

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:	4,096		
Actual circulation:	6,232	of them abroad:	1,015
Solit circulation:	2,964	of them abroad:	571
– Subscribers:	1,614	of them member copies:	1,300
– Other Sales:	–		
– Sales per copy:	1,350		
Free copies:	3,268		
Reminder, archives and voucher copies:	41		

3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	83.7	5,217
Abroad	16.3	1,015
Actual circulation	100.0	6,232

3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
Nielsen area 1 Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	7.5	391
Nielsen area 2 Nordrhein-Westfalen	12.6	656
Nielsen area 3a Hessen, Rheinland-Pfalz, Saarland	12.1	631
Nielsen area 3b Baden-Württemberg	12.9	674
Nielsen area 4 Bayern	45.6	2,381
Nielsen area 5 Berlin	2.3	119
Nielsen area 6 Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	1.9	98
Nielsen area 7 Sachsen, Thüringen	3.4	179
Others (e.g. fairs) not analysed	1.7	88
Actual circulation (domestic)	100.0	5,217

1.1 Branches/industries/occupational groups

Department/ group class	Receiver groups (according to branch classification)	Share of actual circulation	
		%	Copies
15.96, 15.97	Brewing industry and malthouses (Germany and abroad) - Brewery experts (business and technical management: Owners, directors, business managers – purchasing executives, marketing and sales executives, laboratory directors, distribution and vehicle pool managers, licensed brewing engineers, technical engineers of the beverage sector, brewmasters)	62.1	3,871
		42.0	2,620
15.98, 51.34	Producers of non alcoholic beverages and beer and beverage wholesalers	1.7	104
-	Hops industry and cereal industry	1.7	109
-	Associations, universities and institutes Technical college and vocational schools	6.2	385
-	Ancillary industry	20.4	1,269
-	Planning offices, management consultants, advertising agencies	2.2	138
-	Libraries, book-trade	0.3	17
-	Other qualified branches without specification	3.7	333
	Branch not yet surveyed/unknown according to EDA standards	0.3	18
-	Other (e.g. fairs) not analysed	1.4	88
	Actual circulation	100.0	6,232

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	6,065.-	7,445.-
Cover pages	-	210 x 297	5,265.-	6,645.-
1/1 page	172 x 251	210 x 297	4,990.-	6,370.-
Juniorpage	113 x 166	133 x 189		
1/2 page high	83 x 251	103 x 297	2,560.-	3,940.-
1/2 page cross	172 x 125	210 x 148		
1/3 page high	54 x 251	74 x 297		
1/3 page cross	172 x 80	210 x 103	1,925.-	3,305.-
1/4 page single-column	45 x 251	64 x 297		
1/4 page high	83 x 125	103 x 148	1,485.-	2,865.-
1/4 page cross	172 x 60	210 x 83		
1/8 page high	83 x 60	103 x 77		
1/8 page cross	172 x 30	210 x 46	774.-	1,464.-
1/8 page single-column	54 x 90	74 x 113		
1/16 page high	83 x 30	103 x 53		
1/16 page cross	172 x 15	210 x 38	440.-	1,130.-

* 3 mm per trim page

Further sizes upon request

2. Extra charges:

per standard ink:	€ 460.-
per other colour:	€ 700.-
surcharge 4-colours	€ 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

by frequency for multiple inserts
of uniform size

3 (+)	5 %
6 (+)	10 %
12 (+)	15 %

Schedule for discount

by volume for single orders
of at latest

2 pages	5 %
3 pages	10 %
6 pages	15 %
12 pages	20 %

4. Classified ads:

Job adverts:

Price per mm / 90 mm width: € 3.80

Sales adverts:

Price per mm / 90 mm width: € 3.50

Sources of supply:

Price per mm / 45 mm width: € 4.00

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!

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.

Advertorial: upon request.

6. Contact:

Verlag W. Sachon GmbH

Schloss Mindelburg

St. Georgenberg 17

D-87719 Mindelheim

Website: www.brauindustrie.de

Phone: +49 8261 999-331

Fax: +49 8261 999-391

Mail: adamczyk@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: BYLADE M1MLM, 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	251 x 83	950.-
1/2 page cross	125 x 172	950.-
1/4 page high	125 x 83	475.-
1/4 page cross	60 x 172	456.-

Price per mm (83 mm width): € 3.80

Colour 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 eingeschent"

Prices occasional ads:

Size	W x H in mm	Prices in €
1/1 page	251 x 172	1,791.-
1/2 page high	251 x 83	895.-
1/2 page cross	125 x 172	892.-
1/4 page high	125 x 83	446.-
1/4 page cross	60 x 172	428.-
1/8 page high	60 x 83	214.-
1/8 page cross	30 x 172	214.-
1/16 page	30 x 83	107.-

Price per mm (83 mm width):

Sales ads: € 3.50

Job searches: € 2.20

Box number charge: € 7.-

Colour 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 adamczyk@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 39 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:

Christiane Adamczyk
Phone: +49 8261 999-331
Mail: adamczyk@sachon.de

Issue no. month	Dates	Topics	Fairs & Conferences
1 January	<p>Editorial 22.11.2023</p> <p>Advertising 28.11.2023</p> <p>Print data 02.12.2023</p> <p>Publication 10.01.2024</p>	<p>Malt:</p> <ul style="list-style-type: none"> - The malt market - Machines and plants for malthouses - Silo technology and grinding plants - Malt milling <p>Hop:</p> <ul style="list-style-type: none"> - The hop market - Hop products and hop treatment - Hopping technology 	<p>Getränke Impuls Tage Zell am See, Kaprun, 21. – 24.1.2024</p> <p>Doemens Impulse Gräfelfing, 1. – 2.2.2024</p>
2 February	<p>Editorial 10.01.2024</p> <p>Advertising 18.01.2024</p> <p>Print data 22.01.2024</p> <p>Publication 09.02.2024</p>	<p>Cleaning and disinfection</p> <p>CIP plants</p> <p>Packaging and Packaging technology</p> <p>Kegs:</p> <ul style="list-style-type: none"> - Cleaning and filling plants - Trends and innovations <p>Bottling hall dry zone:</p> <ul style="list-style-type: none"> - Unpackers and packers - Inspection and sorting plants - Palletisers and depalletisers - Transport systems - Labelling and dating technology 	<p>Beer & Food Attraction Rimini/Italien, 18. – 20.2.2024</p> <p>Beviale Mexico Mexico City, 2. – 4.3.2024</p> <p>25. VLB Logistikfachkongress Chemnitz, 4. – 6.3.2024</p>
3 March	<p>Editorial 08.02.2024</p> <p>Advertising 16.02.2024</p> <p>Print data 20.02.2024</p> <p>Publication 08.03.2024</p>	<p>Dispensing equipment</p> <p>Packagings and bottle crates</p> <p>Packaging material, means of packaging and auxiliary packaging means</p> <p>Closing systems</p> <p>Disposal and environment (disposal, sound protection, ventilation and air conditioning, recycling and waste)</p>	<p>Technologisches Seminar Weihenstephan, 18. – 20.3.2024</p> <p>LogiMAT Stuttgart, 19. – 21.3.2024</p> <p>AnugaFoodTec Cologne, 19. – 22.3.2024</p>


Subject to alterations!

Issue no. month	Dates	Topics	Fairs & Conferences
4 April	Editorial 07.03.2024 Advertising 15.03.2024 Print data 19.03.2024 Publication 10.04.2024	Energy management in breweries (compressed air, steam, pumps, heat, cold, water, current) Process measuring, control technology Laboratory analytics, equipment and furnishings Engines and drive technology Floors in the brewery	CBC & Brew Expo Las Vegas/USA, 21. – 24. 4. 2024
5 May	Editorial 05.04.2024 Advertising 15.04.2024 Print data 17.04.2024 Publication 08.05.2024	Brewhouse Yeast treatment, yeast management Fermentation and storage Tanks, vessels Filtration and separation technology Stabilization and preservation	39th EBC Congress & Brewers Forum Lille Fra., 26. – 30. 5. 2024
6 June	Editorial 02.05.2024 Advertising 14.05.2024 Print data 16.05.2024 Publication 10.06.2024	Process control and automation IT in the brewery solutions Storage systems and order picking plants Vehicle fleet and logistics concepts Material handling and transport vehicles CO₂ application and extraction	ProPak Asia Bangkok/Thailand, 12. – 15. 6. 2024 BrasilBrau Sao Paulo/Brasilien, 11. – 13. 6. 2024

Subject to alterations!

Issue no. month	Dates	Topics	Fairs & Conferences
7 July	Editorial 10.06.2024 Advertising 18.06.2024 Print data 14.06.2024 Publication 10.07.2024	Production of non-alcoholic beer Dealcoholisation plants Beer-based mixed drinks: – Raw Materials – Machines and plants for production Hoses, pipelines, fittings	
	<h3>Anniversary: 75 Years Verlag W. Sachon in the July issue</h3>		
8 August	Editorial 10.07.2024 Advertising 18.07.2024 Print data 22.07.2024 Publication 09.08.2024	Current technique and technology of beer production Process measuring, control technology IT in the brewing industry Promotional items, advertising media, outdoor advertising Decoration, means of packaging and auxiliary packaging means Occupational safety and health	
9 September Fair issue 	Editorial 06.08.2024 Advertising 19.08.2024 Print data 21.08.2024 Publication 10.09.2024	Fair preview Fachpack Brewhouse: – Plant engineering – Technology Analytics and microbiology Filtration, separation technology, stabilization International brewing methods Energy management in breweries (compressed air, steam, pumps, heat, cold, water, current)	Fachpack Nuremberg, 24. – 29.9.2024

Subject to alterations!

Issue no. month	Dates	Topics	Fairs & Conferences
<p>10 October</p> <p>Fair preview</p> <p>Brau Beviale</p>	<p>Editorial 06.09.2024</p> <p>Advertising 16.09.2024</p> <p>Print data 18.09.2024</p> <p>Publication 10.10.2024</p>	<p>BrauBeviale preview part 1</p> <p>Preservation of beer (Pasteur, flash pasteurisation, cold-aseptic beer filtration)</p> <p>Bottling hall – Wet zone:</p> <ul style="list-style-type: none"> – Bottle washing plants – Bottling and sealing machines – Transport facilities – Crate washers 	
	<p>Editorial 30.09.2024</p> <p>Advertising 10.10.2024</p> <p>Print data 15.10.2024</p> <p>Publication 08.11.2024</p>	 <p>LEIDENSCHAFT Craft</p> <p><small>Das Magazin für Vertrieb und Herstellung von Bierspezialitäten</small></p>	<p>Issue 2024 attached to November issue</p>
<p>11 November</p> <p>Main fair issue</p> <p>Brau Beviale</p>	<p>Editorial 08.10.2024</p> <p>Advertising 16.10.2024</p> <p>Print data 18.10.2024</p> <p>Publication 08.11.2024</p>	<p>BrauBeviale preview part 2</p> <p>Labels:</p> <ul style="list-style-type: none"> – Adhesives and glues – Materials – Design – Labelling technology <p>Marking and coding</p> <p>Sensor technology of beer</p>	<p>BrauBeviale Nuremberg, 26. – 28.11.2024</p> <p>Filtech Cologne, 12. – 14.11.2024</p>
<p>12 December</p>	<p>Editorial 08.11.2024</p> <p>Advertising 18.11.2024</p> <p>Print data 20.11.2024</p> <p>Publication 10.12.2024</p>	<p>Energy supply (compressed air, steam, pumps, heat, cold, current)</p> <p>Wastewater treatment</p> <p>Water supply and treatment</p> <p>Operational materials and additives:</p> <ul style="list-style-type: none"> – Cleaning and disinfection agents – Machine fuels 	



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 600 ppi.

Data supply:

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

Contact:

- Christiane Adamczyk,
- Phone: +49 8261 999-331,
- Mail: adamczyk@sachon.de

Display Ads*	Desktop & Tablet Placement**	Mobile Placement**	Size in pixel	Prices *** in €/ Month
Introbanner			1052 x 300	1,485.-
Skyscraper (half page ad)			300 x 600	970.-
Superbanner Main pages incl. categories			800 x 120	705.-
Superbanner Categorie page brewing industry				470.-
Fullbanner Main pages incl. categories			500 x 90	630.-
Fullbanner Categorie page brewing 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 brewing industry				860.-
Video Main pages incl. categories			640 x 360	1,350.-
Video Categorie page brewing industry				900.-

* Placement in rotation

** Size and position in illustration exemplary

*** Prices incl. link

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	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:

Christiane Adamczyk, Phone: +49 8261 999-331, Mail: adamczyk@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!](#)

FullBanner

Chilean Beer consumption grows rapidly

According to data from the Chilean Beer Producers Association (Asociación), beer consumption in Chile has increased between 2020 and 2022, from 30 to 59 liters per capita. In other words, in the last...




[...read more!](#)

Sponsored Post

Coca-Cola defends title

Coca-Cola (brand value down 5% to USD\$3.5 billion) retains its title as the world's most valuable non-alcoholic drink brand, according to a new report from leading brand valuation consultancy...




[...read more!](#)

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 19th-largest craft brewer but also positions it as the 10th-largest brewer...



Event note

Ireks' Bold Move

The Cooperative Agrícola announced with the governor Carlos Massa Ruffino Junior, an investment of 100 million Euros for the construction of a mashing facility in Guaruapu...




[...read more!](#)

Event note

Colombia's Alcoholic Imports Surge

According to data from the Institute of Statistics (DANE), Colombia imported 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:

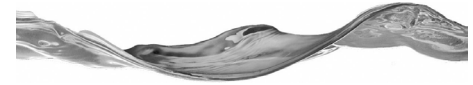
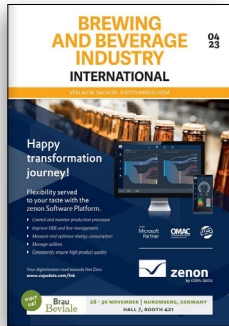


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MEDIA SALES

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VERLAG W. SACHON

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Terms of Trade:

