

Actual average
annual circulation
(1. 7. 2017 – 30. 6. 2018)
8,837 copies

We will be exhibiting at: **BrauBeviale** Nuremberg, November 12th to 14th 2019

Edition number	Main topics	Trade fairs and conferences ◆ Trade fairs ◇ Conferences	Editorial deadline	Advertising deadline	Printing material	Publishing date
1 January	<ul style="list-style-type: none"> ○ Filling technology, filling machines ○ Pumps, fittings, hoses, valves, pipelines ○ Beverage cans ○ Alternative sweetening concepts for beverages ○ Healthy drinks 	<ul style="list-style-type: none"> ◇ Getränke Impuls Tage Saalfelden / Leogang, 20. – 23. 1. 2019 ◇ Doemens Impulse 2019 Planegg, 31. 1. – 1. 2. 2019 	4. 12. 2018	13. 12. 2018	17. 12. 2018	22. 1. 2019
2 February	<ul style="list-style-type: none"> ○ Packaging and packaging technology ○ Production of functional drinks: <ul style="list-style-type: none"> – Base concentrates and additives – Aromas, sweeteners – Mixing and dosing technology ○ Environmental protection (disposal, recycling, reduction of emissions, sound protection) ○ Engines and drive technology ○ Process automation ○ Storage logistics, storage systems, material flow 	<ul style="list-style-type: none"> ◆ Beviale Moscow Moskau, 19. – 21. 2. 2019 ◆ LogiMAT, Stuttgart, 19. – 21. 2. 2019 ◆ dti, Bangalore, 28. 2. – 2. 3. 2019 	15. 1. 2019	28. 1. 2019	30. 1. 2019	18. 2. 2019
3 March	<ul style="list-style-type: none"> ○ Machine technology: Wet zone: <ul style="list-style-type: none"> – Filling technology – Bottle and crate washers – Rinsers – Sealing technology – CIP/SIP plants ○ Marking/coding of beverage packages ○ CO₂ in der beverage industry (extraction, preparation, analytics) 	<ul style="list-style-type: none"> ◆ ProFood Tech, Chicago, 26. – 28. 3. 2019 ◆ Dubai Drink Technology Exhibition, Dubai, 26. – 28. 3. 2019 ◆ 22. VLB-Logistikfachkongress, Galdbeck, 25. – 27. 3. 2019 ◆ CiderWorld 2019, Frankfurt, 30. – 31. 2. 2019 	8. 2. 2019	22. 2. 2019	27. 2. 2019	20. 3. 2019
4 April	<ul style="list-style-type: none"> ○ Production of soft drinks: <ul style="list-style-type: none"> – Base concentrates and additives – Aromas and sweeteners – Mixing and dosing technology – Deaeration and carbonation – Microbiology ○ Software & IT solutions ○ Beverage cardboards ○ Forklift trucks and transport vehicles ○ Renewable energies / sustainability 	<ul style="list-style-type: none"> ◇ Deutscher Brunntag Berlin, 28. – 30. 4. 2019 	12. 3. 2019	27. 3. 2019	29. 3. 2019	23. 4. 2019
5 May	<ul style="list-style-type: none"> ○ Plastic packagings ○ Fruit juice production: <ul style="list-style-type: none"> – Separation and filtration technology – Analytics and quality control – Plant engineering ○ Process measuring, control technology ○ Analysers and laboratory equipment ○ Marketing, sales promotion, outdoor advertising ○ Spirits production 	<ul style="list-style-type: none"> ◇ Jahrestagung der Destillateurmeister, Braunschweig, 23. – 26. 5. 2019 ◇ VdF-Jahrestagung, Lübeck, 4. – 5. 6. 2019 	10. 4. 2019	25. 4. 2019	30. 4. 2019	22. 5. 2019
6 June	<ul style="list-style-type: none"> ○ Packagings and bottle crates ○ Energy supply (cold, heat /fuels, compressed air) ○ Beverage production – Additives and auxiliary substances: <ul style="list-style-type: none"> – Enzymes – Functional ingredients, vitamins – Essences – Colourings – Innovative sweetening concepts ○ Quality assurance / management 	<ul style="list-style-type: none"> ◇ Bevexpo 2019, Coventry (GB), 25. 6. – 26. 6. 2019 	10. 5. 2019	27. 5. 2019	29. 5. 2019	21. 6. 2019

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7 July	<ul style="list-style-type: none"> ○ Filling machines, filling technology, aseptic filling ○ Labels (technology, materials, adhesives and glues) ○ Engines and drive technology ○ Primary packaging (glass, PET, can, beverage cardboard) ○ Palletising, order picking and warehouse technology 		11. 6. 2019	26. 6. 2019	1. 7. 2019	19. 7. 2019
8 August	<ul style="list-style-type: none"> ○ Closures and sealing technology ○ Secondary packagings ○ Hygienic design ○ Warehouse and logistics concepts ○ Keg technology ○ Material handling vehicles and beverage transport ○ Water and near water drinks: <ul style="list-style-type: none"> – Plant engineering – Water filtration and preparation – Analytics and quality control – Aromas and additives 		12. 7. 2019	25. 7. 2019	30. 7. 2019	20. 8. 2019
9 September FachPack	<ul style="list-style-type: none"> ○ FachPack preview ○ PET packagings, greenPET ○ Process measuring, control technology ○ Occupational health and safety, workwear, personal protective equipment ○ Machine technology: Dry zone <ul style="list-style-type: none"> – Transport facilities – Packaging machines – Palletising plants – Sorting plants – Labelling and dating technology 	<ul style="list-style-type: none"> ◆ FachPack Nürnberg, 24. – 26. 9. 2019 ◇ ProFachhandel, Nürnberg, 26. – 27. 9. 2019 ◇ Juice Summit, Antwerpen, 1. – 2. 10. 2019 ◆ Anuga, Köln, 5. – 9. 10. 2019 	10. 8. 2019	28. 8. 2019	2. 9. 2019	20. 9. 2019
10 October Fair preview BrauBeviale	<ul style="list-style-type: none"> ○ BrauBeviale preview part 1 ○ Wine, sparkling wine, spirits production: <ul style="list-style-type: none"> – Clarification and filtration – Wine cellar and distilling technology – Quality control and analytics ○ Pumps, fittings, pipelines, valves ○ Tanks und containers ○ Flash pasteurisation and pasteurisation technology ○ Energy supply (compressed air, steam, heat, cold water) 	<ul style="list-style-type: none"> ◇ Filtech Köln, 22. – 24. 10. 2019 	3. 9. 2019	19. 9. 2019	24. 9. 2019	16. 10. 2019
11 November Main fair issue BrauBeviale	<ul style="list-style-type: none"> ○ BrauBeviale preview part 2 ○ IT in the beverage industry ○ Operational materials and additives: <ul style="list-style-type: none"> – Cleaning and disinfection agents – Machine fuels – Hoses ○ Production of innovative beverages ○ Process automation ○ Wall and floor coverings, floor cleaning ○ Renewable energies 	<ul style="list-style-type: none"> ◆ BrauBeviale Nürnberg, 12. – 14. 11. 2019 ◆ Simeï, Mailand, 19. – 22. 11. 2019 ◆ FI Europe, Paris, 3. – 5. 12. 2019 ◆ dti, New Dehli, 5. – 7. 12. 2019 	26. 9. 2019	11. 10. 2019	15. 10. 2019	6. 11. 2019
12 December	<ul style="list-style-type: none"> ○ BrauBeviale follow-up report ○ Packaging and packaging technology ○ Packaging materials and auxiliary packaging means ○ Automation, drive technology and systems ○ Project works, consulting, financing ○ Promotional items, advertising media ○ Quality management 		18. 11. 2019	27. 11. 2019	2. 12. 2019	19. 12. 2019

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16 Circulation control:

17 Circulation analysis: Copies per edition annual average
July 1st 2017 to June 30th 2018

Print figure:	8,963	
Actual circulation:	8,837	of them abroad: 686
Sold circulation:	2,258	of them abroad: 358
– Subscribers:	2,258	of them member copies: 50
– Other Sales:		
– Sales per copy:	13	
Free copies:	6,579	
Reminder, archives and voucher copies:	126	

18 Geographical distribution analysis:

Economic area	Portion of actual circulation	
	%	copies
Federal Republic of Germany	92.2	8,151
Abroad	7.8	686
Actual circulation	100.0	8,837

Classification of the domestic circulation to Nielsen areas

Nielsen-area	%	copies
Nielsen-area 1 Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	12.4	1,015
Nielsen-area 2 Nordrhein-Westfalen	17.0	1,386
Nielsen-area 3a Hessen, Rheinland-Pfalz, Saarland	18.3	1,491
Nielsen-area 3b Baden-Württemberg	16.4	1,334
Nielsen-area 4 Bayern	22.3	1,819
Nielsen-area 5 Berlin	1.8	143
Nielsen-area 6 Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt	3.1	254
Nielsen-area 7 Thüringen, Sachsen	4.4	352
Others (e.g. fairs) not analysed	4.4	357
Actual circulation (inland)	100.0	8,151

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
	Beverage trade	62.8	5,549
	Soft drink industry		
15.98	Refreshing drink industry (including managers)	35.3	3,119
15.98	Mineral- and curing springs (including managers)	25.5	2,257
15.32.0	Fruit juice industry (including managers)	4.9	435
15.96	Breweries with soft drink department	10.8	955
15.51.0	Dairy industry	8.1	719
51.34	Beverage wholesalers, partly with beverage production	1.4	126
15.91 – 15.95	Sparkling wine, wine and spirits industry	16.0	1,417
24.14.0	Flavour and basic ingredients industry	11.5	1,013
–	Ancillary industry	0.8	66
–	Associations, universities, technical colleges, vocational schools, planning offices, management consultants, advertising agencies	20.8	1,836
–	Libraries, book-trade	5.8	516
–	Other qualified branches without specification	0.5	46
–	Branch not yet surveyed/unknown according to EDA standards	3.8	340
–	Others (e.g. fairs) not analysed	1.5	127
	Actual circulation	100.0	8,837

Actual Circulation calculated on yearly average: **8,837** 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	6,375.-	6,835.-	7,295.-	7,755.-
Cover page	185 x 270	210 x 297	5,335.-	5,795.-	6,255.-	6,715.-
2/1 page	395 x 270	420 x 297	10,140.-	10,600.-	11,060.-	11,520.-
1/1 page	185 x 270	210 x 297	5,095.-	5,555.-	6,015.-	6,475.-
3/4 page high	139 x 270	150 x 297	3,865.-	4,325.-	4,785.-	5,245.-
3/4 page cross	185 x 195	210 x 211	3,865.-	4,325.-	4,785.-	5,245.-
2/3 page high	120 x 270	130 x 297	3,445.-	3,905.-	4,365.-	4,825.-
2/3 page cross	185 x 180	210 x 200	3,445.-	3,905.-	4,365.-	4,825.-
Juniorpage	126 x 180	133 x 197	2,730.-	3,190.-	3,650.-	4,110.-
1/2 page high	90 x 270	101 x 297	2,730.-	3,190.-	3,650.-	4,110.-
1/2 page cross	185 x 127	210 x 143	2,730.-	3,190.-	3,650.-	4,110.-
1/3 page high	56 x 270	67 x 297	1,919.-	2,379.-	2,839.-	3,299.-
1/3 page cross	185 x 90	210 x 106	1,919.-	2,379.-	2,839.-	3,299.-
1/4 page single column	045 x 270	057 x 297	1,435.-	1,895.-	2,355.-	2,815.-
1/4 page high	90 x 127	101 x 143	1,435.-	1,895.-	2,355.-	2,815.-
1/4 page cross	185 x 60	210 x 77	1,435.-	1,895.-	2,355.-	2,815.-
1/8 page high	90 x 60	101 x 77	722.-	952.-	1,182.-	1,412.-
1/8 page cross	185 x 30	210 x 46	722.-	952.-	1,182.-	1,412.-
1/16 page high	90 x 30	101 x 46	375.-	605.-	835.-	1,065.-
1/16 page cross	185 x 15	210 x 31	375.-	605.-	835.-	1,065.-

* 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

BIC: BYLA DE M1 MLM

IBAN: DE96 7315 0000 0810 008201

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Media-Services

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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
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). 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
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