

MEDIA-KITS

2026



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP



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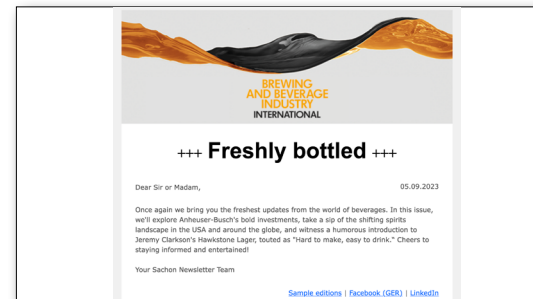
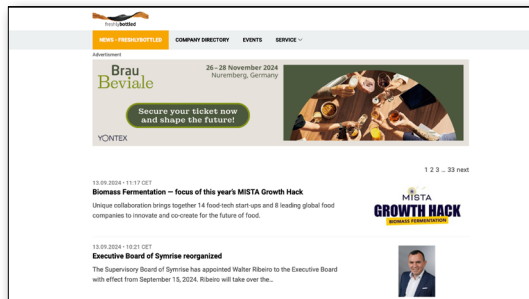
Characterization in brief: Marketing and technique-focused English magazine for the international brewing and beverage industry.

The appealing magazine addresses specific industry issues that are of interest far beyond b2b. With the renowned trade publication BRAUINDUSTRIE and GETRÄNKEINDUSTRIE in the background, the publishing house W. Sachon can rely on a solid basis 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 on-site research by the editorial team, especially on international trade fairs and events.

The magazine is available as a print edition as well as a digital edition.

"Freshly bottled" is the newsletter for the international brewing and beverage industry! On top of keeping you up to date with what's happening in the industry, each issue of "Freshly bottled" will deliver an entertaining video, as well as some short and sharp industry information in our "Number of the month!" section.

www.freshlybottled.com is a news portal compiling all the important news from the international brewing and beverage industry in one place.



Size	Printing space W x H in mm	Bleed* W x H in mm	Price b/w Euro	Price 4-c Euro
Title page	-	210 x 209	4,940.–	6,320.–
Cover pages	-	210 x 297	4,700.–	6,080.–
1/1 page	172 x 251	210 x 297	4,206.–	5,585.–
Juniorpage	113 x 166	133 x 189	2,295.–	3,675.–
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	1,670.–	2,360.–
1/3 page cross	172 x 80	210 x 103		
1/4 page single-column	45 x 251	64 x 297	1,220.–	1,910.–
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	650.–	1,340.–
1/8 page cross	172 x 30	210 x 53		
1/16 page high	83 x 30	103 x 53	360.–	1,050.–
1/16 page cross	172 x 15	210 x 38		
* 3 mm per trim page.				

Colour charges:

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

Link package:

3 Links in the e-paper	€ 270.–
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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:

83 mm width / 1 mm height	€ 3.–
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Supplement:

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

Bound insert:

2-page	€ 3,500.–
Size upon request	
4-page	€ 5,100.–
Size upon request (Sample required).	

Address for submission:

Verlag W. Sachon GmbH, Schloss Mindelburg, St. Georgenberg 17,
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 Schwaben-Bodensee
BIC: BYLA DE M1 MLM
IBAN: DE96 7315 0000 0810 0082 01

Contacts:

Verlag W. Sachon GmbH
Schloss Mindelburg
St. Georgenberg 17
87719 Mindelheim
Germany
Phone: +49 8261 999-0
Fax: +49 8261 999-391
Websites: www.freshlybottled.com,
www.sachon.de
Mail: reggel@sachon.de

1 Magazine size:

Width 210 mm, height 297 mm, DIN A4
Untrimmed: Width 216 mm, height 303 mm
Printing space: Width 172 mm, height 251 mm
3 columns, width 54 mm each

2 Printing and binding method:

Offset printing (sheet), wire stitching or adhesive binding.

3 Data transmission:

By e-mail to schoelderle@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 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.

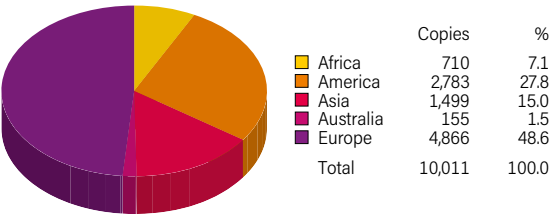
9 Contact:

Michaela Schölderle
Phone: +49 8261 999-361
Mail: schoelderle@sachon.de

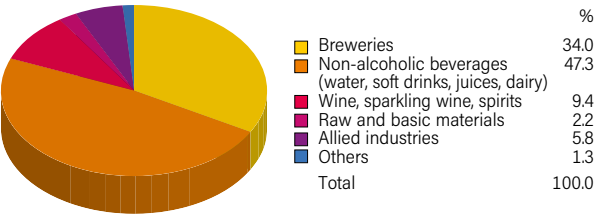
Circulation analysis:

Circulation analysis:	Copies per edition annual average July 1 st 2024 to June 30 th 2025
Press run:	6,223
Actual circulation:	10,011
Sold circulation:	1,910
– Subscribers:	1,524
– Individual sales:	–
– Others:	386
Promotional copies:	8,101
Remainder, record and voucher copies:	31

Circulation breakdown by continents:



Circulation breakdown by industries:



Edition no. month	Dates	Main topics	Trade fairs and Conferences
1 February Fair edition CBC 	Editorial deadline 20.01.2026 Advertising deadline 05.02.2026 Printing material 09.02.2026 Publishing date 27.02.2026	Craft Brewers Conference preview Brew Pubs Fruit juice and nectar production - Raw materials, additives, aromas - Filtration and separating technology - Bottling technology ACF Pumps, fittings, hoses, pipelines, valves Packaging and packaging technology Primary packaging (glass, PET, can, beverage cardboard)	Craft Brewers Conference & Brew Expo Philadelphia, 20. – 23.04.2026
2 April Fair edition interpack 	Editorial deadline 18.03.2026 Advertising deadline 02.04.2026 Printing material 08.04.2026 Publishing date 28.04.2026	interpack preview Production on non-alcoholic beer and beer-based mixed drinks: - Raw materials - Additives and processing aids, sweeteners, colorants - Machines and production plants - Dealcoholization systems Bottling hall: Dry zone Energy supply: Cold, heat, compressed air, steam Analytics and laboratory equipment Design of labels and labelling technology	interpack Dusseldorf, 07. – 13.05.2026
3 June	Editorial deadline 18.05.2026 Advertising deadline 03.06.2026 Printing material 09.06.2026 Publishing date 29.06.2026	Brewing - Raw materials - Brewhouse technology - Fermenting room and storage cellar - Filtration technology Cleaning and disinfection KEG-Technology Process measuring and control technology Tanks and containers AI in the beverage production	Filtech Cologne, 30.06. – 02.07.2026

Edition no. month	Dates	Main topics	Trade fairs and Conferences
4 August	Editorial deadline 24.07.2026 Advertising deadline 06.08.2026 Printing material 10.08.2026 Publishing date 28.08.2026	Brewhouse - Plant engineering - Technology Functional drinks - Base concentrates and additives - Aromas and sweeteners - Mixing and dosing technology Marking technology Process automation and IT Wine, sparkling wine and spirits production	40th EBC Congress Rotterdam, 06. – 09.09.2026 China Brew China Beverage Shanghai, 12. – 15.10.2026
5 October Fair edition BrauBeviale Brau Beviale	Editorial deadline 23.09.2026 Advertising deadline 05.10.2026 Printing material 07.10.2026 Publishing date 27.10.2026	BrauBeviale preview Soft drinks - Base concentrates and additives - Aromas and sweeteners - New beverage concepts - Mixing and dosing technology Filling technology Secondary packaging Palletising, order picking and storage technology Closures and closing technology Hop products, hop treatment and hopping technology	We exhibit at:  BrauBeviale Nuremberg, 10. – 12.11.2026
6 December	Editorial deadline 17.11.2026 Advertising deadline 21.11.2026 Printing material 01.12.2026 Publishing date 21.12.2026	Bottling hall: Wet zone CO₂ in the beverage industry (extraction, preparation, analytics) Beverage production – Additives and auxiliary substances: - Enzymes - Functional ingredients, vitamins - Colourings - Sweeteners Energy supply: Cold, heat, compressed air, steam	

Discounts:

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

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

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:
Michaela Schölderle,
Phone: +49 8261 999-361,
Mail: schoelderle@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			1052 x 300	1,500.–
Half page ad			300 x 600	980.–
Superbanner			800 x 120	710.–
Fullbanner			500 x 90	625.–
Content Ad			3,000 characters (incl. link) plus 1 image (Aspect ratio 16:9)	1,285.–
Video			640 x 360	1,355.–

* 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	735.-
Fullbanner Premium	550 x 200	870.-
Sponsored Post	max. 300 characters (incl. link) plus 1 image	905.-
Event note	200 x 80	410.-
Stand Alone	Exclusive dispatch (details upon request)	2,830.-

Banner:

GIF, JPG, PNG,

Graphics in the sizes specified above with 300 ppi

Fullbanner

Wie Hopfenpflanzer die aktuellen Herausforderungen meistern

Pascal Proulx, 1. Vorsitzender Deutscher Hopfenwirtschaftsverband e.V., hat vor unsicheren Zeiten gewarnt. Angesichts des Ukraine-Krieges würden sowohl die Brauindustrie als auch die...



...weiterlesen!

Fullbanner

Neuer Vorstandsvorsitzender bei Eckes-Granini

Der Aufsichtsrat der Eckes AG hat Lars Wagener zum neuen Vorstandsvorsitzenden und CEO der Eckes-Granini Group, Europas führendem Hersteller von Säften und fruchthaltigen Getränken, berufen...



Sponsored Post

Coca-Cola defends title

Coca-Cola (brand value down 5% to USD33.5 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!

Sponsored Post

Tiray partners with AB/InBev

Tiray 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 thirteenth-largest...



Event note

Ireks' Bold Move

The Cooperativa Agraria announced with the governor Carlos Massa Ratinho Junior, an investment of 100 million Euros for the construction of a malting facility in Guarapuava...



...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 95 million liters, valued at US-\$254 million in 2022. Among the most...



...read more!



PUBLICATION SCHEDULE

www.freshlybottled.com/newsletter

+++FRESHLY BOTTLED+++

Publication Schedule:

January	February	March	April	May	June
07.01.2026	03.02.2026	03.03.2026	14.04.2026	12.05.2026	09.06.2026
20.01.2026	17.02.2026	17.03.2026	28.04.2026	26.05.2026	23.06.2026
		31.03.2026			
July	August	September	October	November	December
07.07.2026	04.08.2026	01.09.2026	13.10.2026	10.11.2026	08.12.2026
21.07.2026	18.08.2026	15.09.2026	27.10.2026	24.11.2026	
		29.09.2026			

Mailing:

bi-weekly

Addresses:

approx. 8,306 per mailing

Data supply:

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

Michaela Schölderle, Phone: +49 8261 999-361, Mail: schoelderle@sachon.de

Banner:

GIF, JPG, PNG,

Other sizes upon request.

Graphics in the sizes specified above with 300 ppi

Contact person:

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

BREWING AND BEVERAGE INDUSTRY INTERNATIONAL

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

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



VERLAG W. SACHON

YOUR CONTACT:



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Websites: www.freshlybottled.com

www.frischeingeschenkt.de

www.sachon.de



Terms of trade:

Our general terms and conditions
apply exclusively.