

MEDIA-KITS

2025



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP



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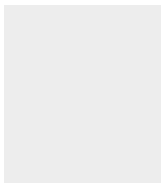


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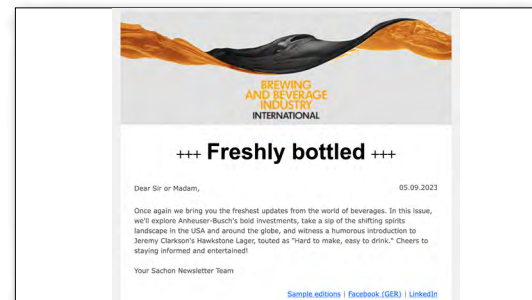
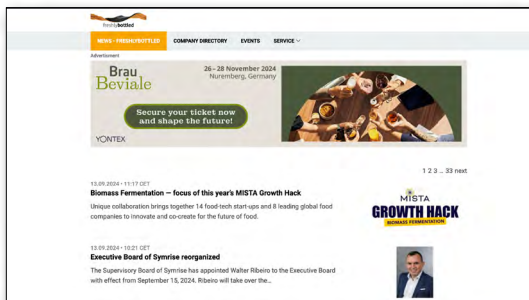
Characterization in brief: Marketing and technique-focused English magazine for the international brewing and beverage industry.

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.

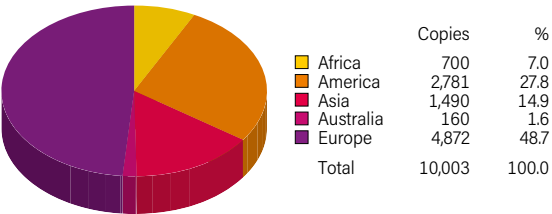
9 Contact:

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

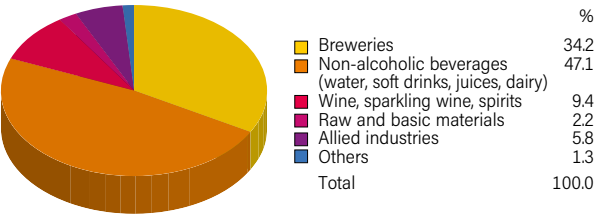
Circulation analysis:

Circulation analysis:	Copies per edition annual average July 1 st 2023 to June 30 th 2024
Press run:	6,543
Actual circulation:	10,003
Sold circulation:	1,921
– Subscribers:	1,540
– Individual sales:	–
– Others:	381
Promotional copies:	8,082
Remainder, record and voucher copies:	35

Circulation breakdown by continents:



Circulation breakdown by industries:



Edition no. month	Dates	Main topics	Trade fairs and Conferences
1 February	Editorial deadline 23.01.2025 Advertising deadline 05.02.2025 Printing material 10.02.2025 Publishing date 28.02.2025	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)	KIBEX Seoul, 10. – 12.4.2025
2 April Fair edition CBC 	Editorial deadline 17.03.2025 Advertising deadline 28.03.2025 Printing material 02.04.2025 Publishing date 25.04.2025	Craft Brewers Conference preview Brew Pubs Bottled water/Near water drinks - Ground water preparation - Filtration - Carbonisation - Additives Bottling hall: Dry zone Energy supply: Cold, heat, compressed air, steam Analytics and laboratory equipment Design of labels and labelling technology	Craft Brewers Conference & Brew Expo Indianapolis, 28.04. – 01.5.2025 IPACK - IMA Milano, 27. – 30.05.2025 ProPak Asia Bangkok, 11. – 14.06.2025
3 June	Editorial deadline 20.05.2025 Advertising deadline 02.06.2025 Printing material 05.06.2025 Publishing date 27.06.2025	PET and plastic packaging 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	

Edition no. month	Dates	Main topics	Trade fairs and Conferences
4 August Fair edition drinktec	Editorial deadline 21.07.2025 Advertising deadline 01.08.2025 Printing material 06.08.2025 Publishing date 28.08.2025	drinktec preview 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	drinktec Munich, 15. – 19.09.2025
5 October	Editorial deadline 22.09.2025 Advertising deadline 02.10.2025 Printing material 08.10.2025 Publishing date 28.10.2025	drinktec review 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	
6 December	Editorial deadline 13.11.2025 Advertising deadline 26.11.2025 Printing material 01.12.2025 Publishing date 19.12.2025	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:
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			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 Hopfenplanzer die aktuellen Herausforderungen meistern

Paasal Pirov, 1. Vorsitzender Deutscher Hopfenwirtschaftsverband e.V., hat vor unsicheren Zeiten gewarnt. Angesichts des Ukraine-Krieges wurden sowohl die Brauindustrie als auch die...



... [weiterlesen!](#)

Fullbanner

Neuer Vorstandsvorsitzender bei Eckes-Granini

Der Aufsichtsrat der Eckes AG hat Lars Wegener 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

Tirray partners with AB/InBev

Tirray Brandt, 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 melting 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 96 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
07.01.2025	04.02.2025	04.03.2025	01.04.2025	13.05.2025	10.06.2025
21.01.2025	18.02.2025	18.03.2025	15.04.2025	27.05.2025	24.06.2025
			29.04.2025		
July	August	September	October	November	December
08.07.2025	05.08.2025	02.09.2025	14.10.2025	11.11.2025	09.12.2025
22.07.2025	19.08.2025	09.09.2025	28.10.2025	25.11.2025	
29.07.2025	26.08.2025	30.09.2025			

Mailing:

bi-weekly

Addresses:

approx. 9,000 per mailing

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 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 CAMPAGNE.

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



VERLAG W. SACHON

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Mail: info@sachon.de

Websites: www.freshlybottled.com

www.frischeingeschenkt.de

www.sachon.de



Terms of trade:

Our general terms and conditions
apply exclusively.