

MEDIA-KITS

2026



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP





1 Circulation control:

2 Circulation analysis:

Copies per edition annual average July 1st 2024 to June 30th 2025

Print figure: 3,275

Actual circulation: 5,381 of them abroad: 898

Solit circulation: 2,947 of them abroad: 568
 – Subscribers: 1,597 of them member copies: 1,300
 – Other Sales: –
 – Sales per copy: 1,350

Free copies: 2,434

Reminder, archives and voucher copies: 43

3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	83.3	4,483
Abroad	16.7	898
Actual circulation	100.0	5,381

3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
Nielsen area 1 Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	6.9	310
Nielsen area 2 Nordrhein-Westfalen	12.4	554
Nielsen area 3a Hessen, Rheinland-Pfalz, Saarland	11.2	504
Nielsen area 3b Baden-Württemberg	12.6	563
Nielsen area 4 Bayern	46.9	2,102
Nielsen area 5 Berlin	2.2	100
Nielsen area 6 Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	1.7	75
Nielsen area 7 Sachsen, Thüringen	3.2	142
Others (e.g. fairs) not analysed	2.9	133
Actual circulation (domestic)	100.0	4,483

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)	62.8	3,377
		42.9	2,307
15.98, 51.34	Producers of non alcoholic beverages and beer and beverage wholesalers	1.6	90
–	Hops industry and cereal industry	2.0	108
–	Associations, universities and institutes Technical college and vocational schools	5.8	310
–	Ancillary industry	20.3	1,094
–	Planning offices, management consultants, advertising agencies	2.1	116
–	Libraries, book-trade	0.3	16
–	Other qualified branches without specification	2.3	122
	Branch not yet surveyed/unknown according to EDA standards	0.3	15
–	Other (e.g. fairs) not analysed	2.5	133
	Actual circulation	100.0	5,381

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.

e-paper:

Links in the e-paper
(maximum 3 links) € 270.–

3. Discounts:

Schedule for discount	Schedule for discount
by frequency for multiple inserts of uniform size	by volume for single orders 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 / 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 999-338
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	H x W 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/stellenboerse
- 4 publications in the newsletter "Frisch eingeschent"

Prices occasional ads:

Size	H x W in mm	Pices 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 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 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:

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

Issue no. month	Dates		Topics	Fairs & Conferences
1 January	Editorial	25.11.2025	Malt - The malt market - Machines and plants for malthouses - Silo technology and grinding plants - Malt milling Hop - The hop market - Hop products and hop treatment - Hopping technology Brewpubs AI in the brewing process	Doemens Impulse Gräfelfing, 29. – 30.01.2026
	Advertising	09.12.2025		
	Print data	11.12.2025		
	Publication	09.01.2026		
2 February	Editorial	07.01.2026	Cleaning and disinfection CIP plants Packaging and Packaging technology Kegs - Cleaning and filling plants - Trends and innovations Bottling hall dry zone - Unpackers and packers - Inspection and sorting plants - Palletisers and depalletisers - Transport systems - Labelling and dating technology	13. Seminar Hefe und Mikrobiologie Weißenstephan Freising, 11. – 12.02.2026 27. VLB - Logistikfachkongress Meschede, 03. – 05.03.2026
	Advertising	19.01.2026		
	Print data	21.01.2026		
	Publication	10.02.2026		
3 March	Editorial	02.02.2026	Dispensing equipment Packagings and bottle crates Packaging material, means of packaging and auxiliary packaging means Closing systems Disposal and environment (disposal, sound protection, ventilation and air conditioning, recycling and waste)	LogiMAT Stuttgart, 24. – 26.03.2026 110. VLB Brau- und maschinen-technische Arbeitstagung 2026 Erding, 24. – 26.03.2026
	Advertising	16.02.2026		
	Print data	18.02.2026		
	Publication	10.03.2026		

Subject to alterations!

Issue no. month	Dates		Topics	Fairs & Conferences
4 April Fair issue 	Editorial Advertising Print data Publication	03.03.2026 17.03.2026 19.03.2026 10.04.2026	Fair preview interpack 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	Craft Brewers Conference Philadelphia, 20. – 23.04.2026 interpack Dusseldorf, 07. – 13.05.2026
5 May	Editorial Advertising Print data Publication	31.03.2026 16.04.2026 20.04.2026 11.05.2026	Brewhouse Yeast treatment, yeast management Fermentation and storage Tanks, vessels Filtration and separation technology Stabilization and preservation	VLB Fachtagung Getränkeverpackung Berlin, 20. – 21.05.26
6 June	Editorial Advertising Print data Publication	29.04.2026 13.05.2026 19.05.2026 10.06.2026	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	Filtech Cologne, 30.06. – 02.07.26

Subject to alterations!

Issue no. month	Dates		Topics	Fairs & Conferences
7 July	Editorial Advertising Print data Publication	28.05.2026 18.06.2026 22.06.2026 10.07.2026	Production of non-alcoholic beer: - Raw materials - Machines and plants for production - Dealcoholisation plants Hoses, pipelines, fittings	
8 August	Editorial Advertising Print data Publication	02.07.2026 17.07.2026 21.07.2026 10.08.2026	Preservation of beer (Pasteur, flash pasteurisation, cold-aseptic beer filtration) Bottling hall – Wet zone - Bottle washing plants - Bottling and sealing machines - Transport facilities - Crate washers AI in the beer production	EBC Congress 2026 Rotterdam, 06. – 09.09.26
9 September	Editorial Advertising Print data Publication	03.08.2026 19.08.2026 21.08.2026 10.09.2026	Beer-based mixed drinks: - Raw Materials - Machines and plants for production Energy management in breweries (compressed air, steam, pumps, heat, cold, water, current) Labels - Adhesives and glues - Materials - Design - Labelling technology Marking and coding	

Issue no. month	Dates		Topics	Fairs & Conferences
10 October Fair preview BrauBeviale 1 	Editorial Advertising Print data Publication	01.09.2026 17.09.2026 21.09.2026 09.10.2026	BrauBeviale preview part 1 Current technique and technology of beer production Process measuring, control technology IT in the brewing industry Filtration, separation technology, stabilization Analytics and microbiology	61. Mälzereitechnische Arbeitstagung Gräfelfing, 21.10.2026
11 November Fair preview BrauBeviale 2 	Editorial Advertising Print data Publication	28.09.2026 14.10.2026 16.10.2026 05.11.2026	BrauBeviale preview part 2 Brewhouse - Plant engineering - Technology International brewing methods Trends in containers and packaging Promotional items, advertising media, outdoor advertising Decoration, means of packaging and auxiliary packaging means Occupational safety and health	We exhibit at:  BrauBeviale Nuremberg, 10. – 12.11.2026
12 December	Editorial Advertising Print data Publication	04.11.2026 18.11.2026 20.11.2026 10.12.2026	Energy supply (compressed air, steam, pumps, heat, cold, current) Wastewater treatment Water supply and treatment Operational materials and additives - Cleaning and disinfection agents - Machine fuels	

Subject to alterations!

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:
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	1.575,-
Half page ad			300 x 600	1.060,-
Superbanner Main pages incl. categories			800 x 120	740,-
Superbanner Categorie page brewing industry				495,-
Fullbanner Main pages incl. categories			500 x 90	650,-
Fullbanner Categorie page brewing industry				435,-
Content Ad Main pages incl. categories			3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)	1.345,-
Content Ad Categorie page brewing industry				905,-
Video Main pages incl. categories			640 x 360	1.450,-
Video Categorie page brewing industry				945,-

* Placement in rotation

** Size and position in illustration exemplary

*** Prices incl. link

+++FRISCH EINGESCHENKT+++

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.-

Mailing:

weekly, Thursday

Addresses:

approx. 11.456 per week

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 600 ppi

Contact person:

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

Fullbanner

Wie Hopfenpflanzer die aktuellen Herausforderungen meistern

Pascal Proulx, 1. Vorsitzender Deutscher Hopfenwerirtschaftsverband e.V., hat vor anstehenden Zyklen gewarnt. Angesichts des Ukraine-Krieges werden sowohl die Brauindustrie als auch die...



...weiterlesen!

Fullbanner

Neuer Vorstandsvorsitzender bei Eckes-Granini

Der Aufsichtsrat der Eckes AG hat Lars Wagner zum neuen Vorstandsvorsitzenden und CEO der Eckes-Granini Group, Europas führendem Hersteller von Siften und fruchtigen Getränken, berufen...



Sponsored Post

Willy Schmidt verlässt Paulaner BrauereiGruppe

Willy Schmidt, Geschäftsführer der Brauereien Hofigr in Karlsruhe und Schmuder in Kopsauß, verlässt die Paulaner Brauerei Gruppe zum 31. Oktober, wie es heißt. Seit Mai 2007 führt Schmidt...



...weiterlesen!

Sponsored Post

Schwerpunkt Logistik auf der Braubeivate

Unter dem Dachthema „Nachhaltige Mehrweglogistik“

Veranstaltungshinweis

Systemgastronomie bekommen juristische Verstärkung

Kristina Harter-Koulier ist seit 1. September die neue Leiterin der Rechtsabteilung des Bundesverbands der Systemgastronomie e.V. (BGS) – und damit gemeinsam mit ihrem Team...



...weiterlesen!

Veranstaltungshinweis

Trendtag Glas findet in Hamburg statt

Leitthema sind in diesem Jahr die rasante technologische Entwicklung und natürlich auch die aktuellen Herausforderungen, die tiefgreifende Veränderungen in Wirtschaft und Gesellschaft...



...weiterlesen!

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

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



VERLAG W. SACHON

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Mail: info@sachon.de
Websites: www.frischeingeschenkt.de;
www.freshlybottled.com;
www.sachon.de



Terms of trade:

Our general terms and conditions
apply exclusively.