

bb

guide

Beverage & Brewing

Suppliers' Guide

Dr. Harnisch
Publications

2024



media
information

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

Publishing company: Dr. Harnisch Verlagsgesellschaft GmbH
bb guide | Beverage & Brewing
Eschenstr. 25
90441 Nuremberg
Germany

Phone: +49 911 2018-0
Fax: +49 911 2018-100
E-mail: bb-guide@harnisch.com
www.beverage-brewing.com

Print run: 14,500 copies
Digital distribution: 19,000 copies
Number of issues: 1 per year

Journal format: 210 mm x 297 mm (DIN A4)
Type area: 182 mm x 251 mm (W x H)
Printing process: Offset CTP (Computer to Plate)
Printing materials: Digital as PDF, TIF, JPG in 300 dpi

Your partners

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Product listing

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

Endress+Hauser 
 People for Process Automation

Endress+Hauser AG
 Kägenstr. 2
 4153 Reinach/BL
 Switzerland
 Tel: +41 61 715-7700
 Fax: +41 61 715-2888
 www.endress.com
 info@endress.com

Product listing with logo & link	1 year	3 years
8 lines with logo	EUR 240,-	EUR 210,- per year

Column width: 57 mm

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

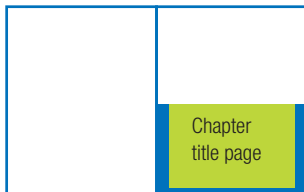
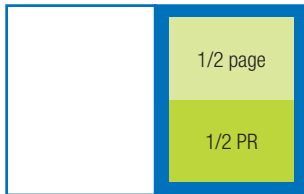
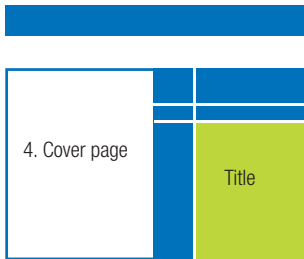
Basic listing	1 year	3 years
8 lines	EUR 190,-	EUR 170,- per year

Column width: 57 mm

Advertising sizes and prices

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

Closing date: 30.08.2024
Publication date: 28.10.2024

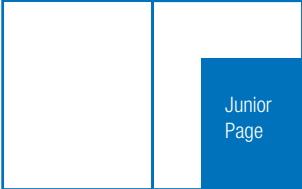
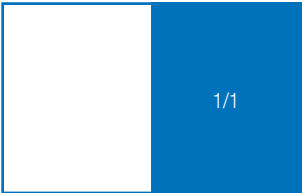
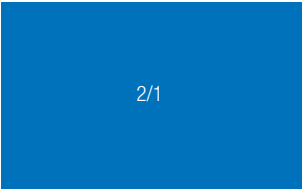


Size	Width x Depth	incl. Bleed	basic rate 4c	incl. ePaper link
Title	183 x 224 mm	189 x 230 mm	EUR 6.200,-	EUR 6.550,-
2. Cover page			EUR 5.200,-	EUR 5.550,-
3. Cover page			EUR 4.850,-	EUR 5.200,-
4. Cover page			EUR 5.700,-	EUR 6.050,-
Kombi-Page	182 x 130 mm	188 x 136 mm	EUR 3.300,-	EUR 3.650,-
Chapter title page	182 x 130 mm	188 x 136 mm	EUR 3.400,-	EUR 3.750,-

Advertisement sizes and prices

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

Closing date: 30.08.2024
Publication date: 28.10.2024

	Size	Width x Depth	incl. Bleed	basic rate 4c	incl. ePaper link
	Junior page	132 x 190 mm	138 x 196 mm	EUR 3.100,—	EUR 3.450,—
	1/1 page	210 x 297 mm	216 x 303 mm	EUR 4.650,—	EUR 5.000,—
	2/1 page spread	420 x 297 mm	426 x 303 mm	EUR 6.750,—	EUR 7.100,—

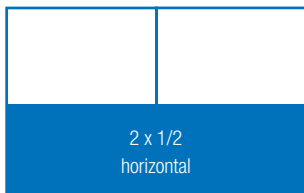
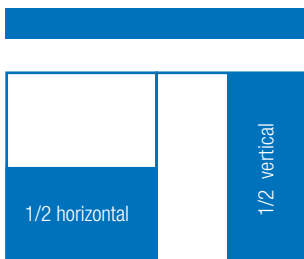
Advertisement sizes and prices

journal format: 210 x 297 mm

type area: 182 x 251 mm

Closing date: 30.08.2024

Publication date: 28.10.2024



Size	Width x Depth	incl. Bleed	basic rate 4c	incl. ePaper link
1/2 page horizontal	210 x 149 mm	216 x 155 mm	EUR 2.900,—	EUR 3.250,—
1/2 page vertical	100 x 297 mm	106 x 303 mm		
2 x 1/2 page spread	420 x 125 mm	426 x 131 mm	EUR 4.750,—	EUR 5.100,—
1/3 page horizontal	210 x 100 mm	216 x 106 mm	EUR 2.300,—	EUR 2.650,—
1/3 page vertical	69 x 297 mm	75 x 303 mm		

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)

Data forms for photos and graphs:

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

Layout program (Please supply fonts and links):

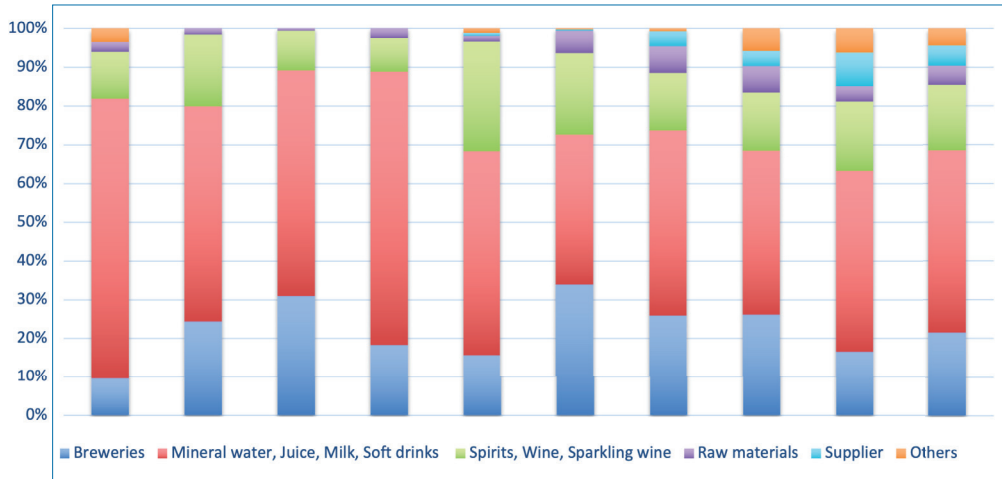
- ◆ Adobe InDesign CS4

Data transfer:

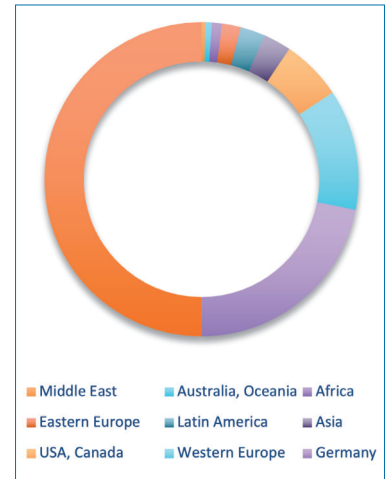
- ◆ E-mail: bb-guide@harnisch.com

Analysis of Circulation and Distribution

Market penetration for each industry



Geographical distribution



Distribution overview total

Print run
14,500 copies

Total distribution
33,500 copies

Digital distribution
19,000 copies

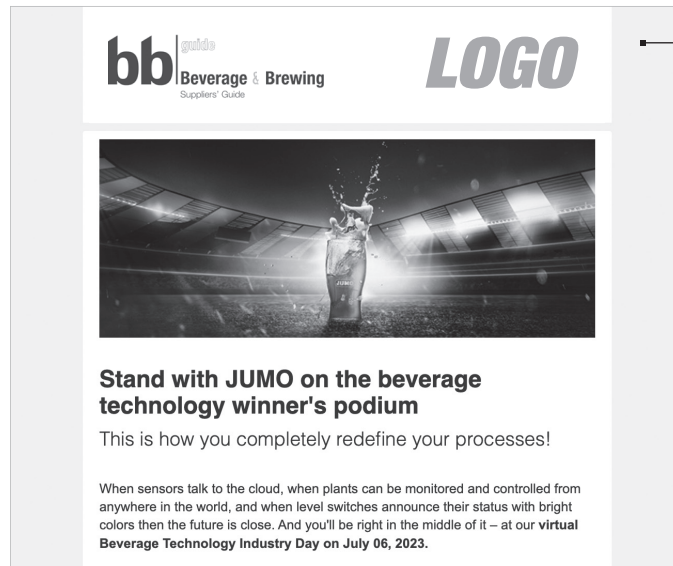


Other digital distribution channels
(Website/Social Media/E-Paper/Newsletter)

YOUR BENEFIT!

advertising with the digital standalone newsletter

The dispatch of an individually designed standalone newsletter offers you the opportunity for a target group communication. The focus is on your company, your products or your know-how.



The screenshot shows the top part of a digital newsletter. On the left is the 'bb | guide Beverage & Brewing Suppliers' Guide' logo. To its right is a large, bold 'LOGO' placeholder. Below the logo is a black and white photograph of a beer bottle on a podium in a stadium, with a large splash of liquid erupting from the top. Below the image is the headline 'Stand with JUMO on the beverage technology winner's podium' and a sub-headline 'This is how you completely redefine your processes!'. A short paragraph follows, mentioning sensors, cloud monitoring, and a virtual industry day on July 06, 2023.



Your Personal Invitation

Our industry day takes place exclusively for the readers of this newsletter and for JUMO customers. It will be transmitted via live stream directly from the HUNFELT BRAEU brewery in Germany. Here, you will find out about the exciting **topics** on all significant areas of beverage technology. Participation is free of charge. In addition, the virtual format enables easy integration into the daily routine.

Standalone newsletter

(Text approx. 2,500 characters + images/logos + links)

Transmission International:

approx. 19.000 copies

€ 1.900,-

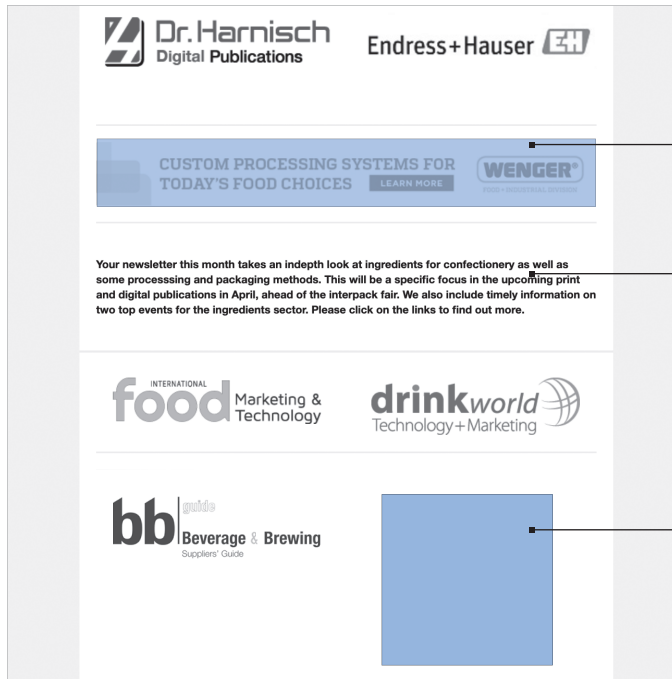
As Dr. Harnisch Publications, we offer newsletter opportunities for you in various specialist areas: food & beverage, pharmaceuticals, process technology, precision and machining processes, wood processing, building and constructing and food retailing.

Please contact us!



advertising in the general newsletter

Your Sponsored News + banner in the general Food & Beverage newsletter.



Leaderboard 600 x 100 px
€ 780,-

Sponsored News	Spons. News + Square
- Text 700 characters	- Text 700 characters
- Image 290 x 290 px	- Image 290 x 290 px
- Link	- Link
€ 650,-	- Square 240 x 240 px
	€ 980,-

Square 240 x 240 px
€ 550,-

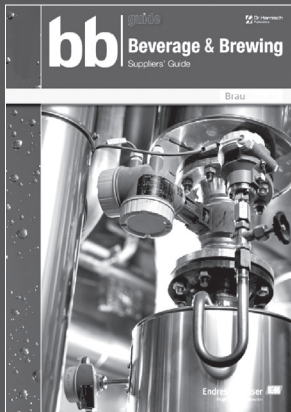
advertising in digital magazine mailing

Exclusive sponsorship banner

600 x 100 px

€ 990,-

The digital Issue is online



bb Guide – Beverage & Brewing

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.

advertising in the digital magazine (ePaper/App)

DRAFT DESERVES QUALITY.
BLEFA. This too.



BLEFA – STAINLESS STEEL KEGS FROM THE LEADER IN QUALITY ON THE WORLD'S KEG MARKET

BLEFA is one of the world's leading suppliers of stainless steel kegs for the beverage industry and belongs to the internationally operating Procter Group (USA). Delivering peak quality, in Germany BLEFA employs over 100 staff, as well as 40 in the USA. All stainless steel beverage containers are manufactured in a facility of validated production process for manufacturing the quality system "Food Safe Environment" in stainless steel.

BLEFA kegs are made of high grade stainless steel 1.4301 (AISI 304). They are certified to meet the highest standards and are certified to meet the quality standard. This design makes BLEFA kegs suitable for long-term use in large quantities and for long-term storage and reuse.

The products' benefits are a design for regular use, stainless steel and are easy to clean. BLEFA kegs are made of stainless steel and are made of stainless steel. The products' benefits are a design for regular use, stainless steel and are easy to clean. BLEFA kegs are made of stainless steel and are made of stainless steel.

BLEFA is the only manufacturer of stainless steel kegs in Europe. The quality of BLEFA kegs has been the main factor for the success of BLEFA kegs in the market. The quality of BLEFA kegs has been the main factor for the success of BLEFA kegs in the market.

Beverage & Brewing - Supplier Guide 2020/21

ePaper linking (advert/technical article)

€ 350,-

ePaper branding throughout the entire issue

€ 1.190,-

Digital ad placement only in the ePaper incl. linking. (Positioning by arrangement)

1/1 page € 1.290,-

2/1 page € 1.990,-

Digital magazines of Dr. Harnisch Verlag read by:



advertising with news reports on www.beverage-brewing.com

In addition to classic banner advertising, there is also the possibility to place sponsored news on www.beverage-brewing.com

The screenshot shows the 'bb guide - Beverage & Brewing' website. At the top, there is a navigation bar with 'Anzeigen' on the right. The main content area features a dark header with the 'bb guide - Beverage & Brewing' logo and a description: 'The bb Guide - Beverage and Brewing is a suppliers' guide for the worldwide beverage and brewing industry in English and German.' Below this, there are buttons for 'Issue archive' and 'Latest issue'. A small image of the magazine cover is shown on the right. Below the header, the breadcrumb 'Dr. Hamisch Verlag > bb guide - Beverage & Brewing' is visible. The main article is titled 'Coriolis instruments from Endress+Hauser enable flow and concentration measurements in parallel' and is marked as 'Sponsored'. The article text includes the date '15. August 2022' and a short summary: 'Successfully controlling complex processes requires operators, equipment manufacturers and instrumentation specialists to work together hand [...]'. A 'weiterlesen' link is provided. Below the article, there is a section for 'Messe München/NürnbergMesse' with the title 'Bavaria alliance: drinktec and BrauBeviale join forces' and the date '5. July 2023'. The summary states: 'The two most important international trade fairs for the beverage and liquid food industry will [...]'. A 'read more' link is provided. At the bottom, a section for 'CCL' is partially visible with the title 'First-Ever Approved Shrink Film Material for the South African Beverage Market'.

Sponsored News

News on www.beverage-brewing.com

incl. linking

€ 700,-

incl. social media linking

Surcharge: € 250,-

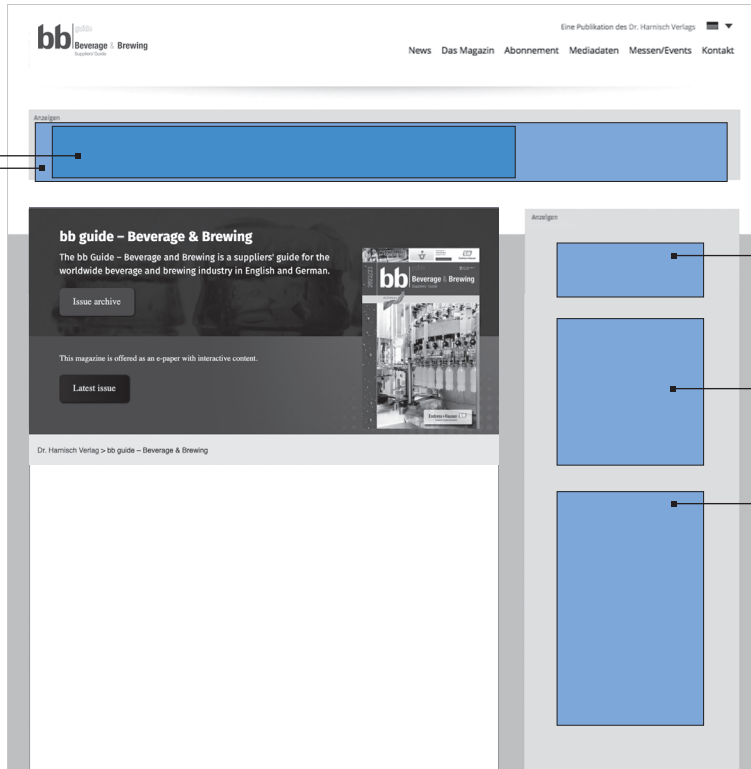
incl. video/YouTube integration

Surcharge: € 250,-

incl. integration of a detailed
Article as PDF (Whitepaper)

Surcharge: € 250,-

advertising with banners on www.beverage-brewing.com



Leaderboard
728 x 90 px
€ 590,-

Leaderboard XL
1040 x 90 px
€ 690,-

Button
240 x 90 px
€ 290,-

Square
240 x 240 px
€ 550,-

Skyscraper
240 x 500 px
€ 850,-

All banner prices are for a period of four weeks. Other formats on request. Display and placement may vary on mobile devices.

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 and as a digital promotion tool.

3. A digital promotion can be made up of one or more elements such as photos and/or text, sound sequences and moving images: an area or space can be reserved by the customer as a clickable link to a further online address or mobile site to feature additional information.

4. For any errors in publication for which the publisher is responsible, the client shall receive compensation in the form of free replacement advertising or digital advertising space to the extent that the purpose of the advertisement/digital advertising which was impaired.

5. Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.

6. The publishing company shall reserve the right to reject bookings for advertisements, digital promotions or printed or digital 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.

7. The customer will furnish the publishing house with the printing templates/digital materials according to its specifications. The specification of the printing templates/digital materials 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 advertisements. Ordered advertisements/digital promotion 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.

8. 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/publishing. After publication, the publisher will send the customer a specimen copy free of charge/link or a copy of the page with reference to the advertisement/digital promotion.

9. 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 a specific case. In the case of default in payment or extension of date for payment, interest shall be charged at a rate of 5 %. The publishing company can hold back the completion of a current order in the case of default payment and demand payment in advance for the rest of the advertisements/digital promotions still to be published.

10. 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 advertisement/digital promotion 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.

11. Printing material will only be returned at the express request of the orderer. The deadline for the storage of such printing material shall end three months after the advertisement/digital promotion 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 of different issues/digital promotion 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 relationship 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 fulfillment also in respect of bills of exchange and cheques made out in connection with the order.

15. Please refer to our data protection statement on our site:
<https://www.harnisch.com/en/datenschutzerklaerung/>

Our magazines and journals



food Marketing & Technology

www.food-tm.com

International magazine for the entire food industry worldwide.

Approx. 16,500 printed copies
Approx. 22,000 digital copies



drinkworld Technology + Marketing

www.drink-tm.com

Magazine for the entire drink industry worldwide.

Approx. 10,500 printed copies
Approx. 18,000 digital copies

Wellness Foods & Supplements

Wellness Foods & Supplements

www.wfs-mag.com

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

Approx. 8,400 printed copies
Approx. 10,500 digital copies



petfood pro

www.petfoodpro-mag.com

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

Approx. 9,600 printed copies
Approx. 8,800 digital copies

foodTECHNOLOGIE

Food Technologie

www.food-technologie.de

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

Approx. 12,000 printed copies
Approx. 6,500 digital copies



Getränke! Technologie & Marketing

www.getraenke-tm.de

German language magazine for the entire beverage industry.

Approx. 9,000 printed copies
Approx. 6,500 digital copies

HYGIENE REPORT

Hygiene Report

www.hygiene-report-magazin.de

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

Approx. 12,000 printed copies
Approx. 12,700 digital copies



bb guide – Beverage & Brewing

www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

Approx. 14,500 printed copies
Approx. 19,000 digital copies



fng MAGAZIN

FOOD · NONFOOD · GETRÄNKE · TOBACCO
www.fng-magazin.de

The independent publication for supermarket managers in Germany.

Approx. 23,500 printed copies
Approx. 9,200 digital copies



PuK – Process Technology & Components

www.puk-mag.com

In German and English language.

Approx. 12,750 printed copies
Approx. 111,450 digital copies



dihw

www.dihw-magazin.de

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

Approx. 9,000 printed copies
Approx. 7,000 digital copies



WiN woodworking INTERNATIONAL

www.woodworking-international.com

International magazine for the woodworking industry worldwide.

Approx. 9,100 printed copies
Approx. 10,000 digital copies

dedica

dedica

www.dedica.de

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

Approx. 19,600 printed copies
Approx. 39,000 digital copies



GET – Green Efficient Technologies

www.get-mag.com

In German and English language.

Approx. 5,500 printed copies
Approx. 80,000 digital copies



hp tooling

www.hptooling-mag.com

International magazine for high precision machining processes.

Approx. 13,000 printed copies
Approx. 22,000 digital copies



element + BAU

www.element-und-bau.de

The magazine for architects: facility construction in German language.

Approx. 6,000 printed copies
Approx. 7,300 digital copies