

# 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 1<sup>st</sup> 2023 to June 30<sup>th</sup> 2024

<b>Print figure:</b>	3,683		
<b>Actual circulation:</b>	5,731	of them abroad:	594
<b>Solit circulation:</b>	2,095	of them abroad:	342
- Subscribers:	395		
- Other Sales:	-		
- Sales per copy:	1,700		
<b>Free copies:</b>	3,636		
<b>Reminder, archives and voucher copies:</b>	39		

## 3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	89.6	5,137
Abroad	10.4	594
<b>Actual circulation</b>	<b>100.0</b>	<b>5,731</b>

## 3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
<b>Nielsen area 1</b> Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	11.2	576
<b>Nielsen area 2</b> Nordrhein-Westfalen	16.7	859
<b>Nielsen area 3a</b> Hessen, Rheinland-Pfalz, Saarland	19.5	1.000
<b>Nielsen area 3b</b> Baden-Württemberg	18.0	927
<b>Nielsen area 4</b> Bayern	23.5	1,203
<b>Nielsen area 5</b> Berlin	1.9	99
<b>Nielsen area 6</b> Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	3.1	158
<b>Nielsen area 7</b> Sachsen, Thüringen	4.2	217
<b>Others (e.g. fairs) not analysed</b>	1.9	98
<b>Actual circulation (domestic)</b>	<b>100.0</b>	<b>5,137</b>

## 1.1 Branches/industries/occupational groups

Department/ group class	Receiver groups (according to branch classification)	Share of actual circulation			
		%	Copies		
	<b>Beverage trade</b>	<b>73.1</b>	<b>4.191</b>		
	Soft drink industry	42.6	2,442		
15.98	Refreshing drunk industry (including managers)	multiple quotations	multiple quotations		
15.98	Mineral- and curing springs (including managers)			23,3	1,337
15.32.0	Fruit juice industry (including managers)			6.0	345
15.96	Breweries with soft drink department			12.3	705
15.51.0	Dairy industry			16.9	968
			1.5	88	
51.34	Beverage wholesalers, partly witz beverage production	17.0	976		
15.91 - 15.95	Sparkling wine, wine and spirits industrie	13.5	773		
<b>24.14.0</b>	<b>Flavour and basic ingredients industry</b>	<b>1.6</b>	<b>91</b>		
-	<b>Ancillary industry</b>	<b>13.8</b>	<b>791</b>		
-	<b>Associations, universities, technical colleges, vocational schools, planning offices, management consultants, advertising agencies</b>	<b>5.8</b>	<b>332</b>		
-	<b>Libraries, book-trade</b>	<b>0.6</b>	<b>33</b>		
-	<b>Other qualified branches without specification</b>	<b>2.9</b>	<b>166</b>		
	<b>Branch not yet surveyed/unknown according to EDA standards</b>	<b>0.5</b>	<b>30</b>		
	<b>Other (e.g. fairs) not analysed</b>	<b>1.7</b>	<b>98</b>		
	<b>Actual circulation</b>	<b>100.0</b>	<b>5.732</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	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.

### 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](http://www.frischeingeschenkt.de), [www.getraenkeindustrie.de](http://www.getraenkeindustrie.de)

Tel.: +49 8261 999-0

Fax: +49 8261 999-391

Mail: [reggel@sachon.de](mailto: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	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

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](http://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	1,757.-
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](mailto: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](http://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](mailto:reggel@sachon.de)

Issue no. month	Dates	Topics	Fairs & Conferences
1 January	<p>Editorial 01.12.2024</p> <p>Advertising 16.12.2024</p> <p>Printing material 18.12.2024</p> <p>Publication 20.01.2025</p>	<p>Filling technology, 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"> <li>- Base concentrates and additives</li> <li>- Aromas, sweeteners</li> <li>- Mixing and dosing technology</li> </ul>	<p><b>Getränke Impuls Tage</b> Zell am See, 19. – 22.01.2025</p> <p><b>Doemens Impulse</b> Gräfelfing, 30. – 31.01.2025</p>
2 February	<p>Editorial 14.01.2025</p> <p>Advertising 28.01.2025</p> <p>Printing material 30.01.2025</p> <p>Publication 20.02.2025</p>	<p>Wine, sparkling wine, spirits production:</p> <ul style="list-style-type: none"> <li>- Clarification and filtration</li> <li>- Wine cellar and distilling technology</li> <li>- Quality control and analytics</li> </ul> <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><b>26. VLB-Logistikkongress</b> Erding, 18. – 20.02.2025</p> <p><b>LogiMAT</b> Stuttgart, 11. – 13.03.2025</p>
3 March	<p>Editorial 12.02.2025</p> <p>Advertising 24.02.2025</p> <p>Printing material 27.02.2025</p> <p>Publication 20.03.2025</p>	<p>Production of soft drinks:</p> <ul style="list-style-type: none"> <li>- Base concentrates and additives</li> <li>- Aromas and sweeteners</li> <li>- Mixing and dosing technology</li> <li>- Deaeration and carbonation</li> <li>- Microbiology</li> </ul> <p>Machine technology - wet zone:</p> <ul style="list-style-type: none"> <li>- Filling technology</li> <li>- Bottle and crate washers</li> <li>- Rinsers</li> <li>- Sealing technology</li> <li>- CIP/SIP plants</li> </ul> <p>CO<sub>2</sub> in the beverage industry (extraction, preparation, analytics)</p>	<p><b>109. Brau- und maschinentechnische Arbeitstagung</b> Kulmbach, 25. – 27.03.2025</p>



Issue no. month	Dates	Topics	Fairs & Conferences
4 April	<p>Editorial 13.03.2025</p> <p>Advertising 25.03.2025</p> <p>Printing material 27.03.2025</p> <p>Publication 22.04.2025</p>	<p>Packaging, packaging technology, packaging machines</p> <p>Software &amp; 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 10.04.2025</p> <p>Advertising 23.04.2025</p> <p>Printing material 28.04.2025</p> <p>Publication 20.05.2025</p>	<p>Plastic packagings</p> <p>Fruit juice production:</p> <ul style="list-style-type: none"> <li>- Separation and filtration technology</li> <li>- Analytics and quality control</li> <li>- Plant engineering</li> </ul> <p>Process measuring, control technology</p> <p>Analysers and laboratory equipment</p> <p>Marketing, sales promotion, outdoor advertising</p>	<p>VdF Jahrestagung Baden-Baden, 04. - 06.06.2025</p>
6 June	<p>Editorial 09.05.2025</p> <p>Advertising 21.05.2025</p> <p>Printing material 26.05.2025</p> <p>Publication 20.06.2025</p>	<p>Packagings and bottle crates</p> <p>Energy supply (cold, heat, fuels, compressed air)</p> <p>Beverage production – Additives and auxiliary substances:</p> <ul style="list-style-type: none"> <li>- Enzymes</li> <li>- Functional ingredients, vitamins</li> <li>- Essences</li> <li>- Colourings</li> <li>- Innovative sweetening concepts</li> </ul> <p>Quality assurance/management</p>	

Issue no. month	Dates	Topics	Fairs & Conferences
7 July	<p>Editorial 13.06.2025</p> <p>Advertising 26.06.2025</p> <p>Printing material 01.07.2025</p> <p>Publication 21.07.2025</p>	<p>Filling machines, filling technology, aseptic filling</p> <p>Labels (technology, materials, adhesives and glues)</p> <p>Engines and drive technology</p> <p>Primary packaging (glass, PET, can, beverage cardboard)</p> <p>Palletising, order picking and warehouse technology</p>	
8 August Fair preview drinktec  <b>drinktec</b>	<p>Editorial 09.07.2025</p> <p>Advertising 23.07.2025</p> <p>Printing material 24.07.2025</p> <p>Publication 18.08.2025</p>	<p>drinktec preview part 1</p> <p>Wine, sparkling wine, spirits production:</p> <ul style="list-style-type: none"> <li>- Clarification and filtration</li> <li>- Wine cellar and distilling technology</li> <li>- Quality control and analytics</li> </ul> <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 (compressed air, steam, heat, cold, water)</p>	
9 September Main fair issue drinktec  <b>drinktec</b>	<p>Editorial 06.08.2025</p> <p>Advertising 20.08.2025</p> <p>Printing material 26.08.2025</p> <p>Publication 12.09.2025</p>	<p>drinktec preview part 2</p> <p>IT in the beverage industry</p> <p>Operational materials and additives:</p> <ul style="list-style-type: none"> <li>- Cleaning and disinfection agents</li> <li>- Machine fuels</li> <li>- Hoses</li> <li>- Lubricants and oils</li> </ul> <p>Production of innovative non-alcoholic beverages</p> <p>Process automation</p> <p>Wall and floor coverings, floor cleaning</p> <p>Renewable energies &amp; Sustainability</p> <p>Fair preview Fachpack</p>	<p>We exhibit at:</p> <p><b>drinktec</b></p> <p>drinktec Munich, 15. – 19.09.2025</p> <p>Fachpack Nuremberg, 23. – 25.09.2025</p>

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10 October Fair preview	<p>Editorial 10.09.2025</p> <p>Advertising 24.09.2025</p> <p>Printing material 29.09.2025</p> <p>Publication 20.10.2025</p>	<p>Closures and sealing technology</p> <p>Secondary packagings</p> <p>Hygienic design</p> <p>Warehouse and logistics concepts</p> <p>Keg technology</p> <p>Material handling vehicles and beverage transport</p> <p>Water and near water drinks:</p> <ul style="list-style-type: none"> <li>- Plant engineering</li> <li>- Water filtration and preparation</li> <li>- Analytics and quality control</li> <li>- Aromas and additives</li> </ul>	
11 November	<p>Editorial 14.10.2025</p> <p>Advertising 28.10.2025</p> <p>Printing material 30.10.2025</p> <p>Publication 20.11.2025</p>	<p>drinktec fair review</p> <p>PET packagings, greenPET</p> <p>Process measuring, control technology</p> <p>Occupational health and safety, workwear, personal protective equipment</p> <p>Machine technology: Dry zone</p> <ul style="list-style-type: none"> <li>- Transport facilities</li> <li>- Packaging machines</li> <li>- Palletising plants</li> <li>- Sorting plants</li> <li>- Labelling and dating technology</li> </ul>	
12 December	<p>Editorial 12.11.2025</p> <p>Advertising 24.11.2025</p> <p>Printing material 27.12.2025</p> <p>Publication 17.12.2025</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>	

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 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
<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.-
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:

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

Fullbanner

**Wie Hopfenplanzer die aktuellen Herausforderungen meistern**

Rascal Pinoud, 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 Eckes-Grainit

Der Aufsichtsrat der Eckes AG hat Lars Wippenauer zum neuen Vorstandsvorsitzenden und CEO der Eckes-Grainit Group, Europas führenden Hersteller von Säften und fruchtthabigen 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**

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 fifth-most-valued...



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 (DAANE), Colombia imported 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 CAMPAIGNE.

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



## VERLAG W. SACHON

YOUR CONTACT:



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

Terms of Trade:

