

Actual average annual circulation:
15,014 copies
(July 1st 2015 – June 30th 2016)

The GETRÄNKEFACHGROSSHANDEL is the organ of the Bundesverband des Deutschen Getränkefachgroßhandels e.V. and organ of the Verband des Deutschen Getränke-Einzelhandels e.V.

The editorial staff of GETRÄNKEFACHGROSSHANDEL is present on all regional meetings; special editions are distributed there.

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

Ausgaben Nr. Monat	Themen-Schwerpunkte	Berichte zu Messen und Tagungen ◆ Messen ◇ Tagungen	Redaktions- schluss	Anzeigen- schluss	Druck- unter- lagen- termin	Erschei- nungs- termin
1 January	<ul style="list-style-type: none"> ○ Prepared for the future: Online marketing in the beverage wholesale trade ○ Bock beers ○ Rise in vegan beverages ○ New trend: Craft spirits 🍷 Württemberg variety 	<ul style="list-style-type: none"> ◇ GETRÄNKE IMPULS TAGE Saalfelden, Österreich, 15. 1. – 18. 1. 2017 ◆ HOGA Nürnberg, 15. 1. – 17. 1. 2017 ◆ IGW, Internationale Grüne Woche Berlin, 20. 1. – 29. 1. 2017 ◆ FINEST SPIRITS 17 München, 3. 2. – 5. 2. 2017 	1. 12. 2016	9. 12. 2016	13. 12. 2016	18. 1. 2017
2 February Fair issue BioFach	<p>BIOFACH 2017 <small>bio organik</small></p> <p>BIOFACH 2017 <small>BESTE GETRÄNKE HÄNDLER 2017</small></p> <p>Fair issue Biofach</p> <ul style="list-style-type: none"> ○ Pale and export beers ○ Organic beverages ○ Lemonades with fruit juice ○ Everything you need for outdoor business 🍷 Autochthone grape varieties 	<ul style="list-style-type: none"> ◆ Braukunst Live! München, 10. 2. – 12. 2. 2017 ◆ Nord Gastro Husum, 13. 2. – 14. 2. 2017 ◆ BioFach Nürnberg, 15. 2. – 18. 2. 2017 ◇ Delegiertentagung des Bundesverbandes des Deutschen Getränkefachgroßhandels e.V. München, 9. 3. – 10. 3. 2017 	10. 1. 2017	18. 1. 2017	23. 1. 2017	10. 2. 2017
3 March	<ul style="list-style-type: none"> ○ Pils ○ Spritzers ○ Pack variety in the beer world ○ Gin: The new trendy spirit 🍷 ProWein preview 	<ul style="list-style-type: none"> ◆ ProWein Düsseldorf, 17. 3. – 19. 3. 2017 ◆ INTERNORGA Hamburg, 17. 3. – 21. 3. 2017 ◇ 20. VLB-Logistikfachkongress München, 26. 3. – 28. 3. 2017 	6. 2. 2017	20. 2. 2017	24. 2. 2017	16. 3. 2017
4 April	<ul style="list-style-type: none"> ○ Kellerbier: Popular brew ○ Fruit juice ○ Energy drinks ○ Hardware and software for the beverage wholesale trade 🍷 Spring and summer wines 	<ul style="list-style-type: none"> ◆ VINITALY Verona, 9. 4. – 12. 4. 2017 ◆ Badische Weinmesse Offenburg, 6. 5. – 7. 5. 2017 	7. 3. 2017	21. 3. 2017	24. 3. 2017	18. 4. 2017
5 May	<ul style="list-style-type: none"> ○ Special: Mineral waters with industry ranking ○ White beers ○ Bitter beverages ○ Trendy long drinks in the gastronomy 🍷 Sparkling wines / Prosecco 	<ul style="list-style-type: none"> ◇ GEVA Jahrestagung Hamburg, 18. 5. – 19. 5. 2017 ◇ VdF Jahrestagung Dresden, 30. 5. – 31. 5. 2017 	3. 4. 2017	21. 4. 2017	24. 4. 2017	17. 5. 2017
6 June	<ul style="list-style-type: none"> ○ Beer mixes ○ Summer cocktails ○ Cargo securing ○ The world of vodka 🍷 Wines from Italy 		3. 5. 2017	18. 5. 2017	23. 5. 2017	16. 6. 2017

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		◆ Messen	◇ Tagungen				
7 July	<ul style="list-style-type: none"> ○ Import beers ○ The Coke market ○ More than a beverage supplier: ○ The beverage cash-and-carry store as a local supplier 🍷 German Burgunder 			7. 6. 2017	28. 6. 2017	3. 7. 2017	20. 7. 2017
drinktec 8 August Fair issue drinktec	<ul style="list-style-type: none"> drinktec preview ○ Kölsch ○ International waters ○ Drinking glasses 🍷 International festive day wines 	◆ drinktec München, 11. 9. – 15. 9. 2017		6. 7. 2017	22. 7. 2017	26. 7. 2017	18. 8. 2017
9 September	<ul style="list-style-type: none"> ○ Christmas and winter beers ○ Champagne and sparkling wines ○ Gift packagings ○ Store construction 🍷 Mulled wines 🍷 German festive day wines 	<ul style="list-style-type: none"> ◆ ProFachhandel München, 14. 9. – 15. 9. 2017 ◆ ANUGA Köln, 7. 10. – 11. 10. 2017 ◇ VLB-Oktober-Tagung Berlin, 9. 10. – 10. 10. 2017 		7. 8. 2017	18. 8. 2017	24. 8. 2017	13. 9. 2017
10 October	<ul style="list-style-type: none"> ○ Dark and black beers ○ Appelwoi, cider and Co. ○ Whiskey ○ Superstructures 🍷 Wines from holiday regions 	◆ Alles für den Gast Salzburg, 11. 11. – 15. 11. 2017		4. 9. 2017	19. 9. 2017	22. 9. 2017	17. 10. 2017
11 November	<ul style="list-style-type: none"> ○ Alt-beer ○ Children's beverages ○ Cash systems 🍷 Banquet and winter wines 			9. 10. 2017	20. 10. 2017	25. 10. 2017	16. 11. 2017
12 December	<ul style="list-style-type: none"> ○ Look back: – Products and trends ○ Snack and beverage vending machines 🍷 The new 2017 vintage 			8. 11. 2017	22. 11. 2017	27. 11. 2017	15. 12. 2017

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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 1st 2015 to June 30th 2016

Print figure:	15,138	
Actual circulation:	15,014	of them abroad: 363
Sold circulation:	6,512	of them abroad: 37
– Subscribers:	4,772	of them member copies: 600
– Other Sales:		
– Sales per copy:	1,740	
Free copies:	8,502	
Reminder, archives and voucher copies:	124	

18 Geographical distribution analysis:

Economic area	Portion of actual circulation	
	%	copies
Federal Republic of Germany	97.6	14,651
Abroad	2.4	363
Actual circulation	100.0	15,014

Classification of the domestic circulation to Nielsen areas

Nielsen-area	%	copies
Nielsen-area 1 Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	9.9	1,451
Nielsen-area 2 Nordrhein-Westfalen	16.0	2,343
Nielsen-area 3a Hessen, Rheinland-Pfalz, Saarland	14.9	2,175
Nielsen-area 3b Baden-Württemberg	15.5	2,274
Nielsen-area 4 Bayern	22.3	3,275
Nielsen-area 5 Berlin	1.5	226
Nielsen-area 6 Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt	7.6	1,111
Nielsen-area 7 Thüringen, Sachsen	10.4	1,521
Others (e.g. fairs) not analysed	1.9	275
Actual circulation (inland)	100.0	14,651

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	56.3	8,455
52.25	Independent and franchise beverage cash-and-carry stores	11.3	1,691
51.34.2, 52.25.1	Specialized trade for beverages with focus on wine and spirits	4.6	693
15.98	Manufacturers of non-alcoholic beverages	4.9	732
15.96	Breweries	5.3	791
52.2	Food retailers (shopping centres included) and beverage cash-and-carry stores associated to them	7.0	1,059
15.91, 15.95	Wine, sparkling wine and spirits industries	1.9	280
55.1, 55.3	Large firms of the hotel business, gastronomy chains, discotheques	1.9	292
	Associations, institutes, vocational and professional schools	0.7	110
	Other qualified branches without specification (e.g. libraries, advertising agencies, supply industry)	3.6	531
–	Branch not yet surveyed/unknown according to EDA standards	0.6	97
	Others (e.g. fairs) not analysed	1.9	283
	Actual circulation	100.0	15,014

Actual Circulation calculated on yearly average: **15,014** copies

Size	Printing Space B x H in mm	Bleed* B x H in mm	b/w	2-c	3-c	4-c
			Prices in Euro			
Title page	–	210 x 209	6,833.–	7,393.–	7,953.–	8,513.–
Cover page	185 x 270	210 x 297	6,036.–	6,596.–	7,156.–	7,716.–
2/1 page	395 x 270	420 x 297	10,792.–	11,312.–	11,872.–	12,432.–
1/1 page	185 x 270	210 x 297	5,567.–	6,127.–	6,687.–	7,247.–
2/3 page high	120 x 270	130 x 297	3,886.–	4,446.–	5,006.–	5,566.–
2/3 page cross	185 x 180	210 x 200	3,886.–	4,446.–	5,006.–	5,566.–
1/2 page high	90 x 270	101 x 297	3,003.–	3,563.–	4,123.–	4,683.–
1/2 page cross	185 x 127	210 x 143	3,003.–	3,563.–	4,123.–	4,683.–
1/3 page high	56 x 270	67 x 297	2,099.–	2,659.–	3,219.–	3,779.–
1/3 page cross	185 x 90	210 x 106	2,099.–	2,659.–	3,219.–	3,779.–
1/4 page high	90 x 127	101 x 143	1,557.–	2,117.–	2,677.–	3,237.–
1/4 page cross	185 x 60	210 x 77	1,557.–	2,117.–	2,677.–	3,237.–
1/8 page high	90 x 60	101 x 77	790.–	1,070.–	1,350.–	1,630.–
1/8 page cross	185 x 30	210 x 46	790.–	1,070.–	1,350.–	1,630.–

* 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 € 800.–, 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: 8.00 per month.

Supplement:

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

Bound insert:

2-page € 4,410.–, size upon request

4-page € 6,470.–, size upon request. (Sample required)

Address for submission: Verlag W. Sachon GmbH + Co, GETRÄNKEFACHGROSSHANDEL, 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

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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 59 mm each
- 2 Printing and binding method:** Offset printing (sheet), wire stitching or adhesive binding
- 3 Data transmission:** By e-mail to keller@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
Tel.: 00 49/82 61/999-3 38
E-mail: reggel@sachon.de