

# MEDIA-KITS

# 2024



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP





### 1 Circulation control:

### 2 Circulation analysis:

Copies per edition annual average July 1<sup>st</sup> 2022 to June 30<sup>th</sup> 2023

**Print figure:** 11,450

<b>Actual circulation:</b>	12,582	of them abroad:	405
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<b>Solit circulation:</b>	6,406	of them abroad:	18
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- Subscribers:	1,066	of them member copies:	1,000
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- Other Sales: -

- Sales per copy: 5,340

**Free copies:** 6,176

**Reminder, archives  
and voucher copies:** 35

### 3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	96.8	12,177
Abroad	3.2	405
<b>Actual circulation</b>	<b>100.0</b>	<b>12,582</b>

### 3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
<b>Nielsen area I</b> Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	10.7	1,297
<b>Nielsen area II</b> Nordrhein-Westfalen	15.5	1,890
<b>Nielsen area III a</b> Hessen, Rheinland-Pfalz, Saarland	14.4	1,752
<b>Nielsen area III b</b> Baden-Württemberg	15.6	1,898
<b>Nielsen area IV</b> Bayern	24.1	2,939
<b>Nielsen area V</b> Berlin	1.6	195
<b>Nielsen area VI</b> Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	7.3	894
<b>Nielsen area VII</b> Sachsen, Thüringen	9.9	1,207
<b>Others (e.g. fairs) not analysed</b>	0,9	105
<b>Actual circulation (domestic)</b>	<b>100.0</b>	<b>12,177</b>

### 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	55.6	6,990
52.25	Independent and franchise beverage cash-and-carry stores	11.3	1,422
51.34.2, 52.25.1	Specialized trade for beverages with focus on wine and spirits	4.3	544
15.98	Manufacturers of non-alcoholic beverages	5.6	703
15.96	Breweries	6.7	844
52.2	Food retailers (shopping centres included) and beverage cash-and-carry stores associated to them	6.3	796
15.91, 15.95	Wine, sparkling wine and spirits industries	2.6	321
55.1, 55.3	Large firms of the hotel business, gastronomy chains, discotheques	1.2	152
	Associations, institutes, vocational and professional schools	1.0	121
	Other qualified branches without specification (e.g. libraries, advertising agencies, supply industry)	4.4	553
	Branch not yet surveyed/unknown according to EDA standards	0.2	31
	Others (e.g. fairs) not analysed	0.8	105
	<b>Actual circulation</b>	<b>100.0</b>	<b>12,582</b>

### 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	7,435.-	9,115.-
Cover pages	-	210 x 297	6,585.-	8,265.-
1/1 page	172 x 251	210 x 297	6,080.-	7,760.-
2/3 page high	113 x 251	133 x 297	4,280.-	5,960.-
2/3 page cross	172 x 165	210 x 188		
Juniorpage	113 x 166	133 x 189	3,335.-	5,015.-
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	2,365.-	4,045.-
1/3 page cross	172 x 80	210 x 103		
1/4 page single-column	45 x 251	64 x 297	1,785.-	3,465.-
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	905.-	1,745.-
1/8 page cross	172 x 30	210 x 46		
1/16 page high	83 x 30	103 x 53	500.-	960.-
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:	€ 560.-
per other color:	€ 800.-
surcharge 4-colors	€ 1,680.-

#### Size:

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

**Press Cover Plus:** upon request

### 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 / 83 mm width: € 3.60

Sales adverts:

Price per mm / 83 mm width: € 4.80

Sources of supply:

Price per mm / 41 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:

#### 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.

#### Bound insert:

2-page € 4,910.-

Size upon request.

4-page € 7,200.-

Size upon request.

Delivery folded – sample and PDF-file required!

**Advertorial:** upon request

### 6. Contact:

Verlag W. Sachon GmbH

Schloss Mindelburg

St. Georgenberg 17

D-87719 Mindelheim

Website: [www.frischeingeschenkt.de](http://www.frischeingeschenkt.de)

Phone: +49 8261 999-0

Fax: +49 8261 999-391

Mail: [siegert-knoll@sachon.de](mailto:siegert-knoll@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: BYLA DE M1 MLM, IBAN: DE96 7315 0000 0810 0082 01

Issue no. month	Dates	Topics	Fairs & Conferences
<p><b>1</b> <b>January</b></p> <p> <b>INTERGASTRA</b></p> <p><b>BIOFACH</b> into organic</p>	<p>Editorial 01.12.2023 Advertising 08.12.2023 Printing Material 12.12.2023 Publication 15.01.2024</p>	<p><b>Bock beers</b> <b>Near water</b> <b>Fruit brandies</b> <b>Cold tea and coffee drinks</b> <b>Wuerttemberger variety</b></p>	<p><b>IGW, Internationale Grüne Woche</b> Berlin, 19. – 28.1.2024</p> <p><b>GETRÄNKE IMPULS TAGE</b> Zell am See, 21. – 24.1.2024</p> <p><b>Intergastra</b> Stuttgart, 3. – 7.2.2024</p> <p><b>Nord Gastro &amp; Hotel</b> Husum, 12. – 13.2.2024</p> <p><b>BIOFACH</b> Nuremberg, 13. – 16.2.2024</p>
<p><b>2</b> <b>February</b></p> <p> <b>INTER NORGA</b></p>	<p>Editorial 16.01.2024 Advertising 24.01.2024 Printing Material 26.01.2024 Publication 15.02.2024</p>	<p><b>Pale and export beers</b> <b>Organic beverages</b> <b>Outdoor-equipment</b> <b>Digitalisation</b> <b>Non-alcoholic wines and sparkling wines</b> <b>ProWein-preview</b></p>	<p><b>GETRÄNKE. GROSS. HANDELN.</b> Berlin, 22. – 23.2.2024</p> <p><b>INTERNORGA</b> Hamburg, 8. – 12.3.2024</p> <p><b>ProWein</b> Dusseldorf, 10. – 12.3.2024</p>
<p><b>3</b> <b>March</b></p>	<p>Editorial 19.02.2024 Advertising 27.02.2024 Printing Material 29.02.2024 Publication 20.03.2024</p>	<p><b>Pilsner</b> <b>Spritzers</b> <b>Äppelwoi, Cider &amp; Co.</b> <b>Non-alcoholic spirits</b> <b>Beverage lorries</b> <b>Autochthonous grape varieties</b></p>	<p><b>VINITALY</b> Verona, 14. – 17.4.2024</p>

Issue no. month	Dates	Topics	Fairs & Conferences
4 April	Editorial 12.03.2024 Advertising 20.03.2024 Printing Material 22.03.2024 Publication 15.04.2024	Fruit juice Beer mixes with and without alcohol Climate neutrality and sustainability Spring and summer wines	
5 May	Editorial 10.04.2024 Advertising 18.04.2024 Printing Material 22.04.2024 Publication 15.05.2024	Special mineral waters with branch ranking Non-alcoholic and light beers Bitter beverages without alcohol Gin Sparkling wine and prosecco	GEVA-Jahrestagung Dresden, 7.6.2024 Feines Essen + Trinken Munich, 6. - 7.6.2024
6 June	Editorial 08.05.2024 Advertising 14.05.2024 Printing Material 16.05.2024 Publication 14.06.2024	White beers with an without alcohol Cola and cola-mix beverage Regionality Read-to-drink with alcohol Rum Wine from Italy	Jahrestagung des Verbandes des Deutschen Getränke-Einzelhandels e. V. Frankfurt, 9.7.2024

Issue no. month	Dates	Topics	Fairs & Conferences
7 July	Editorial 13.06.2024 Advertising 21.06.2024 Printing Material 25.06.2024 Publication 15.07.2024	Innovative energy saving opportunities International water selection Lemonades Useful helpers for beverage cash-and-carry markets and beverage whole salers Cash register systems German Burgundy	
	<h2>Anniversary: 75 years Verlag W. Sachon in the July issue</h2>		
8 August	Editorial 15.07.2024 Advertising 23.07.2024 Printing Material 25.07.2024 Publication 14.08.2024	Cellar beers Energy drinks Vodka Store construction International festive day wines	
9 September	Editorial 07.08.2024 Advertising 22.08.2024 Printing Material 26.08.2024 Publication 13.09.2024	Malt beverages Christmas and winter beers Gift packages Champagne and sparkling wines Structures Mulled wines, punch & co.	PRO FachHANDEL Nuremberg, September 2024



Issue no. month	Dates	Topics	Fairs & Conferences
10 October	Editorial 11.09.2024 Advertising 19.09.2024 Printing Material 23.09.2024 Publication 15.10.2024	Dark and black beers Drinking glass diversity Load securing Whisky Wines from holiday regions	
	Editorial 30.09.2024 Advertising 10.10.2024 Printing Material 15.10.2024 Publication 08.11.2024		Issue 2024 in the November issue
11 November Brau Beviale	Editorial 15.10.2024 Advertising 23.10.2024 Printing Material 25.10.2024 Publication 15.11.2024	International beers Non-alcoholic beverages for younger generations Forklift trucks etc Liqueurs, shooters and additional assortments Banquet and winter wines	InterWhisky Frankfurt am Main, 22. - 24.11.2024 BrauBeviale Nuremberg, 26. - 28.11.2024
12 December	Editorial 12.11.2024 Advertising 20.11.2024 Printing Material 22.11.2024 Publication 13.12.2024	Trendy containers Calorie-reduced an sugar-free beverages Sanitation and hygiene The year in review and prospects The new 2023 vintage	



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

## Contact:

Sandra Siegert-Knoll,  
Phone: +49 8261 999-333,  
Mail: siegert-knoll@sachon.de

Display Ads*	Desktop & Tablet Placement**	Mobile Placement**	Size in pixel	Prices *** in €/ Month
<b>Introbanner</b>			1052 x 300	1,485.-
<b>Skyscraper (Half page ad)</b>			300 x 600	970.-
<b>Superbanner</b> Main pages incl. categories			800 x 120	705.-
<b>Superbanner</b> Categorie page beverage retail				470.-
<b>Fullbanner</b> Main pages incl. categories			500 x 90	630.-
<b>Fullbanner</b> Categorie page beverage retail				415.-
<b>Medium Rectangle</b>			300 x 250	860.-
<b>Content Ad</b> Main pages incl. categories			3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)	1,300.-
<b>Content Ad</b> Categorie page beverage retail				860.-
<b>Video</b> Main pages incl. categories			640 x 360	1,350.-
<b>Video</b> Categorie page beverage retail				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 (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](mailto:keller@sachon.de)

## Banner:

GIF, JPG, PNG,

Other sizes upon request.


Graphics in the sizes specified above with 300 ppi

## Contact person:

Sandra Siegert-Knoll, Phone: +49 8261 999-333, Mail: [siegert-knoll@sachon.de](mailto:siegert-knoll@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 (Asach), beer consumption in Chile has increased between 2020 and 2022, from 39 to 59 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 USD33.3 billion) retains its title as the world's most valuable non-alcoholic drinks brand, according to a new report from leading brand valuation consultancy...




...[read more](#)

**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-most...




## Event note

**Ireks' Bold Move**  
The Cooperativa Agraria announced with the governor Carlos Massa Ruffino Junior, an investment of 100 million Euros for the construction of a malting facility in Guarapuava...



...[read more](#)

**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...



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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:

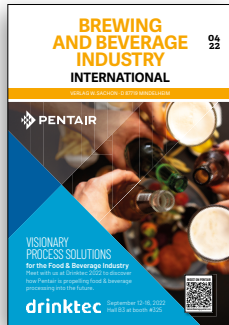
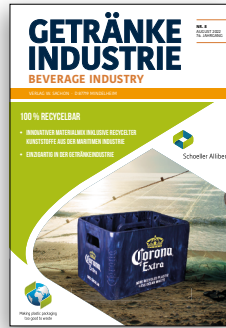


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