

MEDIA-KITS

2024



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP



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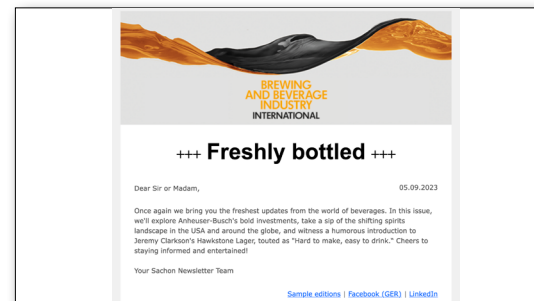
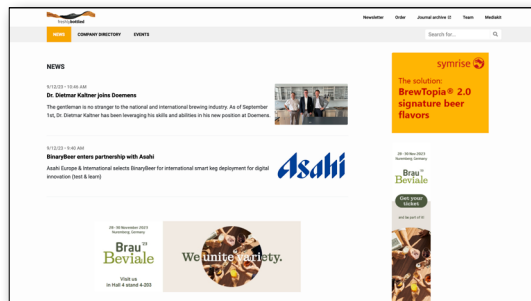
Characterization in brief: Marketing and technique-focused English magazine for the international brewing and beverage industry.

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		
1/2 page high	83 x 251	103 x 297	2,295.-	3,675.-
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	1,670.-	2,360.-
1/4 page single-column	45 x 251	64 x 297		
1/4 page high	83 x 125	103 x 148	1,220.-	1,910.-
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 53	650.-	1,340.-
1/16 page high	83 x 30	103 x 53		
1/16 page cross	172 x 15	210 x 38	360.-	1,050.-

* 3 mm per trim page.

Colour charges:

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

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

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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
Mail: adamczyk@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 reggel@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:

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

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

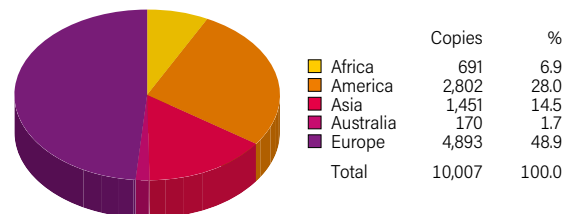
BREWING AND BEVERAGE INDUSTRY INTERNATIONAL

CIRCULATION

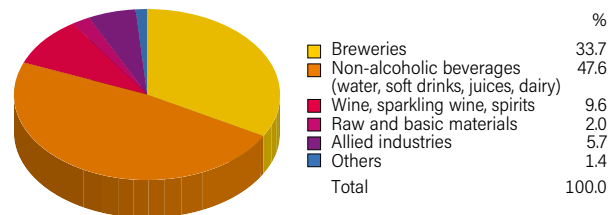
Circulation analysis:



Circulation analysis:	Copies per edition annual average July 1 st 2022 to June 30 th 2023
Press run:	7,209
Actual circulation:	10,007
Sold circulation:	1,923
- Subscribers:	1,544
- Individual sales:	-
- Others:	379
Promotional copies:	8,084
Remainder, record and voucher copies:	66

Circulation breakdown by continents:



Circulation breakdown by industries:



Edition no. month	Dates	Main topics	Trade fairs and Conferences
<p>1 February Fair edition</p> 	<p>Editorial deadline 24.01.2024 Advertising deadline 05.02.2024 Printing material 07.02.2024 Publishing date 27.02.2024</p>	<p>AnugaFoodTec preview 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)</p>	<p>AnugaFoodTec Cologne, 19. – 22.3.2024 CBCE China Craft Beer Exhibition 2024 Shanghai, 25. – 27.4.2024</p>
<p>2 April Fair edition</p> 	<p>Editorial deadline 26.03.2024 Advertising deadline 05.04.2024 Printing material 09.04.2024 Publishing date 29.04.2024</p>	<p>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</p>	<p>Craft Brewers Conference Las Vegas, 21. – 24.4.2024 39th EBC Congress Lille, 26. – 30.5.2024</p>
<p>3 June</p>	<p>Editorial deadline 24.05.2024 Advertising deadline 05.06.2024 Printing material 07.06.2024 Publishing date 27.06.2024</p>	<p>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</p>	<p>BrasilBrau Sao Paulo, 11. – 13.6.2024 World Brewing Congress Minneapolis, 17. – 20.8.2024</p>

Subject to alterations!

Edition no. month	Dates	Main topics	Trade fairs and Conferences								
<p style="text-align: center;">4</p> <p style="text-align: center;">August</p> <p style="text-align: center;">Fair edition</p> <p style="text-align: center;">CHINA BREW CHINA BEVERAGE</p>	<table border="0"> <tr> <td>Editorial deadline</td> <td>24.07.2024</td> </tr> <tr> <td>Advertising deadline</td> <td>01.08.2024</td> </tr> <tr> <td>Printing material</td> <td>05.08.2024</td> </tr> <tr> <td>Publishing date</td> <td>27.08.2024</td> </tr> </table>	Editorial deadline	24.07.2024	Advertising deadline	01.08.2024	Printing material	05.08.2024	Publishing date	27.08.2024	<p>Preview China Brew & China Beverage</p> <p>Brewhouse</p> <ul style="list-style-type: none"> - Plant engineering - Technology <p>Functional drinks</p> <ul style="list-style-type: none"> - Base concentrates and additives - Aromas and sweeteners - Mixing and dosing technology <p>Marking technology</p> <p>Process automation and IT</p> <p>Wine, sparkling wine and spirits production</p>	<p>China Brew China Beverage CBB Shanghai, 28. – 31.10.2024</p>
Editorial deadline	24.07.2024										
Advertising deadline	01.08.2024										
Printing material	05.08.2024										
Publishing date	27.08.2024										
<p style="text-align: center;">5</p> <p style="text-align: center;">October</p> <p style="text-align: center;">Fair edition</p> <p style="text-align: center;">Brau Beviale</p>	<table border="0"> <tr> <td>Editorial deadline</td> <td>24.09.2024</td> </tr> <tr> <td>Advertising deadline</td> <td>02.10.2024</td> </tr> <tr> <td>Printing material</td> <td>08.10.2024</td> </tr> <tr> <td>Publishing date</td> <td>28.10.2024</td> </tr> </table>	Editorial deadline	24.09.2024	Advertising deadline	02.10.2024	Printing material	08.10.2024	Publishing date	28.10.2024	<p>BrauBeviale preview</p> <p>Soft drinks</p> <ul style="list-style-type: none"> - Base concentrates and additives - Aromas and sweeteners - New beverage concepts - Mixing and dosing technology <p>Filling technology</p> <p>Secondary packaging</p> <p>Palletising, order picking and storage technology</p> <p>Closures and closing technology</p> <p>Hop products, hop treatment and hopping technology</p>	<p>BrauBeviale Nuremberg, 26. – 28.11.2024</p> <p>Filtech, Cologne, 12. – 14.11.2024</p> <p>Simei Milano, 12. – 15.11.2024</p>
Editorial deadline	24.09.2024										
Advertising deadline	02.10.2024										
Printing material	08.10.2024										
Publishing date	28.10.2024										
<p style="text-align: center;">6</p> <p style="text-align: center;">December</p>	<table border="0"> <tr> <td>Editorial deadline</td> <td>15.11.2024</td> </tr> <tr> <td>Advertising deadline</td> <td>22.11.2024</td> </tr> <tr> <td>Printing material</td> <td>27.11.2024</td> </tr> <tr> <td>Publishing date</td> <td>20.12.2024</td> </tr> </table>	Editorial deadline	15.11.2024	Advertising deadline	22.11.2024	Printing material	27.11.2024	Publishing date	20.12.2024	<p>BrauBeviale review</p> <p>Bottling hall: Wet zone</p> <p>CO₂ in the beverage industry (extraction, preparation, analytics)</p> <p>Beverage production – Additives and auxiliary substances:</p> <ul style="list-style-type: none"> - Enzymes - Functional ingredients, vitamins - Colourings - Sweeteners <p>Energy supply: Cold, heat, compressed air, steam</p>	
Editorial deadline	15.11.2024										
Advertising deadline	22.11.2024										
Printing material	27.11.2024										
Publishing date	20.12.2024										

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

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	1,430.-
Skyscraper (half page ad)			300 x 600	935.-
Superbanner			800 x 120	675.-
Fullbanner			500 x 90	595.-
Medium Rectangle			300 x 250	825.-
Content Ad			3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)	1,225.-
Video			640 x 360	1,290.-

* 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.-

Banner:


GIF, JPG, PNG,

Graphics in the sizes specified above with 300 ppi

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 (Abech), beer consumption in Chile has increased between 2005 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 USD33.5 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

Titray partners with AB/Inbev


Titray 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 fifteenth-largest...



Event note

Ireks' Bold Move

The Cooperativa Agrária 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 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
09.01.2024	06.02.2024	05.03.2024	02.04.2024	14.05.2024	11.06.2024
23.01.2024	20.02.2024	19.03.2024	16.04.2024	28.05.2024	25.06.2024
			30.04.2024		
July	August	September	October	November	December
09.07.2024	06.08.2024	03.09.2024	01.10.2024	12.11.2024	10.12.2024
23.07.2024	20.08.2024	17.09.2024	15.10.2024	19.11.2024	
			29.10.2024		

Mailing:

be-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

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



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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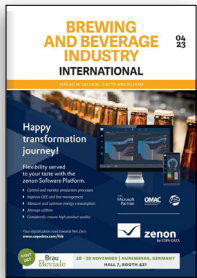


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VERLAG W. SACHON

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Websites: www.freshlybottled.com;

www.sachon.de



Terms of trade:

Our general terms and conditions
apply exclusively.