

MEDIA-KITS

2025



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP





1 Circulation control:

2 Circulation analysis:

Copies per edition annual average July 1st 2023 to June 30th 2024

Print figure:	3,165		
Actual circulation:	5,319	of them abroad:	904
Solit circulation:	2,959	of them abroad:	570
- Subscribers:	1,609	of them member copies:	1,300
- Other Sales:	-		
- Sales per copy:	1,350		
Free copies:	2,360		
Reminder, archives and voucher copies:	37		

3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	83.1	4,415
Abroad	16.9	904
Actual circulation	100.0	5,319

3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
Nielsen area 1 Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	7.2	320
Nielsen area 2 Nordrhein-Westfalen	12.4	546
Nielsen area 3a Hessen, Rheinland-Pfalz, Saarland	11.4	504
Nielsen area 3b Baden-Württemberg	12.8	567
Nielsen area 4 Bayern	46.9	2,070
Nielsen area 5 Berlin	2.3	100
Nielsen area 6 Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	1.7	76
Nielsen area 7 Sachsen, Thüringen	3.2	141
Others (e.g. fairs) not analysed	2.1	91
Actual circulation (domestic)	100.0	4,415

1.1 Branches/industries/occupational groups

Department/ group class	Receiver groups (according to branch classification)	Share of actual circulation	
		%	Copies
15.96, 15.97	Brewing industry and malthouses (Germany and abroad) - Brewery experts (business and technical management: Owners, directors, business managers – purchasing executives, marketing and sales executives, laboratory directors, distribution and vehicle pool managers, licensed brewing engineers, technical engineers of the beverage sector, brewmasters)	61.2	3,252
		42.0	2,231
15.98, 51.34	Producers of non alcoholic beverages and beer and beverage wholesalers	1.5	83
-	Hops industry and cereal industry	2.0	105
-	Associations, universities and institutes Technical college and vocational schools	6.2	331
-	Ancillary industry	22.2	1,179
-	Planning offices, management consultants, advertising agencies	2.2	117
-	Libraries, book-trade	0.3	16
-	Other qualified branches without specification	2.4	128
	Branch not yet surveyed/unknown according to EDA standards	0.3	17
-	Other (e.g. fairs) not analysed	1.7	91
	Actual circulation	100.0	5,319

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	6,065.-	7,445.-
Cover pages	-	210 x 297	5,265.-	6,645.-
1/1 page	172 x 251	210 x 297	4,990.-	6,370.-
Juniorpage	113 x 166	133 x 189		
1/2 page high	83 x 251	103 x 297	2,560.-	3,940.-
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	1,925.-	3,305.-
1/4 page single-column	45 x 251	64 x 297		
1/4 page high	83 x 125	103 x 148	1,485.-	2,865.-
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	774.-	1,464.-
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	440.-	1,130.-

* 3 mm per trim page

Further sizes upon request

2. Extra charges:

per standard ink:	€ 460.-
per other colour:	€ 700.-
surcharge 4-colours	€ 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 / 90 mm width: € 3.80

Sales adverts:

Price per mm / 90 mm width: € 3.50

Sources of supply:

Price per mm / 45 mm width: € 4.00

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!

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.

Advertorial: upon request.

6. Contact:

Verlag W. Sachon GmbH

Schloss Mindelburg

St. Georgenberg 17

D-87719 Mindelheim

Website: www.brauindustrie.de

Phone: +49 8261 999-331

Fax: +49 8261 999-391

Mail: adamczyk@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 M1MLM, 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	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

Colour 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	Prices in €
1/1 page	251 x 172	1,791.-
1/2 page high	251 x 83	895.-
1/2 page cross	125 x 172	892.-
1/4 page high	125 x 83	446.-
1/4 page cross	60 x 172	428.-
1/8 page high	60 x 83	214.-
1/8 page cross	30 x 172	214.-
1/16 page	30 x 83	107.-

Price per mm (83 mm width):

Sales ads: € 3.50

Job searches: € 2.20

Box number charge: € 7.-

Colour 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 adamczyk@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 39 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:

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

Issue no. month	Dates	Topics	Fairs & Conferences
1 January	<p>Editorial 22.11.2024</p> <p>Advertising 05.12.2024</p> <p>Print data 11.12.2024</p> <p>Publication 10.01.2025</p>	<p>Malt:</p> <ul style="list-style-type: none"> - The malt market - Machines and plants for malthouses - Silo technology and grinding plants - Malt milling <p>Hop:</p> <ul style="list-style-type: none"> - The hop market - Hop products and hop treatment - Hopping technology 	<p>Getränke Impuls Tage Zell am See, Kaprun, 19. – 22.01.2025</p> <p>Doemens Impulse Gräfelfing, 30. – 31.01.2025</p>
2 February	<p>Editorial 07.01.2025</p> <p>Advertising 16.01.2025</p> <p>Print data 22.01.2025</p> <p>Publication 10.02.2025</p>	<p>Cleaning and disinfection</p> <p>CIP plants</p> <p>Packaging and Packaging technology</p> <p>Keggs:</p> <ul style="list-style-type: none"> - Cleaning and filling plants - Trends and innovations <p>Bottling hall dry zone:</p> <ul style="list-style-type: none"> - Unpackers and packers - Inspection and sorting plants - Palletisers and depalletisers - Transport systems - Labelling and dating technology 	<p>Beer & Food Attraction Rimini/Italy, 16. – 18.02.2025</p> <p>VLB - Logistikfachkongress Erding, 18. – 20.02.2025</p>
3 March	<p>Editorial 03.02.2025</p> <p>Advertising 12.02.2025</p> <p>Print data 18.02.2025</p> <p>Publication 10.03.2025</p>	<p>Dispensing equipment</p> <p>Packagings and bottle crates</p> <p>Packaging material, means of packaging and auxiliary packaging means</p> <p>Closing systems</p> <p>Disposal and environment (disposal, sound protection, ventilation and air conditioning, recycling and waste)</p>	<p>LogiMAT Stuttgart, 11. – 13.03.2025</p> <p>VLB Brau- und maschinentechnische Arbeitstagung 2025 Kulmbach, 25. – 27.03.2025</p>

Subject to alterations!

Issue no. month	Dates	Topics	Fairs & Conferences
4 April	Editorial 04.03.2025 Advertising 17.03.2025 Print data 21.03.2025 Publication 10.04.2025	Energy management in breweries (compressed air, steam, pumps, heat, cold, water, current) Process measuring, control technology Laboratory analytics, equipment and furnishings Engines and drive technology Floors in the brewery	CBC & Brew Expo Indianapolis, 28.04. – 01.05.2025
5 May	Editorial 31.03.2025 Advertising 11.04.2025 Print data 17.04.2025 Publication 09.05.2025	Brewhouse Yeast treatment, yeast management Fermentation and storage Tanks, vessels Filtration and separation technology Stabilization and preservation	IPACK - IMA Mailand, 27. – 30.05.25
6 June	Editorial 28.04.2025 Advertising 18.05.2025 Print data 19.05.2025 Publication 10.06.2025	Process control and automation IT in the brewery solutions Storage systems and order picking plants Vehicle fleet and logistics concepts Material handling and transport vehicles CO₂ application and extraction	

Subject to alterations!

Issue no. month	Dates	Topics	Fairs & Conferences
7 July	<p>Editorial 28.05.2025</p> <p>Advertising 06.06.2025</p> <p>Print data 17.06.2025</p> <p>Publication 10.07.2025</p>	<p>Production of non-alcoholic beer</p> <p>Dealcoholisation plants</p> <p>Beer-based mixed drinks:</p> <ul style="list-style-type: none"> - Raw Materials - Machines and plants for production <p>Hoses, pipelines, fittings</p>	
8 August Fair preview drinktec	<p>Editorial 02.07.2025</p> <p>Advertising 17.07.2025</p> <p>Print data 23.07.2025</p> <p>Publication 11.08.2025</p>	<p>Preservation of beer (Pasteur, flash pasteurisation, cold-aseptic beer filtration)</p> <p>Bottling hall - Wet zone:</p> <ul style="list-style-type: none"> - Bottle washing plants - Bottling and sealing machines - Transport facilities - Crate washers <p>Special: LEIDENSCHAFT Craft</p> <p><small>Das Magazin für Vertrieb und Herstellung von Getränkspezialitäten</small></p>	
9 September Fair issue drinktec	<p>Editorial 05.08.2025</p> <p>Advertising 18.08.2025</p> <p>Print data 21.08.2025</p> <p>Publication 10.09.2025</p>	<p>Labels:</p> <ul style="list-style-type: none"> - Adhesives and glues - Materials - Design - Labelling technology <p>Marking and coding</p> <p>Sensor technology of beer</p>	<p>drinktec Munich, 15. - 19.09.2024</p>

Subject to alterations!

Issue no. month	Dates	Topics	Fairs & Conferences
10 October	Editorial 03.09.2025 Advertising 16.09.2025 Print data 22.09.2025 Publication 10.10.2025	Current technique and technology of beer production Process measuring, control technology IT in the brewing industry Promotional items, advertising media, outdoor advertising Decoration, means of packaging and auxiliary packaging means Occupational safety and health	
11 November	Editorial 06.10.2025 Advertising 16.10.2025 Print data 22.10.2025 Publication 10.11.2025	Brewhouse: – Plant engineering – Technology Analytics and microbiology Filtration, separation technology, stabilization International brewing methods Energy management in breweries (compressed air, steam, pumps, heat, cold, water, current)	
12 December	Editorial 05.11.2025 Advertising 17.11.2025 Print data 21.11.2025 Publication 10.12.2025	Energy supply (compressed air, steam, pumps, heat, cold, current) Wastewater treatment Water supply and treatment Operational materials and additives: – Cleaning and disinfection agents – Machine fuels	

Subject to alterations!



frischeingeschenkt

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 600 ppi.

Data supply:

- At least 1 week before start to:
- Stephan Keller,
- Phone: +49 8261 999-362,
- Mail: keller@sachon.de

Contact:

- 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	1.575,-
Half page ad			300 x 600	1.060,-
Superbanner Main pages incl. categories			800 x 120	740,-
Superbanner Categorie page brewing industry				495,-
Fullbanner Main pages incl. categories			500 x 90	650,-
Fullbanner Categorie page brewing industry				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 brewing industry				905,-
Video Main pages incl. categories			640 x 360	1.450,-
Video Categorie page brewing industry				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	905.-
Event note	200 x 80	410.-
Stand Alone	Exclusive dispatch (details upon request)	2,830.-

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:

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

Fullbanner


Wie Hopfpflanzer die aktuellen Herausforderungen meistern
Rascal Proulx, 1. Vorsitzender Deutscher Hopfenanbauproduzenten e.V., hat von anspruchsvollen Zeiten gewohnt. Angesichts des Ukraine-Krieges werden sowohl die Brauindustrie als auch die...



...weiterlesen!


Fullbanner

Neuer Vorstandsvorsitzender bei Eckes-Granini
Der Aufsichtsrat der Eckes AG hat Lars Wagener zum neuen Vorstandsvorsitzenden und CEO der Eckes-Granini Group, Europas führendem Hersteller von Siften und nährstoffreichen Getränken, berufen...



Sponsored Post

Willy Schmidt verlässt Paulaner BrauereiGruppe
Willy Schmidt, Geschäftsführer der Brauereien Hofer in Karlsruhe und Schrodler in Hossulst, verlässt die Paulaner Brauerei Gruppe zum 31. Oktober, wie es heißt. Seit Mai 2007 führt Schmidt...



...weiterlesen!

Sponsored Post

Schwerpunkt Logistik auf der Braubeviste
Unter dem Dachthema „Nachhaltige Mehrweggläser“

Veranstaltungshinweis

Systemgastronomen bekommen juristische Verstärkung
Kritzina Harer-Koulierer ist seit 1. September die neue Leiterin der Rechtsabteilung des Bundesverbands der Systemgastronomie e.V. (BGS) – und damit gemeinsam mit ihrem Team...



...weiterlesen!

Veranstaltungshinweis

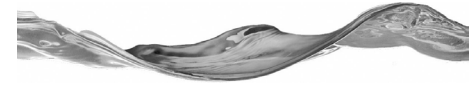
Trendtag Glas findet in Hamburg statt
Leitthema sind in diesem Jahr die rasante technologische Entwicklung und natürlich auch die aktuellen Herausforderungen, die tiefgreifende Veränderungen in Wirtschaft und Gesellschaft...



...weiterlesen!

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:



CHRISTIANE ADAMCZYK
Media Sales
Phone: +49 8261 999-331
Mail: adamczyk@sachon.de

VERLAG W. SACHON GMBH
Schloss Mindelburg
St. Georgenberg 17
87719 Mindelheim
Germany

Phone: +49 8261 999-0
Fax: +49 8261 999-391
Mail: info@sachon.de

Websites: www.frischeingeschenkt.de;
www.freshlybottled.com;
www.sachon.de



Terms of trade:

Our general terms and conditions
apply exclusively.