

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: 11,067

Actual circulation:	13,059	of them abroad:	344
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Solit circulation:	6,373	of them abroad:	15
- Subscribers:	1,033	of them member copies:	600
- Other Sales:	-		
- Sales per copy:	5,340		

Free copies: 6,686

**Reminder, archives
and voucher copies:** 40

3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	97.4	12,715
Abroad	2.6	344
Actual circulation	100.0	13,059

3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
Nielsen area I Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	10.3	1,310
Nielsen area II Nordrhein-Westfalen	15.2	1,928
Nielsen area III a Hessen, Rheinland-Pfalz, Saarland	14.6	1,851
Nielsen area III b Baden-Württemberg	16.3	2,070
Nielsen area IV Bayern	23.2	2,955
Nielsen area V Berlin	1.4	184
Nielsen area VI Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	7.7	985
Nielsen area VII Sachsen, Thüringen	10.5	1,331
Others (e.g. fairs) not analysed	0,8	101
Actual circulation (domestic)	100.0	12,715



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	58.9	7,697
52.25	Independent and franchise beverage cash-and-carry stores	12.0	1,560
51.34.2, 52.25.1	Specialized trade for beverages with focus on wine and spirits	5.7	742
15.98	Manufacturers of non-alcoholic beverages	5.5	720
15.96	Breweries	6.0	786
52.2	Food retailers (shopping centres included) and beverage cash-and-carry stores associated to them	4.5	588
15.91, 15.95	Wine, sparkling wine and spirits industries	2.2	292
55.1, 55.3	Large firms of the hotel business, gastronomy chains, discotheques	0.1	10
	Associations, institutes, vocational and professional schools	0.9	119
	Other qualified branches without specification (e.g. libraries, advertising agencies, supply industry)	3.1	411
	Branch not yet surveyed/unknown according to EDA standards	0.3	33
	Others (e.g. fairs) not analysed	0.8	101
	Actual circulation	100.0	13,059

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	113 x 251	133 x 297	4,280.–	5,960.–
2/3 page cross	172 x 165	210 x 188		
Juniorpage	113 x 166	133 x 189	3,335.–	5,015.–
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	2,365.–	4,045.–
1/3 page cross	172 x 80	210 x 103		
1/4 page single-column	45 x 251	64 x 297	1,785.–	3,465.–
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	905.–	1,745.–
1/8 page cross	172 x 30	210 x 46		
1/16 page high	83 x 30	103 x 53	500.–	960.–
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:	€ 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
Phone: +49 8261 999-0
Fax: +49 8261 999-391
Mail: 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 M1MLM, IBAN: DE96 7315 0000 0810 0082 01

Issue no. month	Dates	Topics	Fairs & Conferences
<p>1</p> <p>January</p> <p>BIOFACH</p> <p>into organic</p>	<p>Editorial 02.12.2024</p> <p>Advertising 09.12.2024</p> <p>Printing Material 11.12.2024</p> <p>Publication 15.01.2025</p>	<p>Bock beers</p> <p>Near water</p> <p>Fruit brandies</p> <p>Cold tea and coffee drinks</p> <p>Wuerttemberger variety</p>	<p>IGW, Internationale Grüne Woche Berlin, 17.01.-26.01.25</p> <p>GETRÄNKE IMPULS TAGE Zell am See, Kaprun, 19.01.-22.01.25</p> <p>BIOFACH Nuremberg, 11.02.-14.02.25</p> <p>Nord Gastro & Hotel Husum, 10.02.-11.02.25</p>
<p>2</p> <p>February</p> <p>INTER NORGA</p> <p>EUROVINO The German Wine Trade Association</p>	<p>Editorial 08.01.2025</p> <p>Advertising 22.01.2025</p> <p>Printing Material 24.01.2025</p> <p>Publication 14.02.2025</p>	<p>Pale and export beers</p> <p>Organic beverages</p> <p>Outdoor-equipment</p> <p>Digitalisation</p> <p>Non-alcoholic wines and sparkling wines</p> <p>EUROVINO-preview</p>	<p>EUROVINO Karlsruhe, 09.03.-10.03.25</p> <p>INTERNORGA Hamburg, 14.03.-18.03.25</p>
<p>3</p> <p>March</p> <p>ProWein</p>	<p>Editorial 04.02.2025</p> <p>Advertising 18.02.2025</p> <p>Printing Material 21.02.2025</p> <p>Publication 14.03.2025</p>	<p>Non-alcoholic and light beers</p> <p>Spritzers</p> <p>Äppelwoi, Cider & Co.</p> <p>Non-alcoholic spirits</p> <p>Beverage lorries</p> <p>Autochthonous grape varieties</p> <p>ProWein-preview</p>	<p>ProWein Dusseldorf, 16.03.-18.03.25</p> <p>GETRÄNKE. GROSS. HANDELN. 2025 Ismaning, 24.03.-25.03.25</p> <p>VINITALY Verona, 06.04.-09.04.25</p>

subject to alterations

Issue no. month	Dates	Topics	Fairs & Conferences
4 April	Editorial 10.03.2025 Advertising 24.03.2025 Printing Material 26.03.2025 Publication 15.04.2025	Beer mixes with and without alcohol Cola-mix beverages Fruit juice Sustainability Spring and summer wines	
5 May	Editorial 03.04.2025 Advertising 17.04.2025 Printing Material 23.04.2025 Publication 15.05.2025	Special mineral waters with branch ranking Pilsner Bitter beverages without alcohol Gin Sparkling wine and prosecco	Jahrestagung des Verbandes des Deutschen Getränke- Einzelhandels e.V. Bad Vilbel, 03.06.25
6 June	Editorial 05.05.2025 Advertising 19.05.2025 Printing Material 21.05.2025 Publication 16.06.2025	White beers with and without alcohol Cola Regionality Read-to-drink with alcohol Rum Wine from Italy	GEVA-Jahrestagung Berlin, 27.06.25

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7 July	<p>Editorial 05.06.2025</p> <p>Advertising 23.06.2025</p> <p>Printing Material 25.06.2025</p> <p>Publication 15.07.2025</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 drinktec	<p>Editorial 09.07.2025</p> <p>Advertising 23.07.2025</p> <p>Printing Material 25.07.2025</p> <p>Publication 14.08.2025</p>	<p>Cellar beers</p> <p>Energy drinks</p> <p>Vodka</p> <p>Store construction</p> <p>International festive day wines</p> <p>SPECIAL: LEIDENSCHAFT Craft <small>Das Magazin für Vertrieb und Herstellung von Getränkespezialitäten</small></p>	<p>drinktec Munich, 15.09.-19.09.2025</p>
9 September	<p>Editorial 13.08.2025</p> <p>Advertising 28.08.2025</p> <p>Printing Material 01.09.2025</p> <p>Publication 19.09.2025</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 & co.</p>	<p>PRO FachHANDEL Nuremberg, 10.-11.09.2025</p> <p>Anuga Cologne, 04.-08.10.2025</p>

Issue no. month	Dates	Topics	Fairs & Conferences
10 October	Editorial 08.09.2025 Advertising 22.09.2025 Printing Material 24.09.2025 Publication 15.10.2025	Dark and black beers Drinking glass diversity Load securing Whisky Wines from holiday regions	
11 November	Editorial 09.10.2025 Advertising 23.10.2025 Printing Material 27.10.2025 Publication 14.11.2025	International beers Non-alcoholic beverages for younger generations Forklift trucks etc Liqueurs, shooters and additional assortments Banquet and winter wines	InterWhisky Wiesbaden, November 2025
12 December	Editorial 07.11.2025 Advertising 21.11.2025 Printing Material 25.11.2025 Publication 15.12.2025	Trendy containers Calorie-reduced an sugar-free beverages Sanitation and hygiene The year in review and prospects The new 2025 vintage	

subject to alterations



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:
- Stephan Keller,
- Phone: +49 8261 999-362,
- Mail: keller@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
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

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. 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 300 ppi


Contact person:

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

Fullbanner

Wie Hopfenpflanzer die aktuellen Herausforderungen meistern

Rascal Pirotd, 1. Vorsitzender Deutscher Hopfenanbaufachverband e.V., hat vor anspruchsvollen Zielen gewarnt. Angesichts des Ukraine-Krieges würden sowohl die Brauindustrie als auch die...




[...weiterlesen!](#)

Fullbanner

Neuer Vorstandsvorsitzender bei Eickes-Grainite


Der Aufsichtsrat der Eickes AG hat Lars Wippenner zum neuen Vorstandsvorsitzenden und CEO der Eickes-Grainite Group, Europas führenden Hersteller von Säften und fruchtthaltigen Getränken, berufen...



Sponsored Post

Coca-Cola defends title

Coca-Cola (brand value down 5% to USD33.3 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

Tilly partners with AB InBev


Tilly 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-most...



Event note

Ireks' Bold Move

The Cooperativa Agraria announced with the governor Carlos Massa Ruffino 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 50 million liters, valued at US-\$254 million in 2022. Among the most...



[...read more!](#)

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