. (Sample required)

**Address for submission:** Verlag W. Sachon GmbH + Co,  
GETRÄNKEINDUSTRIE, 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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#### Media-Services

Sabine Reggel

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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 [reggel@sachon.de](mailto:reggel@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)