

MEDIA-KITS

2024

75 Years

VERLAG
W. SACHON



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP





1 Circulation control:

2 Circulation analysis:

Copies per edition annual average July 1st 2022 to June 30th 2023

Print figure: 4,871

Actual circulation: 6,956 of them abroad: 658

Solit circulation: 2,109 of them abroad: 343
 – Subscribers: 409
 – Other Sales: –
 – Sales per copy: 1,700

Free copies: 4,847

**Reminder, archives
and voucher copies:** 38

3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	90.5	6,298
Abroad	9.5	658
Actual circulation	100.0	6,956

3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
Nielsen area 1 Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	11.7	738
Nielsen area 2 Nordrhein-Westfalen	16.1	1,015
Nielsen area 3a Hessen, Rheinland-Pfalz, Saarland	19.6	1,236
Nielsen area 3b Baden-Württemberg	17.6	1,108
Nielsen area 4 Bayern	23.8	1,499
Nielsen area 5 Berlin	1.8	111
Nielsen area 6 Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	3.1	196
Nielsen area 7 Sachsen, Thüringen	4.5	284
Others (e.g. fairs) not analysed	1.8	111
Actual circulation (domestic)	100.0	6,298

1.1 Branches/industries/occupational groups

Department/ group class	Receiver groups (according to branch classification)	Share of actual circulation	
		%	Copies
	Beverage trade	72.3	5,023
	Soft drink industry	42.0	2,915
15.98	Refreshing drunk industry (including managers)	21.8	1,516
15.98	Mineral- and curing springs (including managers)	5.8	400
15.32.0	Fruit juice industry (including managers)	12.3	858
15.96	Breweries with soft drink department	14.9	1,039
15.51.0	Dairy industry	1.4	96
51.34	Beverage wholesalers, partly witz beverage production	16.4	1,138
15.91 – 15.95	Sparkling wine, wine and spirits industrie	13.9	970
24.14.0	Flavour and basic ingredients industry	1.3	90
-	Ancillary industry	14.0	977
-	Associations, universities, technical colleges, vocational schools, planning offices, management consultants, advertising agencies	6.1	426
-	Libraries, book-trade	0.5	36
-	Other qualified branches without specification	3.8	262
	Branch not yet surveyed/unknown according to EDA standards	0.4	31
	Other (e.g. fairs) not analysed	1.6	111
	Actual circulation	100.0	6,956

1. Prices and sizes:

The pertaining VAT must be added to the net prices quoted.

Size	Printing space W x H in mm	Bleed* W x H in mm	Price b/w Euro	Price 4-c Euro
Title page (front cover)	–	210 x 209	6,760.–	8,140.–
Cover pages	–	210 x 297	5,670.–	7,050.–
1/1 page	172 x 251	210 x 297	5,420.–	6,800.–
Juniorpage	113 x 166	133 x 189	2,935.–	4,315.–
1/2 page high	83 x 251	103 x 297		
1/2 page cross	172 x 125	210 x 148		
1/3 page high	54 x 251	74 x 297	2,080.–	3,460.–
1/3 page cross	172 x 80	210 x 103		
1/4 page single-column	45 x 251	64 x 297	1,575.–	2,955.–
1/4 page high	83 x 125	103 x 148		
1/4 page cross	172 x 60	210 x 83		
1/8 page high	83 x 60	103 x 77	790.–	1,480.–
1/8 page cross	172 x 30	210 x 46		
1/8 page single-column	54 x 90	74 x 113		
1/16 page high	83 x 30	103 x 53	430.–	1,120.–
1/16 page cross	172 x 15	210 x 38		
* 3 mm per trim page				
Further sizes upon request				

2. Extra charges:

per standard ink:	€ 460.–
per other color:	€ 700.–
surcharge 4-colors:	€ 1,380.–

Size:

10 % extra charges on black and white flat rate for bleed advertisements,
5 % on black and white flat rate for gutter bleed advertisement.

3. Discounts:

Schedule for discount	Schedule for discount
by frequency for multiple inserts	by volume for single orders
of uniform size	of at latest
3 (+) 5 %	2 pages 5 %
6 (+) 10 %	3 pages 10 %
12 (+) 15 %	6 pages 15 %
	12 pages 20 %

4. Classified ads:

Job adverts:	
Price per mm / 83 mm width:	€ 3.60
Sales adverts:	
Price per mm / 83 mm width:	€ 3.50
Sources of supply:	
Price per mm / 43 mm width:	€ 5.00

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

At least 6 consecutive inserts per caption.

The sources of supply are divided into 4 column pages.

Link package (website and e-magazine): € 20.– per month.

5. Special advertising:

Bound insert:

2-page € 4,200.–
Size upon request.

4-page € 6,720.–
Size upon request.

Delivers folded – sample and PDF-file required!

Advertorial: upon request.

Loose insert:

Format max. 295 mm high, 200 mm width,
per thousand € 220.– plus postage.
For folded loose inserts without closed long edge price on request!
Sample and PDF-file required!
Delivery quantity and delivery location: on request.

Tip-ons: upon request.

6. Contact:

Verlag W. Sachon GmbH
Schloss Mindelburg
St. Georgenberg 17
D-87719 Mindelheim
Website: www.frischeingeschenkt.de, www.getraenkeindustrie.de
Tel: +49 8261 999-0
Fax: +49 8261 999-391
Mail: reggel@sachon.de

7. Payment details:

2 % discount if payment made within 8 days of invoice date,
in full within 30 days.

Bank account:

Sparkasse Schwaben-Bodensee
BIC: BYLADE33MLM, IBAN: DE96 7315 0000 0810 0082 01

Job combi*

Size	W x H in mm	Prices in €
1/1 page	251 x 172	1,908.–
1/2 page high 1/2 page cross	251 x 83 125 x 172	950.– 950.–
1/4 page high 1/4 page cross	125 x 83 60 x 172	475.– 456.–

Price per mm (83 mm width): € 3.80

Color surcharge 4c:
€ 460.– 1/2 page and larger
€ 230.– smaller than 1/2 page

* This package price includes:

- Print ad in the trade journal
- Immediate online placement in the section "Job offers" on our website
www.frischeingeschenkt.de/jobs
- 4 publications in the newsletter "Frisch eingeschinkt"

Prices occasional ads:

Size	W x H in mm	Pices in €
1/1 page	251 x 172	1,757.–
1/2 page high 1/2 page cross	251 x 83 125 x 172	878.– 875.–
1/4 page high 1/4 page cross	125 x 83 60 x 172	435.– 420.–
1/8 page high 1/8 page cross	60 x 83 30 x 172	210.– 210.–
1/16 page	30 x 83	105.–

Price per mm (83 mm width):

Sales ads: € 3.50

Job searches: € 2.20

Box number charge: € 7.–

Color surcharge 4c:

1/2 page and larger € 460.–

smaller than 1/2 page € 230.–

Publication and advertising deadlines:

See schedules of topics and dates

Discounts:

2 adverts (+) 10 %

4 adverts (+) 15 %

6 adverts (+) 20 %

1 Magazine size:

Width 210 mm, height 297 mm, DIN A4
Untrimmed: Width 216 mm, height 303 mm
Printing space: Width 182 mm, height 266 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 color 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 Colors:

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 color bar.

Please note that print-outs made with a color printer are not considered as a contract proof.

Please indicate all inks to be printed (CMYK, FOGRA or HKS/Pantone) in case of multicolored 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
Phone: +49 8261 999-338
Mail: reggel@sachon.de

Issue no. month	Dates		Topics	Fairs & Conferences
1 January	Editorial	05.12.2023	Filling technology and filling machines	Getränke Impuls Tage Zell am See, 21. – 24.1.2024 Doemens Impulse Gräfelfing, 1. – 2.2.2024
	Advertising	16.12.2023	Pumps, fittings, hoses, valves, pipelines	
	Printing material	18.12.2023	Alternative sweetening concepts for beverages	
	Publication	22.01.2024	Production of healthy drinks/functional drinks: – Base concentrates and additives – Aromas, sweeteners – Mixing and dosing technology	
2 February	Editorial	19.01.2024	Wine, sparkling wine, spirits production:	25. VLB-Logistikfachkongress Chemnitz, 4. – 6.3.2024 108. VLB-Brau- und Maschinen- technische Arbeitstagung Groningen/NL, 13. - 15.3.2024
	Advertising	29.01.2024	– Clarification and filtration	
	Printing material	31.01.2024	– Wine cellar and distilling technology	
	Publication	20.02.2024	– Quality control and analytics Marking and Coding of beverage packages Beverage cans Sustainability at beverage packaging Engines and drive technology Process automation	
3 March	Editorial	15.02.2024	AnugaFoodTec preview	AnugaFoodTec, Cologne, 19. - 22.3.2024 Logimat Stuttgart, 19. - 21.3.2024
	Advertising	23.02.2024	Production of soft drinks:	
	Printing material	27.02.2024	– Base concentrates and additives	
	Publication	15.03.2024	– Aromas and sweeteners – Mixing and dosing technology – Deaeration and carbonation – Microbiology Machine technology - wet zone: – Filling technology – Bottle and crate washers – Rinsers – Sealing technology – CIP/SIP plants CO ₂ in the beverage industry (extraction, preparation, analytics)	

Fair issue



Subject to alterations

Issue no. month	Dates		Topics	Fairs & Conferences
4 April	Editorial	19.03.2024	Packaging, packaging technology, packaging machines	
	Advertising	27.03.2024	Software & IT solutions	
	Printing material	02.04.2024	Beverage cardboards	
	Publication	22.04.2024	Forklift trucks and transport vehicles	
			Renewable energies/sustainability	
			Storage logistics, storage systems, material flow	
5 May	Editorial	15.04.2024	Plastic packagings	VdF Jahrestagung Berlin, 12. – 13.6.2024
	Advertising	23.04.2024	Fruit juice production:	
	Printing material	25.04.2024	– Separation and filtration technology	
	Publication	25.05.2024	– Analytics and quality control	
			– Plant engineering	
			Process measuring, control technology	
			Analysers and laboratory equipment	
			Marketing, sales promotion, outdoor advertising	
6 June	Editorial	16.05.2024	Packagings and bottle crates	
	Advertising	28.05.2024	Energy supply & energy efficiency (cold, heat, fuels, compressed air)	
	Printing material	03.06.2024	Beverage production – Additives and auxiliary substances:	
	Publication	20.06.2024	– Enzymes	
			– Functional ingredients, vitamins	
			– Essences	
			– Colorings	
			– Innovative sweetening concepts	
			Quality assurance/management	

Issue no. month	Dates		Topics	Fairs & Conferences
7 July	Editorial	20.06.2024	Filling machines, filling technology, aseptic filling	
	Advertising	28.06.2024	Labels (technology, materials, adhesives and glues)	
	Printing material	02.07.2024	Engines and drive technology	
	Publication	20.07.2024	Primary packaging (glass, PET, can, beverage cardboard) Palletising, order picking and warehouse technology	
75 Years  VERLAG W. SACHON	Anniversary: 75 Years Verlag W. Sachon in the July issue			
8 August	Editorial	17.07.2024	Closures and sealing technology	
	Advertising	25.07.2024	Secondary packagings	
	Printing material	29.07.2024	Hygienic design	
	Publication	20.08.2024	Warehouse and logistics concepts Keg technology Material handling vehicles and beverage transport Water and near water drinks: – Plant engineering – Water filtration and preparation – Analytics and quality control – Aromas and additives	
9 September Fair issue 	Editorial	21.08.2024	Fachpack preview	Fachpack Nuremberg, 24. – 26.9.2024
	Advertising	29.08.2024	PET packagings, greenPET	
	Printing material	02.09.2024	Process measuring, control technology	
	Publication	20.09.2024	Occupational health and safety, workwear, personal protective equipment Machine technology: Dry zone – Transport facilities – Packaging machines – Palletising plants – Sorting plants – Labelling and dating technology	

Issue no. month	Dates		Topics	Fairs & Conferences
10 October Fair preview Brau Beviale	Editorial Advertising Printing material Publication	17.09.2024 25.09.2024 27.09.2024 21.10.2024	BrauBeviale preview part 1 Wine, sparkling wine, spirits production: - Clarification and filtration - Wine cellar and distilling technology - Quality control and analytics Pumps, fittings, pipelines, valves, hoses Production of alcoholic trend beverages Tanks und containers Flash pasteurization and pasteurization technology Energy supply and energy efficiency (compressed air, steam, heat, cold, water)	Filtech Cologne, 12. - 14.11.2024 Simeï Mailand, 12. - 15.11.2024
11 November Main fair issue Brau Beviale	Editorial Advertising Printing material Publication	18.10.2024 28.10.2024 30.10.2024 20.11.2024	BrauBeviale preview part 2 IT in the beverage industry Operational materials and additives: - Cleaning and disinfection agents - Machine fuels - Hoses - Lubricants and oils Production of innovative non-alcoholic beverages Process automation Wall and floor coverings, floor cleaning Renewable energies & Sustainability	BrauBeviale Nuremberg, 26. - 28.11.2024 We exhibit at: Brau Beviale
12 December	Editorial Advertising Printing material Publication	20.11.2024 28.11.2024 02.12.2024 20.12.2024	BrauBeviale fair review 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	



Discounts:

The following discounts are only granted on purchase within one year:

3 appearances 5 %
6 appearances 10 %
12 appearances 15 %

Categories:

Beverage industry
Brewing industry
Beverage retail

Banner formats:

GIF, JPG, PNG
Other file sizes upon request.
Graphics in the sizes specified above with 300 ppi.

Data supply:

At least 1 week before start to:
Mr. Stephan Keller,
Phone: +49 8261 999-362,
Mail: keller@sachon.de

Contact:

Sabine Reggel,
Phone: +49 8261 999-338,
Mail: reggel@sachon.de

Display Ads*	Desktop & Tablet Placement**	Mobile Placement**	Size in pixel	Prices *** in € / Month
Introbanner			288 x 131	1,485.-
Skyscraper (half page ad)			300 x 600	970.-
Superbanner Main pages incl. categories			288 x 37	705.-
Superbanner Categorie page beverage industry				470.-
Fullbanner Main pages incl. categories			220 x 37	630.-
Fullbanner Categorie page beverage industry				415.-
Medium Rectangle			300 x 250	860.-
Content Ad Main pages incl. categories			3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)	1,300.-
Content Ad Categorie page beverage industry				860.-
Video Main pages incl. categories			288 x 162	1,350.-
Video Categorie page beverage industry				900.-

* Placement in rotation

** Size and position in illustration exemplary

*** Prices incl. link

+++FRISCH EINGESCHENKT+++

NEWSLETTER
www.frischeingeschenkt.de/newsletter

Prices and sizes:

Placement options	Size (pixel)	Price € / mailing
FullBanner	550 x 200	700.–
FullBanner Premium	550 x 200	825.–
Sponsored Post	max. 300 characters (incl. link) plus 1 image (800 x 480)	860.–
Event note	200 x 80	390.–
Stand Alone	Exclusive dispatch (details upon request)	2,695.–

Mailing:

Weekly, Thursday

Addresses:

approx. 12.300 per week

Data supply:

by e-mail 1 week before start of placement at the latest to:

Stephan Keller, Phone: +49 8261 999-362, Mail: keller@sachon.de

Banner:

GIF, JPG, PNG,

Other sizes upon request.

Graphics in the sizes specified above with 600 ppi

Contact person:

Sabine Reggel, Phone: +49 8261 999-338, Mail: reggel@sachon.de

FullBanner

Brazilian Beers experience price deflation

According to data released by the National Institute of Statistics (IBGE), there was deflation in the price of beer in bars and restaurants, but there was an increase above the IPCA (official inflation index)...



...READ MORE

Chilean Beer consumption grows rapidly

According to data from the Chilean Beer Producers Association (Asociación Cerveceros), beer consumption in Chile has increased between 2013 and 2022, from 38 to 39 liters per capita. In other words, in the last...



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Sponsored Post

Coca-Cola defends title

Coca-Cola (brand value down 5% to USD33.5 billion) remains to date the world's most valuable non-alcoholic drinks brand, according to a new report from leading brand valuation consultancy...



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Sponsored Post

Tilray partners with AB-InBev

Tilray Brands, the world's largest cannabis company, has taken a transformative step that not only elevates it to the status of the fifth-largest craft brewer but also positions it as the fifth-largest...



Event note

Drinks' Bold Move

The Cooperativa Agrícola announced with the governor Carlos Massa Riquelme Junior, an investment of 100 million Euros for the construction of a malling facility in Guayaquil...



...READ MORE

Event note

Colombia's Alcoholic Imports Surge

According to data from the Institute of Statistics (DANE), Colombia reported a substantial amount of alcoholic beverages, totaling 50 million liters, valued at US-\$254 million in 2022. Among the most...



...READ MORE



All booked advertisements, bound inserts and supplements appear in the e-paper in addition to the print edition.

We combine print with digital media through links to websites, videos, downloads or direct to your e-mail contact. The use of the editorial content as well as the advertisements, bound inserts and supplements in the e-paper can be documented. Three links are available for a small surcharge of € 270.00. We offer the following options for your selection:

- ➡ Forwarding to the desired target URL
- ➡ Integration of videos
- ➡ Deposit a desired e-mail address
- ➡ PDF download links (brochures or technical data sheets)

Your contact:



SABINE REGGEL

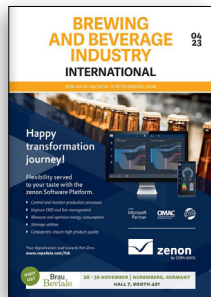
HEAD OF MEDIA SALES

Phone: +49 8261 999-338

Mail: reggel@sachon.de

THIS IS WHAT THE BEVERAGE INDUSTRY READS: OUR TRADE MEDIA FOR YOUR CAMPAIGNE.

www.frischeingeschenkt.de • www.freshlybottled.com
www.sachon.de



VERLAG W. SACHON

YOUR CONTACT:

SABINE REGGEL
Head of Media Sales
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Mail: reggel@sachon.de

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www.frischeingeschenkt.de;
www.sachon.de

Terms of Trade:

