

# 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 1<sup>st</sup> 2024 to June 30<sup>th</sup> 2025

<b>Print figure:</b>	10,251		
<b>Actual circulation:</b>	12,198	of them abroad:	358
<b>Solit circulation:</b>	6,348	of them abroad:	139
- Subscribers:	1,008	of them member copies:	600
- Other Sales:	-		
- Sales per copy:	5,340		
<b>Free copies:</b>	5,850		
<b>Reminder, archives and voucher copies:</b>	43		

### 3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	97.1	11,840
Abroad	2.9	358
<b>Actual circulation</b>	<b>100.0</b>	<b>12,198</b>

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

Nielsen area	%	Copies
<b>Nielsen area I</b> Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	10.4	1,234
<b>Nielsen area II</b> Nordrhein-Westfalen	15.2	1,794
<b>Nielsen area III a</b> Hessen, Rheinland-Pfalz, Saarland	14.4	1,704
<b>Nielsen area III b</b> Baden-Württemberg	16.7	1,980
<b>Nielsen area IV</b> Bayern	24.1	2,849
<b>Nielsen area V</b> Berlin	1.3	156
<b>Nielsen area VI</b> Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	7.1	841
<b>Nielsen area VII</b> Sachsen, Thüringen	9.9	1,178
<b>Others (e.g. fairs) not analysed</b>	0,9	104
<b>Actual circulation (domestic)</b>	<b>100.0</b>	<b>11,840</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	58.0	7,075
52.25	Independent and franchise beverage cash-and-carry stores	11.8	1,439
51.34.2, 52.25.1	Specialized trade for beverages with focus on wine and spirits	5.4	657
15.98	Manufacturers of non-alcoholic beverages	5.7	697
15.96	Breweries	6.2	760
52.2	Food retailers (shopping centres included) and beverage cash-and-carry stores associated to them	5.8	707
15.91, 15.95	Wine, sparkling wine and spirits industries	2.3	278
55.1, 55.3	Large firms of the hotel business, gastronomy chains, discotheques	0.1	9
	Associations, institutes, vocational and professional schools	1.0	116
	Other qualified branches without specification (e.g. libraries, advertising agencies, supply industry)	2.7	327
	Branch not yet surveyed/unknown according to EDA standards	0.2	24
	Others (e.g. fairs) not analysed	0.8	104
	<b>Actual circulation</b>	<b>100.0</b>	<b>12,198</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 2/3 page cross	113 x 251 172 x 165	133 x 297 210 x 188	4,280.–	5,960.–
Juniorpage 1/2 page high 1/2 page cross	113 x 166 83 x 251 172 x 125	133 x 189 103 x 297 210 x 148	3,335.–	5,015.–
1/3 page high 1/3 page cross	54 x 251 172 x 80	74 x 297 210 x 103	2,365.–	4,045.–
1/4 page single-column 1/4 page high 1/4 page cross	45 x 251 83 x 125 172 x 60	64 x 297 103 x 148 210 x 83	1,785.–	3,465.–
1/8 page high 1/8 page cross	83 x 60 172 x 30	103 x 77 210 x 46	905.–	1,745.–
1/16 page high 1/16 page cross	83 x 30 172 x 15	103 x 53 210 x 38	500.–	960.–

\* 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

#### e-paper:

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

### 3 Discounts:

Schedule for discount by frequency for multiple inserts of uniform size	Schedule for discount 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 / 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: BYLADE M1 MLM, IBAN: DE96 7315 0000 0810 0082 01

Issue no. month	Dates	Topics	Fairs & Conferences
<p>1 January</p>  	<p>Editorial 01.12.2025 Advertising 10.12.2025 Printing Material 12.12.2025 Publication 15.01.2026</p>	<p>Bock beers Near water Fruit brandies Cold tea Wuerttemberger variety</p>	<p><b>IGW, Internationale Grüne Woche</b> Berlin, 16. – 25.01.2026</p> <p><b>GETRÄNKE IMPULS TAGE</b> Hofgarten/Tirol, 18. – 21.01.2026</p> <p><b>Nord Gastro &amp; Hotel</b> Husum, 02. – 03.02.2026</p> <p><b>INTERGASTRA</b> Stuttgart, 07. – 11.02.2026</p> <p><b>BIOFACH</b> Nuremberg, 10. – 13.02.2026</p>
<p>2 February</p>   	<p>Editorial 08.01.2026 Advertising 23.01.2026 Printing Material 27.01.2026 Publication 16.02.2026</p>	<p>Pale and export beers Organic beverages Outdoor-equipment Digitalisation Non-alcoholic wines and sparkling wines EUROVINO-preview ProWein-preview</p>	<p><b>GETRÄNKE. GROSS. HANDELN. 2026</b> Bonn, 26. – 27.02.2026</p> <p><b>EUROVINO</b> Karlsruhe, 01. – 03.03.2026</p> <p><b>INTERNORGA</b> Hamburg, 13. – 17.03.2026</p> <p><b>ProWein Düsseldorf</b> Dusseldorf, 15. – 17.03.2026</p>
<p>3 March</p> 	<p>Editorial 05.02.2026 Advertising 20.02.2026 Printing Material 24.02.2026 Publication 16.03.2026</p>	<p>Non-alcoholic and light beers Spritzers Äppelwoi, Cider &amp; Co. Non-alcoholic spirits Beverage lorries Autochthonous grape varieties</p>	<p><b>VINITALY</b> Verona, 12. – 15.04.2026</p> <p><b>HUESCH SYMPOSIUM</b> Cologne, 23.04.2026</p>

Issue no. month	Dates	Topics	Fairs & Conferences
4 April	Editorial 04.03.2026 Advertising 19.03.2026 Printing Material 23.03.2026 Publication 15.04.2026	Beer mixes with and without alcohol Cola-mix beverages Fruit juice Sustainability Spring and summer wines	
5 May	Editorial 03.04.2026 Advertising 17.04.2026 Printing Material 21.04.2026 Publication 13.05.2026	Special mineral waters with branch ranking Pilsner Bitter beverages without alcohol Gin Sparkling wine and prosecco	
6 June	Editorial 04.05.2026 Advertising 18.05.2026 Printing Material 20.05.2026 Publication 15.06.2026	<b>45 YEARS GETRÄNKEFACHGROSSHANDEL</b> White beers with and without alcohol Cola Regionality Read-to-drink with alcohol Rum Wine from Italy	VDGE-Mitgliederversammlung Würzburg, 16.06.2026 GEVA-Jahrestagung Münster, 26.06.2026

subject to alterations

Issue no. month	Dates	Topics	Fairs & Conferences
7 July	<p>Editorial 08.06.2026</p> <p>Advertising 23.06.2026</p> <p>Printing Material 25.06.2026</p> <p>Publication 15.07.2026</p>	<p>Innovative energy saving opportunities</p> <p>International water selection</p> <p>Lemonades</p> <p>Useful helpers for beverage cash-and-carry markets and beverage whole salers</p> <p>Cash register systems</p> <p>German Burgundy</p>	
8 August	<p>Editorial 09.07.2026</p> <p>Advertising 23.07.2026</p> <p>Printing Material 27.07.2026</p> <p>Publication 14.08.2026</p>	<p>Cellar beers</p> <p>Energy drinks</p> <p>Vodka</p> <p>Store construction</p> <p>International festive day wines</p>	
9 September	<p>Editorial 07.08.2026</p> <p>Advertising 20.08.2026</p> <p>Printing Material 24.08.2026</p> <p>Publication 15.09.2026</p>	<p>Malt beverages</p> <p>Christmas and winter beers</p> <p>Gift packages</p> <p>Champagne and sparkling wines</p> <p>Structures</p> <p>Mulled wines, punch &amp; co.</p>	<p>PRO FachHANDEL September 2026</p>



Issue no. month	Dates	Topics	Fairs & Conferences
<p>10</p> <p>October</p> <p><b>Brau</b> <b>Beviale</b></p>	<p>Editorial 08.09.2026</p> <p>Advertising 23.09.2026</p> <p>Printing Material 25.09.2026</p> <p>Publication 15.10.2026</p>	<p>Dark and black beers</p> <p>Craft beverages</p> <p>Drinking glass diversity</p> <p>Load securing</p> <p>Whisky</p> <p>Wines from holiday regions</p> <p>Preview BrauBeviale</p>	<p><b>BrauBeviale</b></p> <p>Nuremberg, 10. - 12.11.2026</p>
<p>11</p> <p>November</p>	<p>Editorial 08.10.2026</p> <p>Advertising 23.10.2026</p> <p>Printing Material 27.10.2026</p> <p>Publication 16.11.2026</p>	<p>International beers</p> <p>Non-alcoholic beverages for younger generations</p> <p>Forklift trucks etc</p> <p>Liqueurs, shooters and additional assortments</p> <p>Banquet and winter wines</p>	<p><b>InterWhisky</b></p> <p>Wiesbaden, November 2026</p>
<p>12</p> <p>December</p>	<p>Editorial 05.11.2026</p> <p>Advertising 23.11.2026</p> <p>Printing Material 25.11.2026</p> <p>Publication 15.12.2026</p>	<p>Trendy containers</p> <p>Calorie-reduced an sugar-free beverages</p> <p>Sanitation and hygiene</p> <p>The year in review and prospects</p> <p>The new 2026 vintage</p>	

**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: Michaela Schölderle,
- Phone: +49 8261 999-361,
- Mail: schoelderle@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	1,575.-
<b>Half page ad</b>			300 x 600	1,060.-
<b>Superbanner</b> Main pages incl. categories			800 x 120	740.-
<b>Superbanner</b> Categorie page beverage retail				495.-
<b>Fullbanner</b> Main pages incl. categories			500 x 90	650.-
<b>Fullbanner</b> Categorie page beverage retail				435.-
<b>Content Ad</b> Main pages incl. categories			3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)	1,345.-
<b>Content Ad</b> Categorie page beverage retail				905.-
<b>Video</b> Main pages incl. categories			640 x 360	1,450.-
<b>Video</b> Categorie page beverage retail				945.-

\* 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 (800 x 480)	905,-
Product of the week	max. 300 characters (incl. link) plus 1 image (800 x 480)	995,-
Event note	200 x 80	410,-
Stand Alone	Exclusive dispatch (details upon request)	2.830,-

**Mailing:**

Fortnightly, Tuesday (odd calendar week)

**Addresses:**

approx: 8,200

**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.

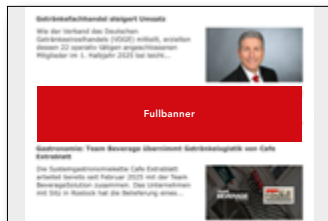
Graphics in the sizes specified above with 300 ppi

**Contact person:**

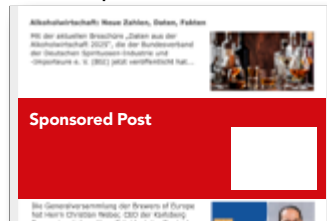
Sabine Reggel, Phone: +49 8261 999-338, Mail: reggel@sachon.de

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

**Fullbanner**



**Sponsored Post**



**Product of the week**



**Event note**



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

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[www.sachon.de](http://www.sachon.de)



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[www.freshlybottled.com](http://www.freshlybottled.com);  
[www.sachon.de](http://www.sachon.de)

Terms of Trade:

