





*Managing Director*

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**Wolfgang Burkart**

Tel.: +49/8261/999-310

Fax: +49/8261/999-395

E-mail: burkart@sachon.de



*Editor BBI International*

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**Silke Graf**

Tel.: +49/8261/999-317

Fax: +49/8261/999-395

E-mail: graf@sachon.de



*Media-services*

---

**Sabine Reggel**

Tel.: +49/8261/999-338

Fax: +49/8261/999-391

E-mail: reggel@sachon.de



*Editor BBI  
Español/China*

---

**Benedikt Meier**

Tel.: +49/8261/999-311

Fax: +49/8261/999-395

E-mail: meier@sachon.de



*Media administration*

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**Ilona Nelson**

Tel.: +49/8261/999-335

Fax: +49/8261/999-391

E-mail: nelson@sachon.de

**Verlag W. Sachon GmbH + Co.**

**Schloss Mindelburg**

**87719 Mindelheim/Germany**

Tel.: +49/8261/999-0 · Fax: +49/8261/999-391

E-mail: info@sachon.de · Internet: www.sachon.de


## Characterization in brief:

### Marketing and technique-focused English magazine for the international brewing and beverage industry.

The appealing magazine addresses special questions of the branch being of interest beyond the border. With the renowned trade publication BRAUINDUSTRIE and GETRÄNKEINDUSTRIE in the background, the publishing house W. Sachon can rely on a solid base of top information. Well-known authors of the branch cover current topics of technique and technology, packaging, logistics, marketing and management. Information is completed by investigations of the editorial team on the spot, particularly on international fairs and events.

Size	Printing space	Bleed*	b/w	2-c	3-c	4-c
	W x H in mm	W x H in mm	Euro			
<b>Title page</b>	195 x 202	210 x 209	4,535.–	4,995.–	5,455.–	5,915.–
<b>Cover pages</b>	185 x 270	210 x 297	4,310.–	4,770.–	5,230.–	5,690.–
1/1 page	185 x 270	210 x 297	3,850.–	4,310.–	4,770.–	5,230.–
2/3 page high	120 x 270	130 x 297	2,650.–	3,110.–	3,570.–	4,030.–
2/3 page cross	185 x 180	210 x 200	2,650.–	3,110.–	3,570.–	4,030.–
Juniorspage	126 x 180	133 x 197	2,065.–	2,525.–	2,985.–	3,445.–
1/2 page high	90 x 270	101 x 297	2,065.–	2,525.–	2,985.–	3,445.–
1/2 page cross	185 x 127	210 x 143	2,065.–	2,525.–	2,985.–	3,445.–
1/3 page high	56 x 270	67 x 297	1,520.–	1,750.–	1,980.–	2,210.–
1/3 page cross	185 x 90	210 x 106	1,520.–	1,750.–	1,980.–	2,210.–
1/4 page high	90 x 127	101 x 143	1,100.–	1,330.–	1,560.–	1,790.–
1/4 page cross	185 x 60	210 x 77	1,100.–	1,330.–	1,560.–	1,790.–
1/8 page high	90 x 60	101 x 77	570.–	800.–	1,030.–	1,260.–
1/8 page cross	185 x 30	210 x 46	570.–	800.–	1,030.–	1,260.–
1/16 page high	90 x 30	101 x 46	300.–	530.–	760.–	990.–
1/16 page cross	185 x 15	210 x 31	300.–	530.–	760.–	990.–

\* 3 mm per trim page.

Edition no. Month	Main topics	Fairs and Conferences	Editorial deadline	Advertising deadline	Printing material	Publishing date
<b>1</b> <b>February</b>	<ul style="list-style-type: none"> <li>○ <b>CBC preview</b></li> <li>○ <b>Bottled water/Near water drinks</b> <ul style="list-style-type: none"> <li>- Ground water preparation</li> <li>- Filtration</li> <li>- Carbonisation</li> <li>- Additives</li> </ul> </li> <li>○ <b>Pumps, fittings, hoses, pipelines, valves</b></li> <li>○ <b>Packaging and packaging technology</b></li> <li>○ <b>Primary packagings (glass, PET, can, beverage cardboard)</b></li> <li>○ <b>Brew pubs</b></li> </ul>	<p><b>Beviale Moscow</b> Moscow, 28<sup>th</sup> February to 2<sup>nd</sup> March 2017</p> <p><b>Dubai Drink Technology Exhibition</b> Dubai, 7<sup>th</sup> to 9<sup>th</sup> March 2017</p> <p><b>ProFood Tech</b> Chicago, 4<sup>th</sup> to 6<sup>th</sup> April 2017</p> <p><b>Craft Brewers Conference (CBC)</b> Washington, 10<sup>th</sup> to 13<sup>th</sup> April 2017</p>	<p><b>January</b> <b>13<sup>th</sup></b> <b>2017</b></p>	<p><b>January</b> <b>31<sup>st</sup></b> <b>2017</b></p>	<p><b>February</b> <b>3<sup>rd</sup></b> <b>2017</b></p>	<p><b>February</b> <b>28<sup>th</sup></b> <b>2017</b></p>
 <b>2</b> <b>April</b> Trade fair edition <b>interpack</b>	<ul style="list-style-type: none"> <li>○ <b>interpack preview</b></li> <li>○ <b>Fruit juice and nectar</b> <ul style="list-style-type: none"> <li>- Raw materials, additives, aromas</li> <li>- Filtration and separating technology</li> <li>- Bottling technology ACF</li> </ul> </li> <li>○ <b>Bottling hall: Dry zone</b></li> <li>○ <b>Energy supply: Cold, heat, compressed air, steam</b></li> <li>○ <b>Analytics and laboratory equipment</b></li> <li>○ <b>Design of labels and labelling technology</b></li> </ul>	<p><b>interpack</b> Duesseldorf, 4<sup>th</sup> to 10<sup>th</sup> May 2017</p> <p><b>EBC Congress</b> Ljubljana, 14<sup>th</sup> to 18<sup>th</sup> May 2017</p> <p><b>China Craft Beer Conference &amp; Exhibition CBCE 2017</b> Shanghai, 17<sup>th</sup> to 19<sup>th</sup> May 2017</p> <p><b>Brewing Conference Bangkok (VLB)</b> Bangkok, 11<sup>th</sup> to 13<sup>th</sup> June 2017</p> <p><b>ProPak Asia</b> Bangkok, 14<sup>th</sup> to 17<sup>th</sup> June 2017</p>	<p><b>March</b> <b>13<sup>th</sup></b> <b>2017</b></p>	<p><b>March</b> <b>28<sup>th</sup></b> <b>2017</b></p>	<p><b>March</b> <b>31<sup>st</sup></b> <b>2017</b></p>	<p><b>April</b> <b>28<sup>th</sup></b> <b>2017</b></p>
<b>3</b> <b>June</b>	<ul style="list-style-type: none"> <li>○ <b>Special PET</b></li> <li>○ <b>Brewing</b> <ul style="list-style-type: none"> <li>- Raw materials</li> <li>- Brewhouse technology</li> <li>- Fermenting room and storage cellar</li> <li>- Filtration technology</li> </ul> </li> <li>○ <b>Cleaning and disinfection</b></li> <li>○ <b>KEG-Technology</b></li> <li>○ <b>Process measuring and control technology</b></li> <li>○ <b>Tanks and containers</b></li> </ul>		<p><b>May</b> <b>15<sup>th</sup></b> <b>2017</b></p>	<p><b>June</b> <b>1<sup>st</sup></b> <b>2017</b></p>	<p><b>June</b> <b>7<sup>th</sup></b> <b>2017</b></p>	<p><b>June</b> <b>30<sup>th</sup></b> <b>2017</b></p>

<p><b>drinktec</b></p> <p><b>4</b> <b>August</b> Trade fair edition drinktec</p>	<ul style="list-style-type: none"> <li>○ drinktec preview</li> <li>○ <b>Soft drinks</b> <ul style="list-style-type: none"> <li>– Base concentrates and additives</li> <li>– Aromas and sweeteners</li> <li>– New beverage concepts</li> <li>– Mixing and dosing technology</li> </ul> </li> <li>○ <b>Secondary packaging</b></li> <li>○ <b>Palletising, order picking and storage technology</b></li> <li>○ <b>Closures and closing technology</b></li> <li>○ <b>Wine, sparkling wine and spirits production</b></li> </ul>	<p><b>drinktec</b> Munich, 11<sup>th</sup> to 15<sup>th</sup> September 2017</p> <p><b>SIMEI</b> Munich, 11<sup>th</sup> to 15<sup>th</sup> September 2017</p> <p><b>Interbev Process</b> Chicago, 19<sup>th</sup> to 22<sup>th</sup> September 2017</p> <p><b>MBAA Annual Conference</b> Atlanta, 12<sup>th</sup> to 14<sup>th</sup> October 2017</p>	<p><b>July</b> <b>13<sup>th</sup></b> <b>2017</b></p>	<p><b>July</b> <b>28<sup>th</sup></b> <b>2017</b></p>	<p><b>August</b> <b>3<sup>rd</sup></b> <b>2017</b></p>	<p><b>August</b> <b>30<sup>th</sup></b> <b>2017</b></p>
<p><b>5</b> <b>October</b></p>	<ul style="list-style-type: none"> <li>○ drinktec review</li> <li>○ <b>Brewhouse</b> <ul style="list-style-type: none"> <li>– Plant engineering</li> <li>– Technology</li> </ul> </li> <li>○ <b>Functional drinks</b> <ul style="list-style-type: none"> <li>– Base concentrates and additives</li> <li>– Aromas and sweeteners</li> <li>– Mixing and dosing technology</li> </ul> </li> <li>○ <b>Marking technology</b></li> <li>○ <b>Process automation and IT</b></li> </ul>	<p><b>Microbiological quality control in the brewery</b> Planegg, 15<sup>th</sup> to 17<sup>th</sup> November</p> <p><b>China International Beverage Industry Exhibition CBST 2017</b> Shanghai, 22<sup>nd</sup> to 24<sup>th</sup> November 2017</p> <p><b>Fi Europe</b> Frankfurt, 28<sup>th</sup> to 30<sup>th</sup> November 2017</p> <p><b>Softdrink production in theory and practice</b> Planegg, 28<sup>th</sup> November to 1<sup>st</sup> December</p>	<p><b>September</b> <b>18<sup>th</sup></b> <b>2017</b></p>	<p><b>September</b> <b>29<sup>th</sup></b> <b>2017</b></p>	<p><b>October</b> <b>6<sup>th</sup></b> <b>2017</b></p>	<p><b>October</b> <b>30<sup>th</sup></b> <b>2017</b></p>
<p><b>6</b> <b>December</b></p>	<ul style="list-style-type: none"> <li>○ <b>Bottling hall: Wet zone</b></li> <li>○ <b>Beverage production – Additives and auxiliary substances:</b> <ul style="list-style-type: none"> <li>– Enzymes</li> <li>– Functional ingredients, vitamins</li> <li>– Colourings</li> <li>– Sweeteners</li> </ul> </li> <li>○ <b>Energy supply: Cold, heat, compressed air</b></li> </ul>		<p><b>November</b> <b>2<sup>nd</sup></b> <b>2017</b></p>	<p><b>November</b> <b>17<sup>th</sup></b> <b>2017</b></p>	<p><b>November</b> <b>24<sup>th</sup></b> <b>2017</b></p>	<p><b>December</b> <b>15<sup>th</sup></b> <b>2017</b></p>

## CIRCULATION ANALYSIS

**Circulation analysis:** Copies per edition annual average July 1<sup>st</sup> 2015 to June 30<sup>th</sup> 2016

**Press run:** 11,807

**Actual circulation:** 11,648

**Sold circulation:** 2,039

– Subscribers: 1,529

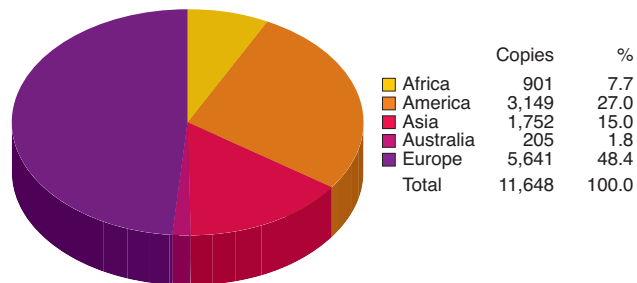
– Individual sales: –

– Others: 510

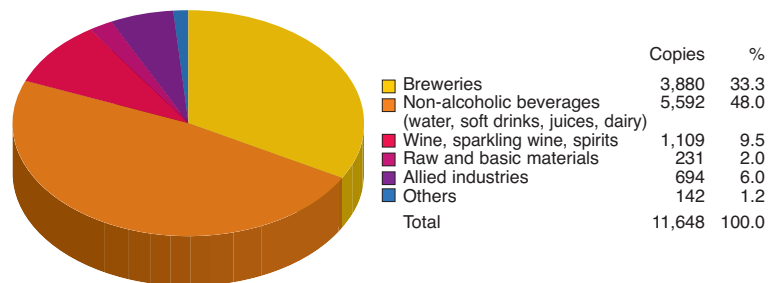
**Promotional copies:** 9,609

**Remainder, record and voucher copies:** 159

Circulation breakdown by continents



Circulation breakdown by industries



# ANALYSIS OF THE DISTRIBUTION

<b>Europe</b>	<b>5641</b>	Romania	75	Mexico	46	Oman	12	Congo	19
Albania	3	Russia	442	Netherlands Antilles	2	Pakistan	23	Egypt	69
Armenia	21	Serbia	30	Nicaragua	3	Philippines	34	Eritrea	7
Austria	9	Slovakia	49	Panama	5	Qatar	11	Ethiopia	24
Azerbaijan	12	Slovenia	61	Paraguay	3	Saudi Arabia	53	Gabon	3
Belarus	49	Spain	150	Peru	6	Singapore	37	Ghana	23
Belgium	466	Sweden	105	St. Kitts	1	South Korea	15	Guinea	3
Bosnia and Herzegovina	5	Switzerland	35	St. Lucia	1	Sri Lanka	13	Ivory Coast	17
Bulgaria	71	Turkey	46	St. Vincent	3	Syria	18	Kenya	45
Croatia	34	Ukraine	80	Suriname	4	Taiwan	38	Lesotho	3
Cyprus	15			Trinidad & Tobago	9	Thailand	42	Liberia	7
Czech Republic	194	<b>America</b>	<b>3149</b>	Uruguay	7	Tajikistan	2	Libya	3
Denmark	160	Antigua & Barbuda	2	USA	2332	Turkmenistan	4	Madagascar	7
Estonia	22	Argentina	20	Venezuela	22	United Arab Emirates	59	Malawi	3
Finland	98	Bahamas	7			Uzbekistan	16	Mali	2
France	642	Barbados	7	<b>Asia</b>	<b>1752</b>	Vietnam	25	Mauritius	10
Georgia	25	Belize	3	Bahrain	29	Yemen	19	Morocco	29
Germany	379	Bermuda	2	Bangladesh	7			Mozambique	4
Great Britain	941	Bolivia	29	Bhutan	1	<b>Australia</b>	<b>205</b>	Namibia	26
Greece	98	Brazil	252	Cambodia	5	Australia	150	Nigeria	46
Hungary	61	Canada	271	China	269	Caledonia	3	Republic of Congo	5
Iceland	7	Chile	6	Hong Kong	25	Fiji Islands	3	Reunion	8
Ireland	90	Colombia	25	India	579	French Polynesia	6	Ruanda	3
Italy	403	Costa Rica	9	Indonesia	44	New Zealand	36	Senegal	7
Kazakhstan	20	Cuba	4	Iran	16	Papua New Guinea	3	Seychelles	3
Latvia	14	Dominica	2	Iraq	3	Samoa	2	Sierra Leone	4
Liechtenstein	2	Dominican Republic	6	Israel	63	Tonga	1	South Africa	331
Lithuania	18	El Salvador	3	Japan	181	Vanuatu	1	Sudan	16
Luxembourg	20	Ecuador	9	Jordan	12			Swaziland	4
Macedonia	15	French Guiana	1	Kuwait	13	<b>Africa</b>	<b>901</b>	Tanzania	31
Malta	11	Grenada	3	Kyrgyzstan	11	Algeria	29	Togo	2
Moldova	10	Guadaloupe	10	Laos	4	Angola	12	Tunisia	31
Monaco	1	Guatemala	10	Lebanon	15	Benin	2	Uganda	19
Montenegro	2	Guyana	2	Macau	1	Botswana	7	Zambia	5
Netherlands	288	Haiti	2	Malaysia	32	Burkina Faso	2	Zimbabwe	16
Norway	86	Honduras	4	Mongolia	12	Cameroons	12		
Poland	250	Jamaica	6	Myanmar	3	Cape Verde	2		
Portugal	26	Martinique	10	Nepal	6	Chad	2		

## Characterization in brief:

**Technology and marketing focused trade magazine for the whole Latin American and Iberian brewing and beverage industry.**

The appealing magazine is published in Spanish and addresses special questions of the sector being of interest beyond the borders. The renowned trade magazines BRAUINDUSTRIE and GETRÄNKEINDUSTRIE and intensively cultivated contacts to insiders of the Latin American beverage market represent a solid basis for excellent information to our publishing house W. Sachon. Due to the reporting mixture of well-known authors of the sector and investigations by our editorial department directly on the spot, BBI ESPAÑOL has become a medium that successfully supports professionals of the brewing and beverage industry in their decisions to react quickly to trends in the growing market of Latin America.

Size	Printing space W x H in mm	Bleed* W x H in mm	b/w	2-c	3-c	4-c
			Euro			
<b>Title page</b>	195 x 202	210 x 208	3,360.–	3,820.–	4,280.–	4,740.–
<b>Cover pages</b>	185 x 270	210 x 297	3,230.–	3,690.–	4,150.–	4,610.–
1/1 page	185 x 270	210 x 297	2,930.–	3,390.–	3,850.–	4,310.–
2/3 page high	120 x 270	130 x 297	1,995.–	2,445.–	2,915.–	3,375.–
2/3 page cross	185 x 180	210 x 200	1,995.–	2,445.–	2,915.–	3,375.–
Juniorpage	126 x 180	133 x 197	1,510.–	1,970.–	2,430.–	2,890.–
1/2 page high	90 x 270	101 x 297	1,510.–	1,970.–	2,430.–	2,890.–
1/2 page cross	185 x 127	210 x 143	1,510.–	1,970.–	2,430.–	2,890.–
1/3 page high	56 x 270	67 x 297	1,030.–	1,260.–	1,490.–	1,720.–
1/3 page cross	185 x 90	210 x 106	1,030.–	1,260.–	1,490.–	1,720.–
1/4 page high	90 x 127	101 x 143	825.–	1,055.–	1,285.–	1,515.–
1/4 page cross	185 x 60	210 x 77	825.–	1,055.–	1,285.–	1,515.–
1/8 page high	90 x 60	101 x 77	425.–	655.–	885.–	1,115.–
1/8 page cross	185 x 30	210 x 46	425.–	655.–	885.–	1,115.–
1/16 page high	90 x 30	101 x 46	250.–	480.–	710.–	940.–
1/16 page cross	185 x 15	210 x 31	250.–	480.–	710.–	940.–

\* 3 mm per trim page.



Edition number Month	Main topics	Fairs and Conferences	Editorial deadline	Advertising deadline	Printing material	Publishing date
<b>1</b> <b>March</b>	<ul style="list-style-type: none"> <li><input type="radio"/> BrauBeviale 2016 review</li> <li><input type="radio"/> Beer production:               <ul style="list-style-type: none"> <li>- Raw materials</li> <li>- Brewhouse technology</li> <li>- Fermenting room and storage cellar</li> <li>- Filtration technology</li> <li>- Filling technology</li> </ul> </li> <li><input type="radio"/> Process, measuring and control technology</li> <li><input type="radio"/> Process automation and IT</li> </ul>	<p><b>The Brazilian Beer Festival</b> Blumenau, 8<sup>th</sup> to 11<sup>th</sup> March 2017</p> <p><b>Craft Brewers Conference</b> Washington, 10<sup>th</sup> to 13<sup>th</sup> April 2017</p> <p><b>South Beer Cup VII</b> Buenos Aires, 25<sup>th</sup> to 27<sup>th</sup> May 2017</p>	<b>January</b> <b>23<sup>rd</sup></b> <b>2017</b>	<b>February</b> <b>9<sup>th</sup></b> <b>2017</b>	<b>February</b> <b>14<sup>th</sup></b> <b>2017</b>	<b>March</b> <b>3<sup>rd</sup></b> <b>2017</b>
<b>2</b> <b>June</b> Trade fair edition BrasilBrau	<ul style="list-style-type: none"> <li><input type="radio"/> BrasilBrau preview</li> <li><input type="radio"/> Production of non-alcoholic beverages:               <ul style="list-style-type: none"> <li>- Raw materials and additives</li> <li>- Mixing and dosing technology</li> <li>- Flash pasteurisation and pasteurisation technology</li> <li>- Filtration and separation technology</li> </ul> </li> <li><input type="radio"/> Analytics and laboratory equipment</li> <li><input type="radio"/> Bottling hall: Dry zone</li> <li><input type="radio"/> Energy management</li> <li><input type="radio"/> Brew pubs</li> </ul>	<p><b>Fispal Tecnologia</b> Sao Paulo, 27<sup>th</sup> to 30<sup>th</sup> June 2017</p> <p><b>BrasilBrau</b> Sao Paulo, 26<sup>th</sup> to 28<sup>th</sup> July 2017</p> <p><b>Fi South America</b> Sao Paulo, 22<sup>nd</sup> to 24<sup>th</sup> August 2017</p>	<b>April</b> <b>12<sup>th</sup></b> <b>2017</b>	<b>May</b> <b>3<sup>rd</sup></b> <b>2017</b>	<b>May</b> <b>8<sup>th</sup></b> <b>2017</b>	<b>June</b> <b>1<sup>st</sup></b> <b>2017</b>
<b>drinktec</b> <b>3</b> <b>August</b> Trade fair edition drinktec	<ul style="list-style-type: none"> <li><input type="radio"/> drinktec preview</li> <li><input type="radio"/> PET innovations</li> <li><input type="radio"/> Packaging and packaging technology</li> <li><input type="radio"/> Additives and auxiliary materials for beverage production:               <ul style="list-style-type: none"> <li>- Enzymes</li> <li>- Vitamins, functional ingredients</li> <li>- Colourings</li> <li>- Sweeteners</li> </ul> </li> <li><input type="radio"/> Brewhouse: Plant engineering and technology</li> </ul>	<p><b>drinktec</b> Munich, 11<sup>th</sup> to 15<sup>th</sup> September 2017</p> <p><b>8. Iberoamerican VLB Symposium</b> Guatemala City, 23<sup>rd</sup> to 25<sup>th</sup> October 2017</p>	<b>July</b> <b>10<sup>th</sup></b> <b>2017</b>	<b>July</b> <b>27<sup>th</sup></b> <b>2017</b>	<b>July</b> <b>31<sup>st</sup></b> <b>2017</b>	<b>August</b> <b>25<sup>th</sup></b> <b>2017</b>
<b>4</b> <b>November</b>	<ul style="list-style-type: none"> <li><input type="radio"/> Pumps, fittings, pipelines, valves</li> <li><input type="radio"/> Cleaning and disinfection</li> <li><input type="radio"/> Labels (technology, glues, material, design)</li> <li><input type="radio"/> Bottling hall: Wet zone</li> <li><input type="radio"/> Keg innovations</li> <li><input type="radio"/> drinktec review</li> </ul>		<b>September</b> <b>19<sup>th</sup></b> <b>2017</b>	<b>October</b> <b>5<sup>th</sup></b> <b>2017</b>	<b>October</b> <b>9<sup>th</sup></b> <b>2017</b>	<b>November</b> <b>6<sup>th</sup></b> <b>2017</b>

**CIRCULATION ANALYSIS**

Argentina	285	Peru	130
Austria	4	Portugal	92
Belgium	15	Switzerland	4
Belize	1	Spain	609
Bolivia	169	Trinidad/Tobago	1
Brazil	1866	Uruguay	31
Canada	1	USA	63
Chile	73	Venezuela	184
China	7	Fairs and Conferences	395
Columbia	195	<b>Total:</b>	<b>5,291</b>
Costa Rica	33		
Cuba	161		
Denmark	7	<b>Circulation analysis:</b> Copies per edition annual average	
Dominican Republic	31		July 1 <sup>st</sup> 2015 to June 30 <sup>th</sup> 2016
Ecuador	92	<b>Press run:</b>	5,410
El Salvador	24		
France	9	<b>Actual circulation:</b>	5,291
Germany	158		
Guatemala	44	<b>Sold circulation:</b>	1,057
Honduras	41	– Subscribers:	1,057
Italy	16	– Individual sales:	–
Mexico	447	– Others:	–
Nicaragua	21		
Netherlands	10	<b>Promotional copies:</b>	4,234
Norway	1		
Panama	46	<b>Remainder, record</b>	
Paraguay	25	<b>and voucher copies:</b>	119

## Characterization in brief:

**A technique-focused trade journal especially for the Chinese brewing and beverage industry.**

The Chinese edition outlines specific questions of the sector and presents current techniques and technology for beer and beverage production being of interest to the growing Chinese market. The renowned professional journals BRAUINDUSTRIE and GETRÄNKEINDUSTRIE of the publishing house W. Sachon, provide a solid basis for top information. These pieces of information are complemented by investigations of our editorial staff carried out directly on the spot, especially on trade fairs and events in the Asian region. The layout is a four-color appealing design and is published for the Chinese reader in its mother tongue. The fact that we have a contact office in Beijing is certainly one of the reasons why this trade magazine has developed to an established source of information for the whole Chinese beverage sector since 1996.

Size	Printing space	Bleed*	b/w	2-c	3-c	4-c
	W x H in mm	W x H in mm				
	<b>Euro</b>					
<b>Title page</b>	195 x 202	210 x 209	4,210.–	4,670.–	5,130.–	5,590.–
<b>Cover pages</b>	185 x 270	210 x 297	3,786.–	4,246.–	4,706.–	5,166.–
1/1 page	185 x 270	210 x 297	3,380.–	3,840.–	4,300.–	4,760.–
2/3 page high	120 x 270	130 x 297	2,254.–	2,714.–	3,174.–	3,634.–
2/3 page cross	185 x 180	210 x 200	2,254.–	2,714.–	3,174.–	3,634.–
Juniorpage	126 x 180	210 x 143	1,736.–	2,196.–	2,656.–	3,116.–
1/2 page high	90 x 270	101 x 297	1,736.–	2,196.–	2,656.–	3,116.–
1/2 page cross	185 x 127	210 x 143	1,736.–	2,196.–	2,656.–	3,116.–
1/3 page high	56 x 270	67 x 297	1,289.–	1,519.–	1,749.–	1,979.–
1/3 page cross	185 x 90	210 x 106	1,289.–	1,519.–	1,749.–	1,979.–
1/4 page high	90 x 127	101 x 143	934.–	1,164.–	1,394.–	1,624.–
1/4 page cross	185 x 60	210 x 77	934.–	1,164.–	1,394.–	1,624.–
1/8 page high	90 x 60	101 x 77	477.–	707.–	937.–	1,167.–
1/8 page cross	185 x 30	210 x 46	477.–	707.–	937.–	1,167.–
1/16 page high	90 x 30	101 x 46	264.–	494.–	724.–	954.–
1/16 page cross	185 x 15	210 x 31	264.–	494.–	724.–	954.–

\* 3 mm per trim page.

Edition number Month	Main topics	Fairs and conferences	Editorial deadline	Advertising deadline	Printing material	Publishing date
<b>1</b> <b>April</b> Trade Fair edition CBCE 2017	<ul style="list-style-type: none"> <li><input type="radio"/> Preview China Craft Beer Conference &amp; Exhibition</li> <li><input type="radio"/> Beer production:               <ul style="list-style-type: none"> <li>- Raw materials</li> <li>- Brewhouse technology</li> <li>- Plant technology</li> <li>- Fermenting room and storage cellar</li> <li>- Filtration technology</li> </ul> </li> <li><input type="radio"/> Packaging and packaging technology</li> <li><input type="radio"/> Bottling hall: wet zone</li> <li><input type="radio"/> Energy supply: Cold, heat, compressed air</li> <li><input type="radio"/> Process measuring and control technology</li> </ul>	<p><b>CBCE China Craft Beer Conference &amp; Exhibition</b> Shanghai, 17<sup>th</sup> to 19<sup>th</sup> May 2017</p>	<p><b>March</b> <b>15<sup>th</sup></b> <b>2017</b></p>	<p><b>March</b> <b>29<sup>th</sup></b> <b>2017</b></p>	<p><b>April</b> <b>3<sup>rd</sup></b> <b>2017</b></p>	<p><b>April</b> <b>28<sup>th</sup></b> <b>2017</b></p>
<b>2</b> <b>August</b> Trade Fair edition drinktec	<ul style="list-style-type: none"> <li><input type="radio"/> Preview drinktec</li> <li><input type="radio"/> Production of non-alcoholic beverages:               <ul style="list-style-type: none"> <li>- Raw materials, additives, aromas, enzymes, colourings, sweeteners</li> <li>- Filtration and separation technology</li> <li>- Mixing and dosing technology</li> </ul> </li> <li><input type="radio"/> Packaging (PET-bottles, glass bottle, carton boxes, beverage cans), closures, labels</li> <li><input type="radio"/> Bottling hall: dry zone</li> <li><input type="radio"/> Pumps, valves, pipelines, vessels</li> <li><input type="radio"/> Process automation and IT</li> <li><input type="radio"/> Review CBCE</li> </ul>	<p><b>drinktec</b> Munich, 11<sup>th</sup> to 15<sup>th</sup> September 2017</p> <p><b>China International Beverage Industry Exhibition CBST 2017,</b> Shanghai, 22<sup>nd</sup> to 24<sup>th</sup> November 2017</p>	<p><b>July</b> <b>7<sup>th</sup></b> <b>2017</b></p>	<p><b>July</b> <b>21<sup>st</sup></b> <b>2017</b></p>	<p><b>July</b> <b>24<sup>th</sup></b> <b>2017</b></p>	<p><b>August</b> <b>21<sup>st</sup></b> <b>2017</b></p>

**CIRCULATION ANALYSIS**

<b>Circulation analysis:</b>	Copies per edition annual average July 1 <sup>st</sup> 2015 to June 30 <sup>th</sup> 2016		
<b>Press run:</b>	8,450		
<b>Actual circulation:</b>	8,329		
<b>Sold circulation:</b>	5,208		
– Subscribers:	5,208		
– Individual sales:	–	member copies:	–
– Others:	–		
<b>Promotional copies:</b>	3,121		
<b>Remainder, record and voucher copies:</b>	121		

<b>Production</b>	<b>%</b>	<b>Reader</b>	<b>%</b>
Beer / wine / violent wine	40	GM / Stockholder / CEO	31
Carbonated drink	14	Technical Engineer	30
Fruit, vegetable juice drink	13	Equipment Engineer	17
Mineral, spring and pure water	13	Purchase Manager	10
Dairy	12	R & D Manager	7
Tea drink	3	Quality Control Manager	5
Additive	3		
Solid drink	2		



**Colour charges:**

per standard ink from euro colour scale	€ 460.–
Colour charge 4-colours	€ 1,380.–
Other colours	€ 700.–

**Sources of supply:**

Entry 85 mm width/1 mm height	€ 5.–
1 line 85 mm width/3 mm height	€ 15.–

Catch words and additional publication on the Internet free of charge.

The sources of supply are divided into 2 column pages.

Link from the Internet entry to own homepage: upon request

**Classified advertisements:**

90 mm width/1 mm height	€ 3.00
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**Supplement:**

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

**Bound insert:**

2-page	€ 3,100.–
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Size upon request

4-page

€ 4,700.–

Size upon request

(Sample required).

**Address for submission:**

Verlag W. Sachon GmbH + Co, Schloss Mindelburg, 87719 Mindelheim, Germany.

**Extra charges:**

10 % on black and white flat rate for bleed inserts

5 % on black and white flat rate for gutter bleed advertisements.

**Discounts:**

The following discounts are only granted on purchase within one year for BREWING AND BEVERAGE INDUSTRY INTERNATIONAL, ESPAÑOL and CHINA in common.

3 appearances or 2 pages 5 %

6 appearances or 3 pages 10 %

12 appearances or 6 pages 15 %

16 appearances or 8 pages 20 %

**Technical date:**

see page 15

**Payment:**

2 % discount for settlement within 8 days after date of invoice, 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

**Contacts:**

Publishing house: Verlag W. Sachon GmbH+Co.

Post address: Schloss Mindelburg  
87719 Mindelheim  
Germany

Tel.: +49/8261/999-0

Fax: +49/8261/999-391

Internet: www.sachon.de

E-mail: reggel@sachon.de

**Technical Data**

<b>1 Magazine size:</b>	Width 210 mm, height 297 mm, DIN A4 Untrimmed: Width 216 mm, height 303 mm	<b>5 Colours:</b>	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!)
<b>Printing space:</b>	Width 185 mm, height 270 mm 3 columns, width 56 mm each		
<b>2 Printing and binding method:</b>	Offset printing (sheet), wire stitching or adhesive binding	<b>6 Proof:</b>	Please add a <b>contract proof</b> (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.
<b>3 Data transmission:</b>	By e-mail to reggel@sachon.de FTP server transmission upon request  Please indicate magazine in the file name (company-magazine-issue.pdf)		
<b>4 Data sizes:</b>	Please send the <b>printing data as a PDF file according to the following criteria:</b>  – The <b>PDF</b> should be print-optimized; produced from Acrobat Distiller (PDFX3: 2002, Acrobat 4/PDF1.3) – <b>Images:</b> CMYK colour mode ( <b>not</b> RGB!), resolution half-tone images 300 dpi at least (if Bitmap/line originals 800 dpi at least), <b>no</b> (ICC) profiles stored! – <b>Fonts:</b> must be embedded – Delivery of <b>open data only according to prior agreement</b> – <b>Bleed ads: 3 mm bleed</b> on all four sides! – Text and image elements: <b>5 mm distance at least to margin</b>	<b>7 Data filing:</b>	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.
		<b>8 Warranty:</b>	The publishing house doesn't assume any liability for the correctness of reproduction of ads which are not digitally delivered according to these requirements.
<b>Note for design:</b>	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.	<b>9 Contact:</b>	Sabine Reggel Tel.: 00 49/82 61/9 99-3 38 E-mail: reggel@sachon.de



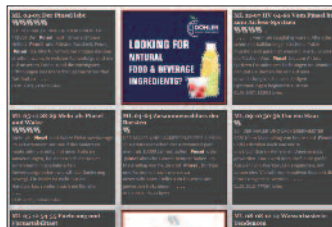
Show yourself in our redesigned “Fachzeitschriftenarchiv” targeting on specific visitors and connected to the keyword!  
Visits: 32.197 per month (average July 1<sup>st</sup> 2015 to June 30<sup>th</sup> 2016)

## Placement options with relation to keyword

Overlay search result



Rectangle search result



Skyscraper





# Placement options without relation to keyword

Overlay homepage



## Prices and discounts

Banner placement (with keyword)	Size (pixel)	Price per keyword and month
Overlay search result*	700 x 350	149,00 €
Rectangle search result*	285 x 255	99,00 €
Skyscraper next to content*	120 x 600	99,00 €
Banner placement (without keyword)	Size (pixel)	Price per keyword and month
Overlay homepage	700 x 350	495,00 €

\* These banner placements can be booked as fixed advertising surfaces!  
Price upon request.

### Schedule for discount by volume:

5 keywords	5 %
10 keywords	10 %
15 keywords	15 %
20 keywords	20 %

### Schedule for discount by frequency:

3 months	5 %
6 months	10 %
9 months	15 %
12 months	20 %

### Your contact:

Sabine Reggel  
Tel.: +49 (0) 82 61/999-338  
reggel@sachon.de

Our online offer: [www.sachon.de/de/fachzeitschriften.html](http://www.sachon.de/de/fachzeitschriften.html)

## Price list

Position	Form of advertising	Size (pixel)	Euro/month
Home: Trade magazines	Skyscraper	120 x 600	455.–
	Super banner	728 x 90	420.–
	Full banner	468 x 60	370.–
	Navigation	185 x 185	320.–
	Button	150 x 60	180.–
Per trade magazine incl. subpage	Skyscraper	120 x 600	395.–
	Super banner	728 x 90	315.–
	Full banner	468 x 60	277.–
	Navigation	185 x 185	240.–
	Button	150 x 60	135.–
Product/Image videos		max. 500 (wide)	620.–

**Data supply:** By e-mail, 1 week at least before start to: [reggel@sachon.de](mailto:reggel@sachon.de)

**Banner:** GIF, JPG, PNG  
Other file sizes on request  
Graphics of sizes indicated with 72 dpi  
Max. file size 50 KB

**Contact person:** Sabine Reggel, tel.: +49 (0) 82 61/999-3 38, [reggel@sachon.de](mailto:reggel@sachon.de)



# TERMS OF TRADE

## for BREWING AND BEVERAGE INDUSTRY INTERNATIONAL, ESPAÑOL AND CHINA

1. Each order becomes legally binding only by written confirmation of the publishing house to the contractor. Additional oral agreements will be valid only after written confirmation of the publishing house.
2. Advertisement orders have to be handled within a year after conclusion of an agreement.
3. The prices mentioned in the advertisement rate card are fix and binding for both the parties until issue of a new rate card. Discounts are granted only for advertisements of an advertiser published in this magazine within a year. The term begins with the issue of the first advertisement.
4. The advertiser is entitled with retroactive effect to the discount corresponding to the real purchase of advertisements within the period of one year, if he has made an agreement at the beginning of the set term which entitles to a discount from the beginning on the basis of the rate card.
5. If the agreement is not fulfilled for circumstances which the publishing house is not liable for, the contractor has to repay to the publishing house – without prejudice to any further legal obligations – the difference between the discount granted and the discount corresponding to the real purchase.
6. No responsibility will be accepted for the purchase of advertisements in certain numbers, certain issues or at certain positions of the magazine, or any damages won't be paid in case of noncompliance. The same also applies to advertisements not published. Furthermore no responsibility for the observance of a certain editorial programme can be accepted. If prescribed positions or colours can't be adhered to, the publishing house reserves the right to amendments according to the given possibilities of publications of the advertisement in one of the following issues.
7. The publishing house reserves the right to refuse advertisement and insert orders – also individual calls within an agreement – due to content, origin or technical shape on uniform principles of the publishing house. Insert orders are binding for the publishing house only after presentation of a sample of the insert and its approval. Inserts which give to the reader the impression of being a component of the magazine by size or make up or which contain foreign advertisements, are not accepted. The refusal of an order is immediately transmitted to the contractor.
8. A supplement according to the rate card has to be paid in case of binding and confirmed prescribed positions.

Only basic page fractions according to the rate card are published. Deviations from the printing material are cut to the corresponding size by trimming etc. or by boxing without special notice of the contractor. If an ordered text does not suit to the ordered size, the publishing house has automatically the right to choose the next size and to charge it. If no special size prescriptions are given when the order is placed, the publishing house decides to fix a size of the rate card which corresponds to the character of the advertisement. Classified advertisements are published in a uniform size; the calculation of the height is made from line to line.
9. Advertisements which are not identifiable as advertisement due to their editorial design, are clearly marked by the publishing house. The contractor is not entitled to a competition clause; colour exclusion for coloured advertisements is not possible neither.
10. The contractor is responsible for the punctual delivery of the text and clean printing material or inserts. If the text and printing material don't arrive in time, the publishing house is entitled to save the ordered space or to only print the company's name and to pass the space to the contractor's account. The publishing house guarantees that the advertisement is printed in perfect condition; basis herefore is the average printing performance of the paper quality used. If advertisements are ordered or amendments are made by telephone, the publishing house does not assume any liability for the correctness of the reproduction. The publishing house does not assume any liability for the correctness of the reproduction. The publishing house asks immediately for replacement if the printing material is recognized to be not suitable or damaged. If any fault on the printing material is not recognizable immediately, but this becomes distinct only during printing, the advertiser does not have any claims if impression is unsatisfactory. The contractor is also responsible for that inserts and enclosures correspond to the directions of the post and papers tariffs. If this does not apply and therefore additional postage arises, the contractor has to reimburse them to the publishing house.
11. In case of culpably incorrect or sense-distorting incomplete impression of the advertisement, the contractor is entitled only to a replacement advertisement, but only if the purpose of the advertisement has been considerably affected. Missing or badly printed coupon numbers don't result in a claim for the contractor. Complaints must be enforced in writing within 8 days after receipt of invoice and voucher and cogently substantiated. However, they don't defer the liability to pay.
12. Proofs are sent only on express request. The contractor is responsible for the correctness of the proofs sent back. If the contractor does not return the proof sent to him in due time until the copy deadline, the approval of printing is regarded as given.
13. The invoice has to be paid within the terms as can be seen from the rate card, beginning from the date of invoice. In case of delay in payment or respite, interests on arrears of 4 1/2 percent over the respective discount rate of the Deutsche Bundesbank (Federal Reserve Bank) as well as the collection expense is charged. The publishing house can defer further settlement of the order until the order is paid and ask for payment in advance for the rest of the advertisements without the contractor being able to lay a claim to the publishing house. In case of bankruptcy and compulsory arbitration there won't be any discount.
14. If required, the publishing house encloses a press cutting to the invoice. If nature and significance of the order justify it, upto two head vouchers of complete voucher copies will be furnished. If a voucher can't be provided anymore, it will be replaced by a binding entrance certificate of the publishing house.
15. Stopping of the order or change of the original order are regarded as recognized if the publishing house expressly confirms those in writing. The contractor has to pay the costs for considerable amendments of originally agreed executions. In case of force majeure each obligation to execute orders and to pay damages becomes extinct, especially any damages are not paid neither for advertisements or inserts not published in time.
16. The publishing house makes only its equipment for the transmission of incoming offers available as regards box number advertisements. Redhibition, diminution or indemnification entitlement due to loss or delay is excluded. Registered or express letters to box number advertisements are passed on only by normal mail. All incoming letters are distributed in an appropriate term, but once a week at least. Not deliverable sendings are kept 4 weeks at the outside, then destroyed and possible precious documents, like original certificates, are returned without being obliged to do that. The publishing house does not accept any responsibility for the keeping and punctual passing on of the sendings.

The publishing house reserves the right for the contractor's benefit and protection to open the incoming letters for purpose of test in order to eliminate abuse of the box number advertising service. The publishing house is not obliged to pass on commercial pluggings and offers of mediation. The contractor is responsible with box number advertisements for that documents enclosed to the letters are returned to the senders within 4 weeks at the latest. If this is not made, the publishing house is entitled to communicate the contractor's address to the senders in case of complaints.
17. Printing materials are returned only on special request at the contractor's account. They are kept 8 weeks at the outside after publication of the advertisement, but the publishing house does not accept any responsibility for them.
18. If the advertising rates of terms of trade are amended, the new prices and conditions become immediately effective also for current orders or orders beginning later.
19. Only the a.m. conditions apply to the publication of advertisement or insert orders in this magazine and not any general or special purchase terms of the contractor. This is regarded particularly as agreed by the acceptance of the confirmation order.
20. Place of performance is Mindelheim. Forum contractus for both the parties is Mindelheim or Munich at the option of the publishing house.

# We cover the world!

Innovative media for professional decision makers.



Verlag W. Sachon GmbH + Co. · Schloss Mindelburg · 87719 Mindelheim · Germany  
Tel. +49/82 61/999-0 · Fax +49/82 61/999-391 · info@sachon.de · www.sachon.de