


Actual average
annual circulation
(1. 7. 2018 – 30. 6. 2019)

8,842 copies

We will be exhibiting at: **BrauBeviale** Nuremberg, November 10th to 12th 2020

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/Leongang, 19 – 22. 1. 2020 ◇ Doemens Impulse Planegg, 6. – 7. 2. 2020 	3. 12. 2019	13. 12. 2019	16. 12. 2019	21. 1. 2020
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"> ◆ LogiMat Stuttgart, 10. – 12. 3. 2020 ◇ 107. Brau- und Maschinentechnische Arbeitstagung Leipzig, 9. – 11. 3. 2020 	16. 1. 2020	28. 1. 2020	30. 1. 2020	21. 2. 2020
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"> ◆ Beviale Moscow Moskau, 24. – 26. 3. 2020 ◇ VLB-Logistikfachkongress March 2020 ◆ Vinitaly Verona, 19. 4. – 22. 4. 2020 	13. 2. 2020	25. 2. 2020	27. 2. 2020	20. 3. 2020
 4 April Fair issue Interpack	<ul style="list-style-type: none"> ○ Interpack preview ○ 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"> ◆ Hannover Messe, Hannover, 20. – 24. 4. 2020 ◇ Deutscher Brunnentag Mainz, 26. – 28. 4. 2020 ◇ Jahrestagung der Destillateurmeister Berchtesgaden, 7. – 10. 5. 2020 ◆ interpack Düsseldorf, 7. – 13. 5. 2020 	12. 3. 2020	24. 3. 2020	26. 3. 2020	20. 4. 2020
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"> ◇ Verband der Fruchtsaftindustrie Jahrestagung Baden-Baden, 26. – 27. 5. 2020 ◇ Praxisseminar Mineralbrunnen Obertulba, 18. 6. 2020 	14. 4. 2020	23. 4. 2020	27. 4. 2020	20. 5. 2020
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 		8. 5. 2020	20. 5. 2020	26. 5. 2020	22. 6. 2020

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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 		15. 6. 2020	25. 6. 2020	29. 6. 2020	21. 7. 2020
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 		15. 7. 2020	27. 7. 2020	29. 7. 2020	20. 8. 2020
9 September	<ul style="list-style-type: none"> ○ 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"> ◇ Bad Kissinger Mineralwassertag Obertulba, 24. 9. 2020 ◇ ProFachhandel Nürnberg, 24. – 25. 9. 2020 ◇ VLB Oktobertagung Berlin, 12. – 13. 10. 2020 	12. 8. 2020	24. 8. 2020	26. 8. 2020	21. 9. 2020
10 October <small>Fair preview BrauBeviale</small>	<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"> ◇ Juice Summit 2020 Antwerpen, 14. – 15. 10. 2020 	7. 9. 2020	17. 9. 2020	21. 9. 2020	12. 10. 2020
11 November <small>Main fair issue BrauBeviale</small>	<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, 10. – 12. 11. 2020 ◆ Fi Europe Frankfurt, Dezember 2020 	1. 10. 2020	13. 10. 2020	15. 10. 2020	6. 11. 2020
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 		12. 11. 2020	24. 11. 2020	26. 11. 2020	18. 12. 2020

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16 Circulation control:

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

Print figure:	8,967	
Actual circulation:	8,842	of them abroad: 721
Sold circulation:	2,226	of them abroad: 354
– Subscribers:	2,209	of them member copies: 25
– Other Sales:	–	
– Sales per copy:	17	
Free copies:	6,616	
Reminder, archives and voucher copies:	125	

18 Geographical distribution analysis:

Economic area	Portion of actual circulation	
	%	copies
Federal Republic of Germany	91.8	8,121
Abroad	8.2	721
Actual circulation	100.0	8,842

Classification of the domestic circulation to Nielsen areas

Nielsen-area 1 Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	12.3	1,000
Nielsen-area 2 Nordrhein-Westfalen	17.0	1,376
Nielsen-area 3a Hessen, Rheinland-Pfalz, Saarland	18.7	1,518
Nielsen-area 3b Baden-Württemberg	16.8	1,365
Nielsen-area 4 Bayern	22.9	1,859
Nielsen-area 5 Berlin	1.8	145
Nielsen-area 6 Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt	3.1	252
Nielsen-area 7 Thüringen, Sachsen	4.3	352
Others (e.g. fairs) not analysed	3.1	254
Actual circulation (inland)	100.0	8,121

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	60.9	5,387
	Soft drink industry		
15.98	Refreshing drink industry (including managers)	multiple quotations [35.0 25.0 4.6 10.4 8.9 1.3	multiple quotations [3,089 2,205 406 921 785 119
15.98	Mineral- and curing springs (including managers)		
15.32.0	Fruit juice industry (including managers)		
15.96	Breweries with soft drink department		
15.51.0	Dairy industry		
51.34	Beverage wholesalers, partly with beverage production	15.1	1,339
15.91 – 15.95	Sparkling wine, wine and spirits industry	10.8	959
24.14.0	Flavour and basic ingredients industry	0.8	65
–	Ancillary industry	22.6	1,999
–	Associations, universities, technical colleges, vocational schools, planning offices, management consultants, advertising agencies	6.4	568
–	Libraries, book-trade	0.5	46
–	Other qualified branches without specification	4.4	391
–	Branch not yet surveyed/unknown according to EDA standards	1.5	127
	Others (e.g. fairs) not analysed	3.0	266
	Actual circulation	100.0	8,842

Actual Circulation calculated on yearly average: **8,842** 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:

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Media-Services

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- 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 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)
 - **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:** Sabine Reggel
Tel.: +49/82 61/999-338
E-mail: reggel@sachon.de