

MEDIA-KITS

2024

75 Years

VERLAG
W. SACHON



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP





1 Circulation control:



2 Circulation analysis:

Copies per edition annual average July 1st 2022 to June 30th 2023

Print figure:	4,871		
Actual circulation:	6,956	of them abroad:	658
Solit circulation:	2,109	of them abroad:	343
- Subscribers:	409		
- Other Sales:	-		
- Sales per copy:	1,700		
Free copies:	4,847		
Reminder, archives and voucher copies:	38		

3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	90.5	6,298
Abroad	9.5	658
Actual circulation	100.0	6,956

3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
Nielsen area 1 Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	11.7	738
Nielsen area 2 Nordrhein-Westfalen	16.1	1,015
Nielsen area 3a Hessen, Rheinland-Pfalz, Saarland	19.6	1,236
Nielsen area 3b Baden-Württemberg	17.6	1,108
Nielsen area 4 Bayern	23.8	1,499
Nielsen area 5 Berlin	1.8	111
Nielsen area 6 Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	3.1	196
Nielsen area 7 Sachsen, Thüringen	4.5	284
Others (e.g. fairs) not analysed	1.8	111
Actual circulation (domestic)	100.0	6,298

1.1 Branches/industries/occupational groups

Department/ group class	Receiver groups (according to branch classification)	Share of actual circulation			
		%	Copies		
	Beverage trade	72.3	5,023		
	Soft drink industry	42.0	2,915		
15.98	Refreshing drunk industry (including managers)	Mehrfachnennungen	Mehrfachnennungen		
15.98	Mineral- and curing springs (including managers)			21.8	1,516
15.32.0	Fruit juice industry (including managers)			5.8	400
15.96	Breweries with soft drink department			12.3	858
15.51.0	Dairy industry			14.9	1,039
51.34	Beverage wholesalers, partly witz beverage production			1.4	96
15.91 - 15.95	Sparkling wine, wine and spirits industrie	16.4	1,138		
24.14.0	Flavour and basic ingredients industry	1.3	90		
-	Ancillary industry	14.0	977		
-	Associations, universities, technical colleges, vocational schools, planning offices, management consultants, advertising agencies	6.1	426		
-	Libraries, book-trade	0.5	36		
-	Other qualified branches without specification	3.8	262		
	Branch not yet surveyed/unknown according to EDA standards	0.4	31		
	Other (e.g. fairs) not analysed	1.6	111		
	Actual circulation	100.0	6,956		

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	6,760.-	8,140.-
Cover pages	-	210 x 297	5,670.-	7,050.-
1/1 page	172 x 251	210 x 297	5,420.-	6,800.-
Juniorpage	113 x 166	133 x 189		
1/2 page high	83 x 251	103 x 297	2,935.-	4,315.-
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	2,080.-	3,460.-
1/4 page single-column	45 x 251	64 x 297		
1/4 page high	83 x 125	103 x 148	1,575.-	2,955.-
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	790.-	1,480.-
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	430.-	1,120.-

* 3 mm per trim page

Further sizes upon request

2. Extra charges:

per standard ink:	€ 460.-
per other color:	€ 700.-
surcharge 4-colors	€ 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.

3. Discounts:

Schedule for discount

by frequency for multiple inserts
of uniform size

3 (+)	5 %
6 (+)	10 %
12 (+)	15 %

Schedule for discount

by volume for single orders
of at latest

2 pages	5 %
3 pages	10 %
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: € 3.50

Sources of supply:

Price per mm / 43 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:

Bound insert:

2-page € 4,200.-

Size upon request.

4-page € 6,720.-

Size upon request.

Delivers folded – sample and PDF-file required!

Advertorial: upon request.

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.

6. Contact:

Verlag W. Sachon GmbH

Schloss Mindelburg

St. Georgenberg 17

D-87719 Mindelheim

Website: www.frischeingeschenkt.de, www.getraenkeindustrie.de

Tel: +49 8261 999-0

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: BYLADE M1 MLM, IBAN: DE96 7315 0000 0810 0082 01

Job combi*

Size	W x H 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

Color 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/jobs
- 4 publications in the newsletter "Frisch eingeschent"

Prices occasional ads:

Size	W x H in mm	Prices in €
1/1 page	251 x 172	1,757.-
1/2 page high	251 x 83	878.-
1/2 page cross	125 x 172	875.-
1/4 page high	125 x 83	435.-
1/4 page cross	60 x 172	420.-
1/8 page high	60 x 83	210.-
1/8 page cross	30 x 172	210.-
1/16 page	30 x 83	105.-

Price per mm (83 mm width):

Sales ads: € 3.50

Job searches: € 2.20

Box number charge: € 7.-

Color 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 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 color 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 Colors:

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 color bar.

Please note that print-outs made with a color printer are not considered as a contract proof.

Please indicate all inks to be printed (CMYK, FOGRA or HKS/Pantone) in case of multicolored 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

Issue no. month	Dates	Topics	Fairs & Conferences
1 January	<p>Editorial 05.12.2023</p> <p>Advertising 16.12.2023</p> <p>Printing material 18.12.2023</p> <p>Publication 22.01.2024</p>	<p>Filling technology and filling machines</p> <p>Pumps, fittings, hoses, valves, pipelines</p> <p>Alternative sweetening concepts for beverages</p> <p>Production of healthy drinks/functional drinks:</p> <ul style="list-style-type: none"> - Base concentrates and additives - Aromas, sweeteners - Mixing and dosing technology 	<p>Getränke Impuls Tage Zell am See, 21. - 24.1.2024</p> <p>Doemens Impulse Gräfelfing, 1. - 2.2.2024</p>
2 February	<p>Editorial 19.01.2024</p> <p>Advertising 29.01.2024</p> <p>Printing material 31.01.2024</p> <p>Publication 20.02.2024</p>	<p>Wine, sparkling wine, spirits production:</p> <ul style="list-style-type: none"> - Clarification and filtration - Wine cellar and distilling technology - Quality control and analytics <p>Marking and Coding of beverage packages</p> <p>Beverage cans</p> <p>Sustainability at beverage packaging</p> <p>Engines and drive technology</p> <p>Process automation</p>	<p>25. VLB-Logistikfachkongress Chemnitz, 4. - 6.3.2024</p> <p>108. VLB-Brau- und Maschinen- technische Arbeitstagung Groningen/NL, 13. - 15.3.2024</p>
3 March Fair issue 	<p>Editorial 15.02.2024</p> <p>Advertising 23.02.2024</p> <p>Printing material 27.02.2024</p> <p>Publication 15.03.2024</p>	<p>AnugaFoodTec preview</p> <p>Production of soft drinks:</p> <ul style="list-style-type: none"> - Base concentrates and additives - Aromas and sweeteners - Mixing and dosing technology - Deaeration and carbonation - Microbiology <p>Machine technology - wet zone:</p> <ul style="list-style-type: none"> - Filling technology - Bottle and crate washers - Rinsers - Sealing technology - CIP/SIP plants <p>CO₂ in the beverage industry (extraction, preparation, analytics)</p>	<p>AnugaFoodTec, Cologne, 19. - 22.3.2024</p> <p>Logimat Stuttgart, 19. - 21.3.2024</p>

Issue no. month	Dates	Topics	Fairs & Conferences
4 April	<p>Editorial 19.03.2024</p> <p>Advertising 27.03.2024</p> <p>Printing material 02.04.2024</p> <p>Publication 22.04.2024</p>	<p>Packaging, packaging technology, packaging machines</p> <p>Software & IT solutions</p> <p>Beverage cardboards</p> <p>Forklift trucks and transport vehicles</p> <p>Renewable energies/sustainability</p> <p>Storage logistics, storage systems, material flow</p>	
5 May	<p>Editorial 15.04.2024</p> <p>Advertising 23.04.2024</p> <p>Printing material 25.04.2024</p> <p>Publication 25.05.2024</p>	<p>Plastic packagings</p> <p>Fruit juice production:</p> <ul style="list-style-type: none"> - Separation and filtration technology - Analytics and quality control - Plant engineering <p>Process measuring, control technology</p> <p>Analysers and laboratory equipment</p> <p>Marketing, sales promotion, outdoor advertising</p>	<p>VdF Jahrestagung Berlin, 12. – 13.6.2024</p>
6 June	<p>Editorial 16.05.2024</p> <p>Advertising 28.05.2024</p> <p>Printing material 03.06.2024</p> <p>Publication 20.06.2024</p>	<p>Packagings and bottle crates</p> <p>Energy supply & energy efficiency (cold, heat, fuels, compressed air)</p> <p>Beverage production – Additives and auxiliary substances:</p> <ul style="list-style-type: none"> - Enzymes - Functional ingredients, vitamins - Essences - Colorings - Innovative sweetening concepts <p>Quality assurance/management</p>	

Issue no. month	Dates	Topics	Fairs & Conferences
7 July	Editorial 20.06.2024 Advertising 28.06.2024 Printing material 02.07.2024 Publication 20.07.2024	Filling machines, filling technology, aseptic filling Labels (technology, materials, adhesives and glues) Engines and drive technology Primary packaging (glass, PET, can, beverage cardboard) Palletising, order picking and warehouse technology	
	<h2>Anniversary: 75 Years Verlag W. Sachon in the July issue</h2>		
8 August	Editorial 17.07.2024 Advertising 25.07.2024 Printing material 29.07.2024 Publication 20.08.2024	Closures and sealing technology Secondary packagings Hygienic design Warehouse and logistics concepts Keg technology Material handling vehicles and beverage transport Water and near water drinks: <ul style="list-style-type: none"> - Plant engineering - Water filtration and preparation - Analytics and quality control - Aromas and additives 	
9 September Fair issue 	Editorial 21.08.2024 Advertising 29.08.2024 Printing material 02.09.2024 Publication 20.09.2024	Fachpack preview PET packagings, greenPET Process measuring, control technology Occupational health and safety, workwear, personal protective equipment Machine technology: Dry zone <ul style="list-style-type: none"> - Transport facilities - Packaging machines - Palletising plants - Sorting plants - Labelling and dating technology 	Fachpack Nuremberg, 24. - 26.9.2024

Issue no. month	Dates	Topics	Fairs & Conferences
<p>10 October</p> <p>Fair preview</p> <p>Brau Beviale</p>	<p>Editorial 17.09.2024</p> <p>Advertising 25.09.2024</p> <p>Printing material 27.09.2024</p> <p>Publication 21.10.2024</p>	<p>BrauBeviale preview part 1</p> <p>Wine, sparkling wine, spirits production:</p> <ul style="list-style-type: none"> - Clarification and filtration - Wine cellar and distilling technology - Quality control and analytics <p>Pumps, fittings, pipelines, valves, hoses</p> <p>Production of alcoholic trend beverages</p> <p>Tanks und containers</p> <p>Flash pasteurization and pasteurization technology</p> <p>Energy supply and energy efficiency (compressed air, steam, heat, cold, water)</p>	<p>Filtech</p> <p>Cologne, 12. - 14.11.2024</p> <p>Simeit</p> <p>Mailand, 12. - 15.11.2024</p>
<p>11 November</p> <p>Main fair issue</p> <p>Brau Beviale</p>	<p>Editorial 18.10.2024</p> <p>Advertising 28.10.2024</p> <p>Printing material 30.10.2024</p> <p>Publication 20.11.2024</p>	<p>BrauBeviale preview part 2</p> <p>IT in the beverage industry</p> <p>Operational materials and additives:</p> <ul style="list-style-type: none"> - Cleaning and disinfection agents - Machine fuels - Hoses - Lubricants and oils <p>Production of innovative non-alcoholic beverages</p> <p>Process automation</p> <p>Wall and floor coverings, floor cleaning</p> <p>Renewable energies & Sustainability</p>	<p>BrauBeviale</p> <p>Nuremberg, 26. - 28.11.2024</p> <p>We exhibit at: Brau Beviale</p>
<p>12 December</p>	<p>Editorial 20.11.2024</p> <p>Advertising 28.11.2024</p> <p>Printing material 02.12.2024</p> <p>Publication 20.12.2024</p>	<p>BrauBeviale fair review</p> <p>Packaging and packaging technology</p> <p>Packaging materials and auxiliary packaging means</p> <p>Automation, drive technology and systems</p> <p>Project works, consulting, financing</p> <p>Promotional items, advertising media</p> <p>Quality management</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:
- Mr. 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			288 x 131	1,485.-
Skyscraper (half page ad)			300 x 600	970.-
Superbanner Main pages incl. categories			288 x 37	705.-
Superbanner Categorie page beverage industry				470.-
Fullbanner Main pages incl. categories			220 x 37	630.-
Fullbanner Categorie page beverage industry				415.-
Medium Rectangle			300 x 250	860.-
Content Ad Main pages incl. categories			3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)	1,300.-
Content Ad Categorie page beverage industry				860.-
Video Main pages incl. categories			288 x 162	1,350.-
Video Categorie page beverage industry				900.-

- * 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 (800 x 480)	860.-
Event note	200 x 80	390.-
Stand Alone	Exclusive dispatch (details upon request)	2,695.-

Mailing:

Weekly, Thursday

Addresses:

approx. 12.300 per week

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 600 ppi

Contact person:

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

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 (Asobca), beer consumption in Chile has increased between 2020 and 2022, from 38 to 39 liters per capita. In other words, in the last...



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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

Tilray partners with AB/InBev
Tilray 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 first craft-investor...



Event note


Irish's Bold Move
The Cooperativa Agrícola announced with the governor Carlos Mesa Riquelme Junior, an investment of 100 million Euros for the construction of a malling facility in Guarapurea...



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







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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)

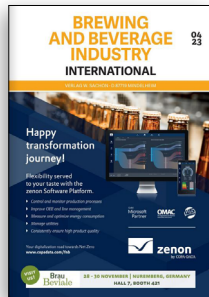
Your contact:



SABINE REGGEL
 HEAD OF MEDIA SALES
 Phone: +49 8261 999-338
 Mail: reggel@sachon.de

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

YOUR CONTACT:

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Head of Media Sales
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Terms of Trade:

