

**bb**

guide

# Beverage & Brewing

Suppliers' Guide

Dr. Hamisch  
Publishers



**Media Information 2021**

## Aims and Scope

The bb guide is a suppliers' guide for the worldwide beverage and brewing industry in English and German. A comprehensive reference work, the guide provides an A–Z of products, equipment and processes throughout the beverage industry and gives numerous useful tips covering the entire supply chain from ingredients through the complete production process up to bottling and filling, packaging and logistics.

### The guide convinces through:

- the specific information
- the logical, clear overview in 11 categories
- the content in English and German
- targeted circulation through the publishing house

### Advantages for suppliers:

- The precise headings of the suppliers listing enable an extremely varied product presentation. Products and services are excellently presented and easy to find.
- You can select search words from our extensive list or use also your own keywords.
- The bb guide guarantees an area-wide circulation in printed form as well as on the internet throughout the year.

## Classification

The bb guide is subdivided in 11 categories:

Category 01: Raw Materials, Ingredients

Category 02: Beer Production

Category 03: Alcoholic and Non-alcoholic Beverage Production

Category 04: Process Technology, Automation

Category 05: Filling, Packaging, Labeling

Category 06: Storage and Logistics, Transport

Category 07: Components and Suppliers, Accessories

Category 08: Control Technology, Laboratory Equipment

Category 09: Hygiene, Quality Management

Category 10: Energy, Safety, Maintenance, Environment, Recycling

Category 11: Gastronomy, Catering, Marketing, Service, Consulting, Planning, Conventions, Exhibitions, Institutes

## Publishing company

<b>Publishing company:</b>	Dr. Harnisch Publications bb guide   Beverage & Brewing Eschenstr. 25 90441 Nuremberg, Germany  www.beverage-brewing.com
<b>Telephone:</b>	+49 (0) 911 2018-0
<b>Telefax:</b>	+49 (0) 911 2018-100
<b>E-Mail:</b>	bb-guide@harnisch.com
<b>Print run:</b>	15,500 copies
<b>Actual circulation:</b>	14,700 copies
<b>Place of publication:</b>	Nuremberg
<b>Number of issues:</b>	1 per year
<b>Journal format:</b>	210 mm x 297 mm (DIN A4)
<b>Type area:</b>	182 mm x 251 mm (W x H)
<b>Printing process:</b>	Offset CTP (Computer to Plate)
<b>Printing materials:</b>	Digital as PDF, TIF, JPG in 300 dpi

## Your partners

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Benno Keller

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kaprep@harnisch.com

## Information for advertisers

With the bb guide, your advertisement will be distributed all over the world (see circulation details). For this period your ad will be on our homepage as an e-paper and may be downloaded with our App. Every advertising customer gets free product entries according to his advertisement size.

### Product listings:

Present your address with your colorful company logo under the selected keywords. The logo highlights your entry and will allow the prospective buyer to quickly find your information. Your E-mail and web address will be indicated next to the company address.

### Single product listing:

Here you have the possibility to place your company address including your E-mail and web address under your selected keyword.

### Free product listing for advertisers:

2/1 advertisement	=	15 product listings free of charge
1/1 advertisement	=	10 product listings free of charge
1/2 advertisement	=	5 product listings free of charge
1/3 advertisement	=	2 product listings free of charge
1/4 advertisement	=	1 product listing free of charge

## Technical specifications

### Printing materials in digital form for CTP (Computer to Plate)

- ◆ print ready PDF-files (with bleed)
- ◆ EPS-files

### Data forms for text documents:

- ◆ DOC (Word-Document); RTF (Rich Text Format)

### Data forms for photos and graphs:

- ◆ TIFF/JPG (high resolution)
- ◆ EPS (with embedded fonts, pictures and logos)

### Layout program (Please supply fonts and links):

- ◆ Adobe InDesign CS4

### Data transfer:

- ◆ E-mail: [bb-guide@harnisch.com](mailto:bb-guide@harnisch.com)

Product listing

**Discount:** 5 listings = 10% discount, 10 listings = 20% discount



**KHS GmbH**  
 Juchostr. 20  
 44143 Dortmund  
 Germany  
 Tel: +49 231 569-0  
 Fax: +49 231 569-1541  
 www.khs.com  
 info@khs.com



<b>Product listing with logo</b>	<b>1 year</b>	<b>3 years</b>
<b>8 lines with logo</b>	EUR 200,-	EUR 170,- per year

Column width: 57 mm

<b>each additional line (QR-Code/Link)</b>	EUR 20,-	EUR 20,- per year
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Column width: 57 mm, max. 35 characters

**KHS GmbH**  
 Juchostr. 20  
 44143 Dortmund  
 Germany  
 Tel: +49 231 569-0  
 Fax: +49 231 569-1541  
 www.khs.com  
 info@khs.com

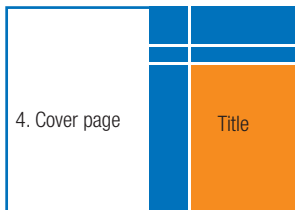
<b>Product listing without logo</b>	<b>1 year</b>	<b>3 years</b>
<b>8 lines</b>	EUR 170,-	EUR 150,- per year

Column width: 57 mm

**Advertising sizes and prices**

journal format: 210 x 297 mm

type area: 182 x 251 mm

**Closing date: 06.08.2021**
**Publication date: 06.09.2021**


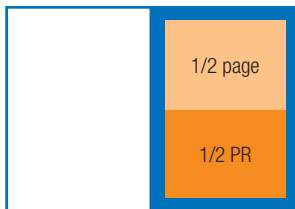
Size	Width x Depth	incl. Bleed	basic rate 4c	incl. e-paper link
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<b>Title</b>	183 x 224 mm	189 x 230 mm	EUR 5.700,—	EUR 6.050,—
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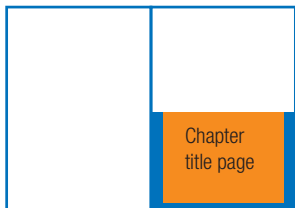
<b>2. Cover page</b>			EUR 4.800,—	EUR 5.150,—
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<b>3. Cover page</b>			EUR 4.400,—	EUR 4.750,—
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<b>4. Cover page</b>			EUR 5.200,—	EUR 5.550,—
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<b>Kombi-Page</b>	182 x 130 mm	188 x 136 mm	EUR 2.900,—	EUR 3.250,—
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<b>Chapter title page</b>	182 x 130 mm	188 x 136 mm	EUR 3.000,—	EUR 3.350,—
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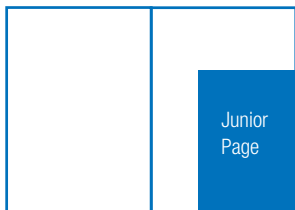
**Advertisement sizes and prices**

journal format: 210 x 297 mm  
type area: 182 x 251 mm

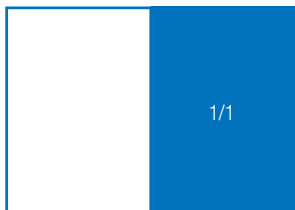
Closing date: **06.08.2021**  
Publication date: **06.09.2021**



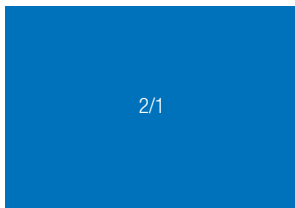
Size	Width x Depth	incl. Bleed	basic rate 4c	incl. e-paper link
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<b>Junior Page</b>	132 x 190 mm	138 x 196 mm	EUR 2.700,-	EUR 3.050,-
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<b>1/1 page</b>	210 x 297 mm	216 x 303 mm	EUR 4.200,-	EUR 4.550,-
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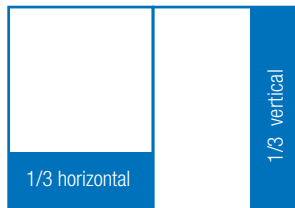
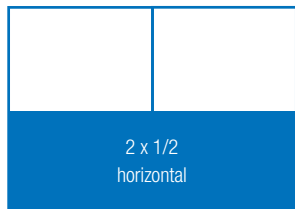


<b>2/1 page spread</b>	420 x 297 mm	426 x 303 mm	EUR 6.100,-	EUR 6.450,-
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**Advertisement sizes and prices**

journal format: 210 x 297 mm

type area: 182 x 251 mm

**Closing date: 06.08.2021**
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Size	Width x Depth	incl. Bleed	basic rate 4c	incl. e-paper link
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<b>1/2 page horizontal</b>	210 x 149 mm	216 x 155 mm	EUR 2.600,—	EUR 2.950,—
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<b>1/2 page vertical</b>	100 x 297 mm	106 x 303 mm		
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<b>2 x 1/2 page spread</b>	420 x 125 mm	426 x 131 mm	EUR 4.300,—	EUR 4.650,—
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<b>1/3 page horizontal</b>	210 x 100 mm	216 x 106 mm	EUR 1.990,—	EUR 2.340,—
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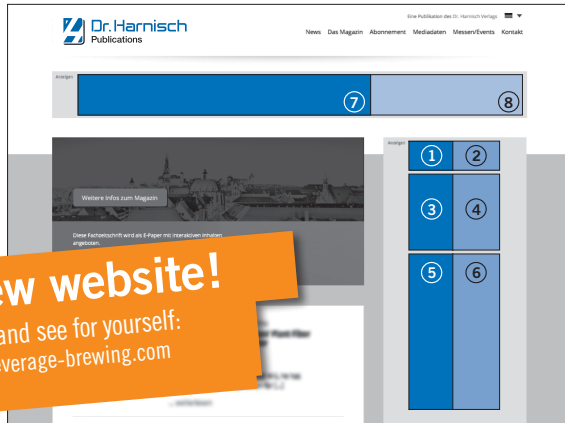
<b>1/3 page vertical</b>	69 x 297 mm	75 x 303 mm		
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# Online advertising – Our digital portfolio at a glance

With a continually growing outreach, **bb guide | Beverage & Brewing** digital platform is proving itself a strong advertising tool. The multi-channel proposal from Dr. Harnisch Publications is made up of the following:

Standard Display Ads: Banners at [www.beverage-brewing.com](http://www.beverage-brewing.com)



Banner type	Size (WxH)	Insertion for four weeks
① Button	120 x 90 px	€ 105.–
② Button XL	240 x 90 px	€ 160.–
③ Vertical Banner	120 x 240 px	€ 150.–
④ Vert. Banner XL	240 x 240 px	€ 230.–
⑤ Skyscraper	120 x 600 px	€ 350.–
⑥ Skyscraper XL	240 x 600 px	€ 650.–
⑦ Leaderboard	728 x 90 px	€ 365.–
⑧ Leaderboard XL	1.040 x 90 px	€ 495.–

All banner prices are for a complete four week period. Display and placement may vary on mobile devices.

E-Paper in the app and on [www.beverage-brewing.com](http://www.beverage-brewing.com)



The booked advertisement appears in the digital edition as well as in the print edition. Each E-paper can also contain additional interactive elements such as links (e.g. linking the ad to a specific landing page, images/picture galleries, videos, etc.).

In the app “**Dr. Harnisch Publications**” and on our **new website** our E-Paper can be read and searched free of charge anytime and anywhere on PC/MAC and all mobile devices. (App available in the App Stores)

**Additional link to advert per issue in the digital edition** € 350.–

A link to a specialist editorial contribution, which will of course also appear in the E-Paper in addition to the print edition, can be realised for at least 5 months.

**Additional link per feature article in the digital edition** € 350.–

It is possible to sponsor an entire edition of E-Paper. The prominent placement of an advertising space above or below each single or double page places the company or product in the focus of the app user and the e-paper reader.

**2/1 page only in the digital edition (incl. link)** € 2,000.–

**Digital edition branding for the complete issue** € 990.–

## Sponsored content, combined with social media

At [www.beverage-brewing.com](http://www.beverage-brewing.com) you have the possibility to place a story/report at the top of the „NEWS“ section for one week. It is also possible to post a link on the publisher's social media page.

**Sponsored news + social media link** € 450.–

**Social media post with direct link (website, landing page etc.)** € 600.–

**Circulation details with readership breakdown**

	<b>Breweries</b>	<b>Mineral water, Juice, Milk, Soft drinks</b>	<b>Spirits, Wine, Sparkling wine</b>	<b>Raw materials</b>	<b>Supplier</b>	<b>Others</b>	<b>Total</b>
Germany	1065	3003	1145	257	558	402	6430
Western Europe	952	1545	552	249	143	212	3653
Eastern Europe	103	398	49	14	–	–	564
USA, Canada	478	881	274	127	72	13	1845
Latin America	117	394	213	10	6	9	749
Africa	97	183	32	2	–	–	314
Australia, Oceania	46	105	35	3	–	–	189
Asia	285	324	178	48	2	3	840
Middle East	11	84	14	3	–	4	116
<b>Total</b>	<b>3154</b>	<b>6917</b>	<b>2492</b>	<b>713</b>	<b>781</b>	<b>643</b>	<b>14700</b>

Total print run:

15,500 copies

Sales price:

30.- Euro (incl. packaging + VAT)

## General Terms of Business

1. These General Terms and Conditions as well as the advertising media information supplied to the customer are strictly applicable to all business relations between the customer and the publishing house. Different terms and conditions of the customer do not apply, even when they are not expressly contradicted by the publisher.
2. In cases of doubt, advertisement orders are to be completed within one year of conclusion of order. The publishing company guarantees the best possible reproduction of the advertisement in print but dependent on the time and printing location.
3. For any mistakes in the publication, for which the publishing company can be held responsible, the orderer shall be entitled to replacement in the form of free advertising space to the extent to which the purpose of the advertisement has been affected.
4. Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.
5. The publishing company shall reserve the right to reject orders for advertisements or inserts as well as individual called up insertions within one advertisement order for reasons of content, source or the technical form in accordance with the basic principles of the publishing company. Orders for inserts or bound-in inserts are binding for the publisher only after the presentation of a sample of original size and after a written confirmation for the customer issued by the publisher. A possible refusal of the order will be communicated to the customer in writing. The refusal of an individual call does not give rise to the withdrawal of the total contract.
6. The customer will furnish the publishing house with the printing templates according to its specifications. The specification of the printing templates and the deadline for their presentation are set out in the advertising media information. The costs for layouts, printing material, etc. which are to be produced by the publishing company will be invoiced to the orderer, likewise the costs for any major alterations to the original agreed to advertisements. Ordered advertisements which are not to hand or only incomplete by the copy date as laid down in the publication schedule, will be published in the following issue in the manner determined by the publishing company.
7. Proofs are only supplied when expressly requested. The orderer is responsible for the correctness of the returned proofs. Should the orderer fail to return the proofs supplied to him in good time by the set date, this shall be considered as approval for printing. After the publication, the publisher will send the customer a specimen copy free of charge or a copy of the page with reference to the advertisement.
8. The invoice is to be paid within the given period as stipulated on the advertising rates based on the date of invoice in so far as no reduced terms of payment or payment in advance has been agreed to in the odd case. In the case of default in payment or extension of date for payment, interest shall be charged at a rate of 5 % discount rate. The publishing company can hold back the completion of a current order in the case of default in payment and demand payment in advance for the rest of the advertisements still to be published.
9. In the case of legal proceedings, non-payment, out-of-court settlement or bankruptcy, any discounts shall be waived and the full amount for the advertisements still to be published shall become immediately due for payment without any discounts or obligations on the part of the publishing company. The customer will only be entitled to offset with undisputed or legally valid claims. The customer is only entitled to the assertion of his right of retention due to counterclaims arising from this contract.
10. Changes in advertising and insert rates which may occur within four months after the signing of the contract shall be borne by the orderer, this even being applicable to running orders.
11. Printing material will only be returned at the express demand of the orderer. The deadline for the storage of such printing material shall end three months after the advertisement has been published.
12. If, as a result of Acts of Providence or other reasons for which the publishing company cannot be held responsible, it is impossible to fulfil the order or for the same reasons publication of the journal or different issues is stopped, the publishing company shall have the right to defer publication or withdraw from the rest of the order.
13. The publisher will store all customer data disclosed to him within the context of the business relation and required for the performance of the contract. These data will only be used for the fulfillment of the contract.
14. The seat of the publishing company is the sole place of jurisdiction and fulfilment also in respect of bills of exchange and cheques made out in connection with the order.
15. Referencing to GDPR our privacy policy can be found at:  
<https://www.harnisch.com/en/datenschutzerklaerung/>

# Our magazines and journals

 **Marketing & Technology**

## food Marketing & Technology

[www.food-mt.com](http://www.food-mt.com)

International magazine for the entire food industry worldwide.

**17,700 copies**

**food**TECHNOLOGIE

## Food Technologie

[www.food-technologie.de](http://www.food-technologie.de)

German magazine for the food industry: Ingredients, Processing and Packaging.

**12,000 copies**

 **GENUSS ATTELIER**

## fng MAGAZIN

**FOOD · NONFOOD · GETRÄNKE · TOBACCO**

[www.fng-magazin.de](http://www.fng-magazin.de)

The independent publication for supermarket managers in Germany.

**23,500 copies**

**dedica**

## dedica

[www.dedica.de](http://www.dedica.de)

Trade magazine for trends and lifestyle in the field of promotional products.

**21,000 copies**

**drink**world  
Technology+Marketing

## drinkworld Technology + Marketing

[www.drink-tm.com](http://www.drink-tm.com)

Magazine for the entire drink industry worldwide.

**11,800 copies**

**Getränke!**  
TECHNOLOGIE + MARKETING

## Getränke! Technologie & Marketing

[www.getraenke-tm.de](http://www.getraenke-tm.de)

German language magazine for the entire beverage industry.

**9,000 copies**

**PK**

## PuK – Process Technology & Components

[www.puk-mag.com](http://www.puk-mag.com)

In German and English language.

**24,500 copies**

**HK**

## PuK – Process Technology & Components

[www.puk-mag.com](http://www.puk-mag.com)

In Russian language.

**12,000 copies**

**Wellness Foods & Supplements**

## Wellness Foods & Supplements

[www.wfs-mag.com](http://www.wfs-mag.com)

The European magazine for health ingredients, nutraceutical foods and beverages.

**8,400 copies**

**HYGIENE**  
REPORT

## Hygiene Report

[www.hygiene-report-magazin.de](http://www.hygiene-report-magazin.de)

German publication for quality management in the food and beverage industry.

**17,800 copies**

**dihw**  
MAGAZIN

## dihw

[www.dihw-magazin.de](http://www.dihw-magazin.de)

German Magazine for the manufacture, processing and application of diamond high performance tools.

**9,000 copies**

Journal of  
**hp tooling**

## hp tooling

[www.hptooling-mag.com](http://www.hptooling-mag.com)

New international magazine for high precision machining processes.

**13,000 copies**

 **petfood pro**  
Technology & Marketing

## petfood pro

[www.petfoodpro-mag.com](http://www.petfoodpro-mag.com)

petfood pro is the international magazine for the manufacture of food for domestic animals.

**9,600 copies**

 **bb**  
Beverage & Brewing

## bb guide – Beverage & Brewing

[www.beverage-brewing.com](http://www.beverage-brewing.com)

Suppliers' Guide for the beverage industry.

**15,500 copies**

 **woodworking**  
INTERNATIONAL

## WiN woodworking INTERNATIONAL

[www.woodworking-international.com](http://www.woodworking-international.com)

International magazine for the woodworking industry worldwide.

**9,100 copies**

element+ **BAU**

## element + BAU

[www.element-und-bau.de](http://www.element-und-bau.de)

The magazine for architects: facility construction in German language.

**6,800 copies**