

deutsche getränke wirtschaft

# Media-Kit 2022

39 years deutsche getränke wirtschaft  
Wirtschaftsmagazin für Getränke-Profis

39 years  
dgw

 dgw digital  
App und E-Paper  
in the Presse katalog  
Download



**more than a eyecatcher cover page:**  
200 mm wide x 175 mm high,  
plus 5 mm bleed allowance at the right.



**haptic**

**coated cover- and  
fourth jacket page  
more than a eyecatcher.**

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current. competent. dgw

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dgw-Verlag • Nansenstraße 11 • 58300 Wetter • Telefon 02335-7398 01

red@deutschegetraenkewirtschaft.de  
verlag@deutschegetraenkewirtschaft.de

### Medium

deutsche getränke wirtschaft  
Independent business and news magazine for  
executives in trade, gastronomy, beverage industry.

### Founding year

1983

### Publisher

dgw-Verlag

### Frequency

Published 8 times a year plus special publications

### Magazine format

210mm \* 280mm

### Type area

188mm \* 236mm

### Print run

12000

### Print documents

digital mailing or download-link as PDF X3/X4  
**Outputintent: coated FOGRA 39** – iso coated v2 (ECI).  
Please ensure sufficient distance of the advertising content  
to the edge of the waistband inside (about 1 cm)

### Subscription price

Annual domestic subscription Euro 56.- incl. sales fee and VAT.  
Annual international subscription Euro 74.50 incl. sales fee

### Payment terms

8 days strictly net, 3% discount for advance payment by ET

### Banking information

Stadtsparkasse Hagen, IBAN DE 18 4505 0001 0100 1491 38  
BIC WELADE3HXXX

### Terms and conditions

The terms and conditions  
of the dgw-Verlag apply

Tax no: 348/5722/1840

# Issue and closing dates

Issue 2022	Closing (space)	Closing (material)	Issued
<b>January / February</b>	14.01.2022	24.01.2022	11.02.2022
<b>March</b>	15.02.2022	18.02.2022	11.03.2022
<b>April</b>	18.03.2022	25.03.2022	11.04.2022
<b>May</b>	19.04.2022	25.04.2022	13.05.2022
<b>June / July</b>	15.06.2022	23.06.2022	15.07.2022
<b>August/September</b>	19.08.2022	26.08.2022	16.09.2022
<b>October</b>	16.09.2022	22.09.2022	14.10.2022
<b>Nov. / December</b>	21.11.2022	25.11.2022	13.12.2022

## Topic plan?

The German beverages economy determines contents with the Special and title topics for the respective output at very short notice and after the topicality.

Therefore our Mediadata does **not** contain topic plans.

Background reports, analyses and the necessary evaluation of the branch happening are the editorial emphasis.

Our team sets on investigative journalism, in order to represent the dynamics of the globalized market with all their facets.

## Target group adequate, branch effective:

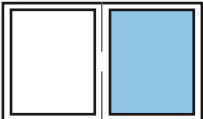
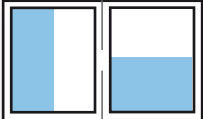
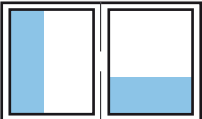
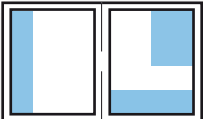
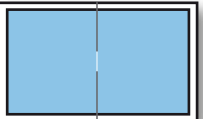
The economic and news magazine for beverage professionals in trade and catering trade as well as for manufacturers and importers. The German beverages economy reports on market data and facts, with backgrounds from politics and economy.

Continuous basic informations are natural.

Current market and product informations as well as foresighted central topics of interest for the development of the various market segments are constituent of each output - a founded orientation over the current happening for the beverage professional.

**current • competent • dgw**  
**Print • Online • App • E-Paper**

# Prices in Euro, plus VAT.

	1/1 Seite	1/2 Seite	1/3 Seite	1/4 Seite	2/1 Page with crossover
	Print space 188 * 236	Print space across 188 * 116	Print space across 188 * 76	Print space across 188 * 56	Print space 398 * 236
	Bleed* 210 * 280	Print space upright 92 * 236	Print space upright 60 * 236	Print space upright 44 * 236	Bleed* 420 * 280
		Bleed* across 210 * 138		Print space standard 92 * 116	
		Bleed* upright 103 * 280			
<b>s/w</b>	3.930	1.950	1.290	990	7.730
<b>**2c</b>	4.750	2.830	2.150	2.130	9.510
<b>***3c</b>	5.650	3.730	3.060	2.770	11.290
<b>4c</b>	6.530	4.620	3.960	3.660	13.060
					

**Printables sides**

Cover page bleed\*  
200 \* 175

Jacket bleed\*  
210 \* 280

**Insert**

198  
per 1000 Issues plus  
shipping, up to 25g,  
higher upon request

**Bound insert**

280  
per 1000 issues plus  
shipping, 4-page up to  
100g/sqm, bleed diffe-  
rence: header 10mm, footer  
and outside 5mm, consider  
magazine format! 8- and  
multiple page bound insert  
upon inquiry

**Fixed inserts**

upon request

**Custom solutions**

upon request

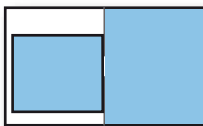
s/w

\*\*2c

\*\*\*3c

4c

7.840



**CANCELLATION TERMS Announcements**

Free cancellation for announcement orders four weeks before Closing (space) of the booked issue.  
Cancellation fees to Closing (space) 50 percent, afterwards 100 percent of the announcements gross price.  
Amounts – as well as Staggered repeat discount rebates lose the validity with cancellation

Rebates Agency rebate 15% Staggered repeat discount 3\*5%, 6\*10%, 12\*15%

Special colours (HKS colour palette) plus Euro 963.00 per colour

\*Bleed: Bleed difference 5mm

\*\*Black and one of the Euro scale colours (yellow, magenta, cyan)

\*\*\*Black and two of the Euro scale colours (yellow, magenta, cyan)

# Special Advertising

Increase the attention of your Insertion with sensational special advertisements.

Gatefolder, embossing print, sticker or inserts.

Talk to us. We are happy to advise you!

Every print output completely as App and E-Paper.  
Contact and range optimization for your insertion!



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## Distribution overview

### Reader structure analysis

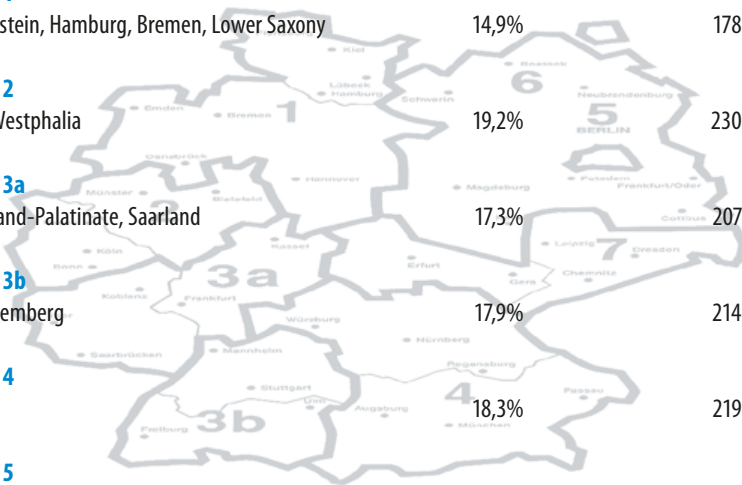
Speciality beverage shop	38.7%
Gastronomy	37.3%
Industry	21.5%
Institutions/Agencies	2.5%

### Readership

Beverage speciality shop
Non-alcoholic beverages, beer, wine, liquor stores, beverage retail stores, owners and managers
Gastronomy
Management and leaders in bar, service, kitchen
Industry
Management and leaders: breweries, liquor producers and importers, wine, sparkling wine industry, non-alcoholic beverages, suppliers
Branch-specific institutions/agencies such as universities, technical schools, organisations, consulting firms

## Total distribution

	Share %	Ext. distr. circulation
<b>Nielsen-area 1</b> Schleswig-Holstein, Hamburg, Bremen, Lower Saxony	14,9%	1788
<b>Nielsen-area 2</b> North Rhine-Westphalia	19,2%	2304
<b>Nielsen-area 3a</b> Hessia, Rhineland-Palatinate, Saarland	17,3%	2076
<b>Nielsen-area 3b</b> Baden-Wuerttemberg	17,9%	2148
<b>Nielsen-area 4</b> Bavaria	18,3%	2196
<b>Nielsen-area 5</b> Berlin	2,4%	288
<b>Nielsen-area 6</b> Brandenburg, Saxony-Anhalt, Mecklenburg-Western Pommerania	5,3%	636
<b>Nielsen-area 7</b> Saxony, Thuringia	4,7%	564
	<b>100%</b>	<b>12000</b>



## General terms and conditions for advertisements and supplements in newspapers and magazines

**Item 1** „Advertisement order“ in the sense of the following business terms is the contract for the publishing of one or multiple advertisements of an advertiser or other advertising space buyer in a printed medium for the purpose of distribution.

**Item 2** In case of doubt, advertisements are to be retrieved for publishing within one year after contract conclusion. If the right to retrieval of individual advertisements is allowed in the framework of a conclusion, the order is to be processed within one year after publication of the first advertisement, insofar the first advertisement is retrieved and published within the term stated under item 1.

**Item 3** In case of conclusions the customer is authorized to retrieve further advertisements beyond the advertisement quantity stated in the order within the agreed term respectively the term stated under item 2.

**Item 4** If an order is not fulfilled due to circumstances which are not responsibility of the publishing house, the customer is to compensate according to the rebate arising from the difference granted and the actual sales irrespective of possible further legal obligations. The compensation is omitted if the non-fulfilment is due to acts of god within the publishing house's risk area.

**Item 5** For the calculation of the sales quantities text millimetre lines are converted into advertisement millimetres according to the price.

**Item 6** Orders for advertisements and supplements which are to be published in certain numbers exclusively, certain issues, or at certain positions of the print media must be supplied to the publishing house on time, so that the customer may receive notification prior to advertisement deadline if the order can not be executed in this manner. Categorical advertisements are printed in the respective column without requiring explicit agreement.

**Item 7** Text part advertisements are advertisements bordering text of at least 3 pages, not bordering other advertisements. Advertisements not recognizable as advertisements due to their editorial design are clearly identified as such by the publishing house with the caption „Advertisement“.

**Item 8** The publishing house reserves the right to deny advertisement orders – including individual retrievals in the framework of a conclusion – and supplement orders due to content, origin, or technical form based on standardised, factually justifiable principles of the publishing house, if their content violates laws or official regulations, or their publication is unreasonable to the publi-

shing house. This also applies to orders submitted to branch offices, receiving offices, or representatives. Supplement orders are only binding for the publishing house upon presenting a sample of the supplement and approving such. Supplements appearing to be part of the newspaper or magazine to the reader due to format or design or contain supplements themselves are not accepted. The customer is immediately informed of a denial of an order.

**Item 9** The customer is responsible for the timely delivery of the advertisement text and proper printing documents or supplements. The publishing house will immediately request replacement for visibly inadequate or damaged printing documents. The publishing house guarantees common printing quality for the ordered title in the framework of the possibilities given by the printing documents.

**Item 10** The customer has the right to reduction of payment or a correct supplementary advertisement for wholly or partially unreadable, incorrect, or incomplete print of the advertisement, but only to the extent in which the purpose of the advertisement was influenced. If the publishing house allows for an adequate term to expire, or if the supplementary advertisement again is not proper, the customer has the right

to a rate reduction or rescission of the contract. Damage compensation from positive claim violation, debt upon contract conclusion and unauthorized action are exempt – also for telephone orders: damage compensation claims due to impossibility of service and delay are limited to replacement of the foreseeable damage and to the amount to be paid for the respective advertisement or supplement. This does not apply with intent and gross negligence by the publisher, his legal representative and vicarious agent. A liability of the publisher for damages due to the lack of assured characteristics remains untouched. Further, the publishing house is also not liable in commercial business trade for gross negligence of vicarious agents; in the remaining cases the liability for gross negligence towards merchants is limited to the extent of the foreseeable damage up to the amount of the respective advertisement cost. Claims – except in the case of not obvious damages – must be made within weeks after receipt of the invoice and sales slip. The publishing house reserves the right to text modifications and classified ads. No guarantee is given for telephone orders.

**Item 11** Sample prints are only delivered upon express request. The customer is responsible for the correctness of the sample prints sup-

plied. The publishing house makes consideration for all error corrections of which it was notified within the term set with the delivery of the sample print.

**Item 12** If no special sizes are specified, the fee is calculated based on the printing height common for the type of advertisement.

**Item 13** If the customer does not pay in advance, the invoice is due immediately, or no more than 8 days after the advertisement has been published. The invoice is to be paid by the recipient within the term stated on the price list, insofar no other payment term or advance payment is agreed upon in individual cases. Potential discounts for advance payment are granted according to the price list.

**Item 14** In case of delay in payment or deferral, interest as well as encashment charges will be invoiced. In case of delayed payment, the publishing house may reserve further performance of the current order until payment is made, and demand advance payment for the remaining advertisements. In case of founded doubts concerning the solvency of the customer, the publishing house is authorized to make the publication of further advertisements dependent on the advance payment of the amount and the clearing of open invoice amounts, including du-

ring the process of an advertisement deadline without consideration of an originally agreed payment date.

**Item 15** Upon request, the publishing house will supply a sales slip along with the invoice. Depending on the type and extent of the advertisement order, advertisement excerpts, sales slip pages or complete sales slip numbers are supplied. If a sales slip can no longer be procured, a legally binding certification from the publishing house concerning the publication and distribution of the advertisement will replace the slip.

**Item 16** Expenses for the production of lithographs and drawings ordered, as well as for extensive modifications of originally agreed versions requested by or due to the client, are the responsibility of the client.

**Item 17** A claim for a price reduction can be derived in case of a conclusion of several advertisements if in the total average of the insertion year commencing with the first advertisement the average circulation stated in the price list or elsewhere or - if the circulation is not stated - the average print run sold (in case of trade publications the average distribution number) is below that of the past year. A reduction of circulation only justifies a price reduction if it amounts to 20%. Beyond such, price reduction claims for

conclusion are exempt if the publishing house has given the customer notice about the reduction of the number of copies in such a timely manner that the customer was able to resign from the contract prior to publication of the advertisement.

**Item 18** In case of box number advertisements, the publishing house will apply the diligence of a proper merchant to the preservation and timely forwarding of the offers. Registered letters and express letters to box number advertisements are only forwarded by normal mail. Mailings for box number advertisements are saved for four weeks. Mailings not picked up within this term are destroyed. The publishing house will return valuable document without being obligated. The publishing house reserves the right in the interest and for the protection of the customer to open the incoming offers for purposes of inspection in order to prevent misuse of the box number service. The publishing house is not obligated to forward business advertisements and mediation offers.

**Item 19** Printing documents are only sent back to the customer upon special request. The obligation for storage ends 3 months after contract expiration.

**Item 20** Place of fulfilment is the residence of the

publishing house. Place of jurisdiction is the registered office of the publishing house. Insofar claims of the publishing house are not enforced by delinquency procedure, the place of jurisdiction for non-merchants is assigned by their place of residence. If the place of residence or common address of the customer is unknown at the time of the commencement of proceedings, or the customer has moved his place of residence or common address outside of the area of applicability of law after the conclusion of contract, the place of jurisdiction is agreed as the place of residence of the publishing house.

**Item 21** CANCELLATION TERMS Announcements Free cancellation for announcement orders four weeks before Closing (space) of the booked issue. Cancellation fees to Closing (space) 50 percent, afterwards 100 percent of the announcements gross price. Amounts – as well as Staggered repeat discount rebates lose the validity with cancellation

# Our new website is online!

New appearance, same address –  
for all mobile devices

Clear menu  
navigation



dgw search engine



Your link to the digital subscription.  
Read all the content with one click on your  
tablet, smartphone or computer.



Print subscription? gladly!



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