

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
----------------------------	--------	-----------------	-----

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	Schedule for discount
by frequency for multiple inserts of uniform size	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: BYLADE33MLM, IBAN: DE96 7315 0000 0810 0082 01

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

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

Issue no. month	Dates		Topics	Fairs & Conferences
7 July	Editorial	05.06.2025	Innovative energy saving opportunities	
	Advertising	23.06.2025	International water selection	
	Printing Material	25.06.2025	Lemonades	
	Publication	15.07.2025	Useful helpers for beverage cash-and-carry markets and beverage whole salers Cash register systems German Burgundy	
8 August drinktec	Editorial	09.07.2025	Cellar beers	drinktec Munich, 15.09.-19.09.2025
	Advertising	23.07.2025	Energy drinks	
	Printing Material	25.07.2025	Vodka	
	Publication	14.08.2025	Store construction International festive day wines SPECIAL: LEIDENSCHAFT Das Magazin für Vertrieb und Herstellung von Getränkespezialitäten Craft	
9 September	Editorial	13.08.2025	Malt beverages	PRO FachHANDEL Nuremberg, 10.-11.09.2025 Anuga Cologne, 04.-08.10.2025
	Advertising	28.08.2025	Christmas and winter beers	
	Printing Material	01.09.2025	Gift packages	
	Publication	19.09.2025	Champagne and sparkling wines Structures Mulled wines, punch & co.	

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

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,-
Product of the week	max. 300 characters (incl. link) plus 1 image (800 x 480)	995,-
Event note	200 x 80	410,-
Stand Alone	Exclusive dispatch (details upon request)	2.830,-

Mailing:

Fortnightly, Tuesday (odd calendar 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 300 ppi

Contact person:

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

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

Fullbanner

Wie Hopfengrasser die aktuellen Herausforderungen meistern

Pascal Pissal, 1. Vorsitzender Deutscher Hopfenwirtschaftsverband e.V., hat vor unsicheren Zeiten gewarnt. Angesichts des Störzeugs wurden sowohl die Brauereivorteile als auch die...



Fullbanner

Neuer Vorstandsvorsitzender bei Edeka-Graini

Der Aufsichtsrat der Edeka AG hat Lars Wegner zum neuen Vorstandsvorsitzenden und CEO der Edeka...



Sponsored Post

Willy Schmidt verlässt Paulaner BrauereiGruppe

Willy Schmidt, Geschäftsführer der Brauereien Hoegaarden in Karlsruhe und Schmalzer in Moskau, verlässt die Paulaner Brauerei Gruppe zum 31. Oktober, wie es heißt. Seit Mai 2007 führt Schmidt...



Sponsored Post

Schwerpunkt Logistik auf der Brauereivalle

Unter dem Dachthema „Nachhaltige Holzweggeologie“

Product of the week

Sehr geehrte Damen und Herren,

09.04.2025

Lozem ipsum dolor sit amet, consectetur adipiscing elit, sed diam namummy. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Produkt der Woche

2025.04.09.2025

Event note

Systemgetrennter bekommen juristische Veranstaltung

Kristina Harter-Kauleit ist seit 1. September die neue Leiterin der Rechtsabteilung des Bundesverbands der Systemgetrennter e.V. (SGET) – und damit gleichzeitig mit ihrem Team...



Veranstaltungshinweis

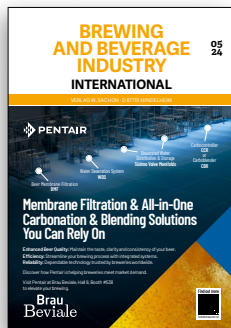
Trendtag Glas findet in Hamburg statt!

Leitthema sind in diesem Jahr die rasante technologische Entwicklung und natürlich auch die aktuellen Herausforderungen, die befristende Veränderungen in Wirtschaft und Gesellschaft...

2023

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:



SANDRA SIEBERT-KNOLL
Media Sales
Phone: +49 8261 999-333
Mail: siebert-knoll@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:

