

40 Years! – Thank You!
1983 - 2023
deutsche getränke wirtschaft
dgw

Media-Kit 2023

Wirtschaftsmagazin für Getränke-Profis

40 years
dgw



**dgw digital
App und E-Paper**



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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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

Tax no: 348/5722/1840

Terms and conditions

The terms and conditions of the dgw-Verlag apply

**You will receive the necessary rights from PMG Presse-Monitor GmbH & Co. KG
at www.presse-monitor.de or info@presse-monitor.de to include articles in
your internal digital press review**

Issue and closing dates

Issue 2023	Closing (space)	Closing (material)	Issued
January / February	13.01.2023	20.01.2023	10.02.2023
March	13.02.2023	17.02.2023	15.03.2023
April	17.03.2023	24.03.2023	14.04.2023
May	14.04.2023	24.04.2023	17.05.2023
June / July	16.06.2023	23.06.2023	14.07.2023
August/September	18.08.2023	25.08.2023	15.09.2023
October	15.09.2023	22.09.2023	18.10.2023
Nov. / December	17.11.2023	24.11.2023	15.12.2023

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:

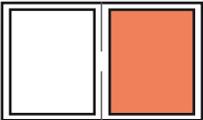
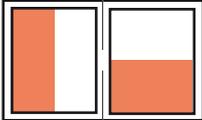
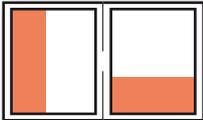
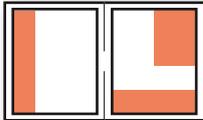
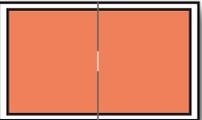
The economic and news magazine for beverage professionals in trade and catering trade as well as for manufacturers and importers. The German beverages economy reports on market data and facts, with backgrounds from politics and economy.

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.

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Print • Online • App • E-Paper

Prices in Euro, plus VAT.

	1/1 Page	1/2 Page	1/3 Page	1/4 Page	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			
s/w	3.930	1.950	1.290	990	7.730
**2c	4.750	2.830	2.150	2.130	9.510
***3c	5.650	3.730	3.060	2.770	11.290
4c	6.530	4.620	3.960	3.660	13.060
					

Fourth cover page

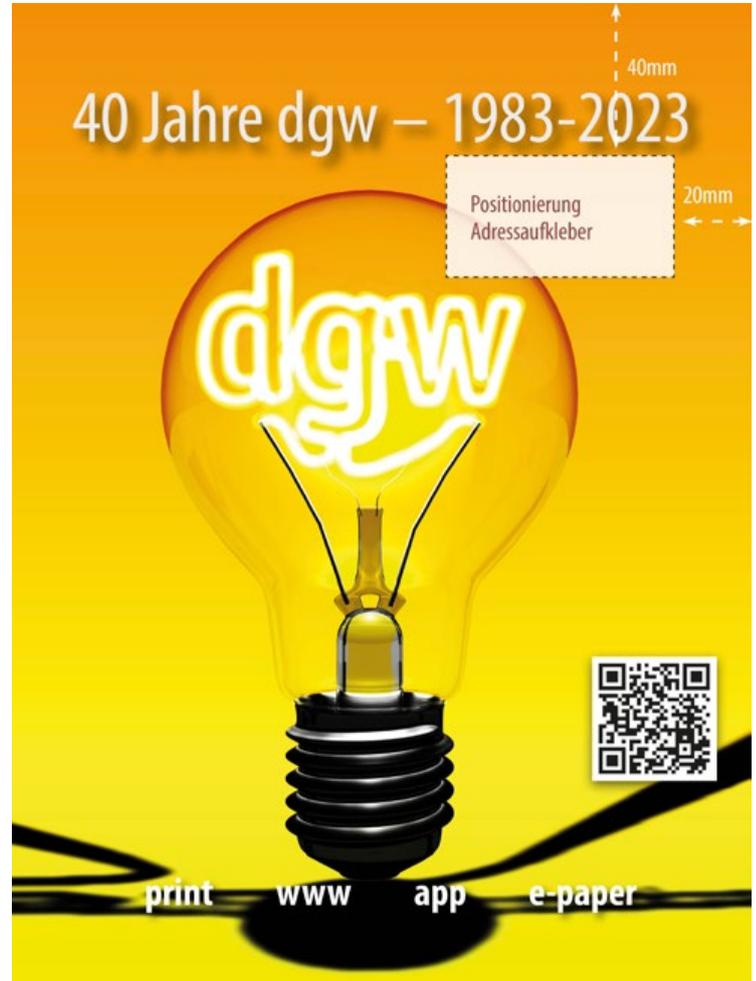
Please note the requirements of the newspaper service of the German Bundespost to position the Shipping labels when designing Your ad, so that important information and Headlines not be covered up from the shipping labels!

Shipping label size: 6 cm

Positioning from the top edge 4 cm

Positioning from the right edge 2 cm

(see grafic)



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

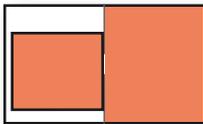
s/w

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

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 publishing 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 supplied.

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 during 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

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dgw-Website!
for all mobile devices