

MEDIA-KITS

2026

80 YEARS
GETRÄNKEINDUSTRIE



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: 3,635

Actual circulation: 5,713 of them abroad: 591

Solit circulation: 2,073 of them abroad: 340
 – Subscribers: 373
 – Other Sales: –
 – Sales per copy: 1,700

Free copies: 3,640

**Reminder, archives
and voucher copies:** 47

3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	89.7	5,122
Abroad	10.3	591
Actual circulation	100.0	5,713

3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
Nielsen area 1 Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	10.9	558
Nielsen area 2 Nordrhein-Westfalen	16.1	824
Nielsen area 3a Hessen, Rheinland-Pfalz, Saarland	18.9	968
Nielsen area 3b Baden-Württemberg	18.3	937
Nielsen area 4 Bayern	23.9	1,225
Nielsen area 5 Berlin	1.8	90
Nielsen area 6 Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	3.1	159
Nielsen area 7 Sachsen, Thüringen	4.3	223
Others (e.g. fairs) not analysed	2.7	138
Actual circulation (domestic)	100.0	5,122

1.1 Branches/industries/occupational groups

Department/ group class	Receiver groups (according to branch classification)	Share of actual circulation	
		%	Copies
	Beverage trade	72.6	4.144
	Soft drink industry	42.8	2,445
15.98	Refreshing drunk industry (including managers)	multiple quotations 23,0 5.8 12.2 16.5 1.2	multiple quotations 1,335 331 698 941 71
15.98	Mineral- and curing springs (including managers)		
15.32.0	Fruit juice industry (including managers)		
15.96	Breweries with soft drink department		
15.51.0	Dairy industry		
51.34	Beverage wholesalers, partly witz beverage production	16.9	968
15.91 – 15.95	Sparkling wine, wine and spirits industrie	12.9	731
24.14.0	Flavour and basic ingredients industry	1.7	97
-	Ancillary industry	13.8	788
-	Associations, universities, technical colleges, vocational schools, planning offices, management consultants, advertising agencies	5.7	325
-	Libraries, book-trade	0.5	30
-	Other qualified branches without specification	2.8	161
	Branch not yet surveyed/unknown according to EDA standards	0.5	30
	Other (e.g. fairs) not analysed	2.4	138
	Actual circulation	100.0	5.713

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	2,935.–	4,315.–
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	2,080.–	3,460.–
1/3 page cross	172 x 80	210 x 103		
1/4 page single-column	45 x 251	64 x 297	1,575.–	2,955.–
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	790.–	1,480.–
1/8 page cross	172 x 30	210 x 46		
1/8 page single-column	54 x 90	74 x 113		
1/16 page high	83 x 30	103 x 53	430.–	1,120.–
1/16 page cross	172 x 15	210 x 38		
* 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.

e-paper:

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

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: 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 1/2 page cross	251 x 83 125 x 172	950.– 950.–
1/4 page high 1/4 page cross	125 x 83 60 x 172	475.– 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/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	1,757.–
1/2 page high 1/2 page cross	251 x 83 125 x 172	878.– 875.–
1/4 page high 1/4 page cross	125 x 83 60 x 172	435.– 420.–
1/8 page high 1/8 page cross	60 x 83 30 x 172	210.– 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 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 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:

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

Issue no. month	Dates		Topics	Fairs & Conferences
1 January	Editorial	03.12.2025	Filling technology, filling machines	
	Advertising	15.12.2025	Pumps, fittings, hoses, valves, pipelines	
	Printing material	17.12.2025	Alternative sweetening concepts for beverages	
	Publication	20.01.2026	Production of healthy drinks/functional drinks: - Base concentrates and additives - Aromas, sweeteners - Mixing and dosing technology	
2 February	Editorial	16.01.2026	Wine, sparkling wine, spirits production:	27. VLB-Logistikkongress Meschede, 03. – 05.03.2026
	Advertising	28.01.2026	- Clarification and filtration	
	Printing material	30.01.2026	- Wine cellar and distilling technology	
	Publication	20.02.2026	- Quality control and analytics Marking and Coding of beverage packages Beverage cans Sustainability at beverage packaging Environmental protection, waste management, recycling Engines and drive technology Process automation	
3 March	Editorial	13.02.2026	Production of soft drinks:	110. Brau- und maschinentechnische Arbeitstagung Erding, 24. – 26.03.2026 LogiMAT Stuttgart, 24. – 26.03.2026
	Advertising	26.02.2026	- Base concentrates and additives	
	Printing material	02.03.2026	- Aromas and sweeteners	
	Publication	20.03.2026	- Mixing and dosing technology - Deaeration and carbonation - Microbiology Machine technology - wet zone: - Filling technology - Bottle and crate washers - Rinsers - Sealing technology - CIP/SIP plants CO ₂ in the beverage industry (extraction, preparation, analytics)	

Issue no. month	Dates		Topics	Fairs & Conferences
4 April Fair issue interpack 	Editorial Advertising Printing material Publication	13.03.2026 25.03.2026 27.03.2026 20.04.2026	interpack fair preview Packaging, packaging technology, packaging machines Software & IT solutions Beverage cardboards Forklift trucks and transport vehicles Renewable energies/sustainability Storage logistics, storage systems, material flow	interpack Dusseldorf, 07. – 13.05.2026
5 May	Editorial Advertising Printing material Publication	13.04.2026 24.04.2026 28.04.2026 20.05.2026	Plastic packagings Fruit juice production: - Separation and filtration technology - Analytics and quality control - Plant engineering Process measuring, control technology Analysers and laboratory equipment Marketing, sales promotion, outdoor advertising AI in the beverage production	VLB-Fachtagung Getränkeverpackung Berlin, 20. – 21.05.2026
6 June	Editorial Advertising Printing material Publication	13.05.2026 26.05.2026 28.05.2026 19.06.2026	Packagings and bottle crates Energy supply (cold, heat, fuels, compressed air) Beverage production – Additives and auxiliary substances: - Enzymes - Functional ingredients, vitamins - Essences - Colourings - Innovative sweetening concepts Quality assurance/management	VdF Jahrestagung Bonn, 26. – 28.06.2026 Filtech Cologne, 30.06. – 02.07.2026

Issue no. month	Dates		Topics	Fairs & Conferences
7 July Jubilee edition: 80 years of GETRÄNKEINDUSTRIE	Editorial Advertising Printing material Publication	15.06.2026 26.06.2026 30.06.2026 20.07.2026	Jubilee edition: 80 year of GETRÄNKEINDUSTRIE 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	
8 August	Editorial Advertising Printing material Publication	17.07.2026 29.07.2026 31.07.2026 20.08.2026	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: - Plant engineering - Water filtration and preparation - Analytics and quality control - Aromas and additives	
9 September	Editorial Advertising Printing material Publication	17.08.2026 28.08.2026 01.09.2026 21.09.2026	PET packagings, greenPET Process measuring, control technology Occupational health and safety, workwear, personal protective equipment Machine technology: Dry zone - Transport facilities - Packaging machines - Palletising plants - Sorting plants - Labelling and dating technology	

Subject to alterations

Issue no. month	Dates		Topics	Fairs & Conferences
10 October Fair issue BrauBeviale 1 	Editorial Advertising Printing material Publication	11.09.2026 24.09.2026 28.09.2026 16.10.2026	BrauBeviale preview part 1 Wine, sparkling wine, spirits production: - Clarification and filtration - Wine cellar and distilling technology - Quality control and analytics Pumps, fittings, pipelines, valves, hoses Production of alcoholic trend beverages Tanks und containers Flash pasteurization and pasteurization technology Energy supply (compressed air, steam, heat, cold, water)	
11 November Fair issue BrauBeviale 2 	Editorial Advertising Printing material Publication	02.10.2026 15.10.2026 19.10.2026 06.11.2026	BrauBeviale preview part 2 IT in the beverage industry Operational materials and additives: - Cleaning and disinfection agents - Machine fuels - Hoses - Lubricants and oils Production of innovative non-alcoholic beverages Process automation Wall and floor coverings, floor cleaning Renewable energies & Sustainability	We exhibit at:  BrauBeviale Nuremberg, 10. – 12.11.2026
12 December	Editorial Advertising Printing material Publication	16.11.2026 26.11.2026 30.12.2026 18.12.2026	Packaging and packaging technology Packaging materials and auxiliary packaging means Automation, drive technology and systems Project works, consulting, financing Promotional items, advertising media Quality management AI in the beverage production	



frischeingeschenkt

WEBSITE

www.frischeingeschenkt.de

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:

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 beverage retail				495.-
Fullbanner Main pages incl. categories			500 x 90	650.-
Fullbanner Categorie page beverage retail				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 beverage retail				905.-
Video Main pages incl. categories			640 x 360	1,450.-
Video Categorie page beverage retail				945.-

* Placement in rotation

** Size and position in illustration exemplary

*** Prices incl. link

+++FRISCH EINGESCHENKT+++

NEWSLETTER
www.frischeingeschenkt.de/newsletter

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.-
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 Hopfenpflanzler die aktuellen Herausforderungen meistern

Rascal Pinoud, 1. Vorsitzender Deutscher Hopfenanbaubund e. V., hat vor unsicheren Zeiten gewarnt. Angesichts des Ukraine-Krieges wurden sowohl die Brauindustrie als auch die...



...weiterlesen!

Fullbanner

Neuer Vorstandsvorsitzender bei Eickes-Gratin

Der Aufsichtsrat der Eickes AG hat Lars Wegener zum neuen Vorstandsvorsitzenden und CEO der Eickes-Gratin Group, Europas führenden 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

Tirey partners with AB InBev

Tirey 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 fifth-largest...



Event note

Irakas' Bold Move

The Cooperativa Agraria announced with the governor Carlos Massa Riquelme Junior, an investment of 100 million Euros for the construction of a malting facility in Guayaquil...



...read more!

Event note

Columbia's Alcoholic Imports Surge

According to data from the Institute of Statistics (DANE), Colombia reported a substantial amount of alcoholic beverages, totaling 50 million liters, valued at US-\$254 million in 2022. Among the most...



...read more!

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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Terms of Trade:

